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What's up? When a key AT&T fiber line was cut as a recent wild fire burned in the Santa Cruz mountains, Cruzio had it up and running within an hour of getting the call. Find out why self-proclaimed degenerate entrepreneur, Mark Mitchell, says, "Sometimes, the market for start-ups is a bit like the market for used cars." Plus, we have a variety of news from UCSC, including articles about neutron stars, the growing school of engineering, a call for mentors, and a data biosphere.

As usual, there's more. Scroll down and start reading.

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

Sometimes the market for startups is a bit like the market for used cars, says Mark Mitchell in his essay, *Lemon Tree, Very Pretty*. Read this article.

As a recent wild fire burned in the Santa Cruz mountains, a key AT&T fiber line was cut nearby. Here's how this was resolved so quickly. Read this article.

Levered Learning, an edtech startup, seeks local schools for a new round of pilots. Read this article.

Dear Business Entrepreneurs, Startups Entrepreneurship Academy at UCSC is seeking mentors. Read this article.
With 4500 undergrads and 600 graduate students, Dean Alex Wolf is leading a growing engineering school just up the hill. Read this article.

What the heck is a neutron star, and what does the recent big news have to do with UC Santa Cruz? Read this article.

Advisors, angels, universities, financial institutions, law firms, incubators, municipalities, startups will meet at Monterey Bay Startup Investment Expo. Read this article.

A federal jury in Delaware has cleared Plantronics of a $600M antitrust claim asserted by Jabra brand parent GN Netcom Inc. Read this article.

Thirty years ago, the data that most biomedical researchers needed resided in their lab notebooks. Today, research projects are often informed by vast stores of data. Read this article.

Jobs/Internships
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**Events**

Note: Dates, times, and locations are all subject to change. Be sure to check the event website, just in case!

- **Tue Oct 24, 2-5pm**: [SBDC: Solving the Social Media Puzzle](#) at Civic Auditorium.

- **Tue Oct 24, 5pm**: [CyberSecurity Seminar for the Savvy Business Owner](#), 1574 F Soquel Dr., Santa Cruz.

- **Wed Oct 25, 5:30pm**: [Santa Cruz County AgTech Meetup](#) at Driscoll’s, Watsonville.

- **Thu Oct 26, 8am-4pm**: [Monterey Bay Startup Investment Expo and Monterey Bay Business Expo](#) at Embassy Suites, Seaside.

- **Wed Nov 1, 3-4:45pm**: [Funding Your Entrepreneurial Idea (for UCSC students)](#) at Baskin E2, Simularium Rm 108, UCSC.

- **Wed Nov 1, 6pm**: [Santa Cruz New Tech Meetup](#) at <TBD>.

- **Fri Nov 3, 4pm - Sun Nov 5, 4pm**: [Startup Hackathon Monterey Bay 2017](#)
at CSUMB's Business and Information Technology Building, Seaside.

- Wed Nov 8, 8am-5pm: MBEP's 3rd annual State of the Region at Hyatt Regency, Monterey.

- Wed Nov 8, 12noon-1pm: SBDC: Using LinkedIn to Grow Sales at Santa Cruz Downtown Public Library.

- Sat Nov 11, 10am: Santa Cruz Web Developers Meetup at NextSpace.

- Sun Nov 12, 4-6pm: Digital NEST is turning 3! at Digital NEST, Watsonville.

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