

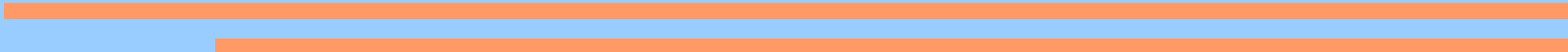
# *2 Years in Web 2.0 Land: What I Learned*



**Owen Byrne**

Senior Manager, Travelpod Labs

Formerly Co-founder/1<sup>st</sup> Engineer/Guy who was paid  
\$200 to build digg.com.



# *Digg.com*

Kevin Rose – Idea  
Me – Work  
Launched Dec. 2004  
Video Dec. 13, 2004

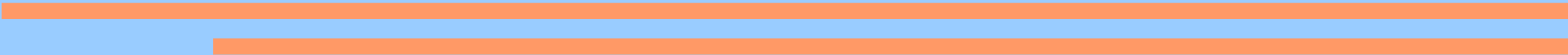


# *Things That Excited People*

- Early use of Ajax
- The brand
- “Democratizing Media”

# ***Growth 2004-2005***

- TV Appearance
- Paris Hilton
- TextAmerica – badges
- New Design
- SEO



# ***Sept 2005***

- 100k users
- 5 million monthly uniques
- 50 million daily pageviews
- \$2.8 Million in cash

# ***Nuts & Bolts***

- LAMP
- 1 server till May 2005 (\$99/month)
- Angel round (\$50k) – TextAmerica Founder
- 3 servers May – Oct. 2005



# *agile*

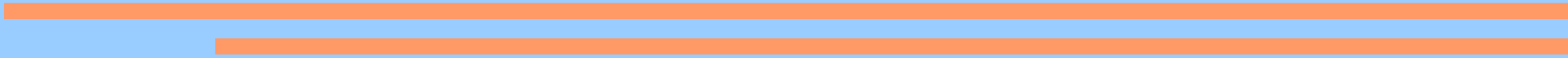
- with a small “a”
  - Aggressively Remote
    - Los Angeles/Halifax/Toronto
    - Remote CEO/Managers
    - Remote Employees (including Europe)
    - Code written from Canada/Europe/Asia
    - Working from Home Accepted/Welcome
- 
-

# ***agile (cont.)***

- IRC based company/culture
- “Engineering” Culture
- Self-Organizing/Little Management

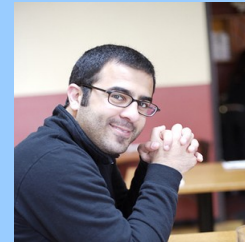
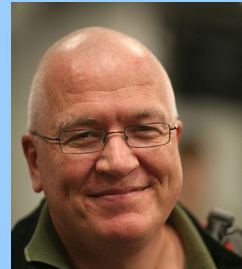
# *Ad Supported Economics*

- Uptime  $\Rightarrow$  Revenue
- Features  $\Rightarrow$  Growth
- Pagesize/Download Time  $\Rightarrow$  Profit



# People

- Small Team
  - Mid 2005
    - 1 Programmer/1 Sysadmin/1 Designer/1 TV Host



# People (cont.)



## Mid 2006

- 4 Development
- 1 DBA
- 3 Ops Staff
- 2 QA

- 1 Designer
- 1 CEO
- 1 CFO
- 1 Executive Admin
- 1 TV Host

# Northern California

- Michael Porter – Idea of “Clusters”
- Parties
- Castoffs, Losers, and complete Wackos



# ***Conclusion***

- References
  - First You're Lucky, Twice You're Good
  - Business Week/Inc/Fast Company