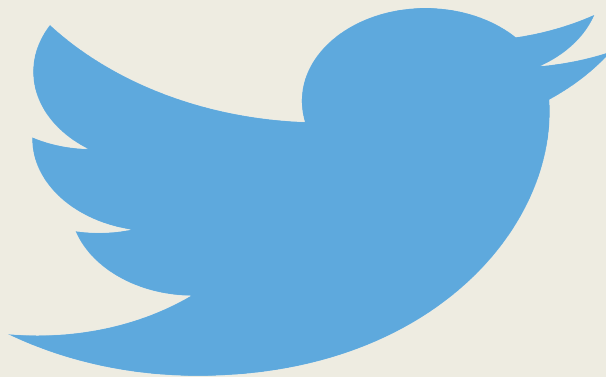


LAUNCH
FESTIVAL 2015



Monica Alexander, Brianna Noland,
Zhuang Qi, and Chi Zhang

QUESTIONS

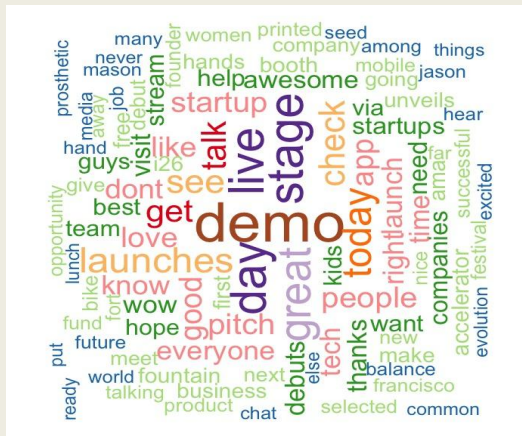
- What were people saying?
- How were they saying it?
- What were they thinking?
- How are they connected?



PEOPLE WERE TALKING



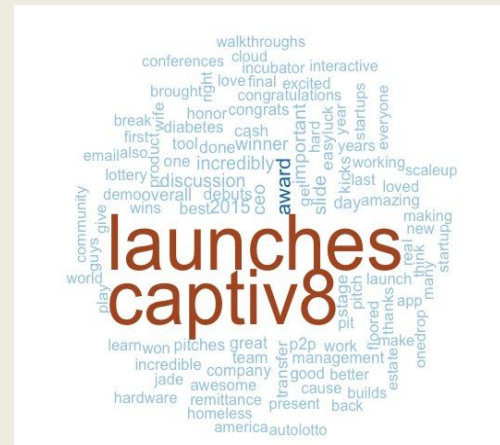
PEOPLE WERE TALKING



March 3



March 4



March 5

- Mar 3 & 4: more, and more diverse tweets in terms of words used than Mar 5.
- *launches*: common term on all three days.
- *Captiv8*: most tweeted about new startup. Mentions on March 5 dominated all words over the course of the event, with the exception of *launches*

WHAT WERE THEY SAYING?

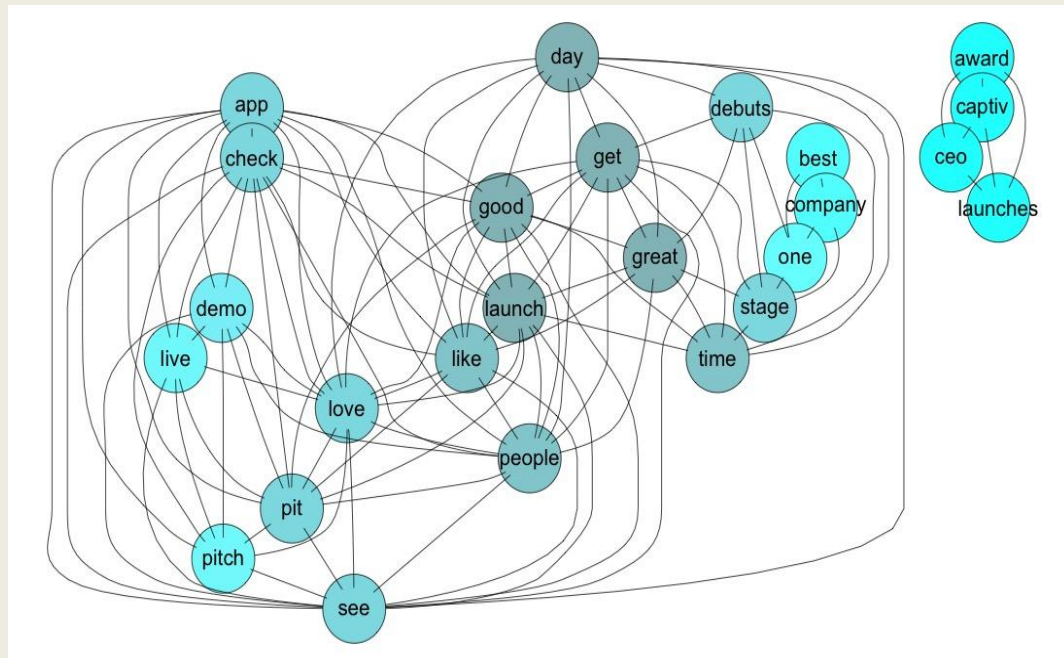


‘award’, captiv8, ‘ceo’, and ‘launches’ very closely related in their usage

“captiv8 launches at #launchfestival”



‘good’, ‘great’, and ‘launch’ very closely related in their usage.



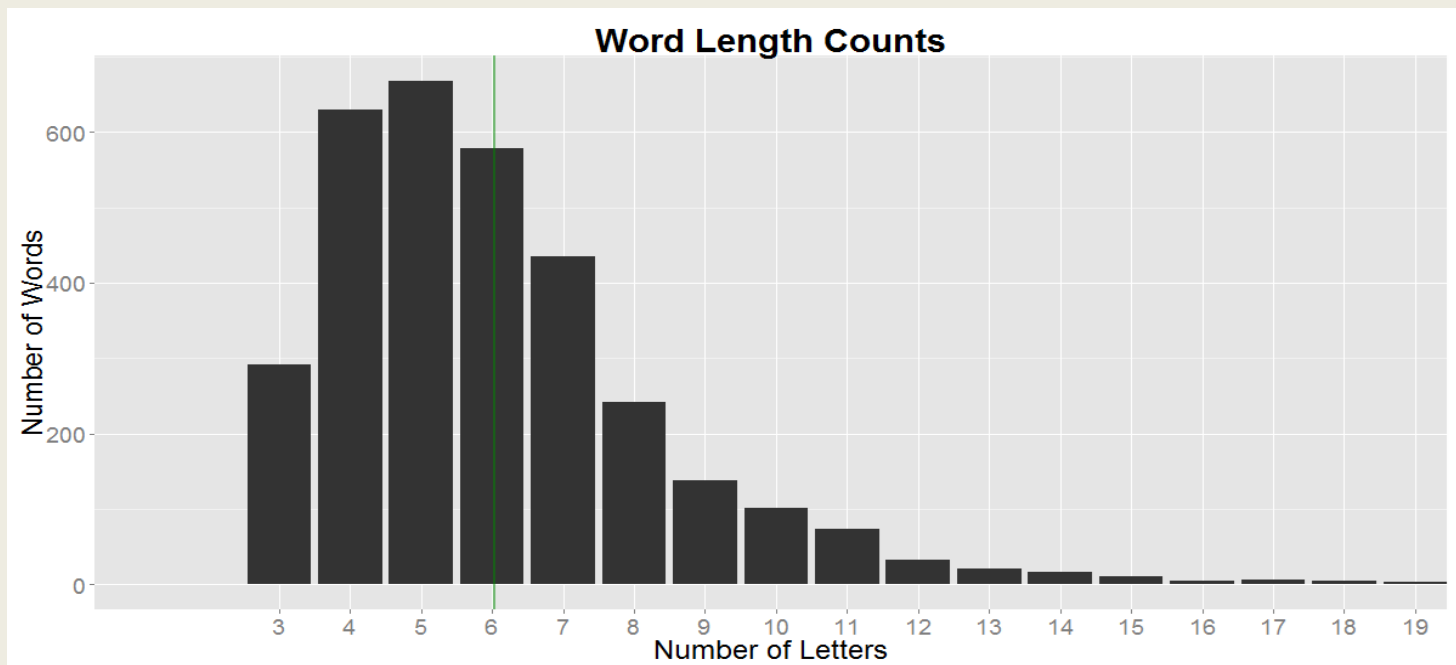
Latent semantic mapping used to uncover the word usage structure and word associations among the tweets.

WORDS WITH LARGEST FREQUENCIES

March 3		March 4		March 5		Three days	
launchfestival	2132	launchfestival	2036	launchfestival	2210	launchfestival	6378
launch	365	launch	380	launch	1593	launch	2338
startup	192	startup	208	captiv8	1512	captiv8	1526
demo	164	stage	207	award	140	startup	442
day	131	day	159	incredibly	117	stage	377
live	125	great	135	goes	102	day	354
stage	120	will	116	ceo	98	great	287
say	115	today	112	slide	94	demo	273
great	108	companies	110	import	93	pitch	230
talk	106	give	101	winner	92	companies	220

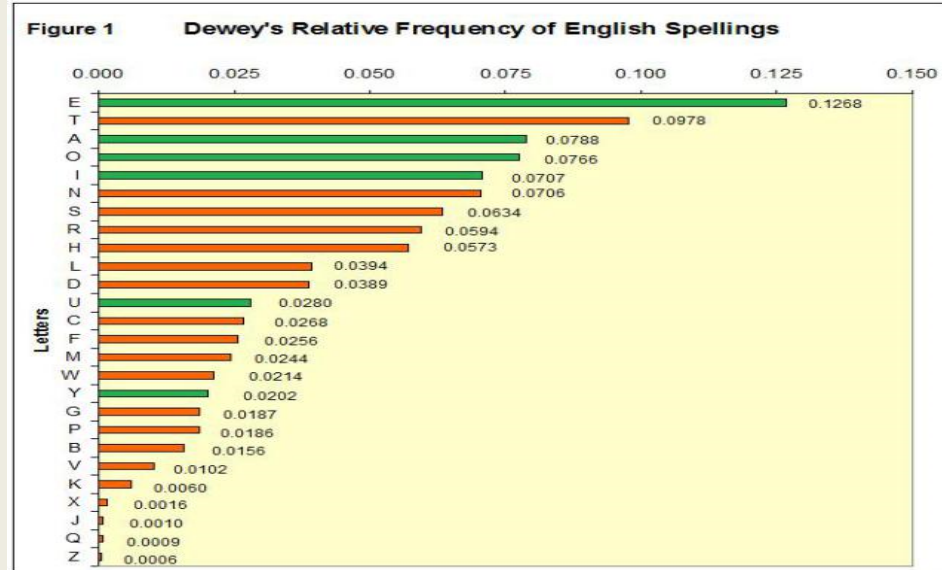
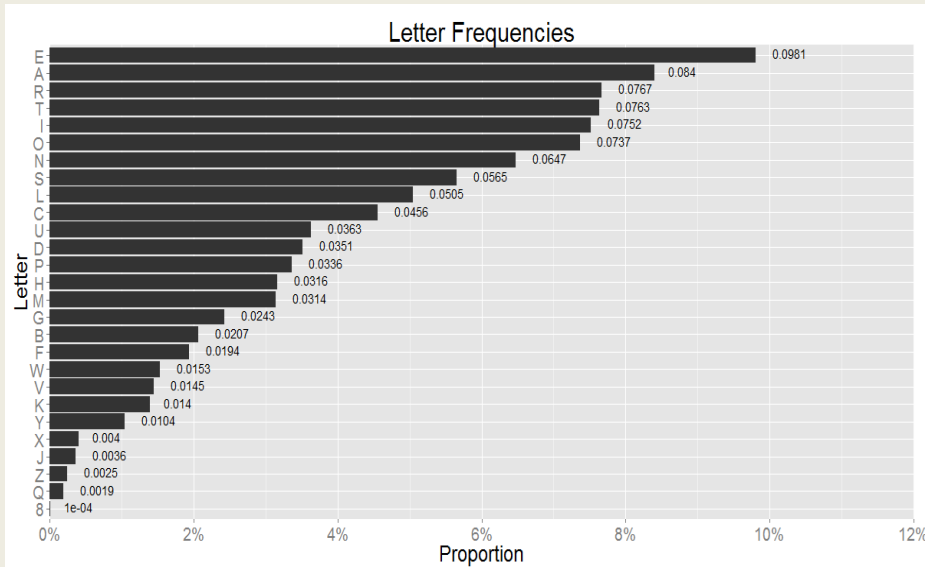
- Top 10 words from March 3, 4, and 5
- Positive feedback: startup; demo \Rightarrow great \Rightarrow incredibly
- King without a crown: captiv8

WORD LENGTHS IN TWEETS



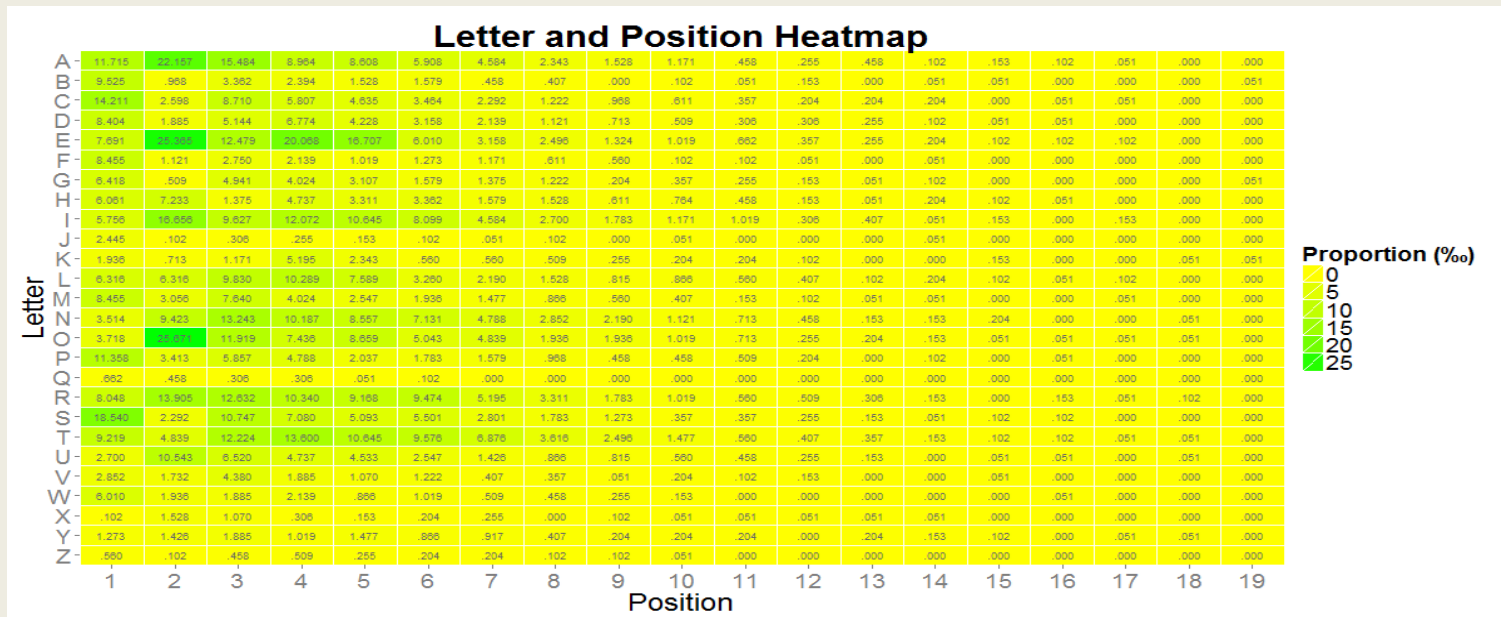
- Nearly Poisson distributed
- Mode = 5 (n=668); Mean = 6 (n=578)
- Prefer to use shorter words as comments (Social tool for “fun”)

LETTER FREQUENCIES



- The Frequencies of 26 letters based on a total of 19633 letters.
- Our most often: E, A, R, T, I, O.
- Dewey's research based on a total of 438,023 letters. <https://introductorystats.wordpress.com/2011/12/31/cryptography-and-presidential-inaugural-speeches/>
- His most often: E, T, A, O, I, N (Similar)

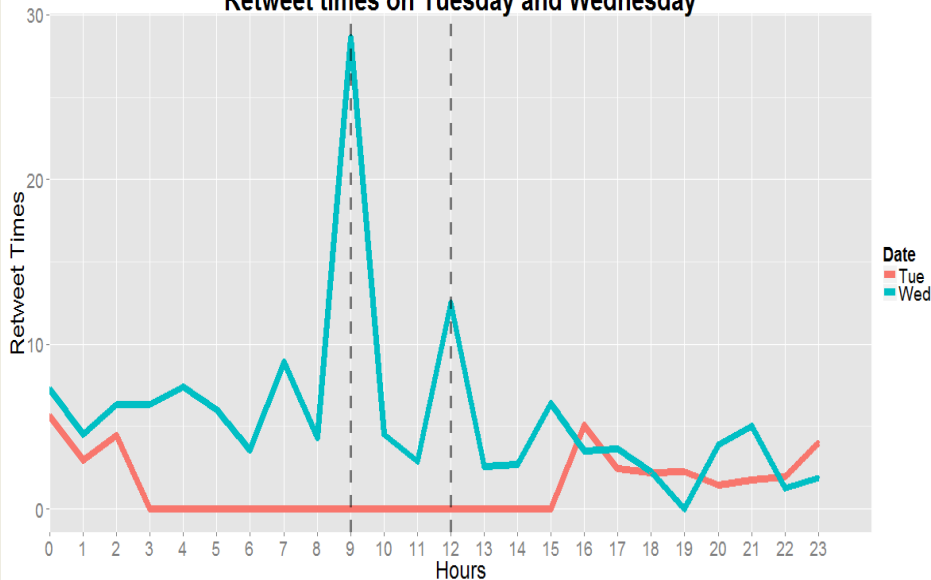
LETTER POSITION VISUALIZATION



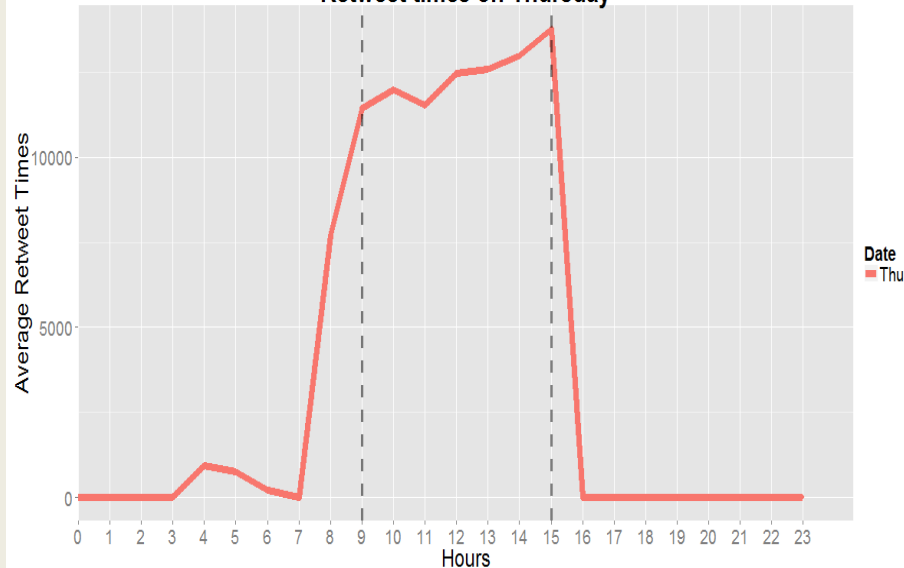
- How often does a letter show at a specific position?
- Eg. the proportion of letter A occurring at the second position is 2.2%.
- The most common first letter in a word: S, C, A, P, B, T
- The most common second letter: O, E, A, I, R, U (5 vowels)

RETWEET TIMES OVER TIME

Retweet times on Tuesday and Wednesday



Retweet times on Thursday

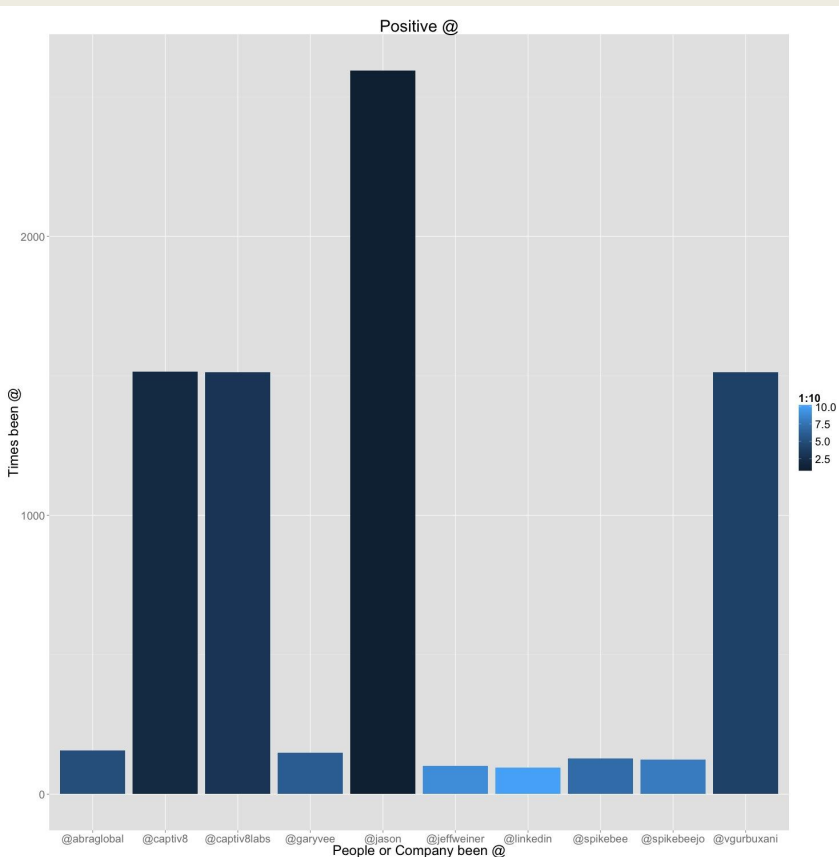


- Retweets increased over time
- Means: Mar 3 = 3.13, Mar 4 = 4.64, and Mar 5 = 7440.43
- No retweets until 15pm on Mar 3; Most 9 - 12pm on Mar 4; 8 - 15pm on Mar 5
- Caught people's eyes

WHAT WERE THEY THINKING?

- Our Measurement: NCR
 - By Saif Mohammad and Peter Turney
 - 14182 words measured
- Typical words with positive scores:
 - Winner
 - Pretty
- Typical words with negative scores:
 - Criticism
 - Trash

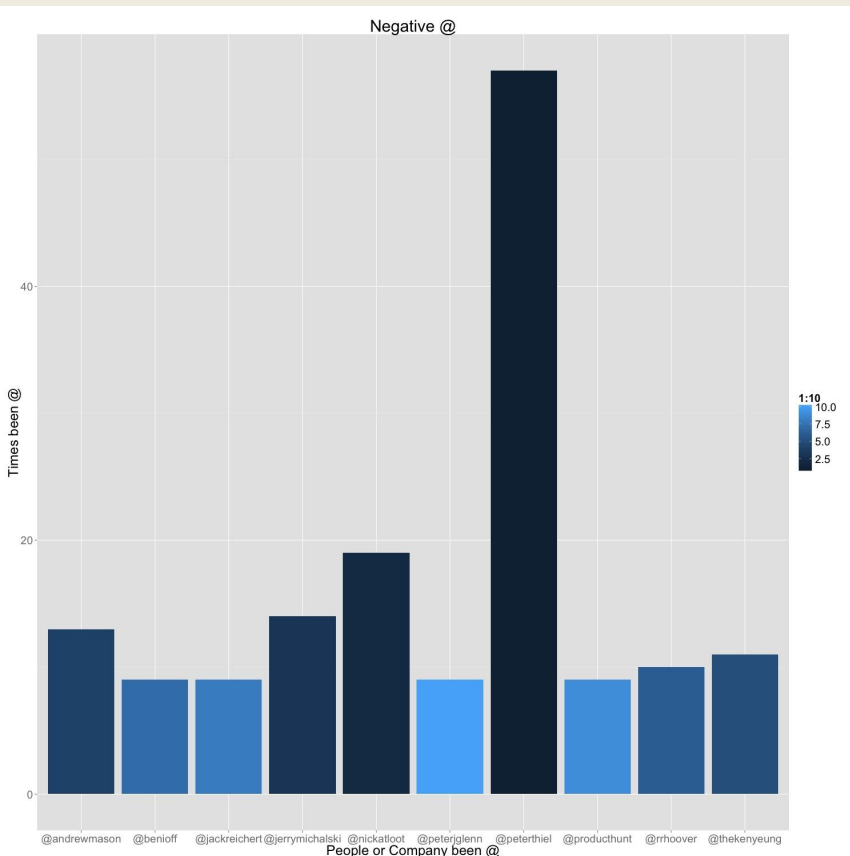
WHAT WERE THEY THINKING?



Why are startups more likely to be in emotionally positive tweets?

- It is a festival for startups. People would be kind to most startups.
- “Great to see the vertical funding focus and real world use cases via @rock_health @Tumml @highway1io #launchfestival”

WHY DID THEY THINK THAT?



Why are angel investors more likely to be in emotionally negative tweets?

- Because they were criticizing others.
- “@thekenyung @sacca says what drives him crazy is startup founders offering advice about entrepreneurship when they're still doing it.
#launchfestival”

WHY DID THEY THINK THAT?

@captiv8labs & @vgurbuxani

- Vishal Gurbuxani (@vgurbuxani) is the only angel investor who had very positive emotion tweets.
- Because he is one of the co-founders of Captiv8 labs, which launched at LaunchFest.
- “@vgurbuxani @jason captiv8 launches at #launchfestival @captiv8labs @launch”

WHY DID THEY THINK THAT?

@citybeautiful

- Twitter account for Orlando
- 20 negative tweets V.S. ZERO positive tweets
- “Wow. @peterthiel and @jason just called out @citybeautiful and FL saying they trash any pitch from FL. SF diehards #startup #launchfestival”
- It seems that people in the bay area do not like things from Florida

HOW ARE THEY CONNECTED?

- Chose the three most talked about companies
- Analyzed twitter networks
- How are these companies connected, if at all?

TWITTER NETWORKS

Rise Robotics

Somerville, MA

Robotics for medical,
industrial and
construction markets



Captiv8

San Francisco, CA

CRM to allow brands
to grow and monetize
their audience



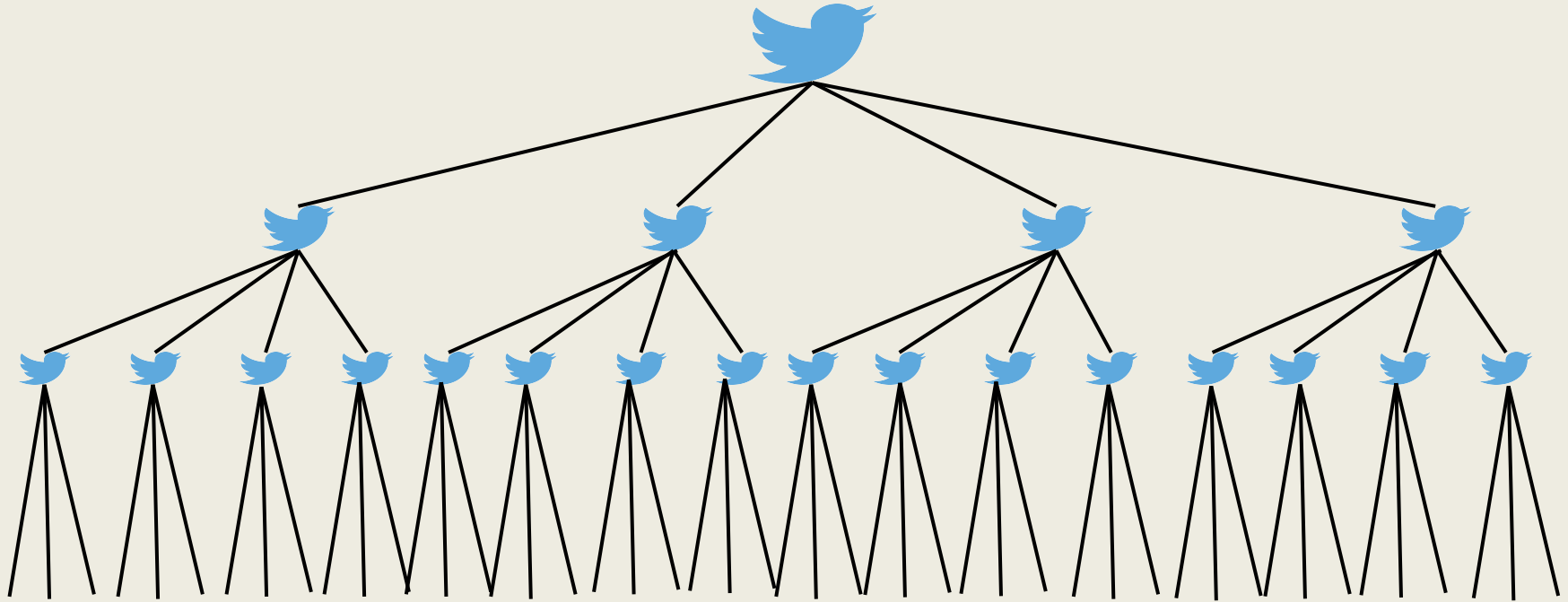
Fountain

San Francisco, CA

Mobile app for real
time help on DIY
projects



GETTING THE DATA



@rstevens: founder
of
Geek Squad

Launch festival

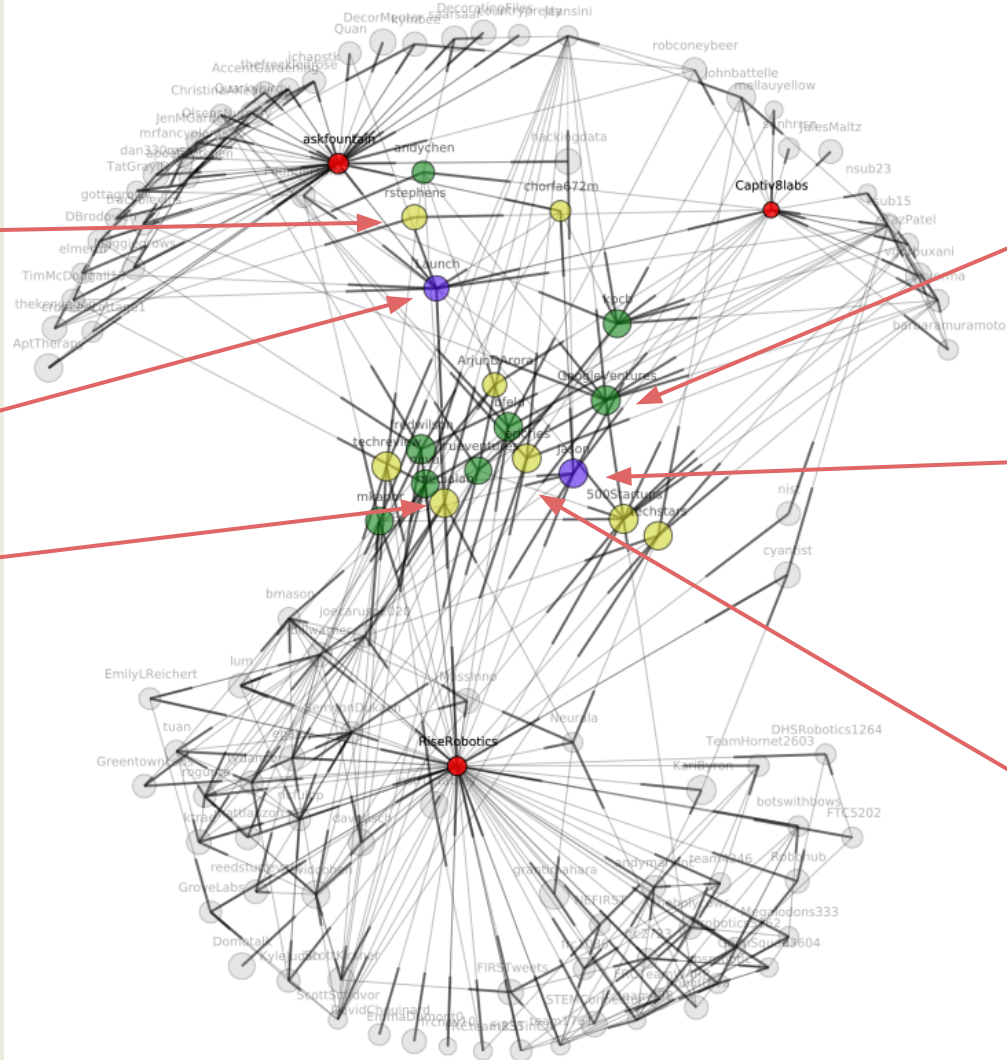
MIT tech review
magazine

- Companies
- Launch
- Investors
- Other tech

Google ventures
(venture fund)

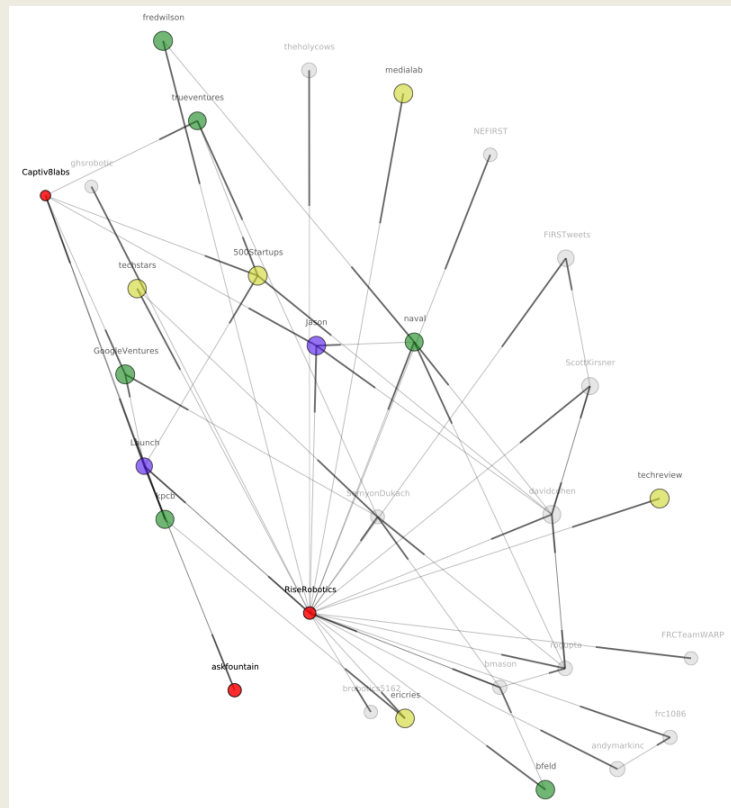
@jason: organizer;
Angel investor

@ericries: author
of 'A Lean
Startup'



TWITTER NETWORKS

- Connected through Launch, investors and tech writers
- The three companies share 13 followers
- Following only 2 people the same (Launch and Jason)
- Most overlap between Fountain and Captiv8



Main connections