

PROGRAM
of
EVENTS

SEAPORT
BOSTON, MA

SEPTEMBER 3RD - 4TH 2008

BUSINESS of SOFTWARE

THE FIRST EVER JOEL ON SOFTWARE CONFERENCE

Welcome to Business of Software 2008. We're confident that over the next two days you'll get the theoretical grounding, practical knowledge, and personal contacts that help ensure success in the software business.

THE SCHEDULE:

Wednesday 3rd September

07:30am - 09:00am	Registration and breakfast
09:00am - 10:00am	Seth Godin
10:00am - 10:15am	Coffee break
10:15am - 11:15am	Jason Fried
11:15am - 12:15pm	Eric Sink
12:15pm - 01:15pm	Lunch
01:15pm - 02:15pm	Pecha Kucha
02:15pm - 03:15pm	Dharmesh Shah
03:15pm - 03:30pm	Coffee break
03:30pm - 04:15pm	Table sessions
04:15pm - 05:15pm	Jessica Livingston
05:15pm - 06:15pm	Paul Kenny
06:15pm - 08:30pm	Reception: drinks, food and networking

Thursday 4th September

08:00am - 09:00am	Breakfast
09:00am - 10:00am	Steve Johnson
10:00am - 11:00am	Tom Jennings
11:00am - 11:15am	Coffee break
11:15am - 12:15pm	Richard Stallman
12:15pm - 01:15pm	Lunch
01:15pm - 02:15pm	Noam Wasserman
02:15pm - 03:15pm	Mike Milinkovich
03:15pm - 03:30pm	Coffee break
03:30pm - 04:30pm	Steve Krug
04:30pm - 05:30pm	Joel Spolsky

THE SPEAKERS:

DAY ONE

Seth Godin

Marketing Guru



About Seth Godin:

Business Week's "Ultimate Entrepreneur for the Information Age," Seth Godin is a best-selling author, entrepreneur and agent of change. American Way magazine called him "America's Greatest Marketer." He is the author of seven books that have been bestsellers around the world, including Permission Marketing and Purple Cow. He's the author of the most popular ebook of all time, and his new internet venture,

Squidoo.com, is breaking traffic records every day. Formerly VP of Direct Marketing at Yahoo, Seth has spent the last five years bringing his message of change to audiences around the world.

Why marketing is too important to be left to the marketing department



Eric Sink

SourceGear

About Eric Sink:

Eric Sink is author of Eric Sink on the Business of Software. He is also founder of SourceGear, a source control system vendor. He founded the AbiWord project and led the team that built the SpyGlass browser, now known as "Internet Explorer". He first coined the term "Micro-ISV".

Product Parenting

Software products are a little like children, so the role of a Product Manager is a bit like being a parent. A good Product Manager starts working before the product is born and knows how to guide the product at each stage of life until it is time to let it go out on its own. In between, there are 3am feedings, the terrible twos, skinned knees, awkward growth spurts, teenage rebellion, and even a few cases where the product needs help after it is all grown up.



Jason Fried

37signals

About Jason Fried:

Jason Fried is the founder of 37signals (developers of Basecamp and Ruby on Rails) and Signal vs Noise blogger.

Q&A

Jason will speak for 20 minutes and then take questions for 40 minutes.

Dharmesh Shah

HubSpot



About Dharmesh Shah:

Dharmesh Shah is the founder and Chief Software Architect of HubSpot, a venture-backed software company offering a hosted software service for internet marketing. Prior to HubSpot, Dharmesh was the founder and CEO of Pyramid Digital Solutions, an enterprise software company in the financial services sector. Pyramid was a three time recipient of the Inc. 500 award. The company was acquired by SunGard Data Systems in 2005. Dharmesh is also the author of OnStartups.com, a top-ranking startup blog with over 10,000 subscribers.

Software Insights From MIT: Two Years Of Graduate School, Boiled Down

What do academics know about building businesses? What can a geeky institution like MIT really teach you about how to create and grow a successful software company? As it turns out, a fair amount.

Dharmesh has spent most of the past 4 years in and around MIT studying the software industry and trying to apply the lessons learned to the real-world.

Before your very eyes, Dharmesh will try to condense the best insights from academia (the stuff that is actually relevant in real-life) into a fast-paced presentation with lots of passionate hand gestures. And he'll do all this without a safety net!

Topics covered will include SaaS, business models (which are becoming fashionable again), strategy and the economics of the software business. This broad set of topics is sufficiently vague as to allow the inevitable 2:00 a.m. reworking of the presentation the night before.



Jessica Livingston

Y Combinator

About Jessica Livingston:

Jessica Livingston is a founding partner at Y Combinator, a seed-stage venture firm based in Cambridge, MA, and Mountain View, CA. She is the author of *Founders at Work*, a collection of interviews with founders about the early days of their startups. Previously, she was vice president of marketing at investment bank Adams Harkness. In addition to her work with startups at Y Combinator, Livingston organizes Startup School (www.startupschool.org).

What I've learned from Founders at Work and founders at work

Through her interviews with 32 startups founders in *Founders at Work: Stories of Startups' Early Days*, Jessica Livingston discovered a lot about what it takes to build a successful software company. And as a partner at Y Combinator, an early stage seed investment firm, she has worked closely with the founders of more than 100 startups-most from the very beginning.

In her talk, Jessica will talk about trends she's observed in both her interviews and her first-hand experience with founders: particularly what it takes to be a successful entrepreneur, and what goes wrong when you first get started.

Paul Kenny

Ocean Learning



About Paul Kenny:

Paul Kenny is one of the UK's top sales trainers, consultants and speakers. He has worked with many customers in three continents, including IBM, Perot Systems, The Guardian Newspaper and tens of others. Paul has developed a portfolio of nearly 100 sales, management and personal development courses. He won a national training award for his work with The Guardian.

Sales 101

Geeks don't understand sales, and they don't understand sales people. Paul will explain why you need to sell your software and outline the different sales models you can follow.

Sales teams and sales people come in all shapes and sizes. Paul will show you how to define what type of sales organisation you want to be and how to build teams and systems and sales people to reflect your organisation's culture and priorities. He will tell you who you need to hire, how to hire them and how best to work with them.

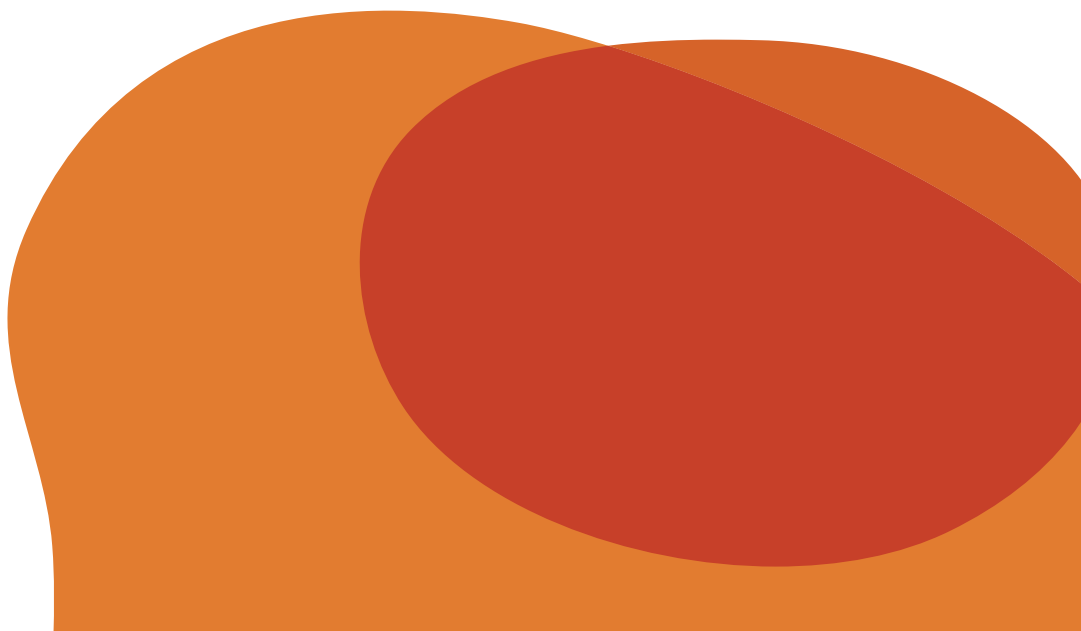
THE TABLE SESSIONS:

The table sessions will provide an informal but focused opportunity to meet other people at the conference.

You have been split into groups of about 10 people and each group has been given a topic to discuss. If you look at the back of your badge you'll see your topic, the table number you'll be discussing it at, and which room the table is in. Each group has a chair person, chosen at random and notified before the start of the conference. The name of the chair person for your group will be on your table.

SOCIAL NETWORKING:

The best part of a conference is often the people you meet. Somebody at Business of Software 2008 will be an expert in a field you want to learn about. There are plenty of people here who share your interests. But how are you going to find them? To help you out, we've set up a social networking site specifically for Business of Software 2008. Go to www.bos2008.crowdvine.com to join.



THE SPEAKERS:

DAY TWO

Steve Johnson

Pragmatic Marketing



About Steve Johnson:

In his 10 years as a Pragmatic Marketing instructor, Steve Johnson has personally trained thousands of product managers and hundreds of company senior executives on strategies for creating products that people want to buy. While winning last year's Software Idol competition at Business of Software 2007, Steve demonstrated his biting sense of humor and credibility as a product management and marketing thought-leader.

The strategic role of product management

Developers and executives know what can be built; product managers know whether it should be. Steve will explain why product management can and should play a strategic role in a technology company. One which can ensure products are created not just because they can be, or because someone thinks it is a good idea but rather because someone has listened to the market, identified an urgent and pervasive problem, and determined that people are willing to pay to solve it.



Richard Stallman

About Richard Stallman:

Richard Stallman launched the development of the GNU operating system, now used on tens of millions of computers today. Stallman has received the ACM Grace Hopper Award, a MacArthur Foundation fellowship, the Electronic Frontier Foundation's Pioneer award, and the Takeda Award for Social/Economic Betterment.

The danger of software patents

Richard Stallman will explain how software patents obstruct software development. Software patents are patents that cover software ideas. They restrict the development of software, so that every design decision brings a risk of getting sued. Patents in other fields restrict factories, but software patents restrict every computer user. Economic research shows that they even retard progress.



Noam Wasserman

About Noam Wasserman:

Noam Wasserman is a professor in the entrepreneurial-management unit at Harvard Business School, where he teaches the Money and Power in Entrepreneurial Ventures course that he developed. Before Harvard, Noam was a computer engineer, worked at the Pioneer Capital venture-capital firm in Boston, and was a principal and founder of the Groupware Practice at American Management Systems, an international systems-integration consulting firm in Washington D.C. Noam's article "The Founder's Dilemma" appeared in the February 2008 edition of the Harvard Business Review. Noam's current area of research is "founder frustrations," and since 2005 he has been blogging about his research at his Founder Frustrations research blog (www.founderresearch.blogspot.com).

Rich vs King: The Founder's Dilemma

Found a company and you'll end up rich, or in control. Very few people manage to do both. Noam's research into hundreds of private IT and Life Sciences companies shows that to succeed you need to understand your motivations, figure out what is important to you, and act accordingly. Do you want to be rich, or be king?

Mike Milinkovich

Eclipse Foundation



About Mike Milinkovich:

Mike Milinkovich is Executive Director of the Eclipse Foundation Inc., a not-for-profit corporation supporting the Eclipse open-source community and commercial ecosystem.

Mike has been contributing to the technology industry for over twenty years. Most recently a vice president in Oracle's Development Group, Mike led the Application Server Technical Services team, a group of highly technical experts who support Oracle's application server strategic customers and partners.

Mike Milinkovich is one of the relatively few people today who has the responsibility to "...cultivate an ecosystem of complementary products, capabilities, and services..." in his job description.

A practitioner's guide to software ecosystems

There has been enormous interest in both academic and business circles in the role of ecosystems as an emerging model for value creation in highly innovation-driven markets. But what does that mean in practice? In this talk, Mike will introduce the fundamental concepts of ecosystem theory, and compare and contrast several well-known software business ecosystems. It will be of interest to anyone who is interested in how ecosystem-driven innovations are going to impact their lives and businesses in the future.



Tom Jennings

Summit Partners

About Tom Jennings:

Tom Jennings is a Managing Director at Summit Partners, a private equity and venture capital firm with offices in Boston, Palo Alto and London.

Tom focuses on investments in growing and profitable software, technology, healthcare and life sciences companies.

Why everything you've ever heard about venture capital is wrong

Steve Krug



About Steve Krug:

Steve Krug is a web usability consultant. His book *Don't make me think! A Common Sense Approach to Web Usability* has over 380 five star reviews on Amazon, and is required reading for Joel's management trainees.

The least you can do about™ usability

Usability testing is important, but you've got other things to do. Steve will talk about informal usability testing, and how the minimum of work can give you extraordinary results.

Joel Spolsky

Fog Creek Software



About Joel Spolsky:

Joel Spolsky is the founder of Fog Creek Software. He has written three books about software development, and his website www.joelonsoftware.com is popular with software developers around the world and has been translated into over thirty languages. He is also the founder of Fog Creek Software. Before that he worked at Microsoft, where he designed VBA as a member of the Excel team, and at Juno Online

Services, developing an Internet client used by millions.

He has written three books: *User Interface Design for Programmers* (Apress, 2001), *Joel on Software* (Apress, 2004), and recently, *Smart and Gets Things Done: Joel Spolsky's Concise Guide to Finding the Best Technical Talent* (Apress, 2007).

iPod or Zune – which are you building?

Joel will talk about the features that distinguish the merely competent products (like the Zune) from the beloved bestsellers (like the iPod).

PECHA KUCHA 2008:

Pecha Kucha turns powerpoint into poetry. Each speaker will present 20 slides in 20 seconds a slide, and then sit down. You, the audience, will vote for the winner of Pecha Kucha 2008...

- **Alexis Ohanian** co-founder of Reddit, on *How to start, run and sell a web 2.0 startup*
- **Jason Cohen** founder of Smart Bear Software, on *Agile marketing*
- **Larry Port** founding partner of Rocket Matter, on *How to launch your socks off for no money*
- **Bob Pritchett** entrepreneur and author, on *Fire someone today and other surprising tactics for making your business a success*
- **Johnathan Mercer** founder of Xumbrus, on *Turning data into profit: towards evidence based software management*
- **Lou Franco** director of engineering at Atalasoftware, on *Engineering the evaluation funnel*
- **Steve Goldenberg** founder of Interfolio, on *Sales is not a four letter word*
- **Jack Zoellner** president of Leading Edge, on *It's the people, stupid*

We'll look forward to seeing you in 2009. Have a safe onwards journey, and don't forget to fill out your feedback forms. You could win a Canon PowerShot Pro Series S5 IS 8.0MP Digital Camera.





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