# San Diego Startups

*January 16, 2015*

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- Ecosystem
- Long View
- Immediate Opportunities

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# What is a Startup?

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Minimum Viable Product

SCALE

Runway, Pivot, Fail Fast

VC, Angel, Crowd

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Forbes

ENTREPRENEURS 3/13/2014 @ 9:42AM | 167,677 views

# The Best Places To Launch A Startup In 2014

Tom Post
Contributor

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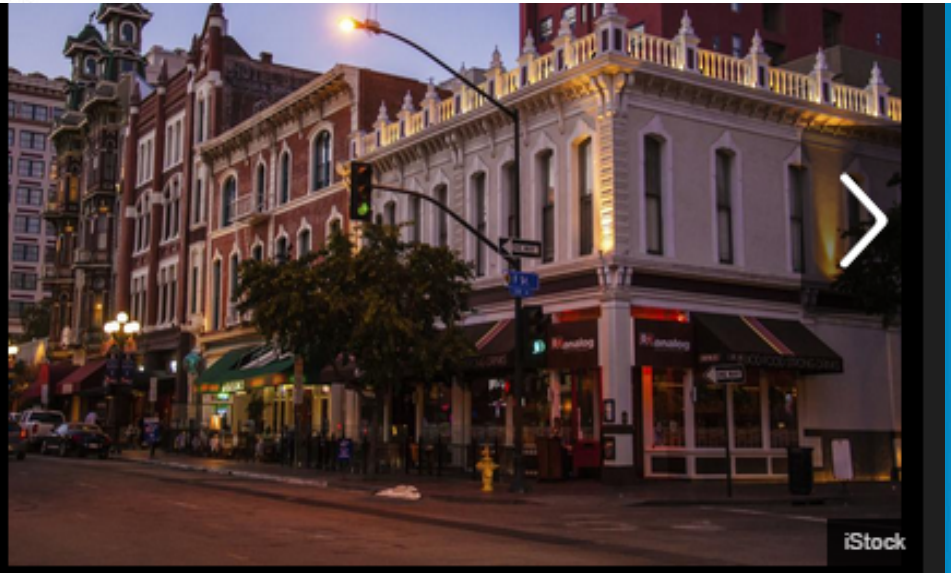
**Radius database analyzes billions of data points each day. 27 million+ US businesses analyzed to rank via:**

1. Small businesses as % of total.
2. % of small businesses in high growth industries.
3. % that accept credit cards.
4. % with Facebook pages & websites.
5. % with online reviews.




## 1. San Diego, CA

Small enterprises ranked in the top five on nearly every category to lift San Diego into the top slot. There is heavy concentration in projected high growth industries, as well as a high likelihood of accepting credit cards and adopting social media. San Diego is home to the fifth-best rated business community in the country.

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# San Diego deserves ranking as top city for launching startups

By Gabriela Dow 5:30 P.M. APRIL 16, 2014 PRINT COMMENTS 58

58 COMMENTS

On March 13, Forbes reported that San Diego is the number one city to launch a startup. Some complained that Forbes' methodology was faulty (social media data was one point in the analysis of 27 million small businesses nationwide) or that this was impossible given California's high tax rate.

It is important to clarify what defines a startup and why an admittedly challenging city as San Diego is actually the natural fit for high-risk, high-reward ventures.

A startup is not just a small business; they are typically technology ventures designed to grow or fail quickly and scale tremendously to disrupt existing industries or create new markets.

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DATA CENTRAL

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# CONTINUOUS GROWTH

## 1971
REGULATED UTILITY
+ NASDAQ FORMED AS FIRST ELECTRONIC EXCHANGE

## 2002
COMPETITIVE BUSINESS MODEL
+ NASDAQ BECOMES FOR-PROFIT COMPANY

## 2005
NEW TECHNOLOGY ROADMAP
+ ACQUIRED WORLD-LEADING ECN: INET

## 2006
DIVERSIFIED BUSINESS
+ SAAS (CORPORATE SOLUTIONS)

## 2008
INTERNATIONAL EXPANSION
+ OMX
+ NORD POOL

STARTUPcircle

## 2010
CONTINUED DIVERSIFICATION

## 2010
REGULATED UTILITY
+ DATA ON DEMAND

## 2011
EXPAND SAAS OFFERINGS
+ ACQUIRE GLIDE TECHNOLOGIES
+ DIRECTORS DESK IPAD APP

## 2012
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## 2013
INTERNATIONAL EXPANSION
+ THOMSON REUTERS
+ SHAREPOST
+ eSpeed

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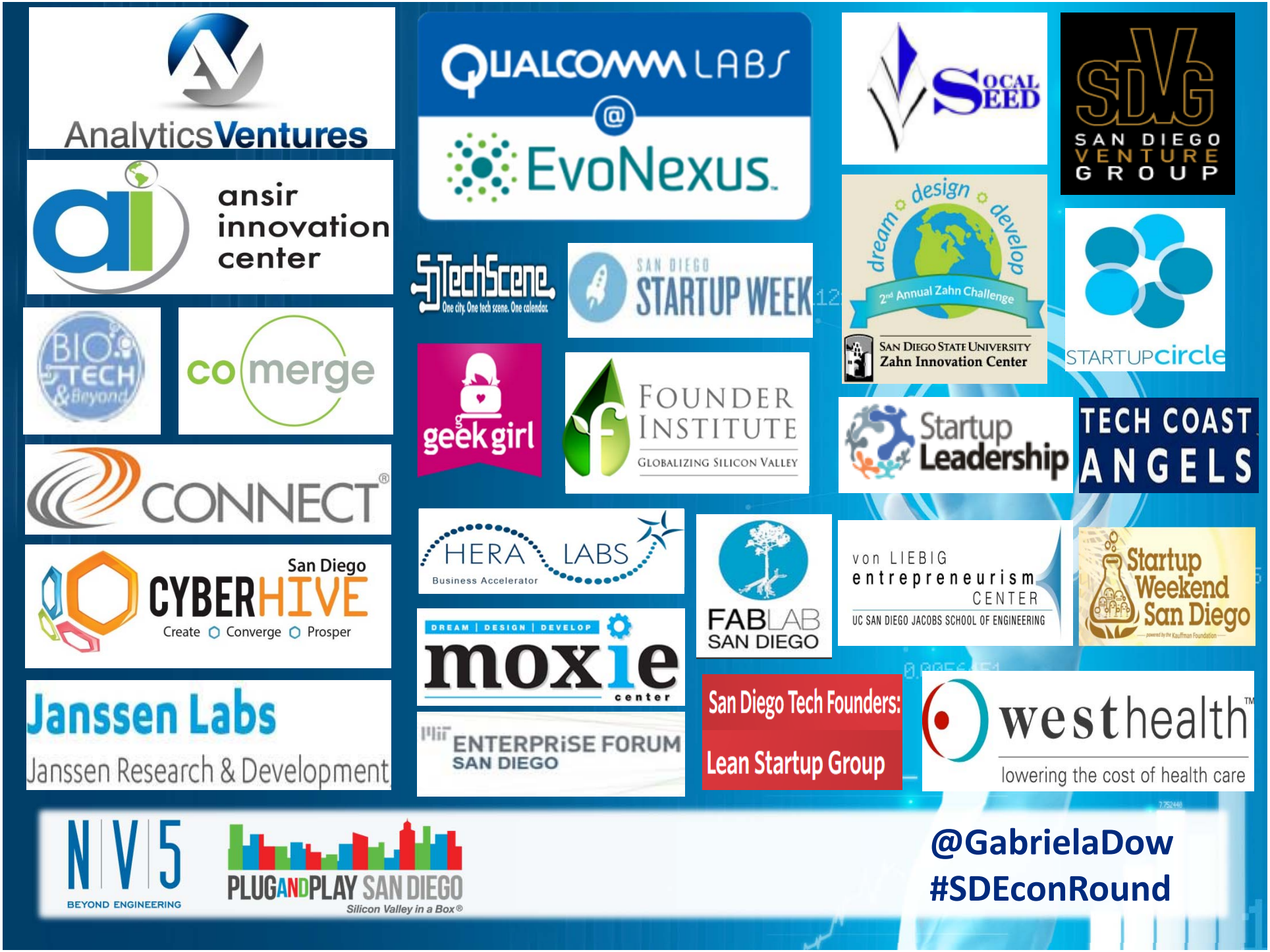
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QUALCOMM LABS
@
EvoNexus
SoCal Seed
SDVG
SAN DIEGO VENTURE GROUP
ansir innovation center
SDTechScene
One city. One tech scene. One calendar.
SAN DIEGO STARTUP WEEK
dream design develop
2nd Annual Zahn Challenge
SAN DIEGO STATE UNIVERSITY
Zahn Innovation Center
STARTUPcircle
BIO TECH & Beyond
comerge
geek girl
FOUNDER INSTITUTE
GLOBALIZING SILICON VALLEY
Startup Leadership
TECH COAST ANGELS
CONNECT®
HERA LABS
Business Accelerator
FABLAB SAN DIEGO
von LIEBIG entrepreneurism CENTER
UC SAN DIEGO JACOBS SCHOOL OF ENGINEERING
Startup Weekend San Diego
San Diego CYBERHIVE
Create Converge Prosper
DREAM | DESIGN | DEVELOP
moxie center
San Diego Tech Founders:
Lean Startup Group
westhealth™
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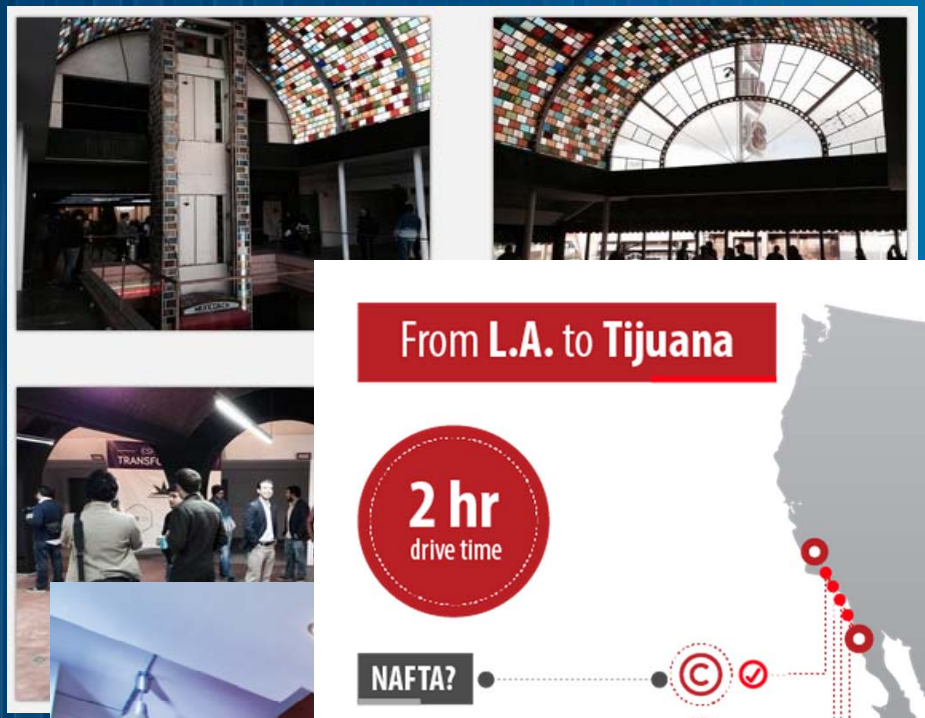


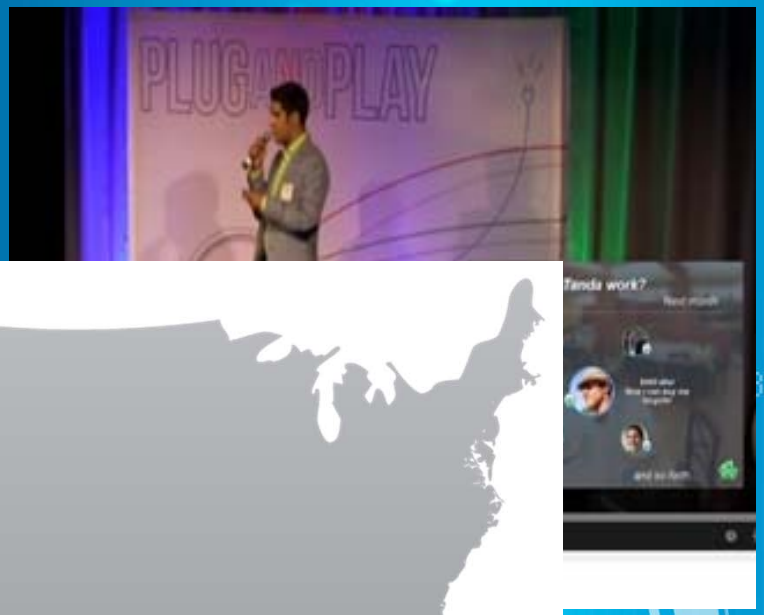

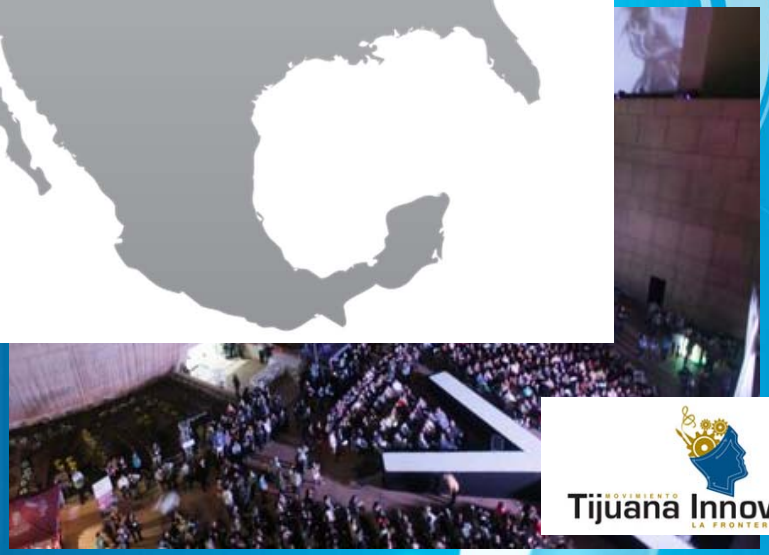

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ENTERPRISE

More: Lending Club Renaud Laplanche Plug and Play Saeed Amidi

# The Biggest US Tech IPO Of The Year Might Not Have Happened If It Weren't For This Guy

Every company starts somewhere, and for Lending Club, that place was a startup incubator called Plug and Play Tech Center. Founded by Saeed Amidi, one of the most well-connected power players in the Valley, Plug and Play provides shared office space and seed investment to early stage startups.

Lending Club's CEO Renaud Laplanche first joined Plug and Play in 2007, after leaving his job at Oracle. It was only him and its CTO Joaquin Delgado at the time, but Amidi says it was clear from the beginning that Lending Club was on to something very big.

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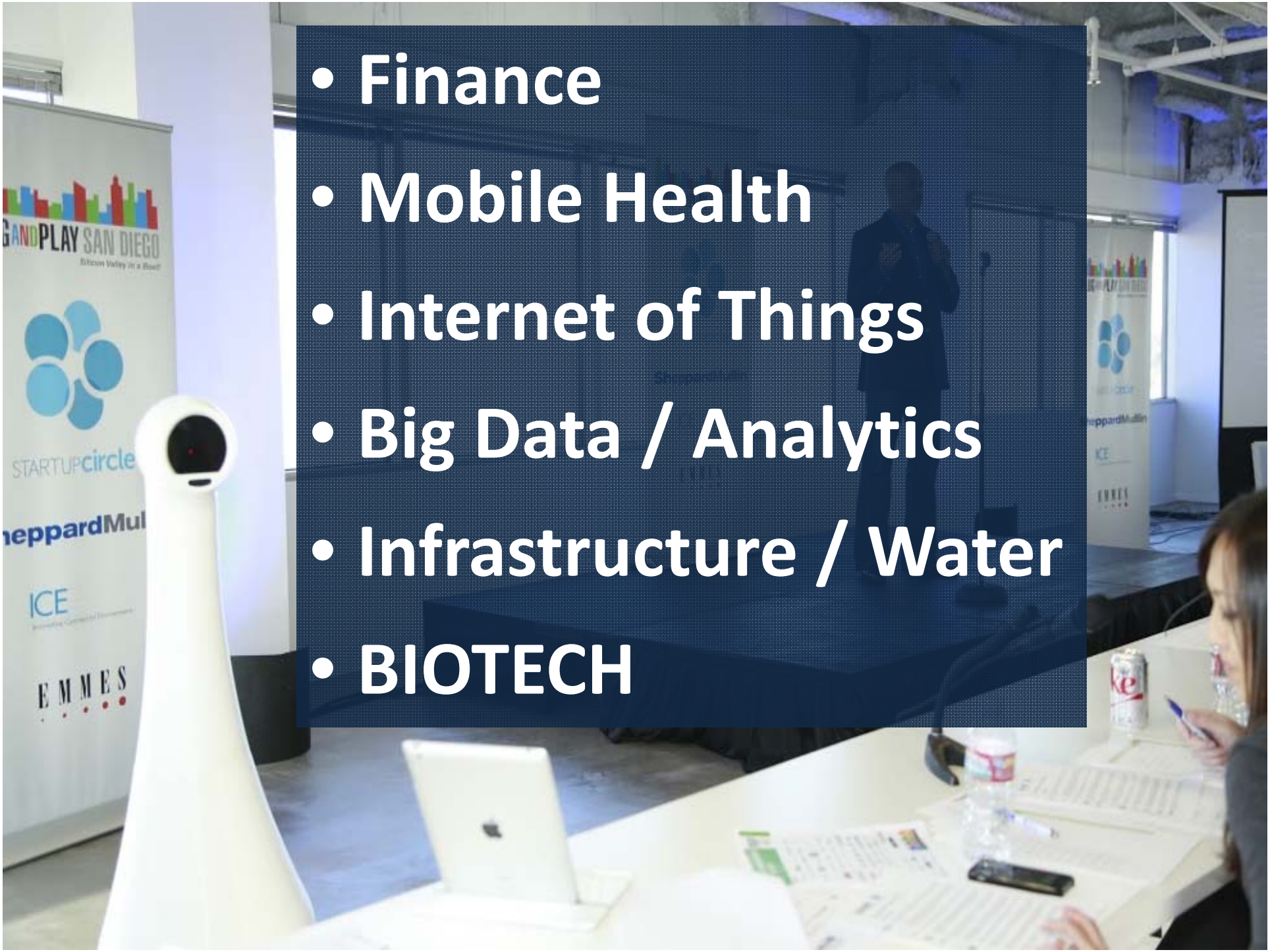
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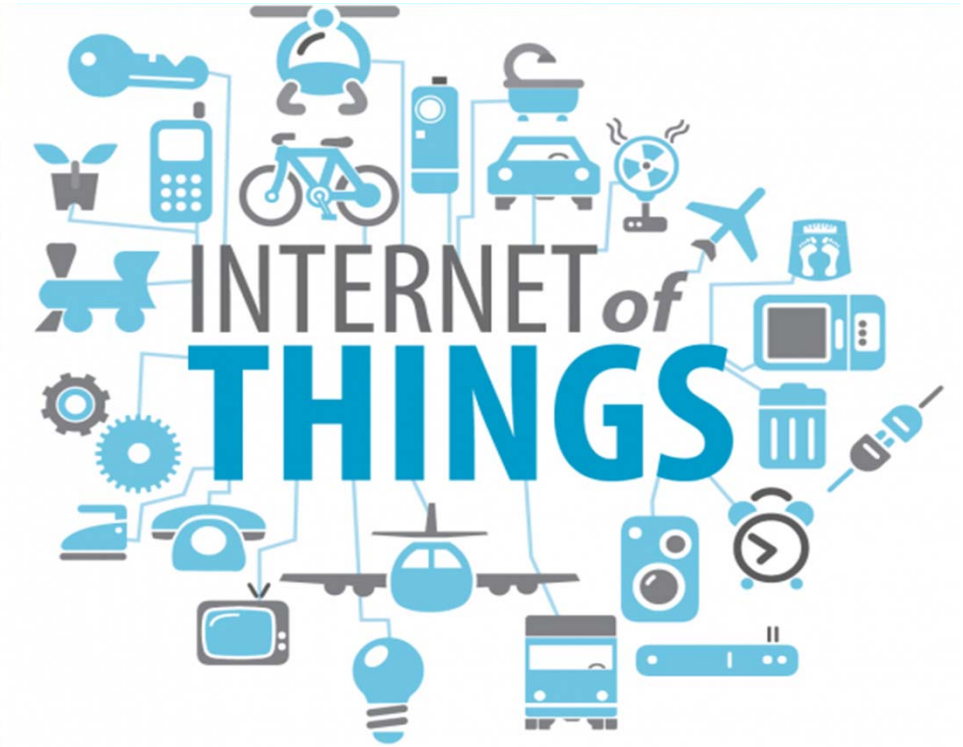
INTERNET of
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BIG
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CAPACITY
HUNDREDS
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RECORDS
SEARCH
DIFFICULTY
GARTNER
WORKING
ALSO
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STORE
SIZE
RESEARCH
STORAGE
LOGS
COST
MPP
PARALLEL
SAN
MASSIVELY
GROW

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human waste five
minutes earlier

**Gabriela Dow** @GabrielaDow · Jan 12

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2

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8:18 PM - 12 Jan 2015

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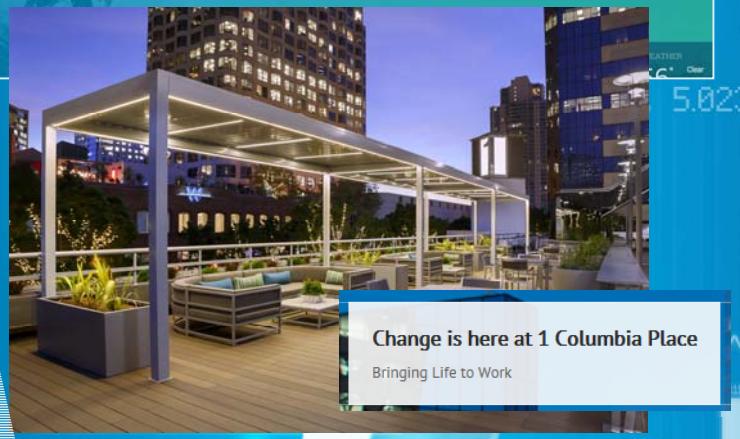
# Startup… get out there!



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