

THE SXSW17 STOLEN MANIFESTO

We explore or we expire, that's about it¹.

The only safe thing that I know how to do is taking on new risks. Our world is now experimentation, you should try. I can't know what's going to be important in the next six months². We are chaos magnets, but if you keep your eyes open, you can take advantage of the chaos²². I don't have the answers, just the questions. I'm always asking this question all the time: why is that important²³. Success is not about competition; it's about contribution⁴. If you focus on success and not experimentation, you're never going to get new things. Don't empathize with success, empathize with experimentation⁵. Secret source: let people go faster making mistakes. Not just doing their job. And they will surprise you. If you do what the rest do, you will be the rest⁶.

Nobody is playing with the rules. It's an exciting moment for storytellers⁷. How passionate you are about the customers is the key to success. It starts with the customer. Get out the office and get close to the people you are interested in⁸. Observe what people do, not just what they say⁹. Look for the pain. That's where a problem can be solved, where a good idea can go. To make ideas work, don't start with tech, start with solving unmet need. There are two kinds of companies, the ones who focus on competitors and the ones who focus on customers⁸.

Fire some customers. Authenticity matters, it doesn't matter if you are big or small. Don't talk about it; be about it¹⁰. Truth is the

currency of our generation¹¹. The challenge of transparency is how to start the conversation¹². Authenticity does really matter in digital space¹³. How much more effective is it to be authentic? When we are honest, we start to connect.¹⁴ When you tell a story you have to activate and connect with people's lives¹⁵. Not everything is powerful for us, it is powerful for people¹⁶. Tell stories to build trust, generating deeper connections with people¹⁷. People are waking up to the opportunity to connect with real lives¹⁸. Everything you try has to make a difference to the world. Changes can have some impact. Encourage what people are¹⁹. Connect your brand with people's emotions to get to people's minds²⁰. You can do something really simple to change people's lives²¹.

Magic happens when people sit at the same table putting things together where people want them to be²². Partnerships become more important²³. Partnerships don't have to be about survival. Partnerships are about sharing shared visions with the other side about things they haven't thought¹². The challenges happen because of collaboration²⁴.

Companies are focused on managing. Innovators are focused on imagining²⁵. Innovation can come from anywhere²⁶. The question is not if it will be, it's when it will be. Don't try to stop the innovators, join them. People-powered innovation²⁷. Everyday someone has new things to do that have never been done before. We are always looking for new things. Learning comes from

the unexpected¹². We learn by small-package capsules that we switch between so quickly. In chaos we make leaps, not steps²⁸. Copying is good. It's the best fuel of evolution²⁹. We are a 250 year-old start-up²³.

Context is the new king¹⁹. Everything around us is going to be connected³⁰. People are consuming media in different ways. We have to go to the different places where people consume media, connect the dots and move forward to the new development mood. Don't take something that is perfect for TV and cut it into pieces in digital. You don't have to think in the format when you create the story, just think first about users³¹. Embedding the digital to physical is avoiding screens, eliminating interfaces, breaking the rectangles and boundaries³². Things have shifted. Mobile is the dominant changing behavior³³.

Where the audience is, good content should follow³⁴. There are so many people hungry for content³⁵. People still watching although they have read what will happen³⁶. We are benevolent arms dealers, we put our content everywhere. I believe in content being everywhere, but algorithms are making the decisions³⁴. Facebook democratizes content⁷. When the content is live, people feel more comfortable watching it. The important question is: is this content relevant³⁷. We create thousands of contents everyday, which we test. If you don't create thousands of pieces of content that work we won't have content that works³⁸. Content has to react

with the user³⁹. We are moving from broadcast to narrowcast to create better personalized content⁴⁰.

We live in a world where we have more information than we can handle¹². Data has to give an insight to do something better, data tells us we have different opportunities²³. From going shopping, to always shopping to forgetting shopping (and just enjoying)³³. Mathematics is obsessed about data but artists too³¹.

Technology has to make people's lives better⁴². The filter bubble (algorithm dictatorship) is putting people off³⁴. Algorithms are instructions. Modern computation automates human computation⁴³. Computers may write fun, but don't read fun¹⁵. Art and technology have to live together⁴⁴. Tech allows more original creative thinking⁴⁵. Make tech invisible³². AI is not just to predict what you want, it's also there to help people with their choices³³. Be creative with computational designs. Alphago was the birth of computer intuition by Google Deepmind. Machines now create art. Even generate designs. These tools are great optimizers but humans are smarter, more emotional, irrational and creative⁴⁶. We are not thinking machines, we are feeling machines that think⁴¹. When machines talk, people assume relationships¹⁹. Technology helps us to dream¹⁸.

Where we are going we don't need roads¹⁰.

- ¹ Buzz Aldrin. Astronaut
- ² Casey Neistat. Filmmaker
- ³ Ryan Spoon. ESPN
- ⁴ Adam Grant. Writer
- ⁵ Summer Anne Burton. BuzzFeed
- ⁶ Geoff Cottrill. Mullen Lowe
- ⁷ Bonnie Pan. Endemol
- ⁸ Scott Cock. Intuit
- ⁹ Navin Iyengar. Netflix
- ¹⁰ Tanarra Schneider. FJORD
- ¹¹ Kimbal Musk. The Kitchen
- ¹² Andrew Hill. SET
- ¹³ Peter Girard. Blue Ribbon-Warner
- ¹⁴ Cory Richards. National Geographic
- ¹⁵ David Litt. Obama's speechwriter
- ¹⁶ Alfred Ironside. Ford Foundation
- ¹⁷ Don Osmond. OzComm
- ¹⁸ John Hanke. Niantic
- ¹⁹ Sophie Kleber. HUGE
- ²⁰ Kristoffer Borgli. Filmmaker
- ²¹ Sam Hill. Knight Foundation
- ²² Janine Gianfredi. Google Glass
- ²³ Beth Comstock. General Electric
- ²⁴ Ivan Poupyrev. Google ATAP
- ²⁵ Steve Case. AOL co-founder
- ²⁶ Barry Calpino. Mondelez
- ²⁷ David Price. Innovator
- ²⁸ Carl Addy. Mill+
- ²⁹ Raymond Chin. Sapien Nitro
- ³⁰ Neal Mann. Anomaly
- ³¹ Helen Alonso. Museum National History NY
- ³² Paul Dillinger. Levi's
- ³³ Helen Crossley. Facebook
- ³⁴ Thomas Huge. Lionsgate
- ³⁵ MaarkoSlavnic. HBO
- ³⁶ GOT Showrunners
- ³⁷ Bob Gruters. New York Times
- ³⁸ Jessica Shortall. Activist
- ³⁹ Karen Wong. New Museum of NYC
- ⁴⁰ Pete Cashmore. Buzzfeed
- ⁴¹ Antonio Damasio
- ⁴² Jason Dusterhoft. Austin Police Department
- ⁴³ Pip Mothersill. MIT Media Lab
- ⁴⁴ Maggie Malone. Disney
- ⁴⁵ Steve May. CTO Pixar
- ⁴⁶ Jason Robinson. IDEO

NOTE: We apologize if we have made some mistakes assigning the authors of every quote.

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