

Know Who You Are



YBA Presentation by Jason Shafton

My Story

I grew up in Chicago



I studied marketing at the University of Wisconsin



I started my career at Google



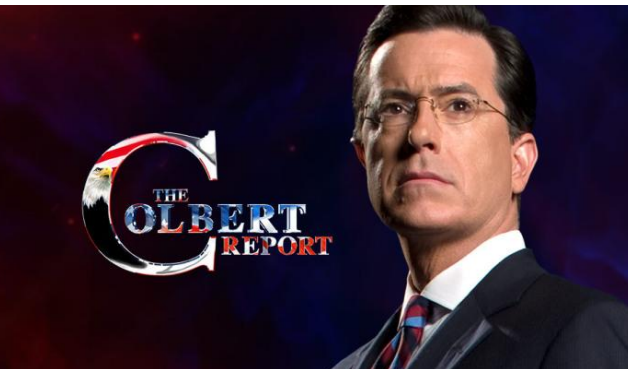
I worked on some cool products



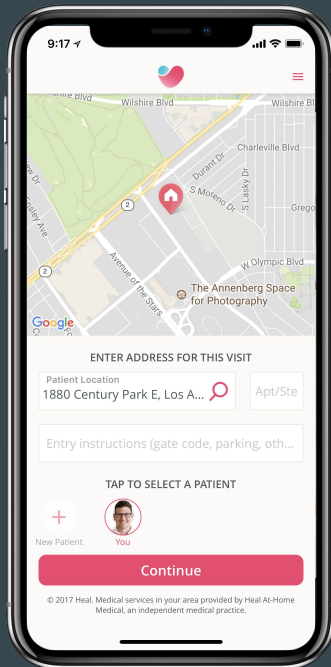
We made some fun videos



I joined Comedy Central to lead consumer marketing



I co-founded a startup



I joined Soothe



My family



Who am I?

A reflection I try to do every day:

1. What are three things you're grateful for?
2. What are two things you did well today?
3. What's one thing you could have done better?

Who are you?

- Get to know yourself
- Don't be afraid to take risks
- Remember to find balance
- Love what you do

Build your own startup

Activity

Let's create our own startups using technology to solve a real problem.

Start by asking yourself these questions:

1. What's a problem you've encountered in your life that could be solved by using technology? Examples: staying in touch with friends (Facebook), finding anything you need (Google), communicating anywhere (Apple)
2. Is your idea totally new or an incremental improvement? Let's go from zero to one (make something an order of magnitude better than the current solution)
3. How would you use technology to solve the problem? Would you build an app? Design a machine or hardware? Could you design something better?

Let's get to work

Start putting pen to paper and map out how your idea might work.

- Sketch app designs
- Make a flowchart showing how your idea works
- Describe the problem and your solution in writing and/or visually

I'll come around and talk to each of you about your ideas!

Questions?

Keep in touch



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