

# Think Like A Start Up: Using Start Up Technology Practices to Make Your Library Thrive

Brian Pichman

Evolve Project

# Starting a Start Up



# Agenda

- Team Dynamics
- Remove Slack / Bad Ideas
- Being Efficient with Resources
- Tool Box of Tech Tools

# Team

- A strong team should be well educated



- Medium
- Blinkist

Recommended by Catherine Ellen, SF Ali, and 2,603 others



Jon Westenberg in Life Learning

2 days ago · 6 min read



## This Is What I Do Before 8 AM.

Don't try and life-hack your way to post human status.

Read more...

2.6K

196 responses



# Medium

So little time.  
So many books.

---

Key insights from  
nonfiction books.  
In a blink.

---

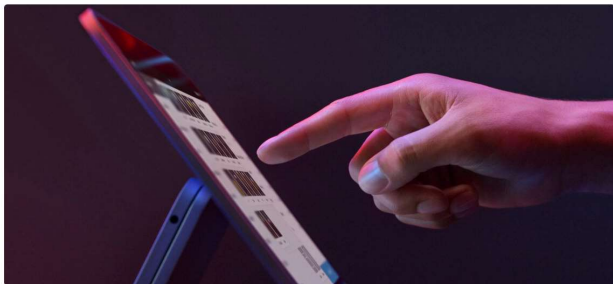
GET APP





## You might like

Based on your claps



### The Best Products of October 2017 🚀

October was a busy month, filled with Halloween costumes, too much candy, the World Series, and som...

**P** Product Hunt  
November 6 · 11 min read

👏 Marvin J. Mathew and 660 others

### 8 Proven Performance Practices from Billionaires and Elite Athletes

Average is over.



**B** Benjamin P. Hardy  
November 15 · 10 min read



# Library

Filters

A - Z ▾



Kevin Kruse  
**15 Secrets Successful People Know About Time Management**



Nicholas Boothman  
**How to Make People Like You in 90 Seconds or Less**



William H. McRaven  
**Make your Bed**



Stephen R. Covey  
**The 7 Habits of Highly Effective People**

Continue  
**15 Secrets Successful People Know About Time Manage...**



# Team

- A team should be encouraged and rewarded. You want to build passion for the work you do.
- <http://kudosnow.com>
- <https://www.growbot.io/> (works with Teams and Slack)
- OfficeVibe.Com - Employee Feedback

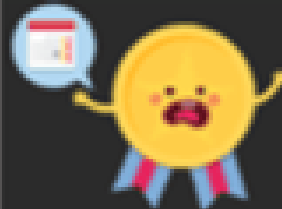


YOUR ANSWERS ARE 100% PRIVATE & ANONYMOUS.

## When was the last time you received praise?



It's been months



3+ weeks ago



Within the last  
2 weeks



Less than 8 days  
ago



Relationship with Colleagues

1/5



← Previous

Next →





# Engagement Report

Export... ▾

ACME Inc. (All company) ▾

## ACME Inc. (All company)

121 active employees  
out of 126 employees in total

July 28  
2016

### Employee Engagement Score



**SUMMARY:** Globally, employees within ACME Inc. (All company) are decently engaged at work. This is good, and you're doing better than most companies out there, but there's still work to do. Employees are healthy and are close with their coworkers. With that said, ACME Inc. (All company)'s culture could improve even more by strengthening the relationship between employees and their managers and encouraging more recognition among everybody (managers and employees).



**Donald Yamasaki**  
Creative Director  
Department: Human Resources  
Location: Chicago

 [View Profile](#)

Points To Give  
**450** / 1000

Points balance  
**427**

Points All-time  
**427**

Badges

TY Thank You - 5 | GJ Good Job - 14 | IM Impressive - 0 | EX Excellent - 0 | More ...

Invite a colleague

3 months ago

**GJ** Good Job • 10 Kudos



To **Donald Yamasaki**  
Thank you for helping me set up my account today. You're awesome!



+Dedicated +Genuine +Supportive



**Andrea Nugent**  
2015-11-10 2 🗨️ 1 📺 ...

👍 **Kenny Pastuzio** and **Kath Zaco** endorse this



**Donald Yamasaki** | I live to give!  
2015-11-01 ...



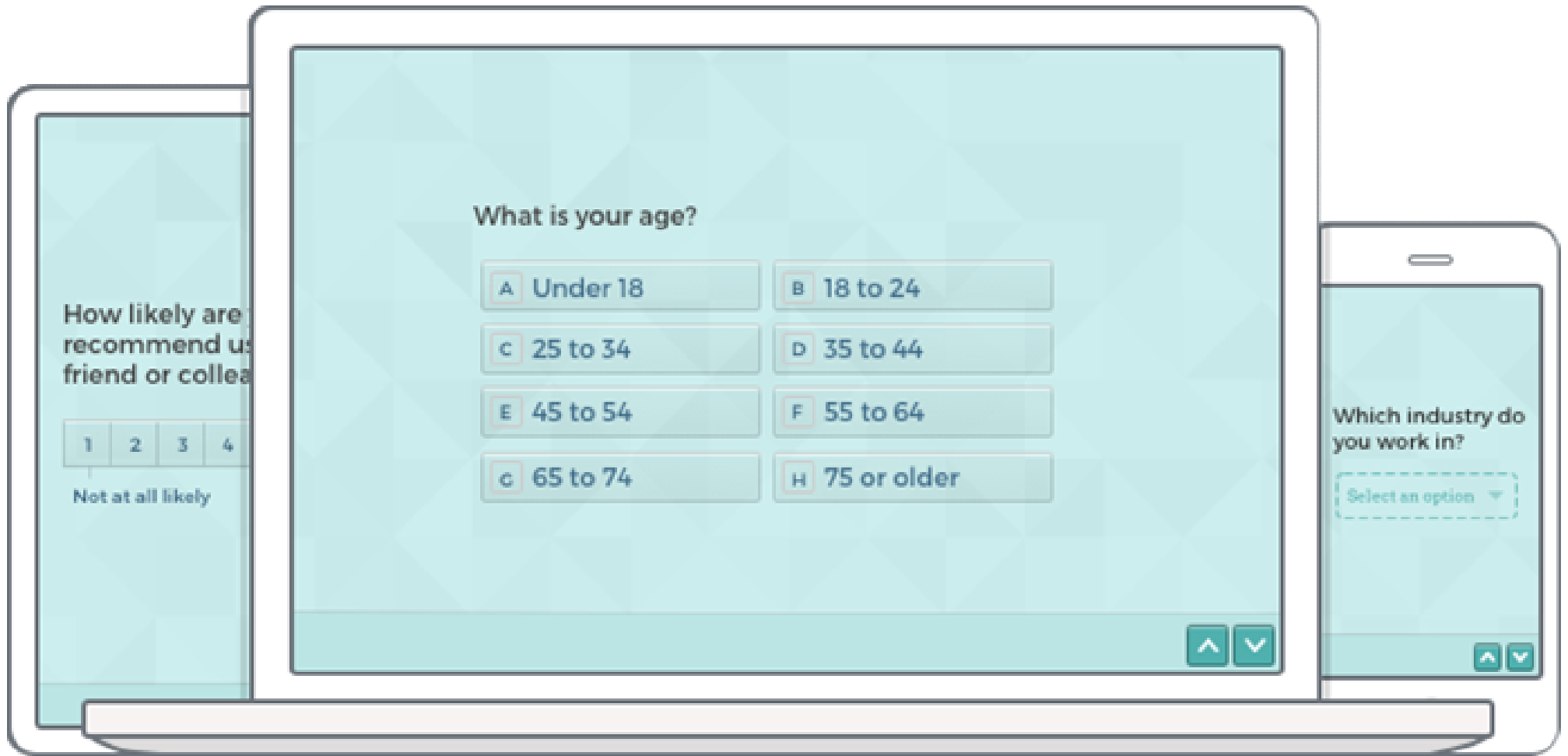
Enter comment

- Fresh Fun
  - Announcements
  - Fresh Videos
  - Events
  - Points Leaders
- Top Receivers
- Tom Short** Sales Director
  - Ann Nguyen** HR Manager
  - Paul Godie** Sales Director
  - Corey Wood** Director of Business Development
  - Shannon Black** Marketing Coordinator
- Top Senders
- Kash Zaki** Sales Associate
  - Ann Lyons** Sales Director
  - Corey Wood** Director of Business Development
  - Paul Godie** Sales Director



# Eliminate

- Not all ideas are good
- Run Surveys to find what ideas work / what doesn't.
- <https://www.typeform.com/>



How likely are you to recommend us to a friend or colleague?

1 2 3 4

Not at all likely

What is your age?

A Under 18

B 18 to 24

C 25 to 34

D 35 to 44

E 45 to 54

F 55 to 64

G 65 to 74

H 75 or older

Which industry do you work in?

Select an option

Welcome screen

- Short text
- Long text
- Statement
- Dropdown
- Email
- Date
- Legal
- Website
- Payment (Stripe)
- Multiple choice
- Picture choice
- Question group
- Yes / No
- Rating
- Opinion scale
- Number
- File upload

Thank You screen

1 Post-Event Survey Take 2 minutes to help us make the next ALA Playground - Maker Area better for next year.

1 ☆ \* Overall, how satisfied were you with the Maker Area in ALA Playground?

2 How would you rate...

- a ☆ \* ... the exhibitors?
- b ☆ \* ... the activities?
- c ☆ \* ... the layout?

Drag & drop sub-questions here

3 ✓ \* How did you first hear about the Maker Demo Area at ALA Play?

4 🗨️ \* How well did the space meet your expectations?

5 🗨️ \* How likely is it that you would recommend a friend or colleague to visit the space?

## Taking Action on Surveys

- If an idea is bad....scrap it
- If a process fails, remove or fix it
- If you're spending money on something that isn't be used, then stop it.



# Schedule Efficiency

- Scheduling the correct amount of resources is difficult.
  - Multiple Hats
  - Identify the minimum resource for optimum efficiency.
- 
- Humanity App (ShiftPlanning)



# Calculations

- How many patrons do you see a day?
- How many people check out materials?
  - You can pull this through a report
  - Break out interaction volume by hour for each day.
- How long does it take per interaction (average).

A	T	U	V	W	X	Y	Z	AA	AB	AC
<b>Average Per Hour</b>	9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30
Sunday	3.45	3.96	3.95	4.06	4.65	5.14	4.77	5.2	5.4	5.31
Monday	9.13	10.3	10.1	10.4	10.2	9.89	10.2	10.1	9.76	10.7
Tuesday	8.28	9.6	9.27	9.57	10	9.55	9.78	10.5	10.4	9.05
Wednesday	8.1	8.77	9.4	9.24	9.33	9.64	10.5	9.1	9.96	9.16
Thursday	6.78	7.63	7.89	8.43	8.2	8.31	8.23	8.11	8.41	8.19
Friday	6.58	7.9	7.84	8.19	8.53	8.2	8.08	8.14	8.54	8.24
Saturday	4.89	5.36	5.58	5.14	6	6.07	5.54	5.61	5.55	5.2
2										
<b>Required</b>	9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30
Sunday	3	3	3	3	3	4	3	4	4	4
Monday	6	6	6	6	6	6	6	6	6	6
Tuesday	5	6	6	6	6	6	6	6	6	6
Wednesday	5	5	6	6	6	6	6	6	6	6
Thursday	4	5	5	5	5	5	5	5	5	5
Friday	4	5	5	5	5	5	5	5	5	5
Saturday	3	4	4	4	4	4	4	4	4	4
<b>Have Now</b>	9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30
Sunday	5	5	5	5	4	4	5	5	5	5
Monday	6	6	7	7	7	7	8	8	8	8
Tuesday	7	7	8	8	7	7	8	8	9	9
Wednesday	7	7	9	9	8	8	9	9	9	9
Thursday	7	7	8	8	8	8	8	8	8	8
Friday	6	6	7	7	7	7	7	7	6	6
Saturday	6	6	6	6	5	5	6	6	5	5
<b>Difference</b>	9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30
Sunday	-2.3	-2.0	-2.0	-2.0	-0.7	-0.4	-1.6	-1.4	-1.3	-1.3
Monday	-0.4	0.2	-0.9	-0.8	-0.9	-1.1	-1.9	-2.0	-2.1	-1.6
Tuesday	-1.9	-1.2	-2.4	-2.2	-1.0	-1.2	-2.1	-1.8	-2.8	-3.5
Wednesday	-2.0	-1.6	-3.3	-3.4	-2.3	-2.2	-2.7	-3.5	-3.0	-3.4
Thursday	-2.6	-2.2	-3.1	-2.8	-2.9	-2.8	-2.9	-2.9	-2.8	-2.9
Friday	-1.7	-1.0	-2.1	-1.9	-1.7	-1.9	-2.0	-1.9	-0.7	-0.9
Saturday	-2.6	-2.3	-2.2	-2.4	-1.0	-1.0	-2.2	-2.2	-1.2	-1.4

**ShiftPlanning** | Day | **Week** | 2 Week | 4 Week | < Today > | 2 Conflicts | Publish [26]

Schedule Search | Advanced Filters | Budget

	Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	1	2	3	4	

Feb 19, 2017 - Feb 25, 2017 | Sun, Feb 19 | Mon, Feb 20 | Tue, Feb 21 | Wed, Feb 22 | Thu, Feb 23 | Fri, Feb 24 | Sat, Feb 25

Empty Shifts | Dishwasher 6a - 4a

Abigail Bell (16.00, \$256) | Bartender 8a - 4p | Bartender 8a - 4p

Aiden Bennett (18.00, \$180) | Bartender 8a - 5p | Bartender 8a - 5p

Aiden James (12.00, \$132) | Bartender 8a - 4p | Bartender 5a - 9a | Bartender 8a - 4p

Amanda Joens (16.00, \$208) | Bartender 8a - 4p | Bartender 8a - 4p

Angel Jackson (16.00, \$192) | Dishwasher 8a - 4p | Dishwasher 8a - 4p

Anna Adams (16.00, \$224) | Dishwasher 8a - 4p | Dishwasher 8a - 4p

Anna Michelle (24.00) | Dishwasher 8a - 4p | Dishwasher 8a - 4p | Dishwasher 8a - 4p

Anthony Thomas

Arron Harris

**Skills**  
 CRP Certification

**Employees**

- Abigail Bell
- Aiden Bennett
- Aiden James
- Amanda Joens
- Angel Jackson
- Anna Adams
- Anna Michelle
- Anthony Thomas
- Arron Harris
- Arron Long
- Ava Johnson
- Benjamin Myers
- Brayden Myers
- Brianna Powell
- Brooke Jackson
- Camelia Taylor
- Candice Graham
- Courtney Williams
- Donald Brown
- Edward Carter
- Ella Hamilton
- Gary Summer



# Outsourcing

- Using outsourced resources to get things done faster / efficiently.
- Fiverr
- HiByron



- Dashboard
- My Requests
- Make A Request
- Integrations
- Top Requested Services
- Support
- Account Settings

+ New Request

Logout

Time Used This Month

55 minutes

Total time used this month

Time Remaining All Time

1 hrs 14 min

Total time available on your account

Requests in Progress All Time

5

Requests that are in progress

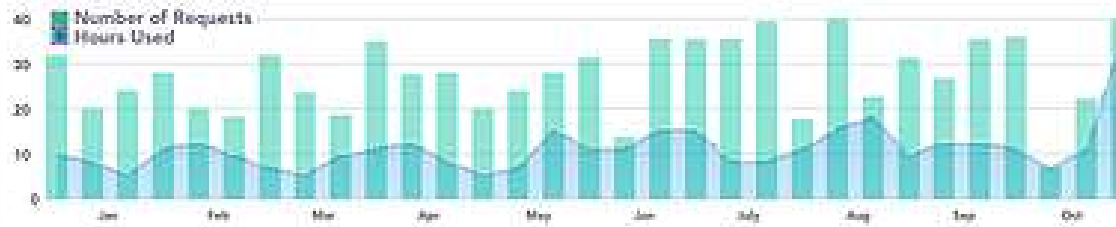
Pending Time All Time

14 minutes

Estimated time for requests in progress

### Requests

Today | Monthly | Annual



234

Total hours used in period

442

Total requests made in period

### Recent Requests



Day | Week | Month

Search

Go

Project Name	Created By	Type of Request	Date Requested
Project	Patrick Smith	Data Entry	Jul 14
Alpha project	Alice Jackson	Transcription	Jul 14
Beta project	John Smith	Data Entry	Jul 14
Gamma project	Anna Jordan	Index Management	Jul 14
Alpha project	Alice Jackson	Research	Jul 14

New Request

See all projects

# Welcome to Fiverr

## The world's largest marketplace for services, starting at \$5

GET STARTED NOW

[How does it work?](#)

Illustration Type ▾ Style ▾ File Format ▾ Service Inc

PRO Show PRO Gigs first   
[Learn more](#)

### Refine Results

All in Graphics & Design

Illustration

### Delivery Time

- Up to 24 hours
- Up to 3 days
- Up to 7 days
- Any

### Price Range

\$  to \$

### Online Status

Show Online Sellers

### Illustration Type

- Anything
- Portraits
- Animals



 **Razchuck**  
Top Rated Seller 

I will make you an original logo in just 24 hours

♥ **\$240**

♥ **\$320**

♥ **\$700**


♥ **\$**




 **Yaelish**  
Level Two Seller 

I will create an animated logo in any style

♥ **\$1300**



 **Chichiad**  
Level Two Seller 

I will design your next project logo only on fiverr

♥ **\$980**



 **Chelinka**  
Level Two Seller 

I will design a nice and elegant logo

♥ **\$300**



 **Michael\_one**  
Level Two Seller

I will design a new logo for your brand

♥ **\$**

# Tool Box

## Communication

- *Communication is crucial to the success of a start-up (and a library). Being able to provide timely and sortable information, conversations, and embodying team work is important.*
- **Facebook at Work**
  - Excellent internal social network for work use
  - Price: Free
- **Slack**
  - My personal favorite
  - Price: Free and paid plan starts at \$6.67 per user/per month
    - Discounts for education/non-profits/more

Acme Sites ▾



● Kathryn Schmidt

☰ All Unreads

🔍 All Threads

CHANNELS (40) +

🔒 annual-meeting

# design-test

# editorial

# help-customer-support

# hiring-updates

# lunch

# marketing-events

# project-updates

# team-hire-n-recruit

# tips

🔒 annual-meeting

☆ | 👤 6 | Time to prep for the annual meeting!



**Peter Keller** 3:15 PM

@kathryn sure thing! what do you need from us?



**Sam Chan** 3:16 PM

Hi!



**Kathryn Schmidt** 3:16 PM

Next week we'll kickoff our planning for the annual meeting!



**Sam Chan** 3:17 PM

That sounds great, and thank you for thinking ahead.



**Kathryn Schmidt** 3:17 PM

@peter, we'll need your notes from last year's meeting. I'll make sure we book the board room!



**Peter Keller** 3:18 PM

I'll send those over right away! 👍



**Kathryn Schmidt** 3:18 PM

@emilie, can you be our note taker? We've got a lot to cover this year.

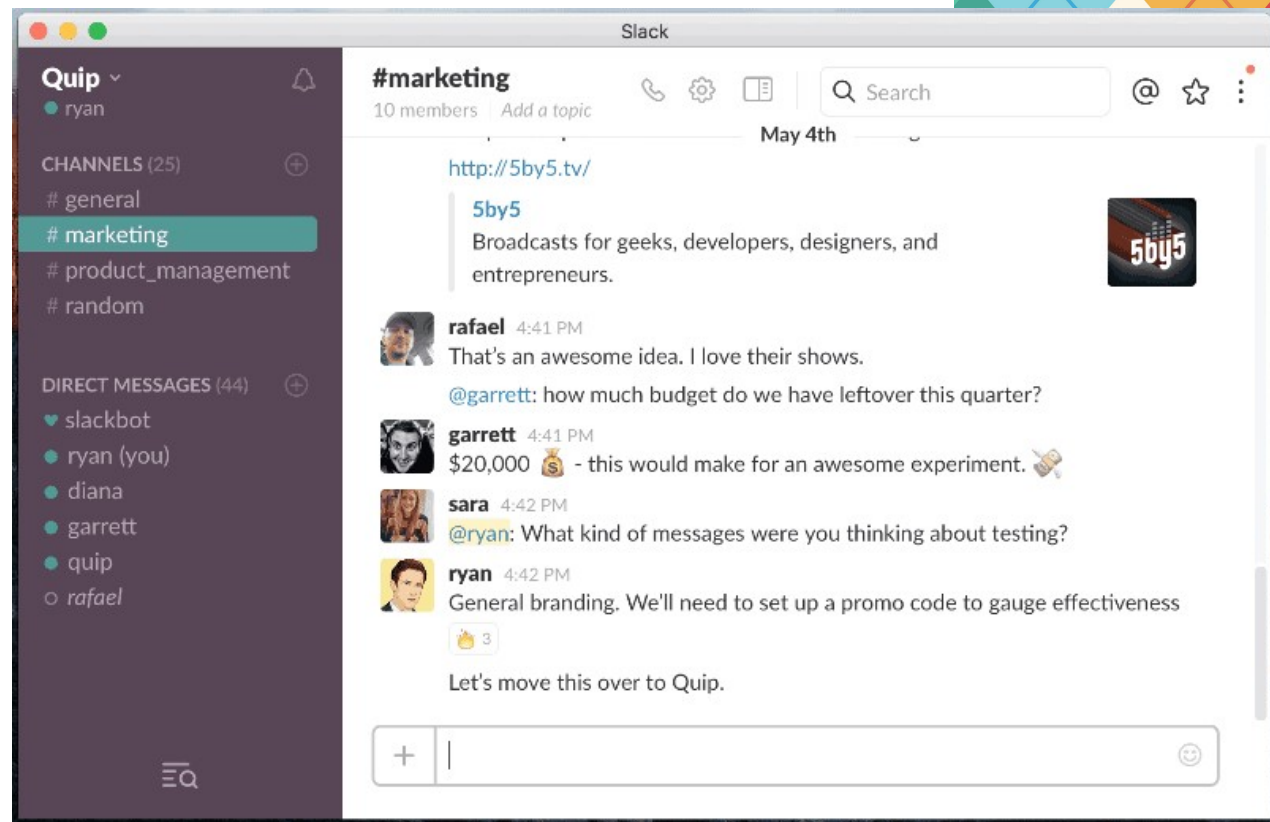


Thanks, team! I think we're gonna knock it out of the park this year. The boss is going to love it.



# Slack Features

- Channels and Direct Messages
  - Allow for Organization of Conversation Threads
  - Keep Individual & Restricted Group Messages Private



Channels



# alaconference

# general

# leads

🔒 leads\_partnerships

🔒 leads\_workshops

# sk-bri-an-pich-man

# socialmedia

# todoist

🔒 upcomingconferences

Direct Messages



**mschmidtbauer** 7:04 AM

joined #alaconference.



**bpichman** 7:08 AM

@mschmidtbauer welcome -> So far just you and Katie from Little Robot Friends has joined



**katiebarnes** 10:54 AM

joined #alaconference.



**katiebarnes** 11:01 AM

Hi @bpichman and fellow ALA Maker pals! I'm looking forward to meeting you all next week and hearing all about your projects.

Here's where you can find out more about Little Robot Friends

<http://littlerobotfriends.com/>

Have a super weekend 👍



[littlerobotfriends.com](http://littlerobotfriends.com)

**Little Robot Friends - Home**

This is where you're going to learn a whole bunch of stuff about Little Robot Friends!



# Integrations Galore!

Analytics  
Communication  
Customer Support  
Design  
Developer Tools  
File Management  
Health & Wellness  
HR & Team Culture  
Marketing  
Office Management  
Finance  
Productivity  
Project Management  
Sales  
Security & Compliance  
Social & Fun  
Travel

**Clarizen Bot**  
Productivity

**Missions**  
Productivity

**ClickUp**  
Project Management

## Essential Apps

[See all](#)



**GitHub**  
Developer Tools



**InVision App**  
Communication



**Jira Cloud**  
Developer Tools



**PagerDuty**  
Developer Tools



**Simple Poll**  
Social & Fun



**Zendesk**  
Customer Support

## New & Noteworthy

[See all](#)



**Atomist Bot**  
Developer Tools



**LeeveBot**  
HR & Team Culture



**Away Plus**  
Productivity



**Sparklines**  
Productivity



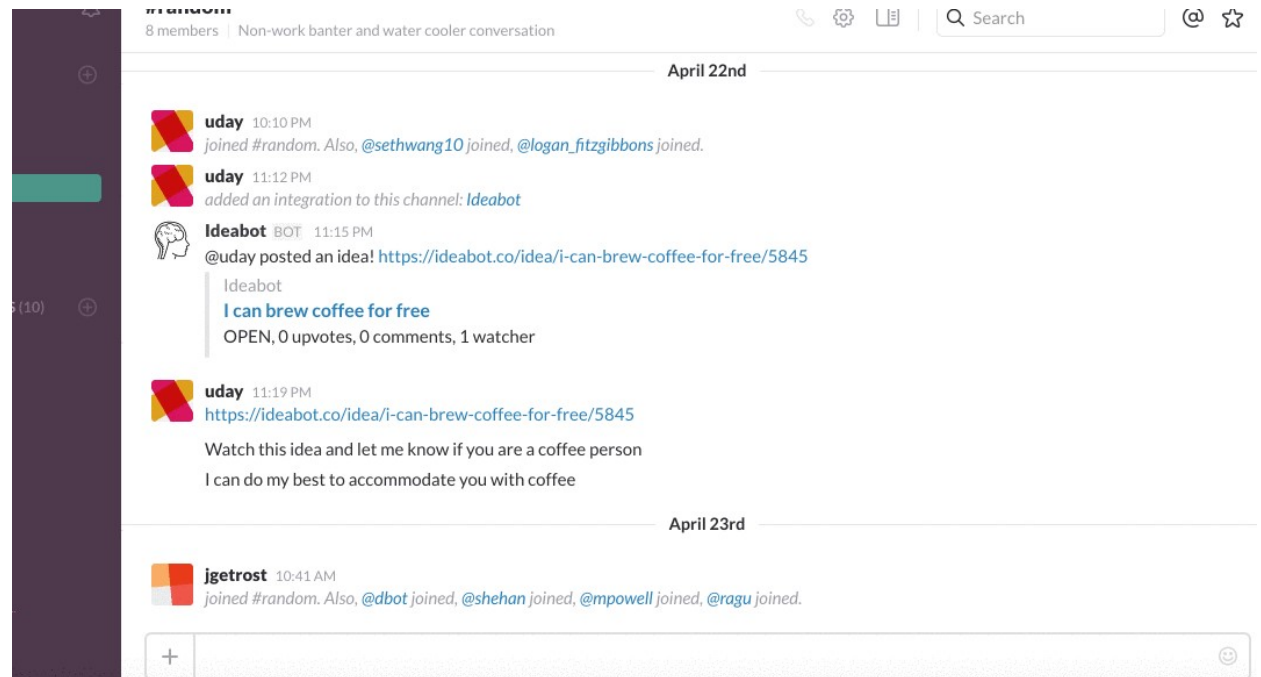
**Twine**  
Communication



**BlogIn**  
Communication

# Integrations!

- If integrations or plug-ins don't exist, leverage custom programming to build your own integrations from your work apps.
  - Open API & Email to Channel Integrations allow for many apps to be connected to Slack.



# Collaborate With Outside People



- **Guests can:**

- View message history and access files shared in the channel(s) they can access
- See and direct message or group message team members who are in the same channel(s)\*
- See other team members and their profile information



The screenshot displays a Slack workspace interface. On the left is a sidebar for 'Chef Community' with a notification bell. It lists 'thom' as a member, 'CHANNELS (4)' including '# chef-server-ha', '# general' (highlighted), and '# random', and 'DIRECT MESSAGES (74)' including 'slackbot' and 'thom (you)'. The main area shows the '#general' channel with 73 members. The channel description is 'Company-wide announcements and work-ba...'. The message history includes: a date separator for 'May 31st'; a date separator for 'June 1st'; a message from 'ff-peters' at 2:04 AM announcing several members joined; a date separator for 'June 9th'; a message from 'chsyoum' at 9:37 AM saying 'Hi all~'; a date separator for 'June 10th'; a message from 'cperry' at 7:49 PM announcing several members joined; a message from 'predominant' at 2:00 PM with a code snippet `^/Installs\Confignures/`; a date separator for 'June 20th'; and a message from 'matt\_kempfert' at 3:11 PM announcing several members joined. At the bottom is a message input field with a plus sign on the left and a smiley face on the right.

# Drop some more knowledge about SLACK.

## Things you can do with Slack:

- Setup notifications based on departments
- Setup alerts according to channel importance
- Have patrons email [brookrequest@yourlibrary.com](mailto:brookrequest@yourlibrary.com) email will go to Slack channel to notify staff of need.

Create and activate step 7 of 7



Every day of the week at 04:30 PM on Th

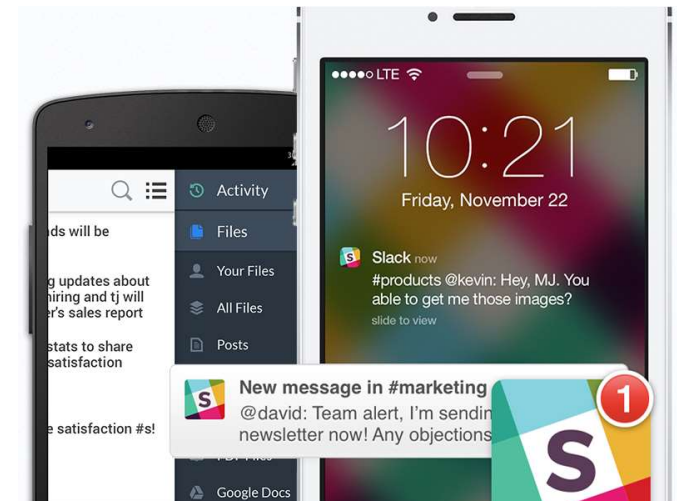
Post a message to a Slack channel

**Recipe Title**

If every day of the week at 04:30 PM on Th, then post a message to a Slack channel

use '#' to add tags

[Create Recipe](#)





**Smooch** APP 11:15 PM

Bri An Pich Man started a conversation with **EvolveProject** in [#sk-bri-an-pich-man](#)

Hello



Today



**Smooch** APP 11:05 AM

Bri An Pich Man continued the conversation with **EvolveProject** in [#sk-bri-an-pich-man](#)

Test Message



**Smooch** APP 11:05 AM

This is the recent history of your conversation with the user.

**Brian Pichman** - a month ago

hello

**Bri An Pich Man** - a month ago [Show more...](#)

Here's all the information we have on this user. [Add custom data](#)

#### User Info

Name: Bri An Pich Man

#### App

EvolveProject

#### Device Info

##### • Facebook Messenger

Locale: en\_US

Time Zone: -7

Gender: male

[View Profile Photo](#)



**Bri An Pich Man** APP 11:05 AM

Test Message

Use `/sk [text]` to reply


Byron  
**New message on "Two Pager Hand Out"**  
Hi Brian,


Please find the first page attached. This is taking a good amount of time, but I should be able to finish the second page a little bit faster. Please let me know if there is anything you would like to change before I start on page two.


Thanks! [Show more...](#)


Byron Request ID: 210490




Byron APP 7:29 PM  
Byron  
**New message on "Two Pager Hand Out"**

 **Twitter** APP 2:04 PM  
[https://twitter.com/Ms\\_ShirleyLoh/status/922931781644435456](https://twitter.com/Ms_ShirleyLoh/status/922931781644435456)

 **Shirley Loh** @Ms\_ShirleyLoh  
Here's [@bpichman](#) of [@theevolproject](#) using his powers for good at a packed house. #D203 Privacy, the Dark Web & Hackers #InternetLibrarian <https://t.co/wfZE4G1hIP>

 Twitter | Today at 2:04 PM (177kB) ▾





acme.facebook.com

Search for people, groups and posts

Zora Home

**Zora Desai**  
Available (Edit)

News Feed  
Messages 5  
Events 1  
Create Group

TEAMS & PROJECTS

- Acme Corp. Design 1
- Chemical Research
- Southeast Sales 3

ANNOUNCEMENTS

- Acme Announcements 2
- Chem. Dev. XFN
- Sales Team FYI

OPEN DISCUSSIONS

- Helpdesk 1
- HR Requests
- Chem. Dev. Feedback 4

SOCIAL & MORE

- Acme Corp. Social 7
- Parents @ Acme 1
- The Road Runners

Write Post Add Photo / Video Ask Question Add File

What's on your mind?

Acme Corp Post

**Piyush Mangalick** Acme Announcements  
12 min · London, UK

Today we celebrated the opening of our 15th office, and our first office outside of North America. Let's keep the Acme family spirit alive using our new Facebook at Work groups to stay connected with our London team, and help our customers grow in the UK.

Like Comment

You, Peter Travers, Mike Park and 217 others likes this.

**Peter Travers** I'm so excited to be a part of the growing Acme family.  
6 min · Like · Reply

**Piyush Mangalick** Welcome Peter, we're grateful to have you with us!  
2 min · Like · Reply

Write a reply...

**Mike Park** Guy Fawkes eat your heart out!  
Just now · Like · Reply

**Leo Mancini**  
Just now · Like · Reply

Write a comment...  
Press Enter to post.

**Christine Rode** asked a question in Chemical Research.  
12 min · London, UK

I'm putting together September's research session. Please let me know which work works best for you.

ACME CORP. 2 New Members

Growing your Facebook at Work community starts by sending out a few invites and getting one or two teams off the ground. Track your progress here.

**Michael Hohenwarter**  
Added today by Christine Rode.

**Chaitanya Mishra**  
Joined yesterday.

INVITE COWORKERS Import

Invite by name or email address

Christine Rode and Tom Elliot invited 4 people to join the Acme Corp. community.

INVITE A MAILING LIST

Copy this link to send an email list so that your coworkers can join on their own:

<https://acme.facebook.com/join>

Invite Mailing List

PEOPLE TO FOLLOW

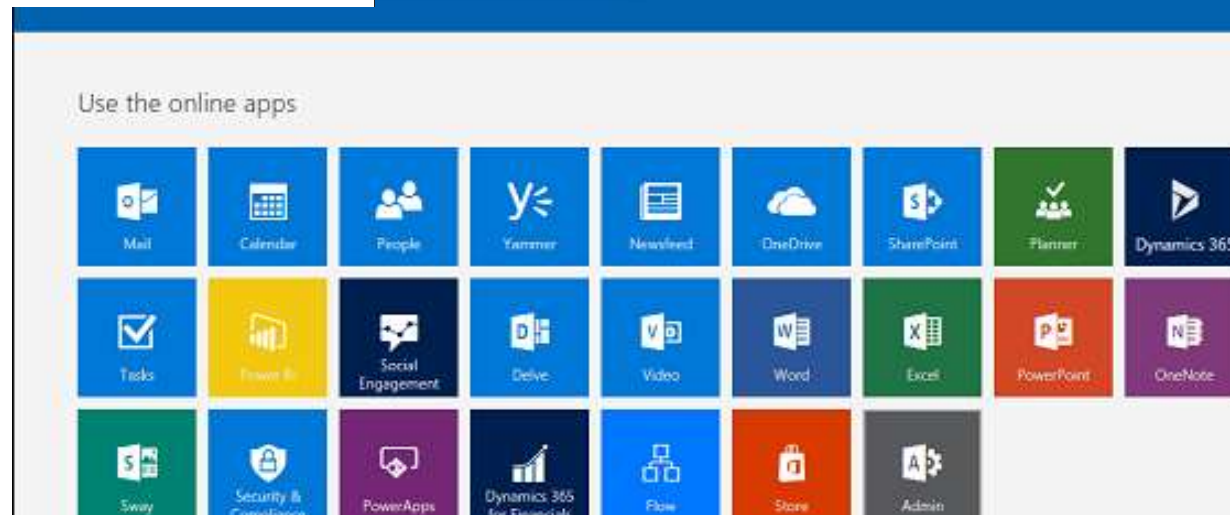
- Piyush Mangalick**  
CEO  
437 followers Follow
- Gemma Silvers**  
Engineering Manager  
210 followers Follow
- Elena Perez**  
Sales Director, US  
233 followers Follow
- Blaise DiPersia**  
Designer  
77 followers Follow

Chat (47)

# Tool Box

## Email




- *Having email is usually a costly service. Considering hosting with Google or Office 365.*
- **Google Apps**
  - Gmail and has more products within.
  - Price: Starts at \$5 to \$25 per user per month
- **Office 365**
  - Microsoft products integrate easily, expensive minimum price.
  - Price: Starts at \$4 per user per month without apps, and 12.50 per user per month with the Office Suite included.



# Tool Box

## Email - Apps

- *Use apps to make emails better!*
- **Google Apps**
  - Boomerang – Schedule Emails / Return Emails / Keep Inbox Clean
  - Assistant.to – Schedule Meetings with Ease

Meeting next week	Boomerang Responsible
Roger Jones	<b>Not very likely</b> to receive a response
Meeting next week	Subject Length ? 3
I'm following up from our meeting on Wednesday and to explore opportunities to strengthen our engagement. Let me know if we can discuss.	Word Count ? 24
	Question Count ? 0
	Reading Level ? 8.2
	ADVANCED FEATURES
	Positivity ? 0
	Politeness ? 57
	Subjectivity ? 10
<b>Send</b>   	
<b>Send Later</b>   <input type="checkbox"/> Boomerang this <span>Tomorrow afternoon</span> <span>if no reply</span> 	 Boomerang Responsible ?

Mail

Download

Folder: All  
Starbucks  
Sent Mail  
Drafts  
Inbox

Assistant.to

Title: Username & Keith Barney Meeting  
Location: Starbucks, 6580 Irvine Center Dr, Irvine, Ca 92618  
Calendar: Keith Barney (me) | Meeting Length: 30 minutes | Recurrence: None | Include Saturday & Sunday

Calendar View:

Day	Mon 7/1	Tue 7/2	Wed 7/3
9am			
10am		10:00a - 11:00a - Calendar Event	10:00a - 11:00a - Calendar Event
11am			
12pm			12:00p - 2:00p - Calendar Event
1pm	1:00p - 2:00p - Calendar Event		
2pm			
3pm			
4pm			
5pm			

Remember availability

CANCEL INSERT TIMES INTO EMAIL

Skip to Daily  
 4 Ways to Learn More

12:00 pm  
12:30 pm  
1:00 pm

New Message

Recipients

Subject

Hey man,

We need to work out the final details on that presentation together. Are you available this week? Lemme know.

K.

Keith would like to setup a 1 hour meeting. Click a time that works for you.

Meeting: Username & Keith Barney: Meeting  
Location: Starbucks, 6580 Irvine Center Dr, Irvine, Ca 92618  
Time Zone: PDT - [View in your Time Zone](#)

Mon 7/1	Tue 7/2	Wed 7/3
10:00a	10:00a	10:00a
11:00a	11:00a	11:00a
12:00p	12:00p	12:00p
1:00p	1:00p	1:00p
2:00p	2:00p	2:00p

Don't see a time that works for you? [Show more times](#)

Send

# Tool Box

## Project Management

- *Keeping track of ideas, suggestions, projects, timelines, and updates is tiresome. Use some of the apps below to keep things in line.*
- **Asana**
  - Exceptional UI, solid for large teams.
  - Price: Starts free up to 15 members
- **Trello**
  - Great for those who like the idea of separated projects and action items for each project.
  - Price: Starts free and Pro Versions
- **Wunderlist**
  - Good for small teams, fastest among the three, best for individual to do lists
  - Price: Free and Pro Versions

# Tool Box

## Site Hosting

- *Host services/servers/apps off site. This could help save money and is easier to scale on demand when needed*
- **Google Cloud**
- **AWS Web Services**
- **BlueHost for websites \***
  - There are some issues with reliability





**I KNOW WHAT YOU'RE THINKING**

**BUT THIS ISN'T WHERE YOUR  
STUFF IS STORED**

# Cost Saving Factors

	WITH CLOUD	WITH ON-PREMISE
DATA SECURITY	Minimal risk of data breach	Company data is managed internally for increased security
COSTS	No increased costs for additional equipment or infrastructure	Large initial cash outlay for equipment (and every few years for new equipment or maintenance)
MAINTENANCE	No need for dedicated IT staff	Dedicated IT staff for equipment maintenance
AGILITY	Third party doing updates and product enhancements on a regular basis	Feature "lock-in"; usually limited to solution features at time of purchase
MOBILITY	Broad accessibility for Internet-enabled devices	Access generally limited to devices on-network

## On-Premises

9%

Software Licenses

Customisation & Implementation

Hardware

IT Personnel

Maintenance

Training

### Ongoing Costs

- Apply Fixes, Patches, Upgrade
- Downtime
- Performance tuning
- Rewrite customizations
- Rewrite integrations
- Upgrade dependent applications
- Ongoing burden on IT
- Maintain/upgrade hardware
- Maintain/upgrade network
- Maintain/upgrade security
- Maintain/upgrade database

## Cloud Computing

68%

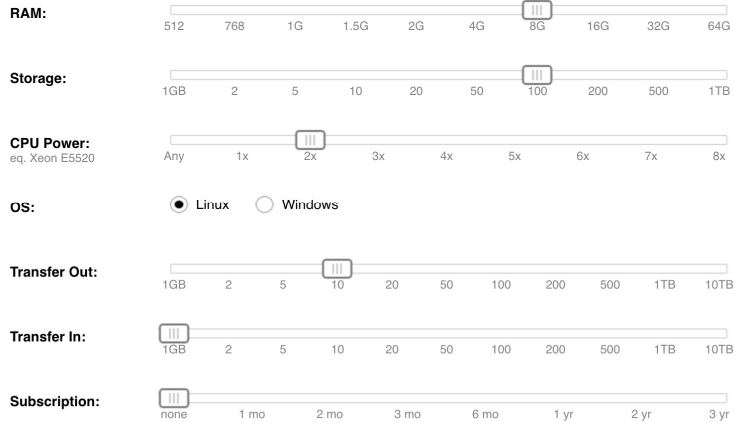
Subscription Fee



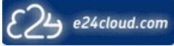



Implementation, Customisation & Training

### Ongoing Costs








- Subscription fee

# Comparisons



 Google	Custom Machine 8 GB RAM / 4x CPUs <a href="#">show details</a>	\$90	<a href="#">Go to Provider</a>
 Windows Azure	D11 v2 <a href="#">show details</a>	\$108	<a href="#">Go to Provider</a>
	8 GB RAM / 4x CPUs Instance <a href="#">show details</a>	\$120 €107	<a href="#">Go to Provider</a>
	Standard 8 GB / 2x CPU Instance <a href="#">show details</a>	\$154 AUD 213	<a href="#">Go to Provider</a>
	EC2 c4.xlarge + 100 GB SSD EBS <a href="#">show details</a>	\$154	<a href="#">Go to Provider</a>
	Compute 1-8 (7.5 GB RAM) + 100 GB storage <a href="#">show details</a>	\$155	<a href="#">Go to Provider</a>

[https://www.cloudorado.com/cloud\\_server\\_comparison.jsp](https://www.cloudorado.com/cloud_server_comparison.jsp)

 Windows Azure	A4 v2 <a href="#">show details</a>	\$175	<a href="#">Go to Provider</a>
 rackspace HOSTING	Compute 1-8 (7.5 GB RAM) + 100 GB storage <a href="#">show details</a>	\$199	<a href="#">Go to Provider</a>
 Google	n1-standard-4 <a href="#">show details</a>	\$216	<a href="#">Go to Provider</a>
elastichosts	8 GB RAM / 2x 2.5 GHz CPUs <a href="#">show details</a>	\$234	<a href="#">Go to Provider</a>
 dimension data	8 GB RAM / 4 CPUs Instance <a href="#">show details</a>	\$243	<a href="#">Go to Provider</a>
 Storm ALERT DATA COMPANY	BareMetal Xeon X3440 8GB <a href="#">show details</a>	\$247	<a href="#">Go to Provider</a>
 VPS NET	16 Nodes <a href="#">show details</a>	\$248	<a href="#">Go to Provider</a>
 amazon web services	EC2 c3.xlarge + 100 GB SSD EBS <a href="#">show details</a>	\$282	<a href="#">Go to Provider</a>

# Tool Box

## Monitoring and Reporting

- *You will want to ensure uptime of your various services (servers, websites ,etc. ) You can receive outage alerts before your users are aware in some cases, and prepare and mitigate an outage because of a better response time.*
- **Pingdom**
  - Pings different websites by checking to see if it is available on the world wide web.
- **Nagios**
  - For internal checking of services. Open Source and does require some technical know-how to get set up.
- **Google Analytics**
  - Monitor site activity and traffic flow to and from your website.

**p**

ACCOUNT: StatusPage.io  
ops@statuspage.io

**Dashboard**

Monitoring

Alerting

Reports

Sharing

Settings

Checks **16/16** Upgrade

RUM Sites **1/1** Upgrade

SMS Credits **0** Buy

Active Users **5/∞** Buy

Updates **7**

Dashboard **1**    Monitoring **1** ←

## Monitoring

PAUSE   
  DELETE   
 BY STATUS ▾   
 FILTER   
 UP **15**   
 DOWN **1**   
 PAUSED **0**

Showing 16 of 16 checks

Search...

▼ up

	SITE NAME	TYPE	UP SINCE	RESPONSE TIME / OUTAGES	
<input type="checkbox"/>	<b>Website</b> statuspage.io	HTTP	1 mo	1067 ms 0 min	▼
<input type="checkbox"/>	<b>Staging Subdomain</b> acmeapico.statuspagestagi...	HTTP	8 d		
<input type="checkbox"/>	<b>Staging Manage</b> manage.statuspagestaging....	HTTP	5 d		
<input type="checkbox"/>	<b>Staging Front Facing</b> www.statuspagestaging.com	HTTP	5 d	951 ms 0 min	▼
<input type="checkbox"/>	<b>Staging API</b> api.statuspagestaging.com	HTTPS	8 d	655 ms 0 min	▼

Edit ←  
 Pause  
 Hold to Delete  
 View Reports  
 0 min

Quick View

- Home Dashboard
- Tactical Overview
- Birdseye
- Operations Center
- Operations Screen
- Open Service Problems
- Open Host Problems
- All Service Problems
- All Host Problems
- Network Outages

Details

- Service Detail
- Host Detail
- Hostgroup Summary
- Hostgroup Overview
- Hostgroup Grid
- Servicegroup Summary
- Servicegroup Overview
- Servicegroup Grid
- BPI
- Metrics

Graphs

- Performance Graphs
- Graph Explorer

Maps

- BBmap
- Google Map
- Hypermap
- Minemap
- Nagvis
- Network Status Map

Incident Management

- Latest Alerts
- Acknowledgements
- Scheduled Downtime
- JIRA Integration
- Mass Acknowledge
- Recurring Downtime
- Notifications

Monitoring Process

- Process Info
- Performance
- Event Log

# Nagios XI

## Status Summary For All Host Groups

Host Group	Hosts	Services
All EMC SAN Hosts (all_emc_hosts)	5 Up	4 Ok
Firewalls (firewalls)	5 Up	1 Ok
Linux Servers (linux-servers)	6 Up	43 Ok 4 Warning 2 Critical
new group (new group)	11 Up	21 Ok 5 Warning 3 Critical
Printers (printers)	9 Up	8 Ok 1 Warning
Switches (switches)	2 Up	22 Ok 2 Warning 2 Critical
Websites (websites)	3 Up	25 Ok 2 Critical
Windows Servers (windows-servers)	9 Up	10 Ok

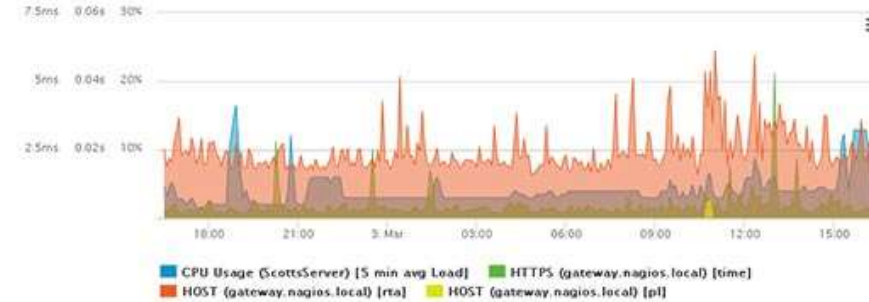
Last Updated: 2016-03-03 16:29:03

### Hostgroup Status Overview

#### Linux Servers (linux-servers)

Host	Status	Services
esv2.nagios.local	Up	6 Ok
exchange.nagios.org	Up	17 Ok 2 Critical
mlitchev.nagios.local	Up	No services found
		27 Ok

### Key Services



### My Graph



### Host Status Summary

Up	Down	Unreachable	Pending
47	0	0	1
Unhandled Problems		All	
2	3	51	

Last Updated: 2016-03-03 16:29:03

### Monitoring Engine Event Queue

#### Monitoring Engine Event Queue



### Host Status TAC Summary

Hosts	3 Down	0 Unreachable	47 Up	1 Pending
Unhandled Problems			46 Active 1 Passive	1 Passive
Acknowledged				
Active				

Last Updated: 2016-03-03 16:29:02

### ScottsServer : CPU Usage



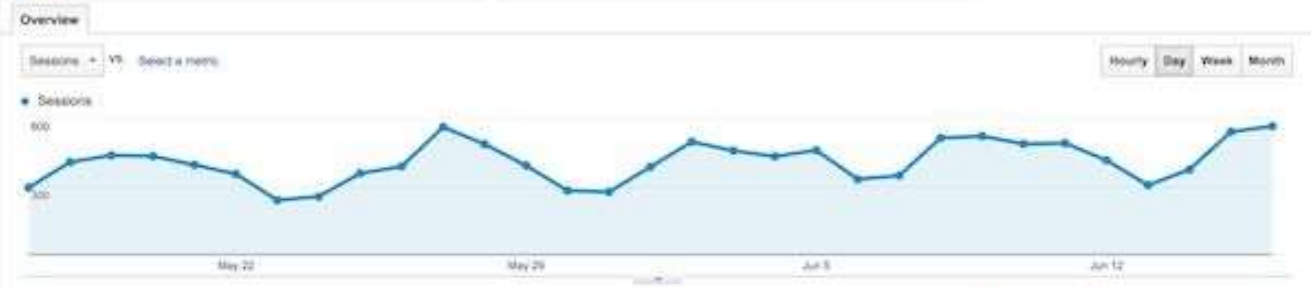


- Find reports & views
- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
  - Overview
  - Active Users **RTA**
  - Cohort Analysis **RTA**
  - Demographics
  - Interests
  - Geo
  - Behavior
  - Technology
  - Mobile
  - Custom
  - Benchmarking
  - Users Flow
- Acquisition
- Behavior
- Conversions

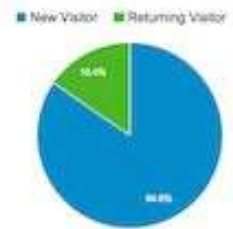
## Audience Overview May 17, 2015 - Jun 16, 2015

Email Expert Add to Dashboard Shortcut

All Sessions 100.00% 
  + Add Segment



Sessions <b>12,682</b>	Users <b>10,956</b>	Pageviews <b>19,838</b>	Pages / Session <b>1.56</b>
Avg. Session Duration <b>00:01:15</b>	Bounce Rate <b>80.18%</b>	% New Sessions <b>84.61%</b>	



Demographics

Language
Country
City
System
Browser
Operating System
Service Provider
Mobile
Operating System
Service Provider
Screen Resolution

Language

Language	Sessions	% Sessions
1. en-us	8,411	66.32%
2. fr	1,000	7.90%
3. en-gb	743	5.88%
4. ru-ru	725	5.72%
5. it	208	1.64%
6. es	124	0.98%
7. pt-br	111	0.88%
8. de	98	0.77%
9. (not set)	90	0.71%
10. en	94	0.74%

[View Full Report](#)

# Tool Box

## Patron Interactions

- *By keeping track of patrons comments/questions/concerns allows us to better serve our community. Have you thought of creating tickets? At the same time, how about tickets for internal staff use?*
- **Freshdesk**
  - Competitor to Zendesk
  - Price: Free for up to three “agents”
- **Userresponse**
  - Affordable and used for smaller support teams
  - Price: Starts at \$10 per agent per month
- **Zendesk**
  - The most common ticketing system of choice.
  - Price: Starts at \$5 per agent per month

Assignee take it  
Premier

CCs cc me

Type Priority  
- -

Tags  
upload

Changing resolution after the fact comments (1) events  
Aug 31 14:25 • Jessie Prestige <jessie.prestige@gmail.com> (change)

Public reply Internal note your comment is sent to the ticket requester

Attach file

**Jessie Prestige** AUG 31 14:25

Hey there -

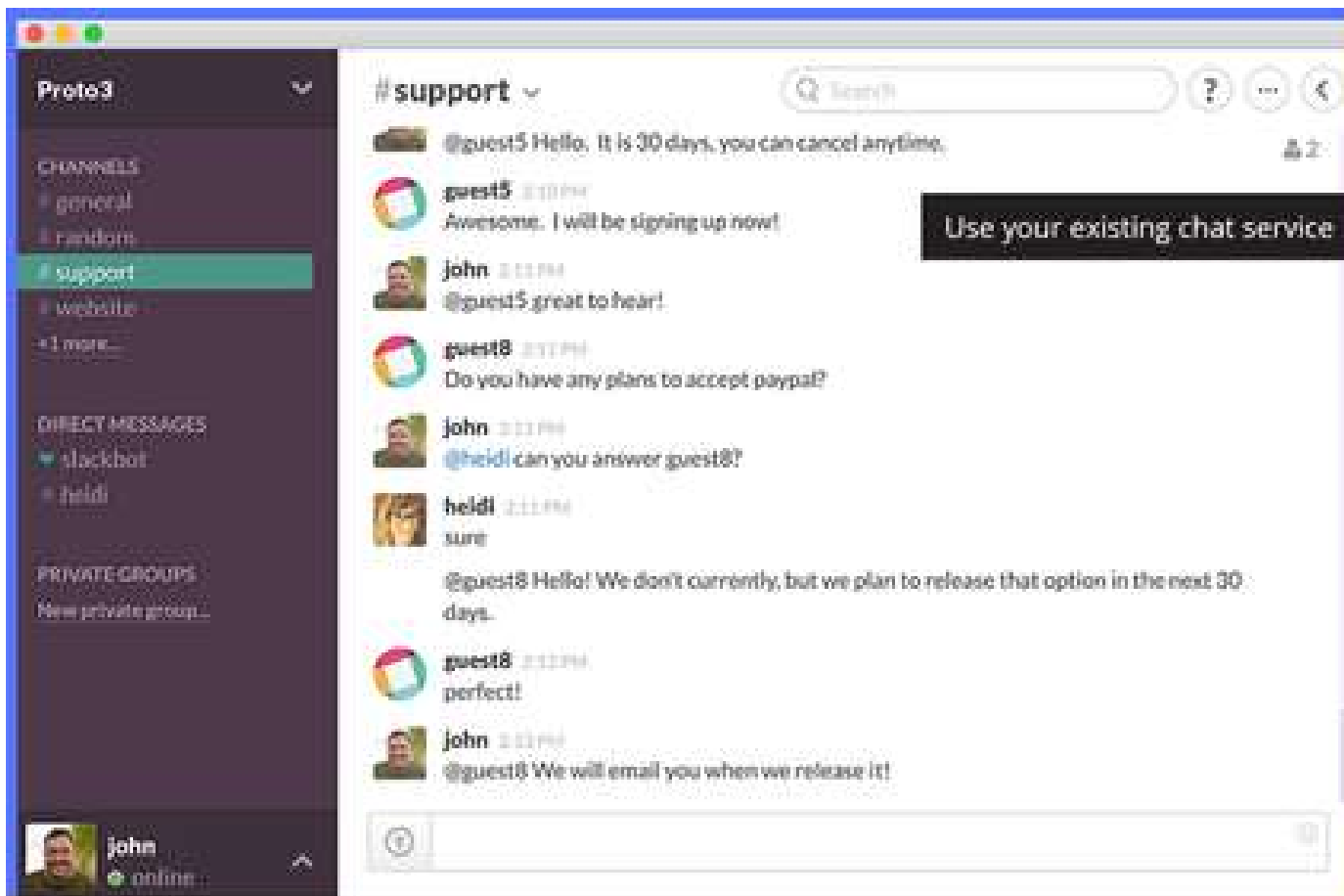
After I upload my photos, I would like to have several resolutions available - i.e. something small, something medium and something at original resolution. I can make these resolutions myself, but was hoping you had a solution for this.

Thanks!  
Jessie

# Tool Box

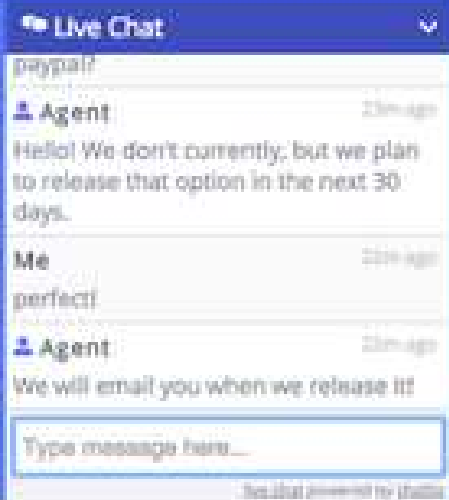
## Patron Communication

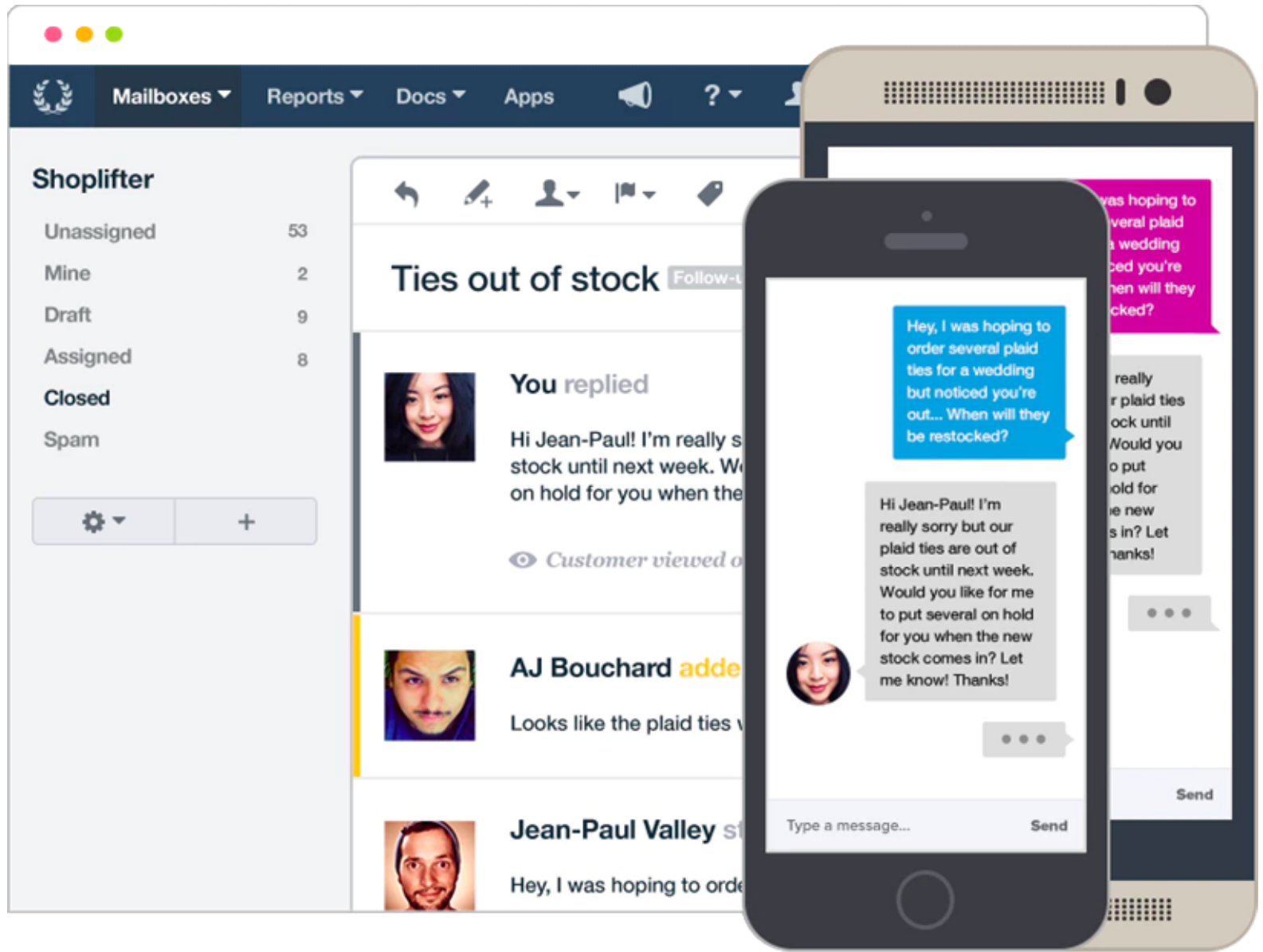
- *Patrons can reach out across a variety of mediums on our social media platforms (facebook/twitter) or even through a chat portal on a website or icon on library desktops. Wouldn't that be great to respond to all of them through a single app? (instead of monitoring multiple systems)*
- **Chatlio**
  - Uses a web app to allow users to send chat messages directly to your Slack channel.
  - Price: \$29 per month
- **Smooch**
  - Integrates into FB Messenger, Telegram, SMS Text Message Apps, and even Twitter and sends it to Slack (or emails).
  - Price: Free for 10,000 monthly active users and paid plan starts at \$100



Use your existing chat service

Place this widget on your site





## Other Resources

- Angel.Co – find jobs with start-ups, investor options, etc.
- LinkedIn – Leverage your network, share connections, get introductions.
- Kickstarter/Indiegogo -> Usually requires having a strong network, substantial money is needed to launch a Kickstarter. It's usually used to drive pre-orders or test market viability.
- Seedinvest, WeFunder, and others offers opportunities for funding or investment options.

# Co-Working Spaces

- WeWork, and many others offer shared desks, private spaces, open conference rooms, small meeting rooms, food/snacks, etc. for the users.
  - Through this, interact with other start-ups to share resources, ideas, challenges, and solutions.





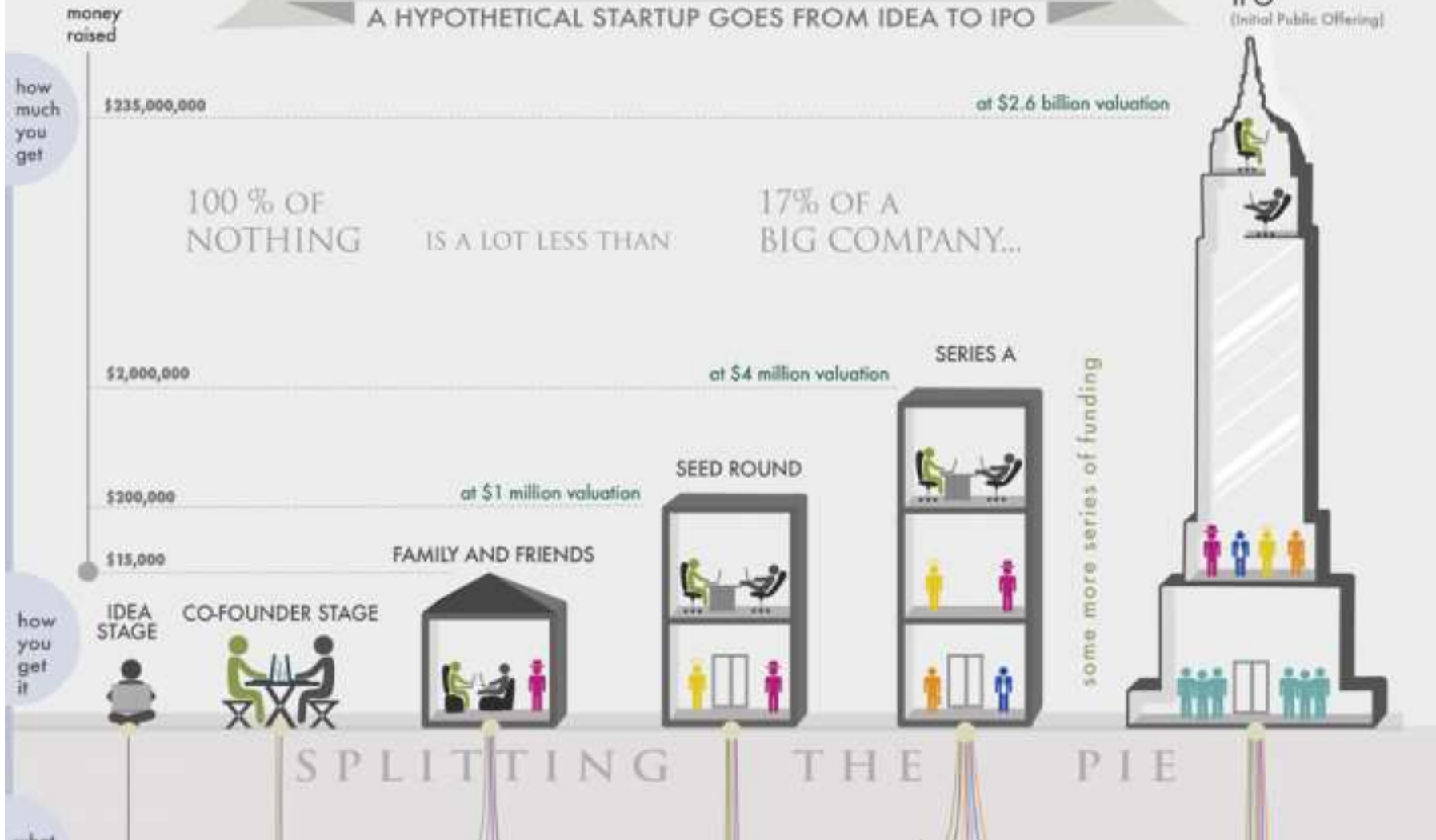


# HOW STARTUP FUNDING WORKS

BY ANNA VITAL

A HYPOTHETICAL STARTUP GOES FROM IDEA TO IPO

IPO  
(Initial Public Offering)



# Questions?

- Thanks for attending!
- Brian Pichman
- [bpichman@evolveproject.org](mailto:bpichman@evolveproject.org)