



THE TOILET PAPER

"Innovation distinguishes between a leader and a follower."



ROLL 13S, TISSUE 7

KCECH, WEDNESDAY, 2/20/2012

STARTUP EDITION

SEQUOIA CAPITAL STARTUP CONFERENCE

Sequoia Capital is a venture capital that has funded a number of successful companies such as Google, LinkedIn, Zappos, Instagram, and plenty more.

Recent investments of theirs include those feature in this article along with MindSnacks (iOS learning apps), Cue (digital life snapshot), and Square (credit card reading and mobile wallet).

This past weekend Sequoia partnered with Princeton's (don't get too upset at their mention) Business Today to host a conference that was part recruitment and part teaching students what is actually involved in working at or starting a startup.

I was one of the lucky few (just over 100 attendees) to be at this conference and it was invigorating.

You have probably heard a lot that conferences are just another means of networking,

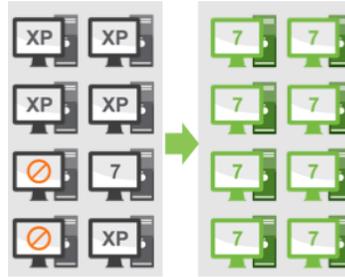
getting free swag, and if you're lucky, a means to free room and board for a few days.

While all that is certainly true, the real reason you should attend a conference is because of the sheer passion that people show at them. It is truly a marvel to show up somewhere surrounded by people that are all interested in what you're interested in.

Going to a conference in whatever field you are considering is an ideal way for you to figure out whether or not you want to be a part of that field. You are surrounded by topics related to a single subject for days on end. You will either come out extremely excited and happy that you learned so much and made so many connections, or you'll end up regretting having gone.

In either case, you will have your answer. To read up more on the conference, check out bit.ly/sequoia2013 for more.

NEVERWARE



Founded by Jonathan Heffer, a Penn 2009 grad, Neverware is a small year old startup of only seven people trying to change the world of education.

How? By using a process called virtualization, which allows one computer to pretend to be another.

In this case, Neverware is using virtualization to make old computers run new software. The old computers become "thin clients," which means they only act as input device (the keyboard) and output (the display) for the new software. The old computers do not even need a hard drive.

This is groundbreaking news for schools. As Heffer explained it,

schools are constantly on a cycle of replacing old computers with new ones. These costs only grow with time as schools attempt to keep up with new technologies.

With Neverware, however, schools can save thousands of dollars to keep their computers operating like new. With just one of their machines (called Juiceboxes) can make 50 old computers run like new.

The biggest problem that they have is getting schools to believe that it works. But with a brief demonstration, schools sign up for the service immediately.

Neverware already has contracts with ten schools in the New York area and are working on expanding their reach and company.

Check out their site for more info at neverware.com

Riddles

What comes once in a minute, twice in a moment, but never in a thousand years?

A woman has six daughters and they each have a brother. How many children does she have?

What is light as a feather, yet man can only hold it for less than 3 minutes?

ROMOTIVE



Founded by Keller Rinaudo, Phu Nguyen, and Peter Seid in 2011, Romotive is a hardware startup that is attempting to bring robotics to the masses.

Currently any robot that does the cool things you see in movies (face recognition, acting on their own, etc) are terribly expensive.

Romotive is trying to change that by using smartphones (which most people already have) as the robot's brain. The smartphone then does all the complex computing that makes robots so expensive.

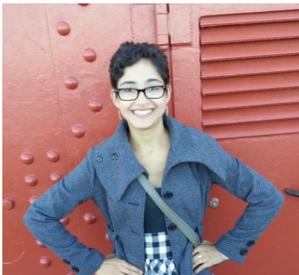
Right now Romo (the name given to their first robot) is just a base but one can easily imagine the kinds of extensions that could be added on to the robot.

Romotive is also hoping to have Romo teach kids learn how to program.

Check out their site at romotive.com for more info and to pre-order one (I already did!)

FEBRUARY / MARCH						
SUN	MON	TUE	WED	THU	FRI	SAT
Calendar Key KCECH Penn Philly & Beyond	18 President's Day T-Shirt Design	19 Grief Support	20 Cleopatra Spring Gardening Workshop	21 Start-up Career Fair STWing GBM Penn Authors Forum	22 Spring Career Fair	23 Ski Trip Stage Make-up Workshop Oscar Prep
24 Brunch Study Break	25 WiCS Dinner Discussion	26 StorySlam	27 Healthcare Discussion	28 LinkedIn Workshop	1 Mad Max 2	2 SPRING BREAK
3 SPRING BREAK	4 SPRING BREAK	5 SPRING BREAK	6 SPRING BREAK	7 SPRING BREAK	8 SPRING BREAK	9 SPRING BREAK

Character of the Week



LAURA AGOSTO

Hi I'm the PiH Manager for KC4! I am a College sophomore majoring in Classical Languages and English. As a Philly native, I love visiting the PMA, going to South Street, and spending time at Reading Terminal. I enjoy tutoring through the West Philadelphia Tutoring Project and stage managing for The Underground Shakespeare Company. I love the KCECH community and feel so lucky to have lived here for almost two years now!

THE WEEK AHEAD: 2/21–3/9

2/21, 11am– Start-up Career Fair. Find a job in the world of start ups at this career fair in Houston Hall of Flags

2/21, TBD–Join PiH in welcoming Professor Ania Loomba at their annual Penn Author's Forum.

2/21, 8pm–Join STWing in their second GBM of the semester

2/22, 11am– Spring Career Fair. Find a job in everything at this career fair in Houston Hall of Flags

2/23– Ski Trip. The KCECH Ski Trip will finally be happening!

2/24, 8pm– Oscars. Join the house in watching last year's movies win the famed awards! Enter the contest at bit.ly/kceOscars13

2/25, TBD–WiCS Dinner Discussion. Join WiCS for another fabulous dinner discussion!

3/2–Spring Break. Have fun everyone and see you after!

INKLING

of the fibrous tunic, which is divided into the vascular tunic, which consists of the choroid, the iris, and the ciliary muscles. The aqueous humor (a 'kwe-us hu' mor): the watery fluid that fills the anterior and posterior chambers of the eye. Aqueous humor fills both of these cavity (also called the vitreous chamber) contains space between the lens and the retina. of hearing and equilibrium (balance). It contains movements of the head and receptors that convert impulses. Impulses from both receptor types are

Founded by Robert Cromwell and Josh Forman in 2009, InKling is looking to revolutionize the world of e-textbooks.

E-textbooks already have the advantage of being cheaper and more ecologically friendly than regular textbooks.

But InKling is looking to make them interactive as well with search, in-text glossary pop ups (as seen in the image to the left), timelines, diagrams, and more.

Textbooks include self examina-

tions with advice for questions that you get wrong.

And their books are social too. You can discuss the content with anyone, follow a person's highlights, share notes, and rate the best advice.

Check out their site at [inking.com](http://inkling.com) for more info and to create your own interactive books (I already started!)