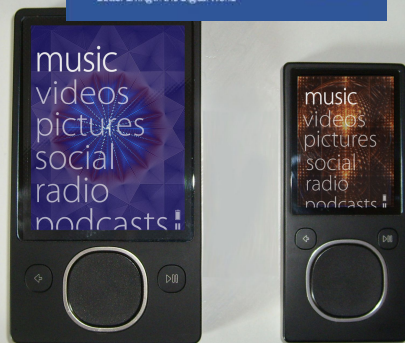
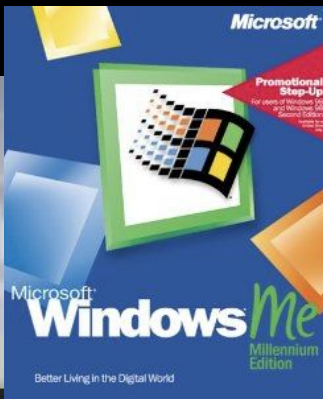


Failing Successfully

Ian Amit

CSO Cimpres, President BSidesLV

Heroes of our times



amazon.co

fire
PHONE



Hacker Heroes?



WANTED
BY U.S. MARSHALS

NOTICE TO ARRESTING AGENCY: Before arrest, submit warrant through National Crime Information Center (NCIC).
United States Marshals Service NCIC entry number: (NCR) 022160021

NAME:LUTWICK, KEVIN DAVID
AKA(S):LUTWICK, KEVIN DAVID
 NEWMILL, BRIAN ALLEN

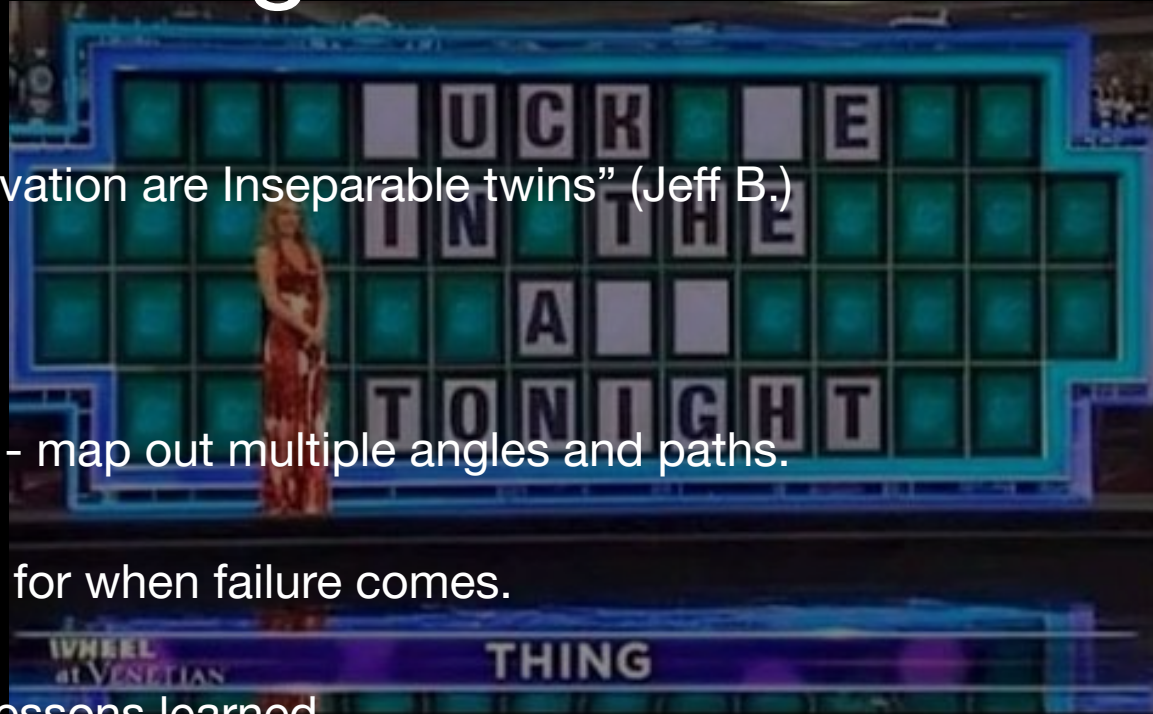
DESCRIPTION:

Sex:M
Race:WHITE
Place of Birth:VAN HOUTS, CALIFORNIA
Date of Birth:08/06/63; 10/18/70
Height:5'11"
Weight:190
Eyes:BLUE
Hair:BROWN
Skin:FAIR
Scars, Marks, Tattoos:NONE KNOWN



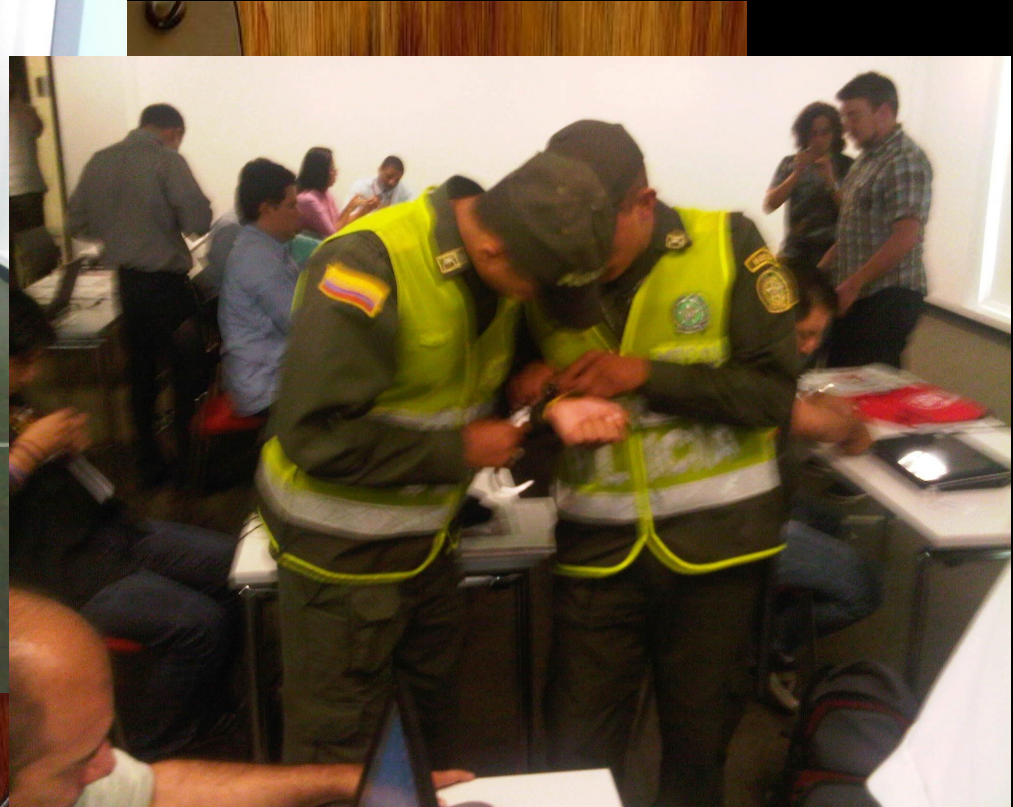
Failures of grandeur

- Innovate. “Failure and Innovation are Inseparable twins” (Jeff B.)
- Plan to fail.
 - Don’t research one area - map out multiple angles and paths.
 - Create contingency plan for when failure comes.
- Deconstruct and build on lessons learned



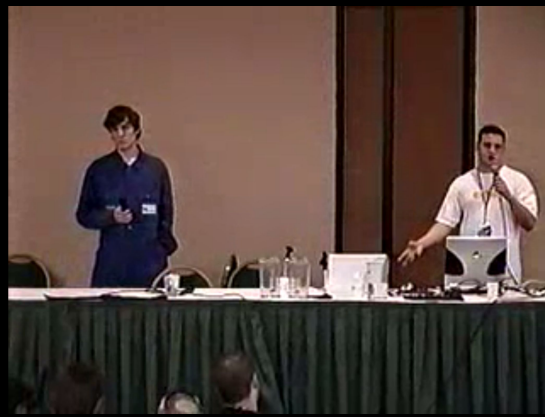
**If you didn't get "Luck Be In The Air Tonight"
The internet has probably ruined you.**

Failure == experience



There's signal in the quiet

- Can you filter through the vocal/repetitive?
- Listen to the beginners. To the experimenters.
 - Metasploit started as a perl project by HDM and spoonm in 2004
 - Completely rewritten in Ruby by 2007
- Be able to pick ideas out of a broad topic



Turn to your community

- Look at smaller local events.
- BlackHat submissions are scheduled for media impact.
 - RSA submissions are due almost a year before the event :-O
 - Most conferences run once a year :-\
- Look for incomplete projects, ideas in incubation, people looking for feedback

Tune out the noise

- Selectively ignoring the noise
- Social media is great for some things.
- It's absolutely a dumpster fire for others



n00b it out

- Foster positive and open attitude
 - Embrace your n00bness
- Inclusion as a key element
 - You are a freak. We all are. We wouldn't be here otherwise.

