

Entrepreneurship in Silicon Valley

A bit about the life of engineer

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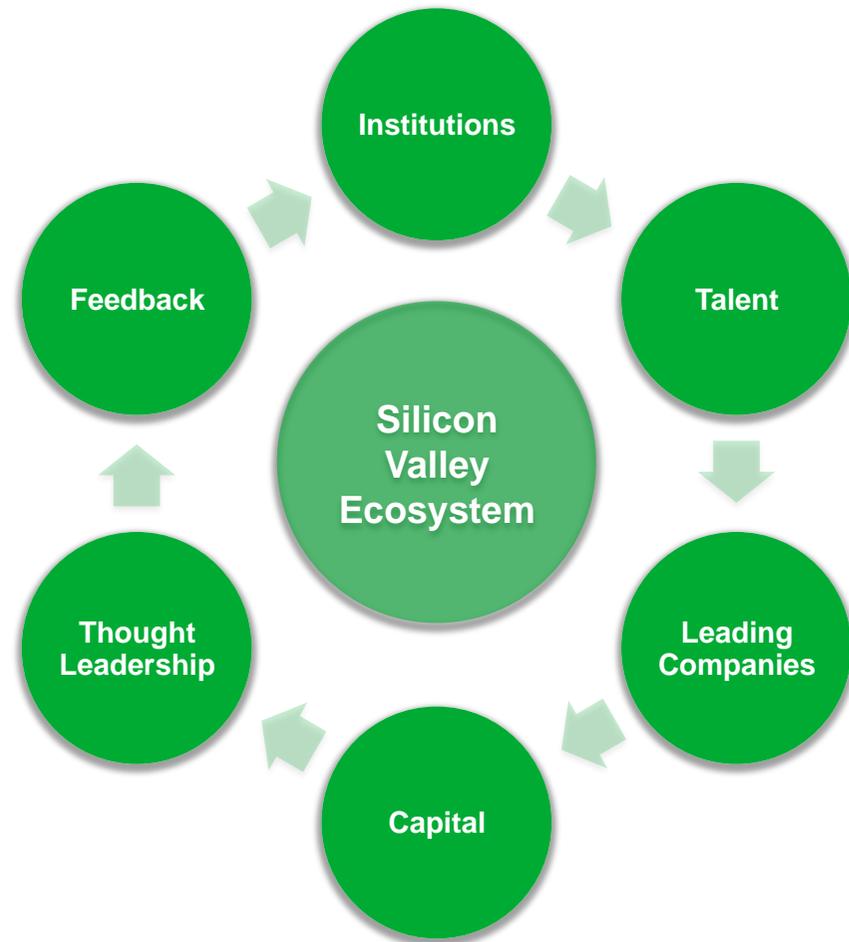
Starting with the basics...



- Silicon Valley is the major technological hub in the international market
- Very competitive but also very constructive for startups – you can “validate” quickly
- **A common takeaway** - Spanish companies and engineers are just as talented as anything in Silicon Valley
- And Spanish companies and individuals are already there, finding success

The Silicon Valley Ecosystem

- Failure is common
 - ✓ This is a hub of “failed” startups
- People involved in any given circle usually are involved in all circles
- Things move very quickly and its an open community
 - ✓ Things get hot and cold
- Add in these facts:
 - ✓ Amount of people coming to SV
 - ✓ Proximity of Everything
- 40% of startups are founded by immigrants – Spanish among them

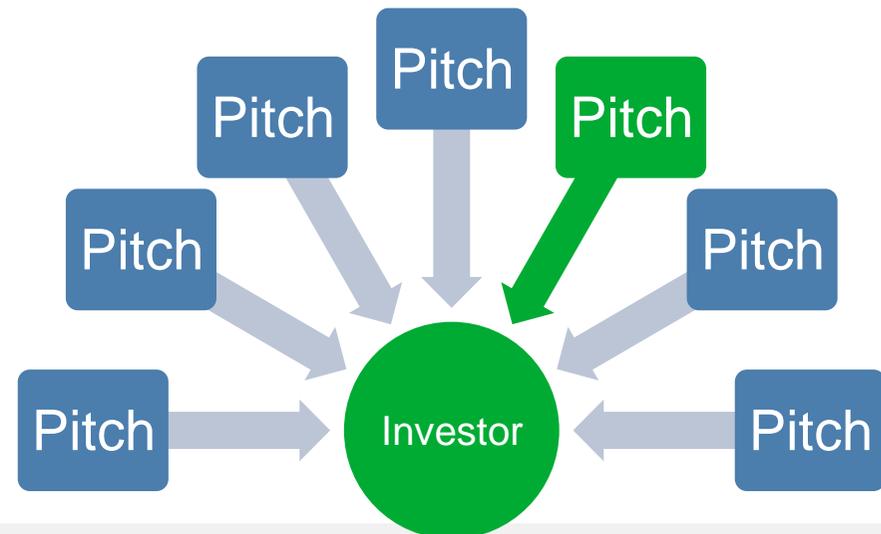


Some Differences with Spain

- All of the differences with Spain are **cultural**
 - ✓ Less “fear” of starting a startup
 - ✓ Young professionals are more open to opportunities with smaller companies
 - ✓ More competition means more importance on “**Pitch**” and communication
- The Pitch (one minute long), is part of the Silicon Valley culture
 - ✓ Any company, not just any startup, will need to have a good idea of how to present their pitch
 - ✓ Why? So people can see what makes you valuable

Jeffrey Busgang -

“I calculate that VCs invest in only one out of every three hundred companies to which they are exposed”



Other cultural implications



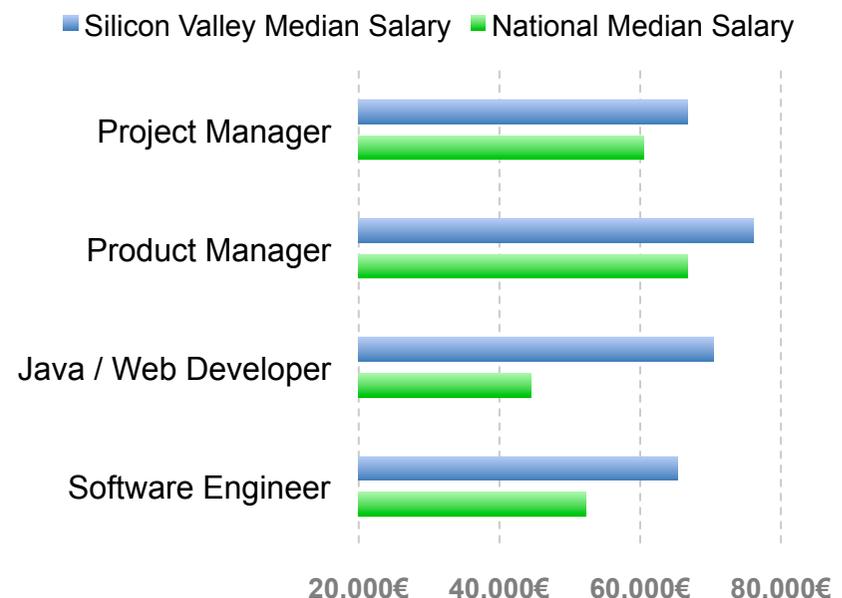
- Networking is 24 hours a day / 7 days a week
- Easy accessibility to everyone
- Horizontal working structures
 - ✓ “open door policies”
- Relaxed work environment
- Diversity + Open Minds
 - ✓ Ideas are currency
- Your Spoken English is fine
- Its your written English that will need to meet certain standards
- Best practice - Humility

When it comes to engineers...



- Higher demand than anywhere else in the world
 - ✓ Engineers are valued differently
 - ✓ Its really an engineer culture
- Engineers are often the people with the best ideas

“Develop something you would use yourself”

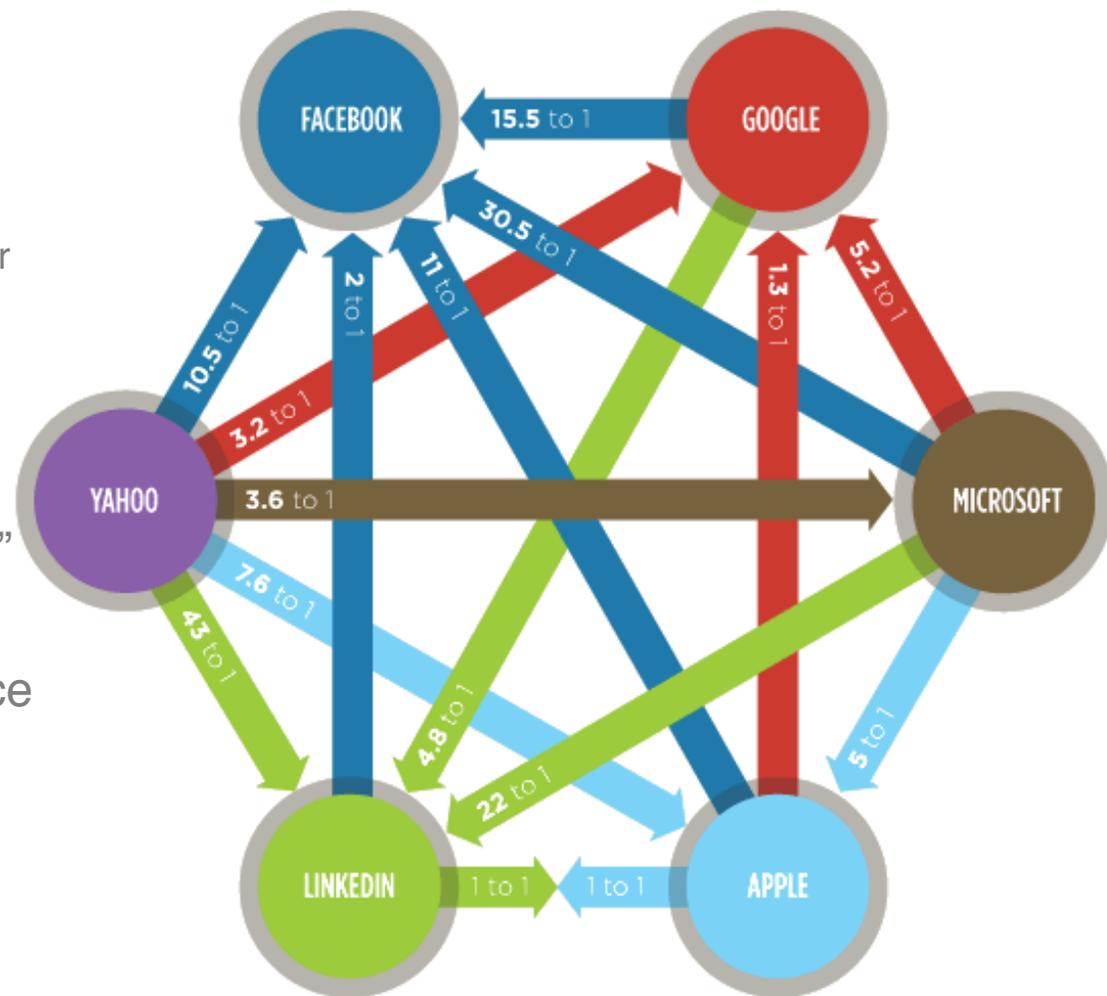


Engineering talent moves quickly

- This chart on the right shows the flow between each company and the direction that is trending

For example, for every one engineer that Microsoft hires from Facebook, Facebook hires 30 from Microsoft

- Turnover for is very high
 - ✓ “Go where the action is”
- There is a bit of an arms race for good talent between the big companies
- Company “buzz” is valued



Trends in Programming

- In General, the most popular languages appear to be **C / C++**, **Java**, **Python**, **PHP** and **Perl**
- Many more big references are using **Ruby on Rails** (Twitter)
- Most people believe there will be a lot more demand for **Javascript**
- Make a habit of referring to **Quora** – an excellent resource for all things programming culture
 - ✓ Which languages are most in demand?
 - ✓ What language do companies use?
- The basics: C / C++ (in theory at least, if not in practice)
- Commercial (Enterprise): Java / .NET
- The web (1): Python / Ruby (+ web frameworks - e.g. Django, Rails, Sinatra, Flask.)
- The web (2): HTML, JS, CSS (everyone needs to be able to hack a website)
- SQL - can't really get away without it
- NoSQL - CouchDB / MongoDB / Redis / Cassandra / Voldemort / etc...
- Just for the fun of it: DSLs, Functional programming (F#, Erlang, ...), Async - Node.js



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