



# SANTA CRUZ TECH BEAT

A news digest for folks who want to know what's up in the Santa Cruz tech community.

## Digest #27

Two quick things:

- **BUSINESS CATALOG:** Let's show the world outside of Santa Cruz how vibrant our tech ecosystem is. Add your biz to the new Business Catalog. [Only 3 days left to take advantage of the January promo](#) of only \$49 per YEAR. Regularly \$69.
- **SURVEY:** [Win a free listing in the new Business Catalog! Just complete this short survey](#) and you will be entered in the drawing to win (if you provide your contact info).

Thanks,  
Sara Isenberg, Publisher  
[Santa Cruz Tech Beat](#)  
<http://santacruztechbeat.com>



**TED<sup>x</sup> Santa Cruz: Activate**  
**Tickets available online now!**

**March 8, 2014 • Hotel Paradox • Santa Cruz**

## Coming Up:

- [TechRaising Meetup](#): Thu, Jan 30, 6:30pm, NextSpace. Prepare for the spring TechRaising weekend.
- [Santa Cruz New Tech Meetup](#): Wed, Feb 5, 6:30pm, Cruzio. It'll be a special one. More below...
- [WiSE \(Women in Science and Engineering\) luncheon](#): Addressing gender bias in STEM fields, Thu, Feb 5, 12noon-2pm, UCSC University Center.
- Intro to [The Startup Challenge](#): Tue,



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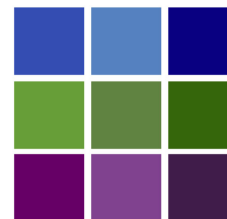
Feb 11, 4-6pm, NextSpace. Tue, Feb 18, 4-6pm, Cruzio. Applications due March 10.

## Features:

- Broadband: What exactly is the Board of Supervisors considering to adopt? [Supervisor Zach Friend tells us what's coming up](#) at the January 28 meeting.
- Santa Cruz New Tech Meetup [celebrates its 6 year anniversary](#) in February! Founder Doug Erickson reflects on how it got started.
- Tickets now on sale for the 3rd annual [TEDxSantaCruz conference](#): The theme this year is "Activate" and the all day event will showcase an impressive lineup of dynamic speakers.
- [Design Santa Cruz](#): This new Meetup hopes to be a forum for discussing design, sharing creative works, and facilitating inspiration.

## News:

- [Yahoo in Talks to Buy App Developer Tomfoolery for \\$16 Million!](#) Founder Sol Lipman hails from Santa Cruz and NextSpace.
- Looker looks at 5 Business Intelligence Shifts: [How 2014 Won't Be Like 2013.](#)



### [ProductOps](#)



### [South Swell Ventures](#)



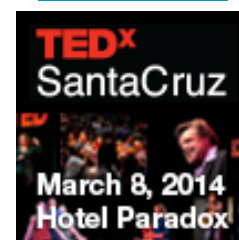
### [UC Santa Cruz](#)



### [City of Santa Cruz Economic Development](#)



### [TEDx Santa Cruz](#)



- A Boon for Small Business: [Opportunity Fund gains new support](#) for microloans in Santa Cruz County.
- What does *skeuomorphism* have to do with it? Scott Design shares top [10 online marketing trends for 2014](#).
- From UC Santa Cruz:
  - *Cosmic Knowledge and the Long-term Strategy of the Human Race*: Renowned astronomer Sandra Faber will give a [public talk at UCSC](#) on Feb 5.
  - Using a 10-meter telescope, [UCSC researchers detect a large luminous nebula of gas](#) extending about 2 million light-years across intergalactic space.
  - UC Santa Cruz graduate student [nominated for four Independent Game Festival awards](#).
  - UCSC students [hold forum on Wearable Computing Innovation](#).

#### [The Startup Challenge](#)



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