Industry is filled with hard, high-impact problems. Here's how to find them.

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Instabase

We're the "AWS console" but every icon is a data understanding/automation tool.

We've figured out how to productize research as "apps".
I will tell you only two things:

1. How to engage with industry successfully
2. How to avoid the "implement trap".

Then I will try to hire you.
How to engage with industry successfully.
A suboptimal view that divides the world.
The unifying constant that unites the world

Information

Actions

GET TO THE CHOPPA!
DO IT NOW!
"What's your hardest, most expensive problem?"

"We manually process a million of this document a week"
.. and they're photographs
.. and they're blurry
.. and they're usually fraudulent
.. and we need to query them
.. and the format keeps changing
.. and they're photographs
.. and they're blurry
.. and they're usually fraudulent
.. and we need to query them
.. and the format keeps changing
Let go of academic framings.

Go hunting for stories.
"Big data" is not a problem.

"Bob's frustration" is the problem.
"Big data" is not a problem.

"Bob's frustration" is the problem.

.. then backfill the academic framing for continuity of literature-as-conversation.
I will tell you only two things:

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How to avoid the implementation trap.
Build (or find) a durable platform that reaches industry.

Then use it as your playground.
Build (or find) a durable platform that reaches industry.
Instabase is building an operating system, and app platform, that treats Kubernetes as the "machine"
Some Company's Cloud

"Cloud Device Drivers"

Instabase Operating System

Apps

Apps

Apps
Instabase "Operating System"
Choose a platform industry is using.

Commit to building everything on top of that platform.

You get to focus on the hard/valuable stuff.
Remember these two things:

1. How to engage with industry successfully
   -> Start with narratives. Backfill research agenda.

2. How to avoid the implement trap
   -> Commit to a platform so you get access "for free"
Join our visiting researcher program

- Translate your expertise into apps
- Have immediate impact on industry
- Build a thriving crossover platform & community

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