SANTA CRUZ TECH BEAT
The go-to source for Monterey Bay tech

Digest #131

Here's the news you need to know.

April is going to be a big month for events. Here are some of the highlights: "82%: A Micro-Business Summit" is Fri, April 22. The herScript Hackathon is Sat, April 23. MBEP's Regional Economics Summit is on Tue, April 26. And, Cruz Cares at SC New Tech Meetup on Wed, April 6. Whew.

Learn about Looker's Lookerbot for Slack. Find out what FortyThree PR found out about crowdfunding in their survey. UCSC launched a new MOOC. (What's a MOOC? Find out.) Learn about HeavyConnect.

All this, and more. Scroll down and start reading.

[Special deal: Add YOUR business to our Business Catalog. $20 off if you sign up before Saturday, April 2. Go HERE and enter "49feebizcat" in promo code.]

Sara Isenberg
Founder, Publisher, Editor-in-Chief
Santa Cruz Tech Beat
http://santacruztechbeat.com

Top Stories

Looker announces Lookerbot, the first enterprise data platform to integrate with Slack. Read this story.

Looker Co-founder and VP of Engineering Ben Porterfield shares, "Why we created the Lookerbot for Slack." Read this story.

***82%: A Micro-Business Summit* is Friday, April 22. The County of Santa Cruz wants "to help those just starting out become the next Odwalla or Santa Cruz Skateboards, or even Plantronics or West Marine." Read this story.**

#AgTech "The whole concept for HeavyConnect really came about in five minutes," say founder Patrick Zelaya. His focus is saving growers' time. Read this story.

Youth aged 12-18 are invited to attend the *herScript Hackathon* on Sunday, April 23. Learn what it takes to complete the app development process from idea to deployment. Read this story.

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What did FortyThree PR learn when they surveyed 500 individuals about crowdfunding? What's the key demographic for Kickstarter? **Read this story.**

UCSC launched a new MOOC (Massive Open Online Course): C++ for C Programmers. **Read this story.**

The AgTech Meetup in Salinas last Tuesday brought people in agricultural and technology developers together to create new tech for agriculture. **Read this story.**

Get Google to love you! Cat Johnson shares this: *How to Boost Your SEO with 6 Quick Headline Hacks*. **Read this story.**

Jobs/Internships

- **View all job openings**
- **Post a job (free)**

Events

Note: Dates, times, and locations are all subject to change. Be sure to check the

event website for your event.

- Tue Mar 22, 6-8pm: **Creating A Winning Pitch (Startup Challenge)** at Cruzio.

- Tue Mar 22, 7pm: **Santa Cruz Unity User Group Meetup** at NextSpace.

- Wed Mar 23, 3:30-6pm: **2016 Tech Day** at Digital NEST.

- Wed Mar 23, 6-8pm: **Creating A Winning Pitch (Startup Challenge)** at Oldemeyer Center, Seaside.

- Wed Mar 23, 6:30pm: **Santa Cruz County AgTech Meetup** at Digital NEST.

- Thu Mar 24, 12noon-1pm: **Beginner to Intermediate Python Lunch and Learn** at NextSpace.

- Thu Mar 24, 6pm: **Startup Grind Monterey Bay Hosts Derek Anderson** at Digital NEST.

- Tue Mar 29, 6-8pm: **Creating A Winning Pitch (Startup Challenge)** at Monterey (TBD).

- Wed Mar 30, 8:30am-5pm: **Third Annual Salinas Valley Agricultural Technology Summit** at Hartnell College, Salinas.

- Wed Mar 30, 6-8pm: **Creating A Winning Pitch (Startup Challenge)** at Cruzio.

- Wed Mar 30, 6-8pm: **Creating A Winning Pitch (Startup Challenge)** at Salinas (TBD).

- Wed Mar 30, 6:30pm: **SC County AgTech Meetup** at Digital NEST.

- Tue Apr 5, 7pm: **Drupal Group monthly meeting** at NextSpace.

- Wed Apr 6, 6pm: **Santa Cruz New Tech Meetup including 2nd Annual Cruz Cares Pitch Contest for Social Ventures** at Del Mar Theater.

View more events on our EVENTS page.

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