

Vive le feu!
(we didn't start the fire)

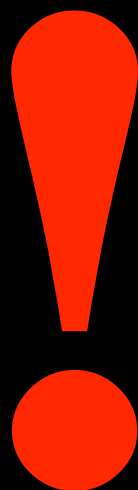
Sylvain Carle
CTO Praized Media

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ok

vive le feu



**for our unilingual
audience members**

...

Feu!

Fire!



you get it

**I really like this punk band
from France, Bérurier Noir**

**They are named after a
Frederic Dard character**

**I'm quite literate
but that specific tidbit**

I found it on Wikipedia

http://en.wikipedia.org/wiki/B%C3%A9rurier_Noir

(with funky URL character escaping included for free)

**Choosing music to
support my presentation**

is something I started
doing at **BarCamp MTL**
a while ago

It's a really neat concept !

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(plan backup slide)

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**(plan backup slide)
(in case it does not work)**

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**(plan backup slide)
(in case it does not work)
(or technical problems)**

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(make sure you look relax)**

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(even if the whole concept is fscked)

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(in case it does not work)

(or technical problems)

(make sure you look relax)

(even if the whole concept is fscked)

just ask candidly : who invited Murphy?

I had a few other alternatives

for my **Fire** theme

We didn't start the fire

By Billy Joel

**But then, that's a signer
my father listened to**

and it's the opposite

**of what I want to share
this morning**

(yeah I know)

**It's the title of my talk
on the program**

**But do you know how many
weeks in advance you have
to provide your title to these
hard working conference
organizers?**

**And then you have
to work these slides**

**Like waaaaaay before
the conference**

So when I did my slides

Last night

I changed my **mind**

**Man, is this guy ever going
to start his presentation?**

**And you know, tell us the
actual subject matter?**

**And you know, tell us the
actual subject matter?**

(thinks the guy in the last row)

But there was...

But there was...

Light my fire by the Doors

But there was...

Fire a classic cover from **RHCP**

But there was...

Ring of Fire a Cash Classic

But there was...

The Roof is on Fire

The Roof is on Fire

burn mother fucker, burn!

ok

Startups!

That's my subject!

Startups!

burn mother fucker, burn!

Startups!

Sigh, it's like, about time!

Sigh, it's like, about time!

(thinks the cute girl in the second row)

so there's this myth

about startups

being an
AMERICAN
thing

being an
AMERICAN
thing

(American BadAss)

Nope

Well, maybe a bit.

**Can you name at
least 5 tech/internet
canadian startups
from recent years?**

Hum, was that easy?

So time for change

And YOU are part of the answer

**There's 10 reasons
why we can
kick some serious ass**

I am going to give you

5 of these today

**because I want you
to come to BarCamp
Canada happening
right here in Montreal
in May for the 5 other**

But first a story

mine

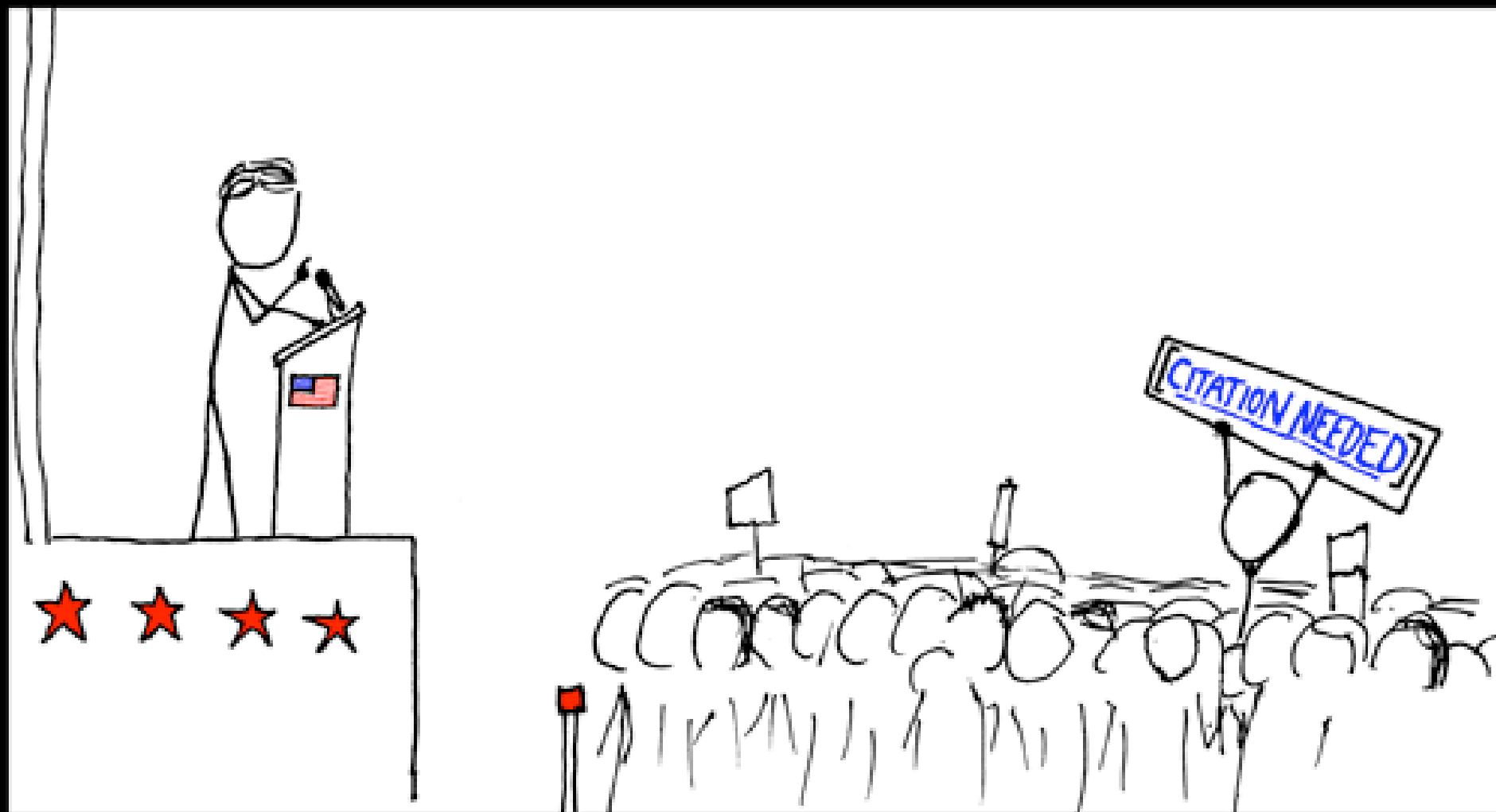
that way I can tell it like I see it

sure you could fact check

sure you could fact check

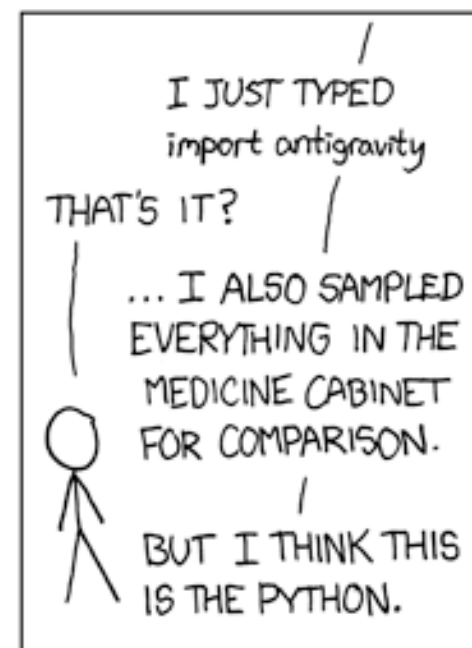
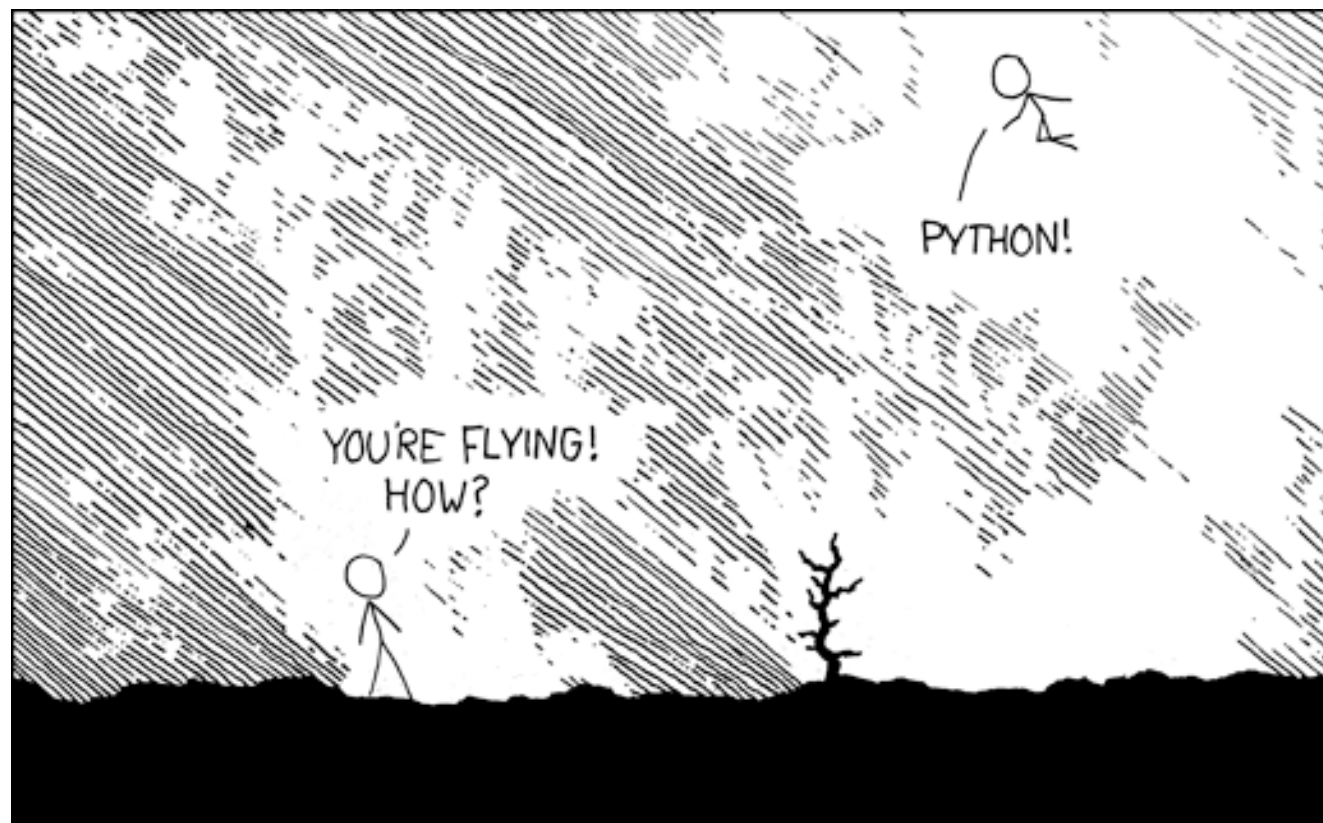
[[citation needed](#)]

**but since I am not wikipedia
material (yet) I'm clear**



man I <3 xkcd !

another one!



ok a short story

grew up in suburbia

**my father was part
of the first generation
of computer programmers**

you know

you know

when all you could get

was either

green on black

or amber on black

my first babysitter

was an Atari 2600

**and a few others
similar devices
for a few years**

**Then I decided
that I would not
be a nerd**

Flunked badly

Did stupid things

(this would become a pattern)

(for a few years)

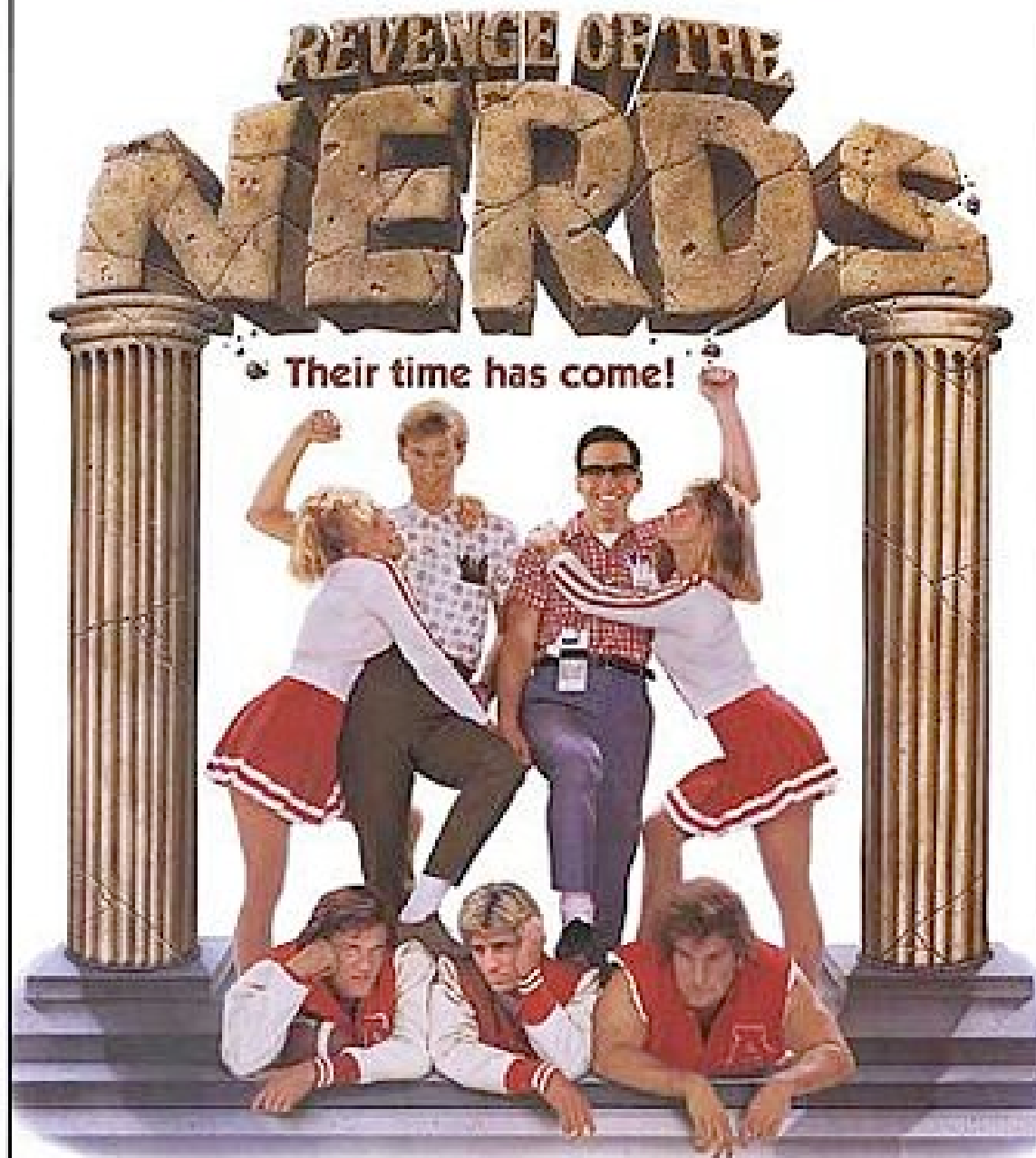
**Then I decided
I should do something
serious about school**

At least something I liked

**But I could not
let my inner geek
come out**

Nerds weren't cool then

They've been laughed at, picked on and put down.
But now it's time for the odd to get even!



Twentieth Century Fox Presents
An Interscope Communications Production A Jeff Kahn Film

**Went to study
in some Humanities
program, somewhere**

Flunked badly

Did stupid things

(told you it was a pattern)

**Decided to let some
passion come back to my life**

**Went on to study
Language and Literature**

liked it

did good things

(I hoped to break the old pattern)

took some more good decisions

I was really starting to like this

Decided that...

**what the heck, I'm a nerd,
I like computers, I like language,
I like philosophy, I like sociology,
I hate chemistry but I love physics,
I like communication,
I kind of like this girl in my théâtre
Québécois class, I like Radio,
I like programming, I like music,
I love skateboarding,
I like the way these Doc Martens make
me look badass,
I think I am onto something!**

No more boring things!

No more doing stupid things!

(this would become a pattern)

Key Insight :

**Save yourself a couple
of bad years and do
what you like, now!**

Passion

FIRE!

FIRE!

FIRE!

Tabarnak, y'étais temps!

Tabarnak, y'étais temps!

(de s'exclamer le gars à gauche, là, au fond)

Key Insight :

**Save yourself a few
minutes and get to the
point of your friggin
presentation, now!**

Key Insight (another one) :

**Decide for yourself
what you want to do
with your life, now!**

**(well, you can always
change your mind later,
you're young, remember)**

**So without further
divagations and detours
(well maybe some)
here's the top 5 reasons
you might want to start
your own business**

grasshoper



**BTW, I always saw myself
as the young student,
but even if keep wearing these
Doc Martens like
when I was 19 and
Nirvana was all the rage,
you can't stop time!**

**I guess it's ok to be the
older wise guy, well, sometimes**

(I can so predict grey hairs soon)

ok

so here are the top 5 reasons

why you should go for startup

in a somewhat concise manner

(well)

(well)
(coming from a guy)

(well)
(coming from a guy)
(that needed 140 slides)

(well)
(coming from a guy)
(that needed 140 slides)
(before getting)

(well)
(coming from a guy)
(that needed 140 slides)
(before getting)
(to the crux of his thesis)

(well)
(coming from a guy)
(that needed 140 slides)
(before getting)
(to the crux of his thesis)
(you might take it)

(well)
(coming from a guy)
(that needed 140 slides)
(before getting)
(to the crux of his thesis)
(you might take it)
(with a grain of salt)

#5

This is a new era

It's much easier than before

Cheaper

Faster

(fail fast!)

More information

(more on that later)

(Almost) easier access to \$

Good timing (for a few years)

#4

You have nothing to lose

I mean, it's the best time

Being naïve is great

**You get to disregard
all the serious reasons
why your idea is crazy**

**(worst case
you will learn
a lot of useful
life lessons)**

#3

**The world is smaller,
the village is global**

Thanks Marshall

Another awesome Canadian!

There is no secret cabal

Read blogs. Join mailing lists.

**Books. Heck even movies
available on this series
of tubes could help.**

**Questions, answers and contacts
are just a few hyperlinks away**

#2

**Canada is extremely
welcoming for the world
and the world for canadians**

Learn from that.

**Great immigration laws is a
definitive bonus for Canada.**

Affordable Universities too.

**The world is your neighbour,
quite literally. Share. Listen.
Understand. Give. Receive.**

(ok, so that was my hippie slide)

#1

Because YOU can

Yes

You

And you too

**Even the guy
in the back left there**

Yeah the one that said
tabarnak a bit earlier

Even him

Wow

OK

Just to get you started

5 tips

5 tips to tip you to startup

**With an alliteration like
that I could make the
front page of Digg**

Or maybe not

But I digress

(yet again)

#5

Don't forget it's business

**Merci,
Bachman-Turner Overdrive,
AKA BTO,
pour cette démonstration
de Canadianisme pratique
via guitares électriques!**

http://en.wikipedia.org/wiki/Bachman-Turner_Overdrive

**Might help to have someone
with actual business chops**

Hey could even be a fresh MBA

**from that business school you
never wanted to go, you know**

**or someone with
past experience with
boring but important stuff**

#4

Trust your gut

Yeah, I know.

This is not a touchy-feely thing

**Even with a superhuman
right brain hemisphere
you need to listen a bit
to the left part of your grey goo**

#3

Learn from others

**Take this seriously,
but then again, remember**

**The Force is with you,
young Skywalker.**

But you are not a Jedi yet.

#2

**Project yourself
be yourself**

**Deciding what and whom
you want to be, sure helps
to becoming just that**

**Even more if you state it publicly
(like, blogging, par exemple)**

but be yourself

#1

Have FUN!

**there is no substitute
for passion and dedication**

none

not money

neither fame

**(or monetization thru
google adsense, works
for a month or two,
but not worth you soul!)**

**there is no substitute
for passion and dedication**

I think I'm done

well almost

#0

Just because I can

Startups are like rock bands!

Rock On!

(cue music)

(we will rock you)

Thanks!

Sylvain Carle
CTO Praized Media

www.praized.com
www.afroginthevalley.com

(yeah, we're hiring)
(full time and interns)