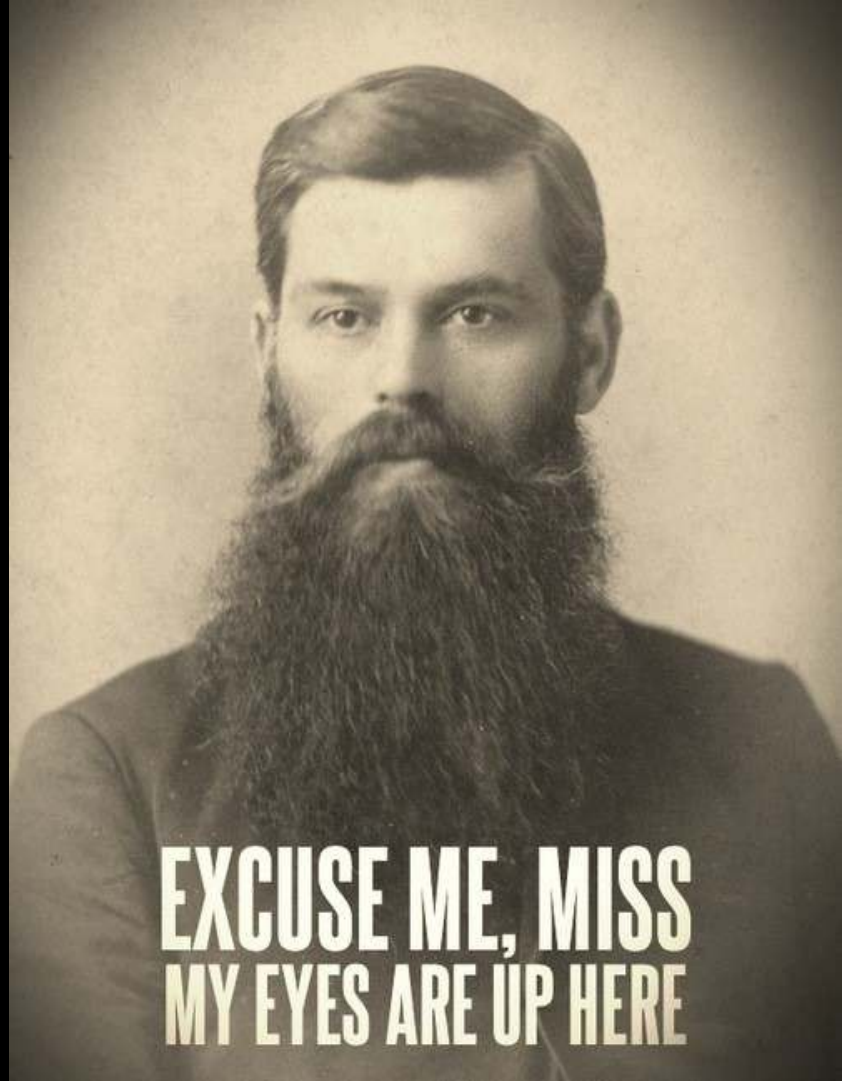


# DRAFT Wisdom of the Longbeards

@cote – <http://cote.io>

30 Jan 2015



**EXCUSE ME, MISS  
MY EYES ARE UP HERE**

# Conclusions

- Now is a good time to invest in beards as we have not achieved pea beard yet
- Listen to your elders
- Pick a style, and stick with it
- Commit, and own it
- Cash in on your assets, ignore your weaknesses
- Ignore people, focus on you
- You are part of a tribe, conform
- When no one can see your smile, let them assume you're always smiling

**BUT ~~FIRST~~SECOND, LET US GIVE THANKS**

“Why don't you leave your nuts in the office?”

Pay attention.

You are about to see a master in action.

It happens fast.

Don't blink.



Source: [https://www.youtube.com/watch?v=TEu8\\_sp6Bzk](https://www.youtube.com/watch?v=TEu8_sp6Bzk)



# Hello!

[@cote](#)

<http://cote.io>

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

Podcast

I've worked in development, strategy/M&A, as an industry analyst, and marketing at places like BMC, Dell, RedMonk, 451 Research, and now Pivotal.

Also, I have a beard\*



\* Since I was 16.



5.22'95

# As far as “Nordic culture”...

- I got nothing.
- My people are Texan, American, Québécois, & Irish, in that order.
- I’m really good friends with Silva Laukkanen, a Finish lady. (Check out that last name! That count? [Did you know passengers can drink in the car in Finland? What the fuck is our problem in America? (Jesus!)])
- I’ll wear this hat.
- (Let’s move on.)



**WHY YOU SHOULD CARE**

# Anecdotal evidence points to the power of beards



A screenshot of a tweet from the user **mattwbaker** (@mattwbaker). The tweet is addressed to **@cote** and contains the text: "@cote - how on earth did I miss that you returned to real work? @cloudfoundry should be a sweet fit for you, & you bring it more beard cred". The tweet was posted at 7:51 PM on January 28, 2015. It has 1 favorite. The interface includes a profile picture of a man with glasses, a "Follow" button, and icons for reply, retweet, and favorite.

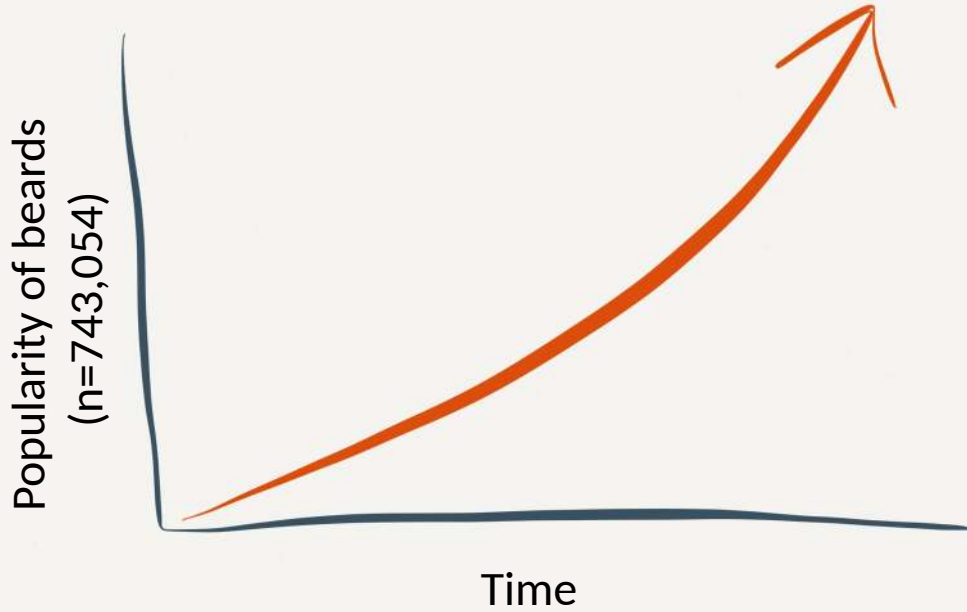
 **mattwbaker**  
@mattwbaker Follow

**@cote** - how on earth did I miss that you returned to real work? **@cloudfoundry** should be a sweet fit for you, & you bring it more beard cred

7:51 PM - 28 Jan 2015

1 FAVORITE Reply Retweet Favorite

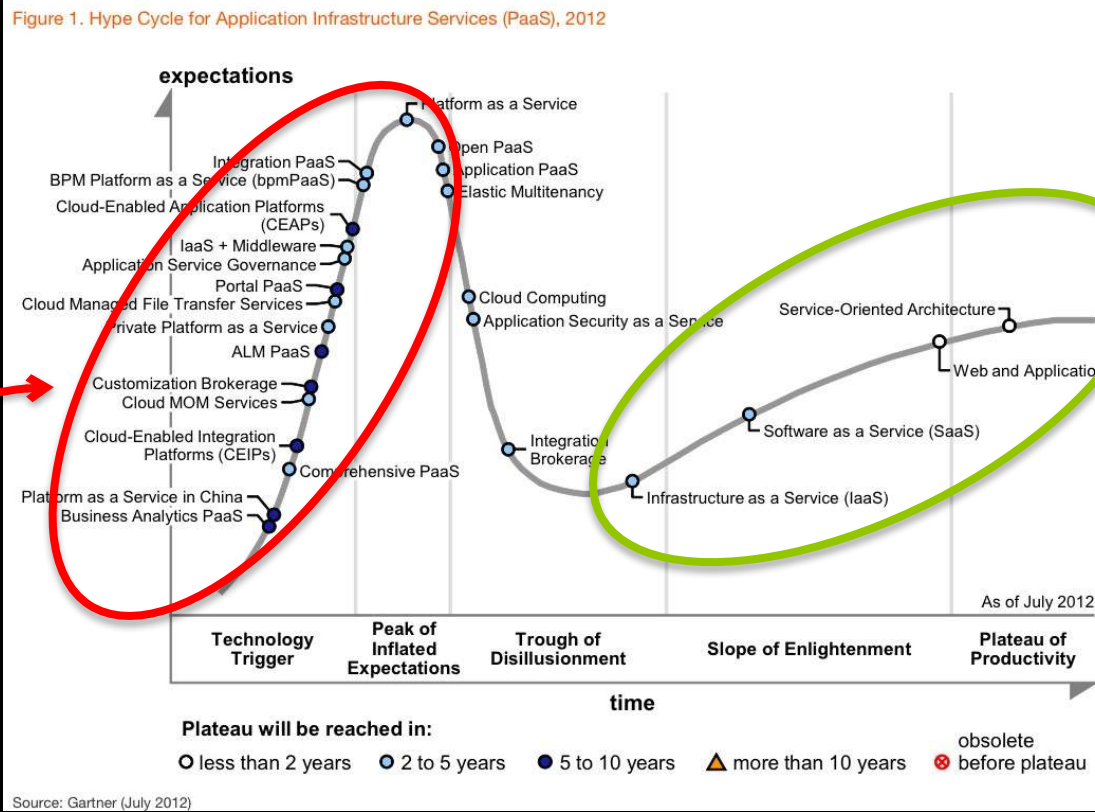
# Beards are popular





Source: [the only movie you ever need to see.](#)

# Profit == “buy for \$2, sell for \$5”



Burn, invest, commit  
 “You’ve got to be in it to win it.”

C.R.E.A.M.  
 “My baby’s hungry.”

# But we're far from peak beard



"Plateau of productivity"\*

but...



You are here, climbing the slope

\* The only reason I did this *whole* presentation was for this screenshot-joke. Reveal in it! (Also, why not *one* star?)



Disclaimer: any relation to reality and strategy in the technology sector is strictly coincidently. This is just a talk convincing you to grow a beard. I don't actually know anything about computers. There's probably some typos. RedMonk just found me in a glacier and defrosted me.

(Miss, another Dewar's!)

**WISDOM**

# Listen to your elders



- David Burns, genuine Austin tech hippie
- His advice: use scissors
- Lesson: sometimes you kids should really get the fuck off my lawn. (I have removed myself from many lawns, to happy results.)

# Pick a style, and stick with it



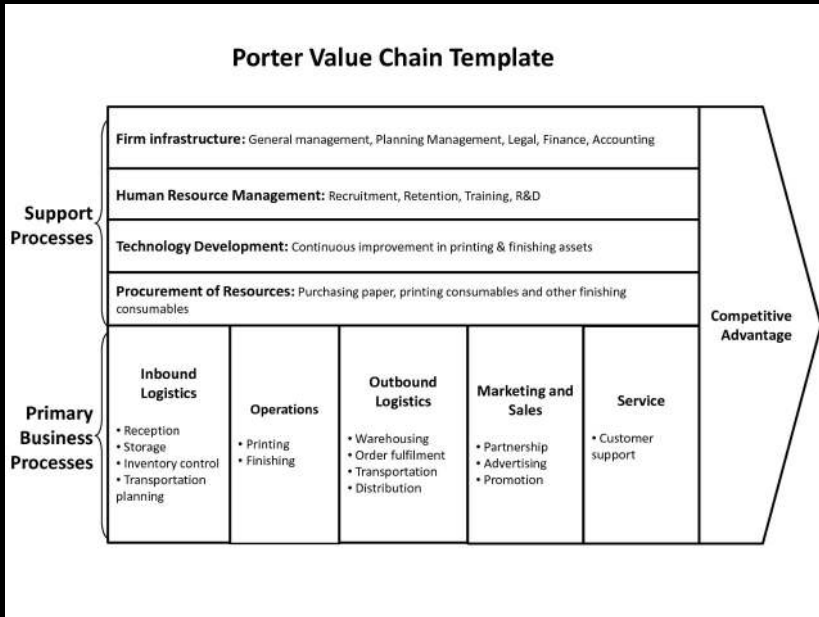
# Commit, & own it\*



\*Unless it's, you know, against your culture or whatever. That's cool.

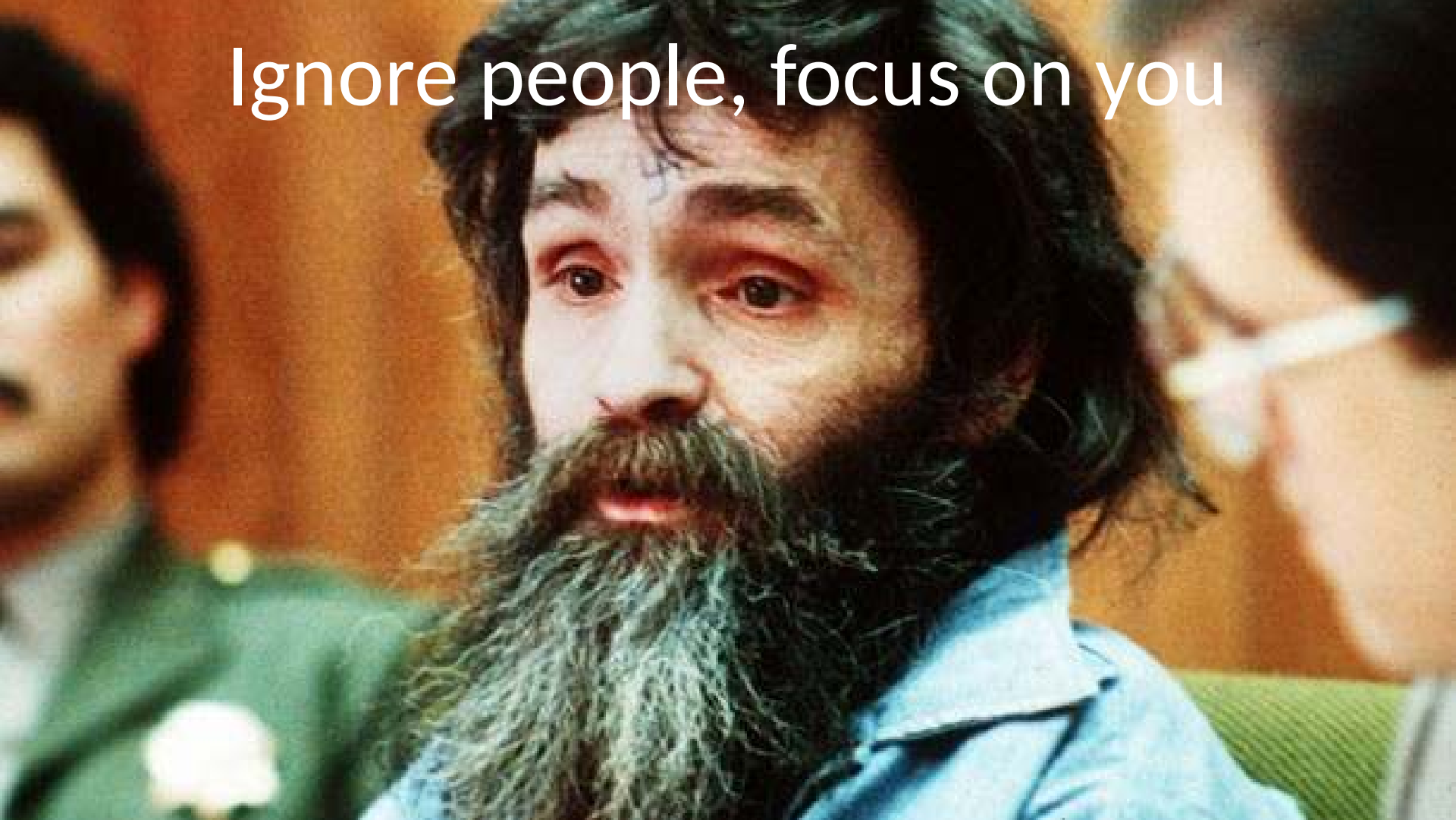


# Cash in on your assets, “ignore” your weakness



- What is your unique strength?
- Three books, in order:
  - [Understanding Michael Porter](#)
  - [The Lordi of Strategy](#)
  - [Competitive Advantag](#)  
[e](#)

Ignore people, focus on you



# Corollary: the tyranny of opinion

- Make sure to have one, otherwise you're apathetic (my super-power!)
- Beware of survivor bias. Failing assholes rarely make headlines; successful assholes often do.

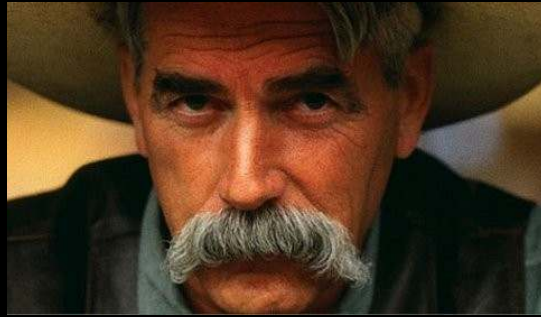
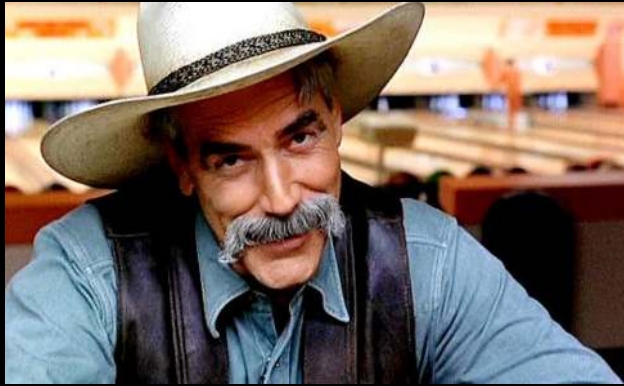
Bonus:



# You are part of a tribe, conform



When no one can see your smile, let them assume you're always smiling



If you can't grow a beard, shave your face



- Otherwise, you look stupid.
- Respect.

# Do the shit out of it. Commit, every time, beard or no

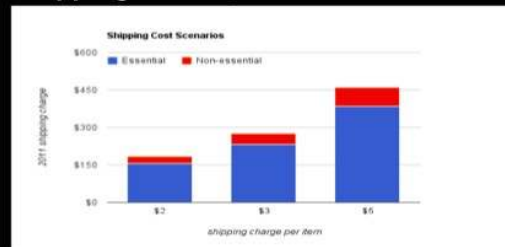
## The Case for Amazon Prime

Michael Cote, 25 Feb 2012

### Executive Summary

- We had Prime in 2011 and are evaluating re-newing it for 2012
- Analysis suggests a savings of \$75-306 in shipping (based on 2011 orders, \$2-\$5/item shipping charge)
- \$79/year:
  - Free 2 day shipping
  - \$3.99 overnight shipping
  - One free loaner book a month in Kindle Library
  - Free TV show (1,126 videos) and movie (2,081 videos) streaming
  - May be shared w/ 4 accounts in same household

### How much we would have paid for shipping in 2011, 3 scenarios



Type	# Items	\$2	\$3	\$5
Essential	77	\$154	\$231	\$385
Non-essential	15	\$30	\$45	\$75
Total	92	\$184	\$276	\$460

### Prime saves us money - min. \$75/yr

Type	# Items	\$2	Savings	\$3	Savings	\$5	Savings
Essential	77	\$154	\$75	\$231	\$152	\$385	\$306
Non-essential	15	\$30	\$45	\$45	\$75	\$75	\$75
Total	92	\$184	\$105	\$276	\$197	\$460	\$381

#### Essentials only scenarios:

- Min. savings in \$75 based on \$2/item
- Mid. savings is \$152 based on \$3/item
- Max. savings is \$306 based on \$5/item

### Prime videos are bonus frosting on-top of Netflix cake

- Amazon has 3,207 titles vs Netflix's 14,163
- Netflix is \$8/month, \$96/year
- **1,126 TV shows** - [Recent shows added](#) cover just season 1, catching up to Netflix
- **2,081 movies** - [Most popular movies](#) suggest anemic movie selection vs. Netflix
- 358 Kid's titles - Thomas the Train, Dora, Bob

Overall: Netflix is better with Amazon adding add'l titles

Sources: Amazon Prime site, [http://statemanager.com/thebasics/](#), Kim estimate, [another source](#) says AMZN is 4k videos while Netflix is 5k+

We've renewed each year since, without discussion.



It is by will alone that you'll turn a shit-show into a magic-show

**CONCLUSIONS, AGAIN**

# Conclusions



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# THANKS!

Slides: ...

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