



# SANTA CRUZ TECH BEAT

The go-to source for Santa Cruz tech

## Digest #109

I'm particularly excited about this week's digest because we've got such a variety of articles that you won't read anywhere else. You already know that ag tech is hot but today you can read about ten new ag tech startups that are located in our area. Also, find out what happened when game developer and author Jane McGonigal came to BookShop Santa Cruz to talk about her new book, "SuperBetter." Santa Cruz Works and Santa Cruz Tech Beat are co-sponsoring two special events in the coming weeks. First, practice pitching at the Sand Hill Angels RAW Pitch Night. Then, come to "The History & Future of Genomics in Santa Cruz." And, what is O'Neill doing to increase revenue on smart phones?

All this and more, below. Start reading!

Remember: Two special events are coming up at UCSC during Data Science Week. Member of the local tech community are invited. [DataLex Conference - Privacy, Big Data, & The Law](#) is October 13, and Baskin Engineering's [Research & Review Day](#) is October 14.

Thank you to our newest [partner](#), County of Santa Cruz!

Got news to share? [Let us know!](#)

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# Top Stories:

- Ag tech startups are popping up throughout our region. Learn about [ten hot companies to watch in the Monterey Bay Region's growing ag tech hub.](#)
- Game designer and author Jane McGonigal was in town last week to talk about her new book "SuperBetter" and the science supporting the benefit of games in our lives. [With humor, it's time to learn how to be "game" in everyday life.](#)
- What are the three things an angel investor wants to hear most from an early-stage company? [Find out and practice your pitch at Sand Hill Angels RAQ Pitch Night.](#)
- What do you know about the history and future of genomics in Santa Cruz? [Come to an informative evening of TED-style talks from local scientists and biotech startup leaders](#) who are pioneering genomics research and new medical treatments.



SANTA CRUZ  
WORKS



[UC Santa Cruz](#)  
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- California Lieutenant Governor, Gavin Newsom, is going to be the keynote speaker at [MBEP's State of the Region Conference at Chaminade on November 4](#). It's not strictly tech related but it's an opportunity to hear from and mingle with prominent area leaders.
- Santa Cruz County has partnered with Green Charge Networks to [install a state-of-the-art energy storage system at the County Government Center](#).
- Surf apparel retailer O'Neill is reaping benefits from beefing up personalization on their desktop and mobile sites. [Find out how their smartphone revenues have increased 111.15% in two years](#).

## Jobs/Gigs/Internships: [View 'em all now.](#)

- [SCTB Partners](#), let us know if you want your jobs posts highlighted here.

## Events

Note: Dates, times, and locations are all subject to change. Be sure to check the meetup website for your event.





- Tue Oct 6, 7pm: [Drupal Group monthly meeting](#) at NextSpace.
- Wed Oct 7, 6pm: [Santa Cruz New Tech Meetup](#) at Cruzio.
- Sat Oct 10, 10am: [Santa Cruz Web Developers Meetup](#) at NextSpace.
- Tue Oct 13, 9am: [DataLex Conference -- Privacy, Big Data, & The Law](#) at Digital Arts and New Media, DARC Lab, UCSC.
- Wed Oct 14, 8:30am-4:30pm: [Research & Review Day](#) at Baskin School of Engineering, UCSC.
- Tue Oct 20, 6pm: [Design Santa Cruz Meetup](#) at NextSpace.
- Wed Oct 21, 5pm: [Santa Cruz Women's Javascript/FrontEnd Development Meetup](#) at Looker.
- Wed Oct 21, 6:30pm: [Santa Cruz Bitcoin & Crypto-currency Meetup](#) at NextSpace.
- Thu Oct 22, 5:30pm: [Sand Hill Angels RAW Pitch Night](#) at SCPD Community Room, 155 Center St., Santa Cruz.
- Mon Oct 26, 6-9pm: [The History and Future of Genomics](#) at Monterey Bay National Marine Sanctuary Exploration Center.
- Tue Oct 27, 6:30pm: [Mobile Ranger's New App Launch Party](#) at The MAH.
- Wed Oct 28, 6pm: [Santa Cruz WordPress Meetup](#) at Cruzio.
- Wed Oct 28, 6:30pm: [Santa Cruz County Ag Tech Meetup](#) at Digital NEST.

View the complete list on  
[our EVENTS page](#).

**Santa Cruz Tech Beat is the *heartbeat of the Santa Cruz Tech Community*.  
News, Events, Jobs, Resources, and more!**

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