

**Industry is filled with
hard, high-impact
problems.**

Here's how to find them.

ib

Ted Benson

Product + R&D @ 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".

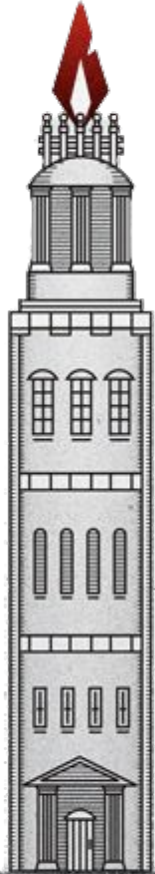
I will tell you only two things:

- 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.



Academia

Industry





Information -> Actions

Information -> Actions

Information
-> Actions


Information
-> Actions

Information
-> Actions

Information -> Actions

"What's your hardest, most expensive problem?"

"We manually process a million of this document a week"

Earnings Statement 

Period Beginning: 06/01/2016
Period Ending: 07/31/2016
Pay Date: 07/14/2016

Employee Information
Name: [REDACTED]
Social Security Number: [REDACTED]
Date Hired: 01/01/00

Earnings	rate	hours	gross pay	year to date	Other Benefits and Information	rate	hours	gross pay
Regular	19.7500	63.00	1233.75		Pay Bal Hrs			21.00
Overtime	19.7500	7.00	138.25		Stat Bal Hrs			55.00
Diurnal O.T.	19.7500	7.00	138.25		Vol Bal Hrs			70.00
Gross Pay			\$1,510.25	16,727.20				

Deductions

Statutory	amount	year to date
Federal Income Tax	-42.00	779.45
Social Security Tax	-95.70	1,037.09
Medicare Tax	-18.28	262.54
NY State Income Tax	-35.25	524.18
New York City Income Tax	-24.17	402.50
NY SUTRO Tax	-1.20	16.80
Other		
U		

Net Pay 294.00

Check **294.00**

NET Check **294.00**

Your federal taxable wages this period are \$1,081.12

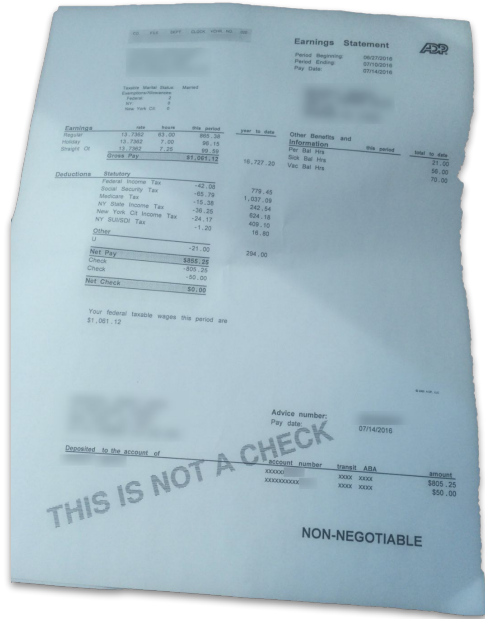
Advice number: [REDACTED]
Pay date: 07/14/2016

Deposited to the account of _____

account number	bank	ABA	amount
XXXXXX	XXXX	XXXX	\$805.25
XXXXXXXXXX	XXXX	XXXX	\$20.00

THIS IS NOT A CHECK

NON-NEGOTIABLE



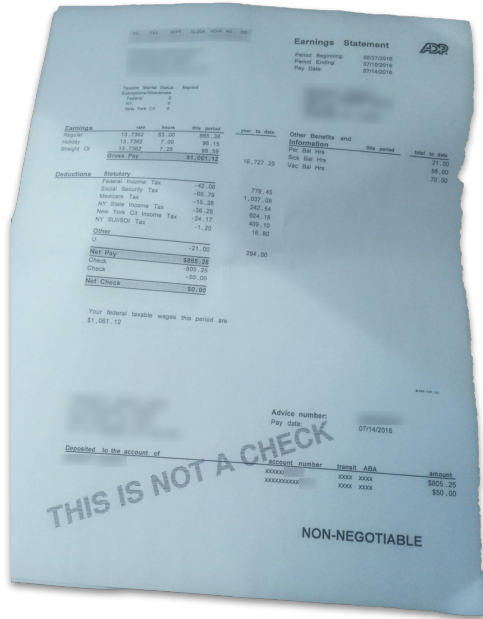
.. and they're photographs

.. and they're blurry

.. and they're usually fraudulent

.. and we need to query them

.. and the format keeps changing



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.. 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.

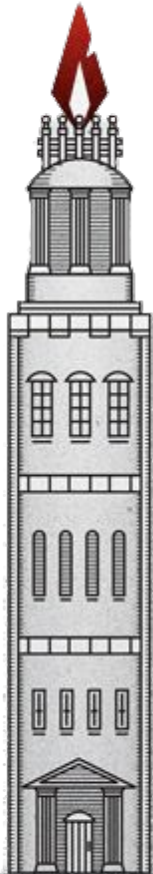
**.. then backfill the academic framing for
continuity of literature-as-conversation.**

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How to avoid the implementation trap.



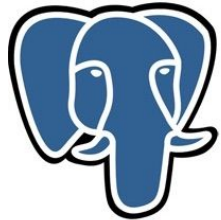
"The Details"



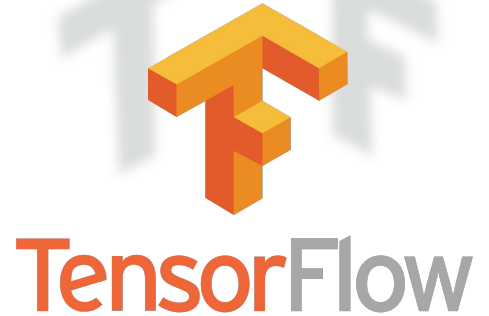
Build (or find) a durable platform that reaches industry.

Then use it as your playground.

Build (or find) a durable platform that reaches industry.



PostgreSQL



**Instabase is building an operating system,
and app platform, that treats Kubernetes
as the "machine"**



Some Company's Cloud

Apps

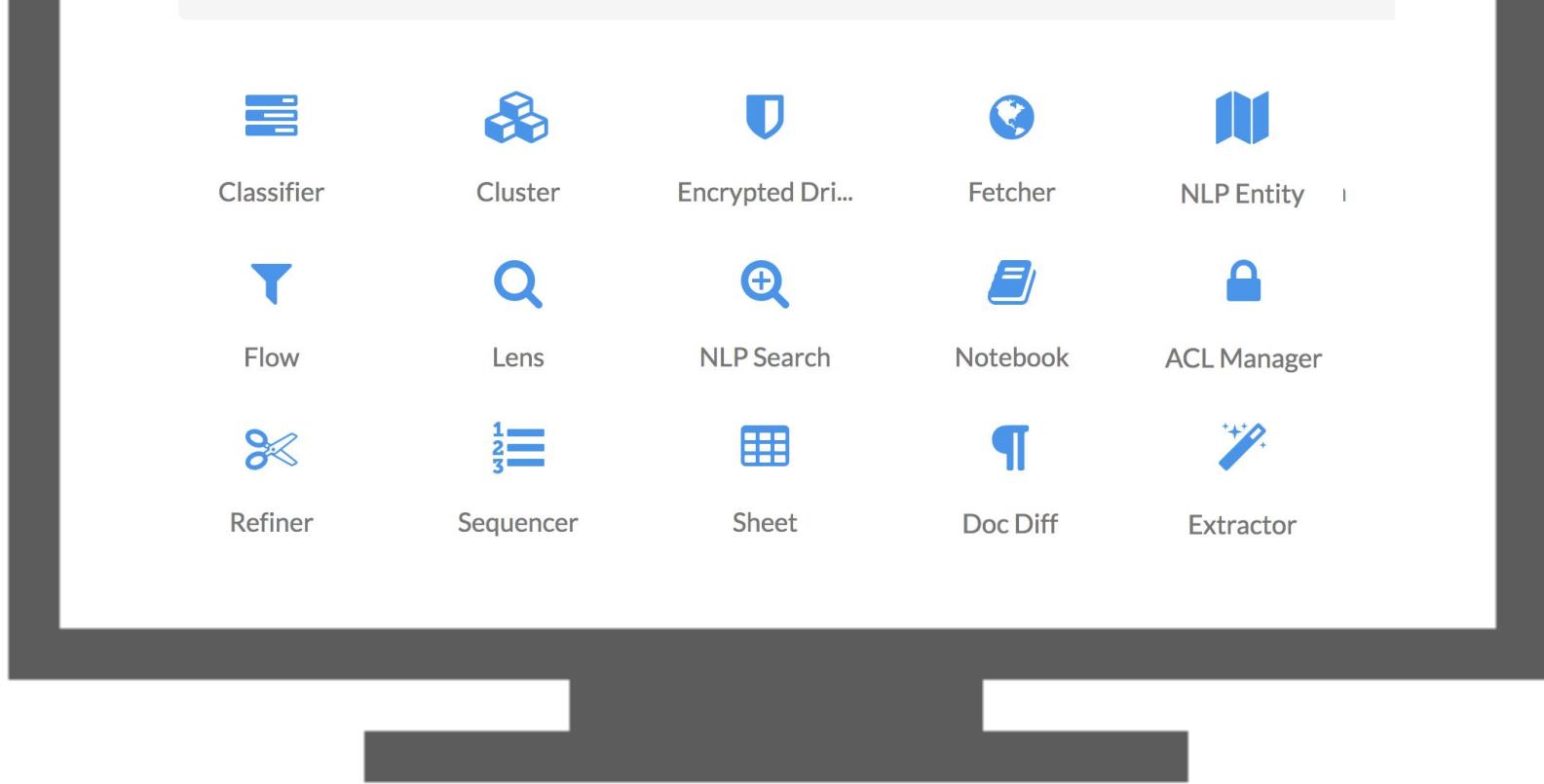
Apps

Apps

Instabase Operating System

"Cloud Device Drivers"

Some Company's Cloud



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

Email:
ted@instabase.com

