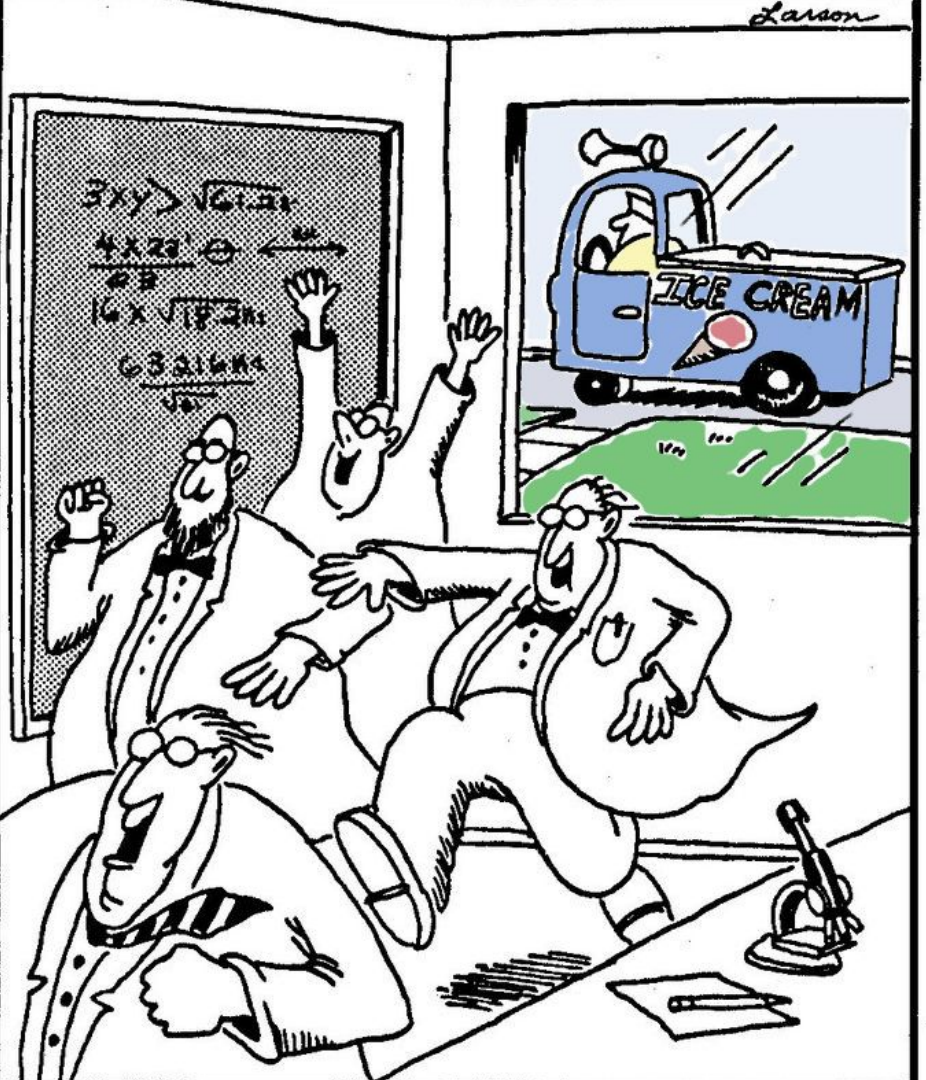


Industry is filled with hard, high-impact problems.

Here's how to find them.

Ted Benson
Product + R&D @ Instabase



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.

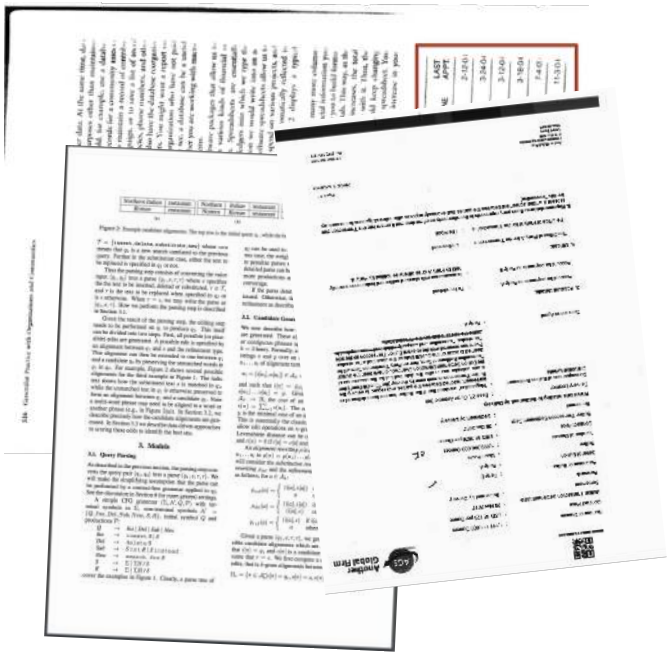


Academia

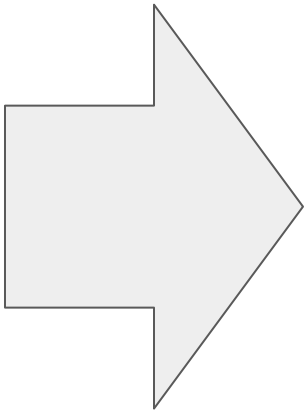
Industry



The unifying constant the unites the world



Information

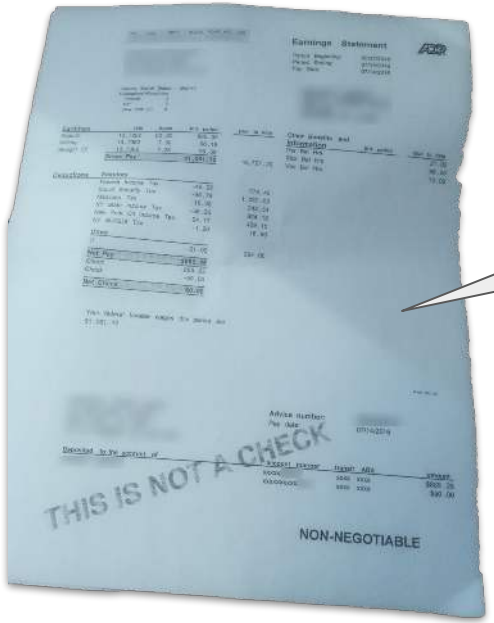




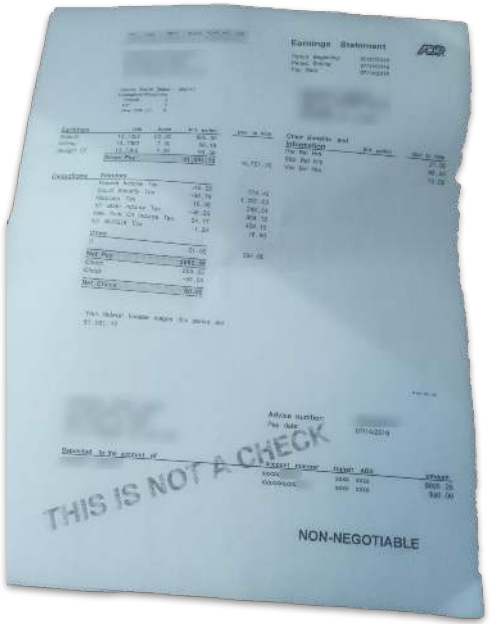
Actions


Information -> Actions
Information -> Actions
Information -> Actions
Information -> Actions
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Information -> Actions
Information -> Actions

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



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



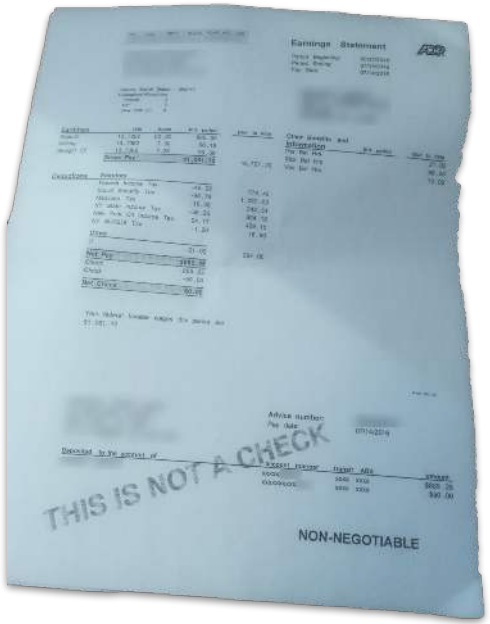
.. and they're photographs

.. 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.

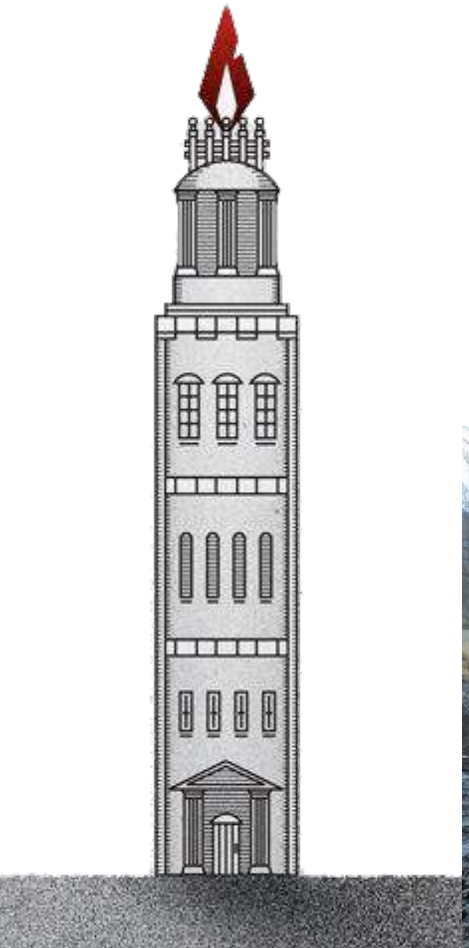
.. then backfill the academic framing for continuity of literature-as-conversation.

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2. How to avoid the "implement trap".

Then I will try to hire you.

How to avoid the implementation trap.



"The Details"





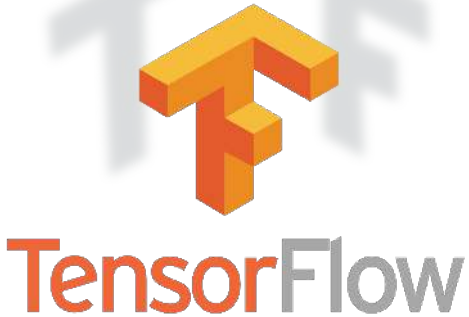
Build (or find) a durable platform that reaches industry.

Then use it as your playground.

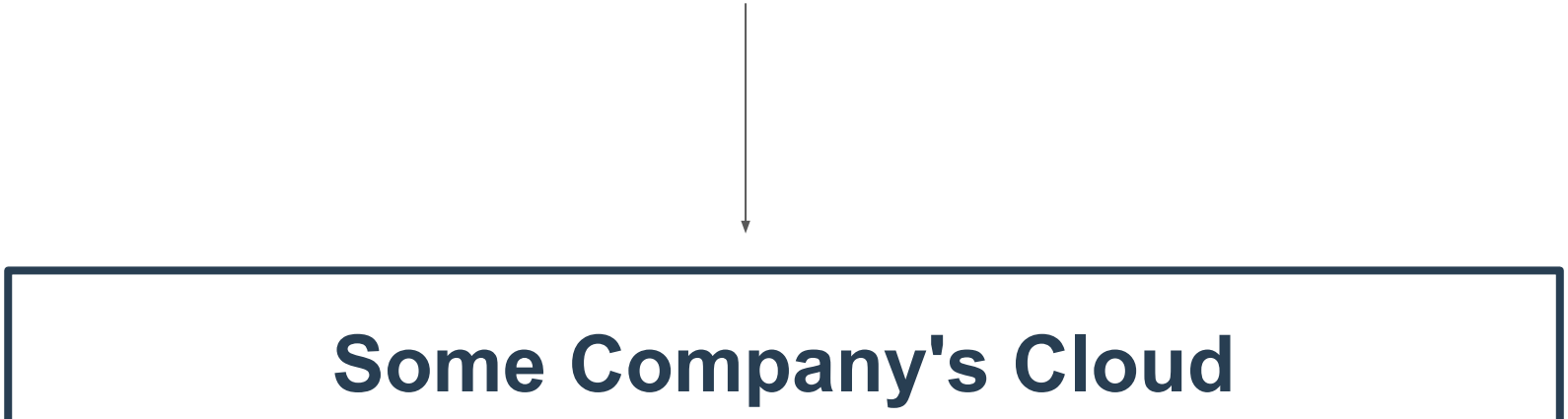
Build (or find) a durable platform that reaches industry.

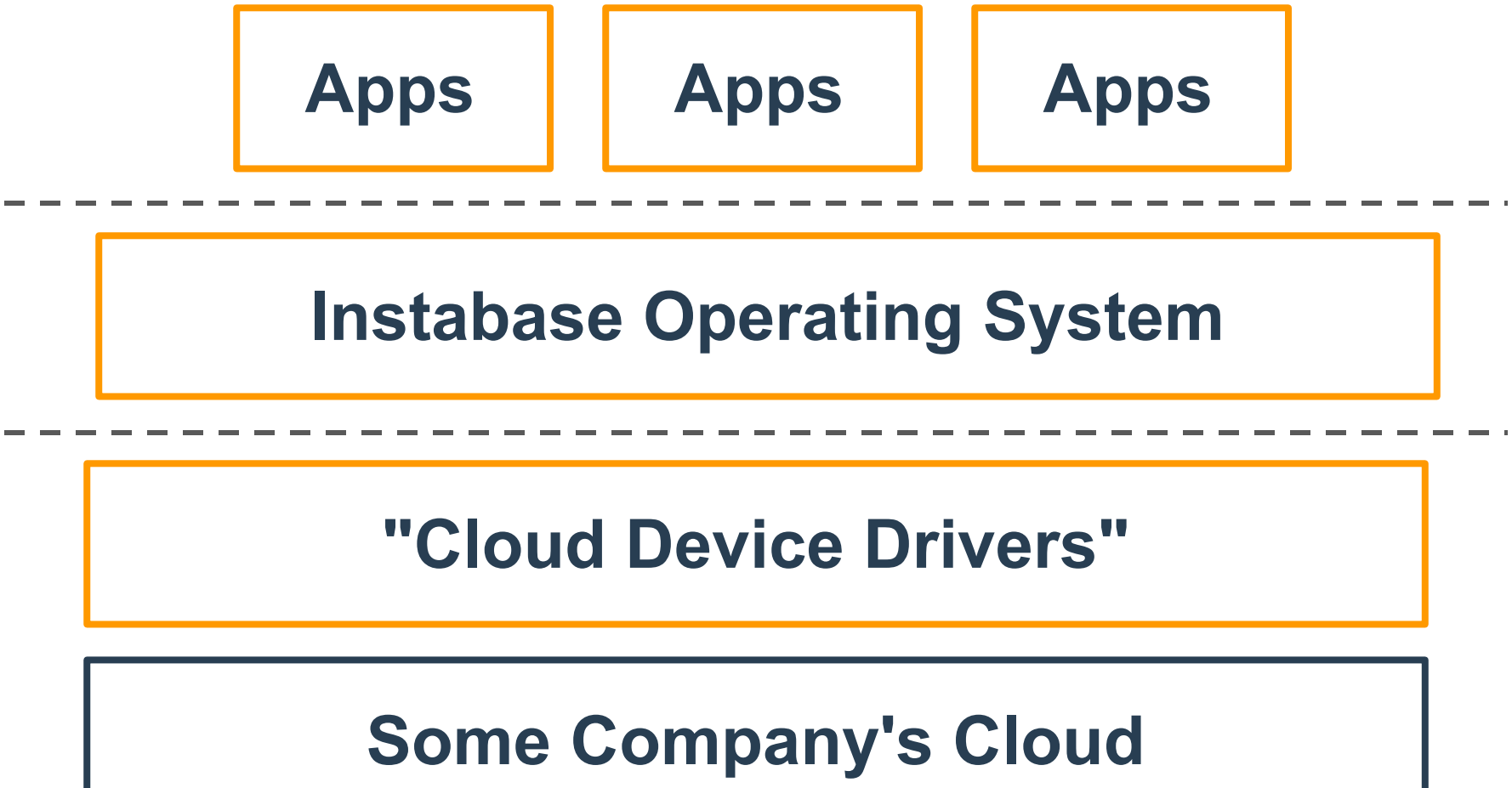


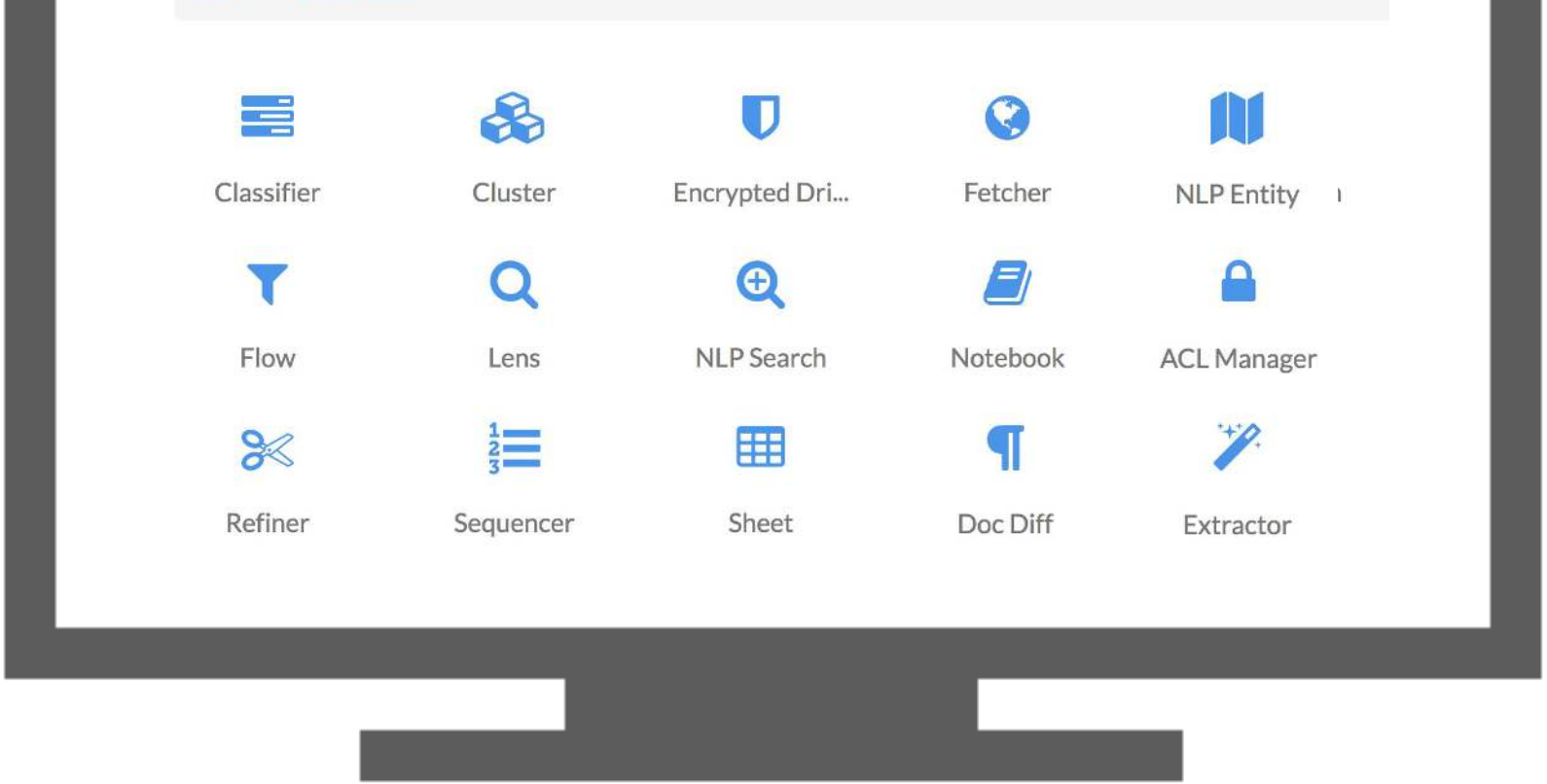




Instabase is building an operating system, and app platform, that treats Kubernetes as the "machine"




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

