

CONDUCT

SAFE | RESPECTED | SECURE



# SETAPP

HEADLINE SPONSOR

FORMER  
ÚLL TEAM

CURRENT TEAM

STORIES      ⚡ TALKS  
BUILDERS  
FEATURES



YOGA

[ti.to/ull/5k](https://ti.to/ull/5k)



KIDS

A family event

(ALSO a  
PROFESSIONAL  
CONFERENCE)

**WHY?**  
ARE YOU HERE



## GOALS

- ① GREAT COFFEE
- ② HOSPITALITY
- ③ PROGRESSION

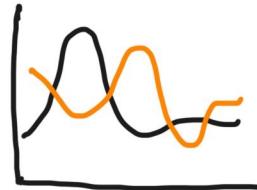
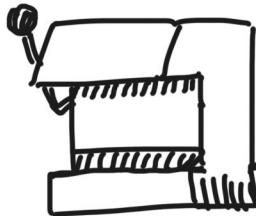


STARTED BY  
PRACTICING  
BREWING IN  
HIS APARTMENT

100 TONS  
- of -  
COFFEE  
THIS YEAR

innovation  
verb. the action or  
process of innovation

WHOLESALE



2:1 LIQUID  
— TO —  
GROUND



Hmm, I should get involved with this "tech" thing

## NEW DREAMS

- STAFF CAREER PATHS
- CONNECT FARMS WITH CAFES
- FOSTER REAL RELATIONSHIPS

Tech  $\Rightarrow$  Acceleration

üll

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SPECIAL GUEST

HORACE DEDIU

@SKETCHNOTABLE

6 MOS. AGO

2016 Q4 

BEST QUARTER  
IN THE HISTORY  
OF HUMANITY

STOCK  
FEELING MIXED  
WITH SOME FACTS

SERVICES  
#2

Mac Renaissance  
POSSIBLY ABOUT TO COME

— ON TRACK TO BECOME  
THE SIZE OF A  
FORTUNE 100 COMPANY

MEE  
CULPA

!

:(

ANALYSIS  
STUDY OF THE  
CAUSALITY OF  
NATURE  
ROBERT BOYLE

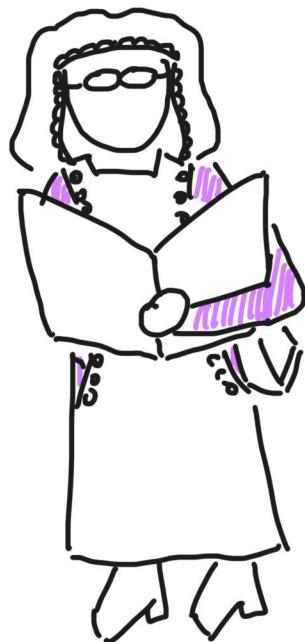
IF APPLE DIDN'T  
EXIST, WHAT  
WOULD HAVE  
HAPPENED ?

DO WE MAKE HISTORY?  
OR DOES IT JUST  
HAPPEN?



Process +  
Innovation  
True People

600  
years



LADY SALEH DELAROSA | 517

AS A SCRIBE  
IN THE ABBEY,  
SHE IS FOCUSED  
ON MAKING  
KNOWLEDGE  
ACCESSIBLE TO  
ALL PEOPLE

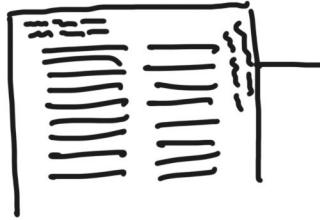
WHITE  
YELLOW

5 HERALDIC  
COLORS

GOOD  
DESIGN



EXTREMELY RARE!  
(AND INFERIOR)



REDISCOVER TRUE  
PRINCIPLES

IF YOU WORK FOR EXPOSURE,  
YOU WILL DIE OF EXPOSURE

CONTRIBUTIONS  
ADD VALUE

úll

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STORY

DANIEL H STEINBERG

@SKETCHNOTABLE

WHAT  
WE DO

$\neq$   
WHO WE  
ARE



Take those  
moments



DIDN'T YOU  
USED TO BE  
DANIEL STEINBERG?



MATH  
TEACHER



AT AGE 6,  
THEIR 2ND  
DAUGHTER  
PASSED AWAY



I'LL LOOK UP  
WHEN WE  
GET THERE



WHO

SHE WAS HIT BY A  
TRUCK AND DIED

WOULD HAVE  
BEEN 18 NOW

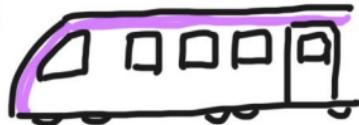
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STORY

MARIAM SALEH

@SKETCHNOTABLE



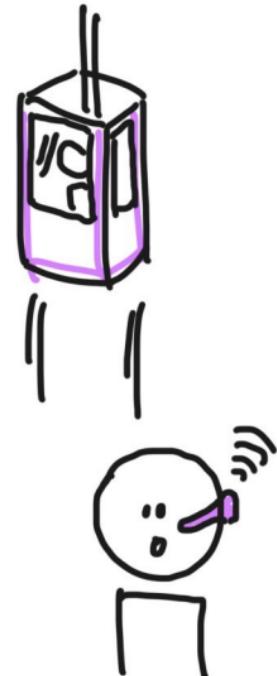
SUSPENSION CHAMBER

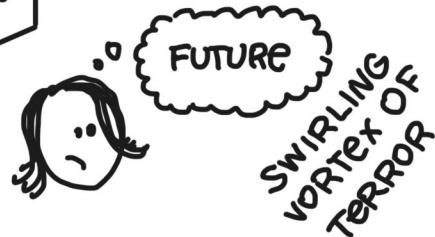


elite  
SETTLEMENT  
above VENUS

RevOLUTION BEGINNING

HOPE





# LEGACY

WORK FRIENDS



IT'S WORTH IT!

I WOULDN'T BE HERE  
TODAY IF YOU WEREN'T  
THERE AT THAT MOMENT

MAKE TIME FOR THE  
PEOPLE THAT MATTER

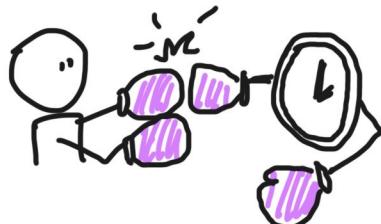


GOD HELP AND FORGIVE ME —  
I WANT TO MAKE SOMETHING  
THAT WILL OUTLIVE ME  
— HAMILTON



Some men seem destined to  
settle for something small,  
I won't rest until I have  
it all

— PIPPIN



TIME KEEPS  
PASSING

| THE OPPOSITE OF WAR ISN'T  
Peace. It's CREATION.

úll

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STORY

AMANDA GELENDER

@SKETCHNOTABLE

YOU'RE GOOD, NOT GREAT.  
BUT YOU HAVE POTENTIAL  
TO BE GREAT WITH THE  
RIGHT TRAINING.

NOT THE BEST  
FIRST RESPONDER  
FOR MENTAL  
HEALTH PROBLEMS

NEURODIVERGENT

FEATURE, NOT A BUG!



úll

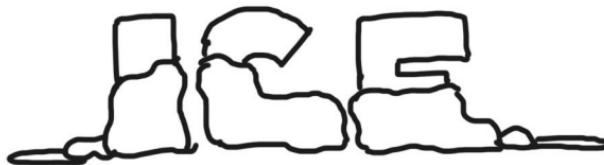
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STORY

MATTHEW BISCHOFF

@SKETCHNOTABLE

We Make



SCULPTURES

LAUNCH



END

THINK ABOUT  
THIS AS WELL!



404

WAY TOO MUCH  
OF THE WEB  
IS DISAPPEARING

Quotebook

STARTED AS A PASSION  
PROJECT AND GREW,  
BUT HAD TO SHUT DOWN

This piece has fallen three times – the collapse  
has become the work

ull

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BUILDER

OLEKSANDR KOSOVAN

@SKETCHNOTABLE

# MacPaw



5 MILLION USERS  
120 EMPLOYEES

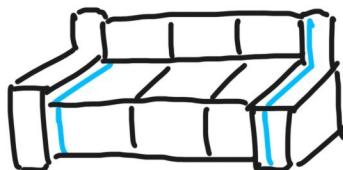


CHANGE HOW PEOPLE  
TRY, BUY, AND USE  
APPLICATIONS

\$9.99 SUBSCRIPTION



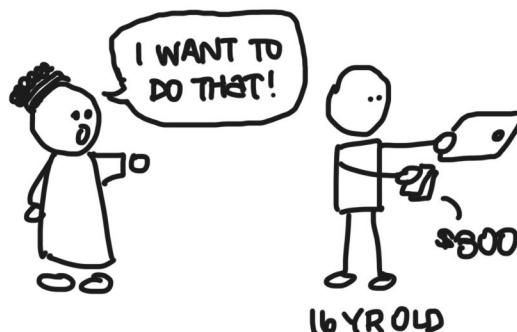
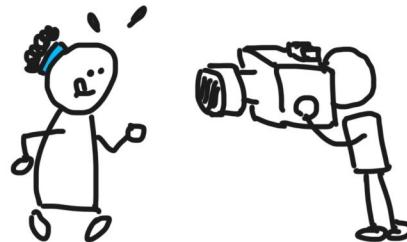
EMOJIPEDIA

2,373  
iPHONE2,374  
ANDROIDTHIS JUST IN  
// NEW EMOJI COMING!①  
 IT!② KNOW YOUR  
USERS④ KEEP  
MOVING  
EVERYONE IS  
WRITING ABOUT  
EVERYTHING

GO FURTHER →

ADOPT  
—AN—  
EMOJIWENT TO THE  
WRONG PEOPLE③ be  
NIMBLE\* SHARISISTABLE  
MAKE YOUR STUFF SO GOOD  
PEOPLE IMMEDIATELY SHARE

51

LEARNED  
TO CODEThe Purple  
PocketBook

{TechGirl}

WOMEN WHO  
**CODE**  
ATLANTA

FOR THE VIDEO, THE APP HAD TO BE UP TO DATE, BUT SHE COULDN'T ALONE, SO APPLE FLEW SOMEONE OUT TO HELP

WWDC 2016 BEGINNINGS VIDEO

ALL BUILT FROM  
HER CLIP

Never once in my life did I ask God for success or wisdom or power or fame. I asked for wonder, and he gave it to me.

ABRAHAM JOSHUA HESCHEL

### REDDITGIFTS

JOY | STORY | MEMORY | ENTROPY

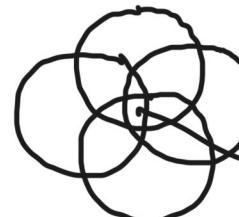
THE RIGHT WORD MATTERS!

LIGHTING vs LIGHTNING BUG



JOY

MEMORY



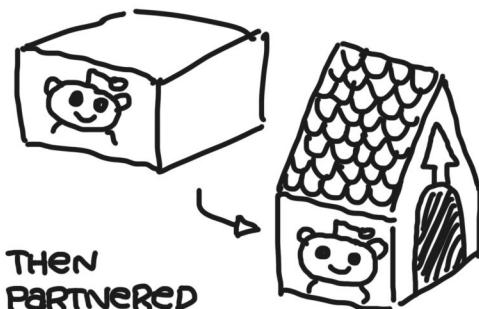
ENTROPY

STORY



THE FUTURE

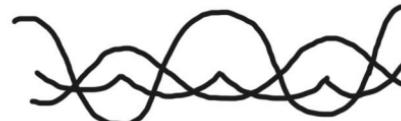
## UNANSWERED QUESTIONS



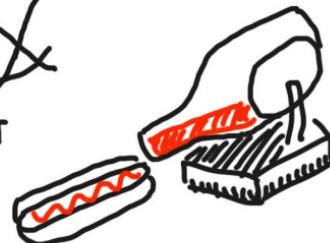
THEN  
PARTNERED  
TO SEND KITTY  
BOXES FOR CHRISTMAS

PEOPLE SHARED PICTURES  
OF THE LAST PIECE OF THE  
PROCESS — NOT THE GIFTS

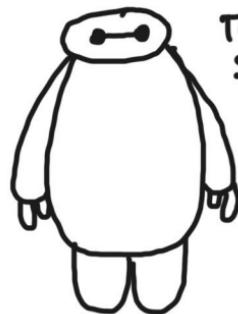
Cards  
Against  
Humanity



CHICAGO PODCAST  
COOPERATIVE



ROBOTS



TAKING CARE OF  
SOMEONE HAS  
TO INCLUDE  
EMOTIONAL  
& MENTAL  
HEALTH TOO



lynx

INTEGRATES WITH HEALTH  
INFORMATION TO REMIND

DIFFERENT PEOPLE NEED TO BE  
INVOLVED IN SHAPING THE FUTURE



A LEGAL PRODUCT REVIEW  
IS NOT ALWAYS THE RIGHT  
GUAGE FOR RELEASE

ACTOR / AGENT

GPS SYSTEMS ➤ GEOLOCATION ➤ CONNECTED CARS ➤ SELF-DRIVING CARS

DO WE THINK ABOUT THE RAMIFICATIONS  
OF THE PRODUCTS WE WORK ON?

ETHICS

\* INDIVIDUAL ACTION MATTERS

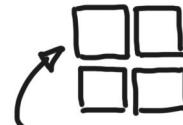


WHO IS  
THINKING  
ABOUT THIS



THINK OF  
EFFECTS

HUMAN RIGHTS IMPACT  
ASSESSMENT



BECAUSE DATA  
IS IN IRELAND,  
U.S. TEAM COULD  
REFUSE TO GIVE IT



BECAUSE DATA IS  
DISTRIBUTED, U.S.  
TEAM HAS TO  
PROVIDE TO GOVT

úll

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BUILDER

ALLEN PIKE

@SKETCHNOTABLE



Mac OS 8  
ORIGINAL VERSION

[ STORED  
PLAYED ] MUSIC

BECAME THE CORE of the DIGITAL HUB



GUESS HOW  
MANY BY  
THE SHADOW



THIS IS WHAT HOLDS  
BACK iTUNES  
INNOVATION

iTunes THE LEAST BAD WAY  
TO PLAY MUSIC

REMEMBER HOW MUCH IT'S DONE FOR US

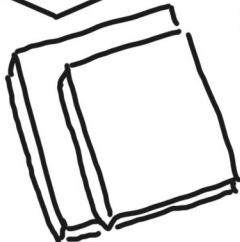
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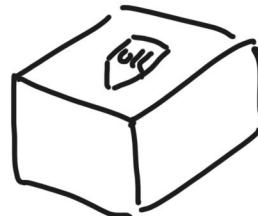
LIGHTNING

MATTHEW SCHARF

@SKETCHNOTABLE



MADE BY  
APPLE  
BOOKS



# QUALITY

YOUR BOOKLET IS YOUR  
ONE CHANCE

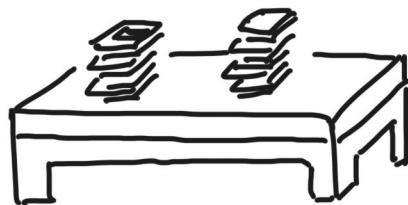
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LIGHTNING

JOHN MATTHEWS

@SKETCHNOTABLE



WHEN HE WAS  
18, FATHER  
LEFT WITH  
PHOTOS IN  
A DIVORCE

HUNDREDS  
OF HOURS  
TO RESTORE



1950s - 1990  
YEARS COVERED

üll

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LIGHTNING

AIMEE DALY

@SKETCHNOTABLE

1901 Walt Disney

GOLDEN  
age



DARK  
age



Renaissance



DON  
BLUTH

FORMED  
a NEW  
COMPANY



NAME THE CHARACTER

úll

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LIGHTNING

PETER BARRETT

@SKETCHNOTABLE

Steve or Steve?



# TensorFlow

MACHINE LEARNING

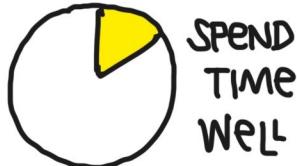
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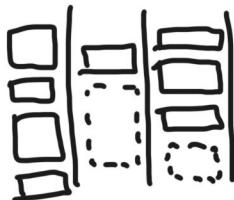
LIGHTNING

CHRISTOPHER MURPHY

@SKETCHNOTABLE



- 1 CORK NOTES
- 2 MARGIN
- 3 FECK YEAH  
or NO
- 4 WALKING
- 5 KARMA



úll

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LIGHTNING

PETER McDONAGH

@SKETCHNOTABLE

ex-BARISTA

WHAT COFFEE  
THING SHOULD  
I BUY



GRINDER



SCALE



Dripper

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LIGHTNING

KIRSTY SAALFRANK

@SKETCHNOTABLE

## JITTER BUG

1940s : SWING MUSIC



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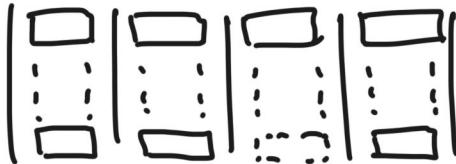
LIGHTNING

ELIAS LANZ

@SKETCHNOTABLE



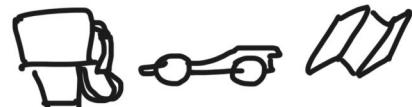
- 1 SCHEDULE  
DEVILS & DARLINGS



- 2 PAY YOURSELF



- 3 DO THE REAL  
WORK



úll

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LIGHTNING

ROSS MCKINLEY

@SKETCHNOTABLE



SOFTWARE ONLY CREATES VALUE  
ONCE CUSTOMERS HAVE IT

SHIP SOFTWARE SAFELY

- 1 FREQUENCY

THE MORE DIFFICULT  
SOMETHING IS, THE  
MORE YOU NEED TO  
DO IT

- 2 TEST IN PRODUCTION

- 3 VERSION  
EVERYTHING!

SHIP IT CON

úll

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LIGHTNING

CAN AKAOGLU

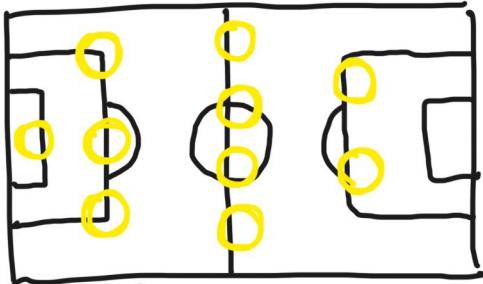
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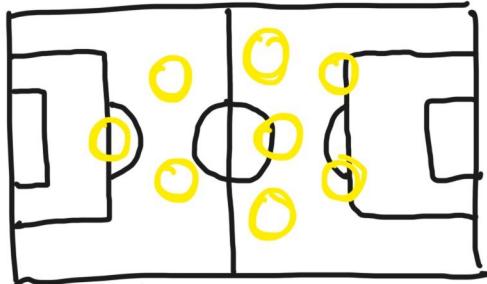
NOT THAT  
GREAT

BUT

WE NEED TO BE  
MORE LIKE A  
SOCCER TEAM



QUALITY  
DEVELOPERS  
ASSURANCE  
DESIGNERS  
REQUIREMENT  
ENGINEERS



GET EVERYONE MORE  
MIX TOGETHER & WORK  
TOGETHER

úll

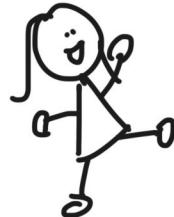
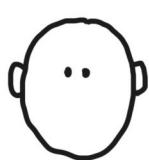
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LIGHTNING

STÉPHANIE NYBORG ALLEN

@SKETCHNOTABLE

## LEARNING LANGUAGE



YOU CAN'T  
LISTEN WRONG

úll

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LIGHTNING

NATHAN DAY

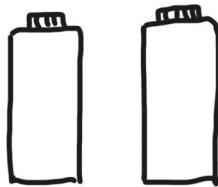
@SKETCHNOTABLE

## SHAFTED

SHARE OR SHAFT

### Game Theory

THE CORRECT  
ANSWER IS TO  
LOSE



LOGICAL TO DO SOMETHING  
THAT IS WORSE FOR BOTH

INDIVIDUALS ACT IN WAYS THAT BENEFIT THEMSELVES

DON'T

úll

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LIGHTNING

RICHARD BURTON

@SKETCHNOTABLE

PROTOCOL  
FOR FINANCIAL TRANSACTIONS



# BLOT CHAIN

## ETHEREUM

WHAT WOULD  
PRODUCTS ?  
LOOK LIKE ?

WOULD YOU LIKE  
TO REIMAGINE  
THE INTERNET?

1 MONTH OF WORK NOW WORTH TEN YEARS AND COULD BE LIFETIME

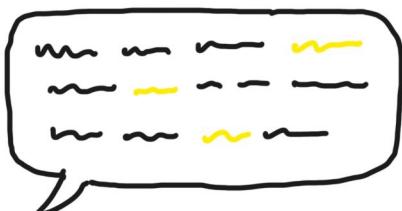
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LIGHTNING

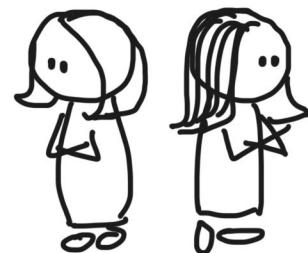
ARON NYBORG ALLEN

@SKETCHNOTABLE



SIRI

CAN'T HANDLE  
BI-LINGUAL  
SPEAKERS



STOP THE FIGHTING!

úll

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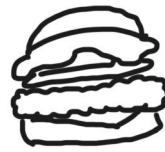
LIGHTNING

DANIEL GEISELHART

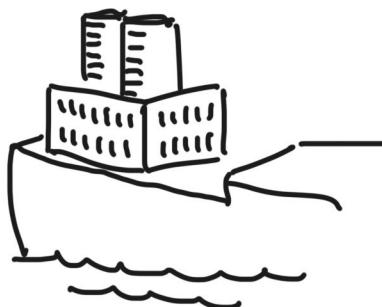
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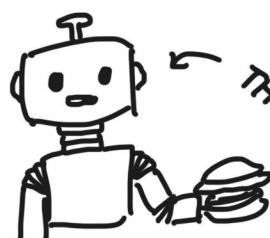
STORIES



BURGER



32  
TIMES



→ THE FUTURE

FIND THE BEST  
BURGER



NOEL ROCK

IRISH PARLIAMENT

PreVENT  
PROBLEMS



POLITICS IS LIKE BEING A DEVELOPER OR TECH SUPPORT

The future is coming at us very quickly - prepare

498  
of  
600

QUERIES CAN  
BE REPLIED w/  
AUTOMATION

567,000  
HOURS SAVED

RTFM  
CAN'T SAY THIS  
TO CONSTITUENTS



AS CARS CHANGE IN HUGE WAYS, IT WILL HAVE A MAJOR IMPACT

We will never reassemble  
this room again - enjoy it!

WE WILL BUILD THE FUTURE - MAKE SURE WE SHIP IT!

USER  
THIS HAS BEEN OUR FOCUS