Why now?

Technology, Society, and Media

June, 2014

Viral Disruptions

Kickstarter (2009)
Uber (2009)
AirBnB (2008)
Bitcoin (2009)
GitHub (2008)
(Aereo) (2012)

Education (Sep)
Publishing (Travis)
Media (Us)
Goods

Time and size matter…

Why Now?

New pool of inventor/peers
Prerequisites in place
Low barrier to entry (like above)
Trust in technology
A spirit of disruption
Trust in people

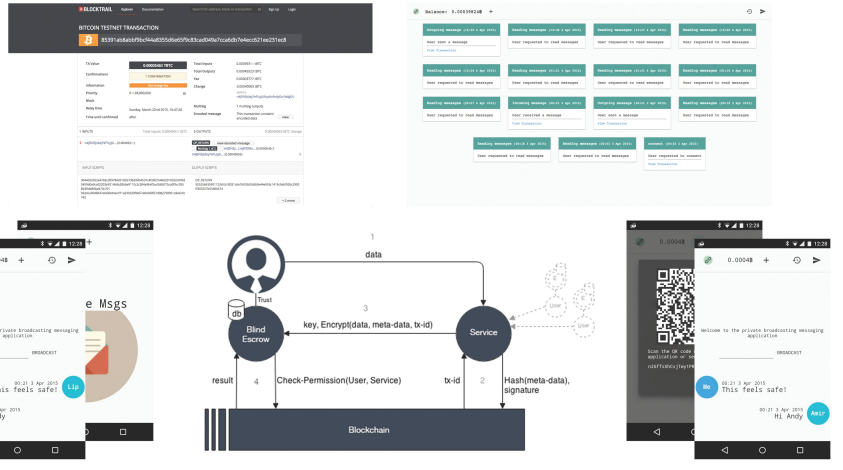
Faith in numbers versus reliable central systems

Invisible Ink

Scalable solution for personal data ownership

Amir Lazarovich, Andrew Lippman

Our platform securely distribute sensitive data while removing the burden from online services of keeping it safe.



Social, not technical

Theshold Events

What are the social and technical milestones that change the world, or might if we understood them better?

Reading on a screen

Keyboards in living rooms

National credit cards

SSL

App Stores

Identity on the Net

Viral Identity

Real identity is out there

Making social activities scalable and viral

"On the Internet, nobody knows you're a dog."

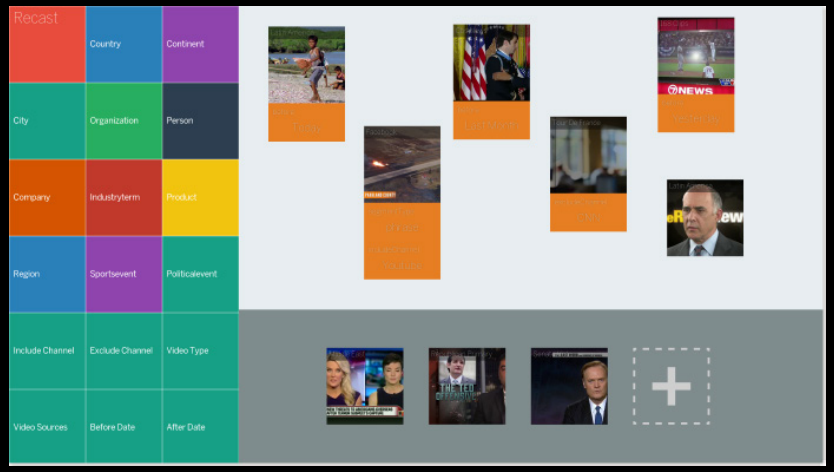
"Remember when, on the Internet, nobody knew who you were?"

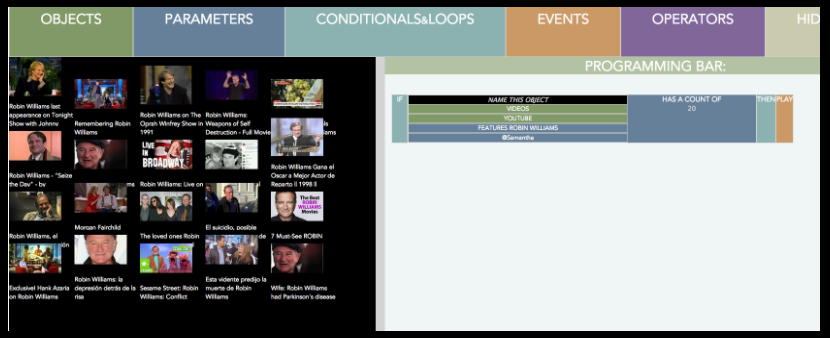
AirBnB and Uber

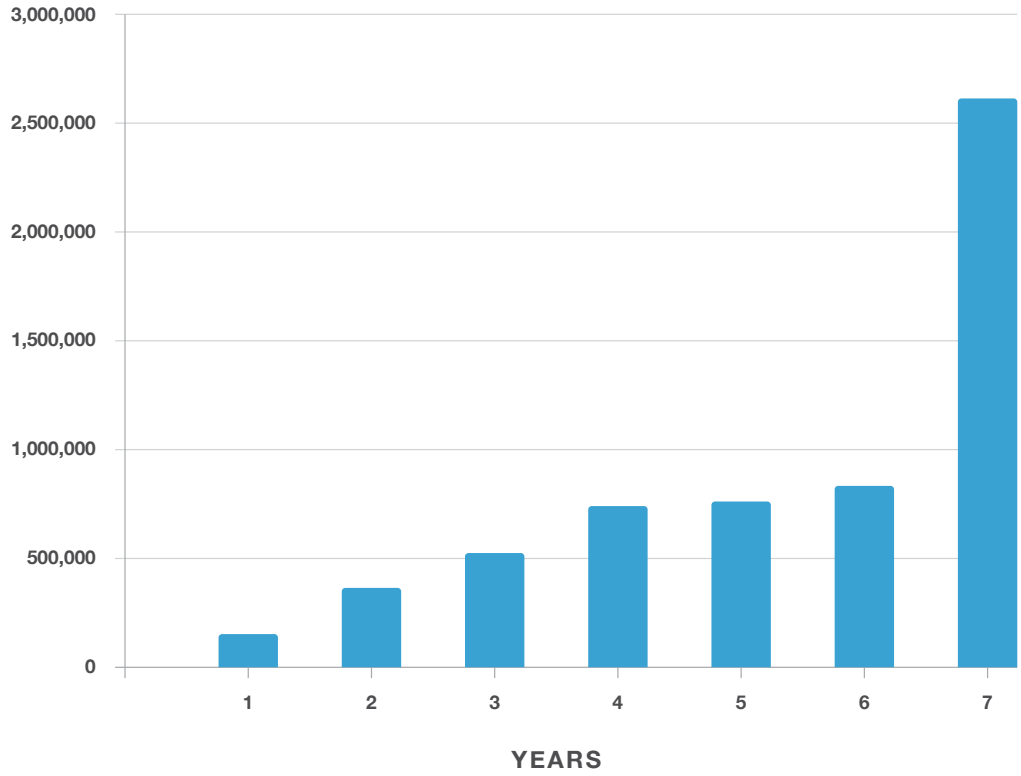
Viral Programming

People *do* create

Programming can be viral






New Projects
3,000,000
2,500,000
2,000,000
1,500,000
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1
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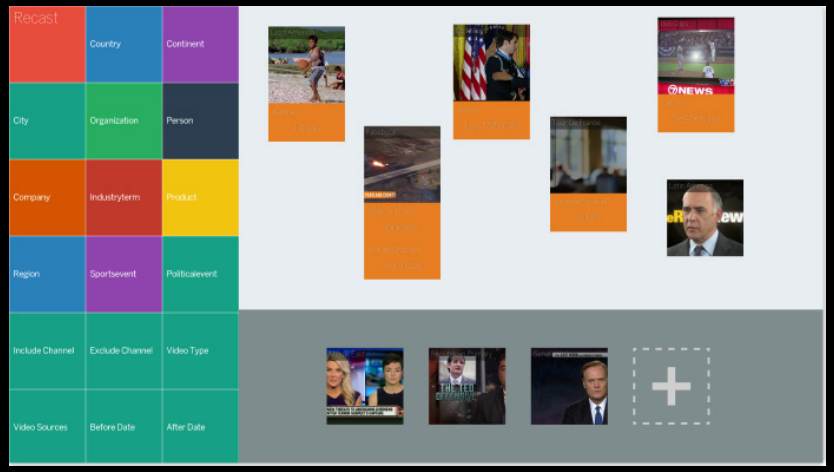
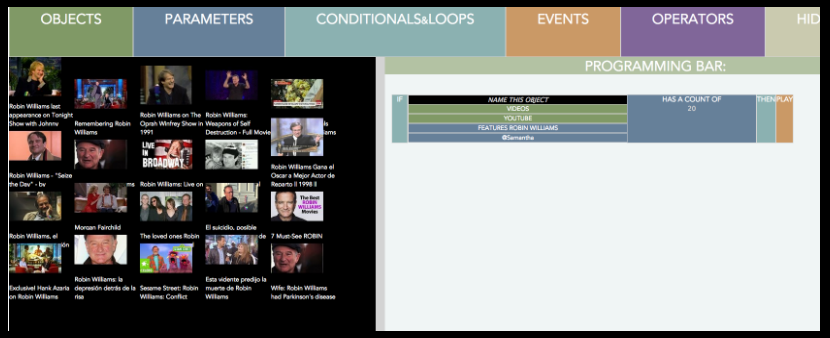
3
4
5
6
7
YEARS

Viral Programming

People *do* create

Programming can be viral

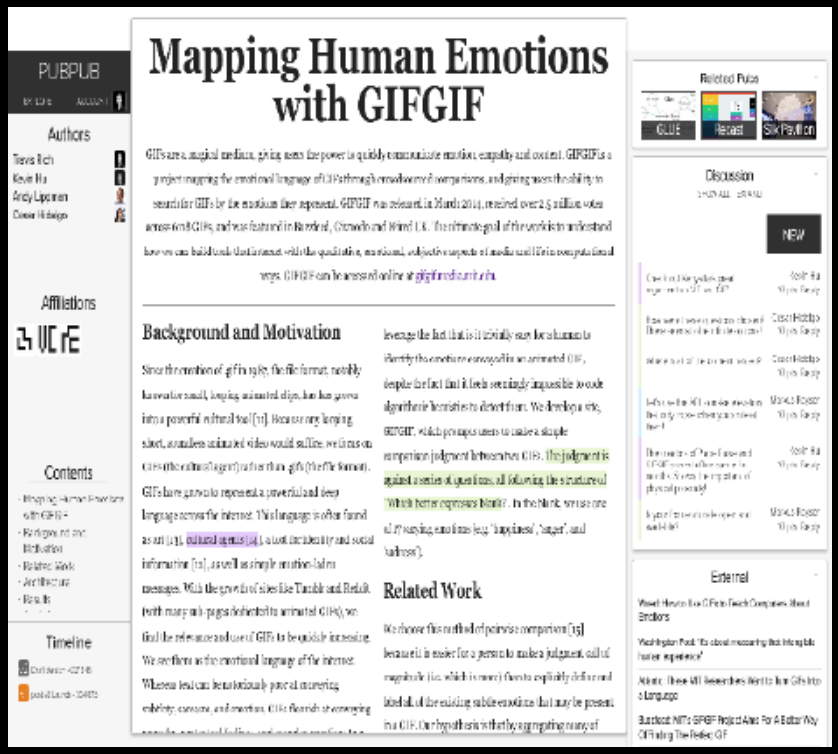




Viral Publishing

People *do* create

Publishing can be viral,
Review can be viral



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Three Really Bad Ideas

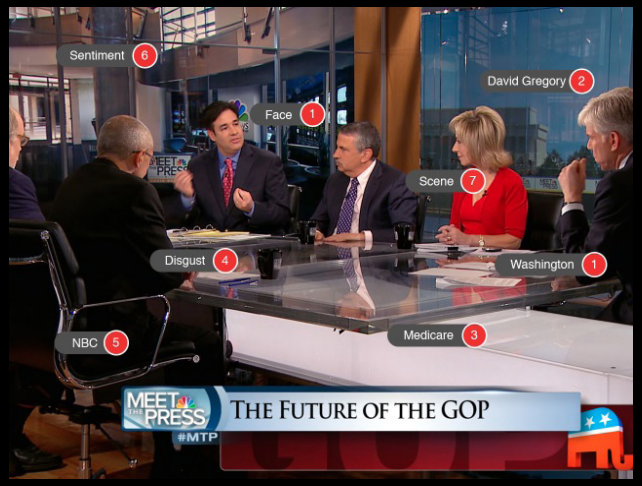
SMS, Blogs, Wiki's, YouTube

People are natural contributors
People are naturally active
Making it easy matters
Comparative price matters

Social Media grows
Scheduled media dies

Viral Media

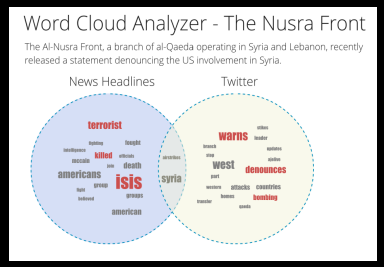
Glue



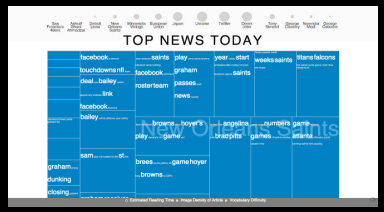
Extensible platform for generating high-resolution metadata;

Modular
Multimedia
Simple API

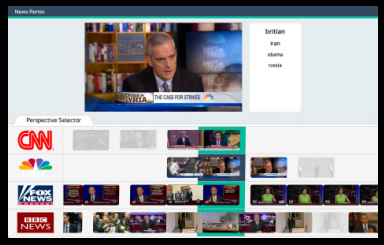
Viral Media



News Clouds: Spots overlaps and dissonances



Glance: Make sense of everything



Telecorrelator: Align realtime events

Rates of change

The rate of change of society is a function of the age at which youth are introduced to the dominant technology of the time

1900's automobile: 16 year cycle

2000's communications: 4 year cycle

Generational change versus evolution