





# **UNSAFE AT ANY SPEED**

**The Designed-In Dangers  
of The American Automobile  
By Ralph Nader**

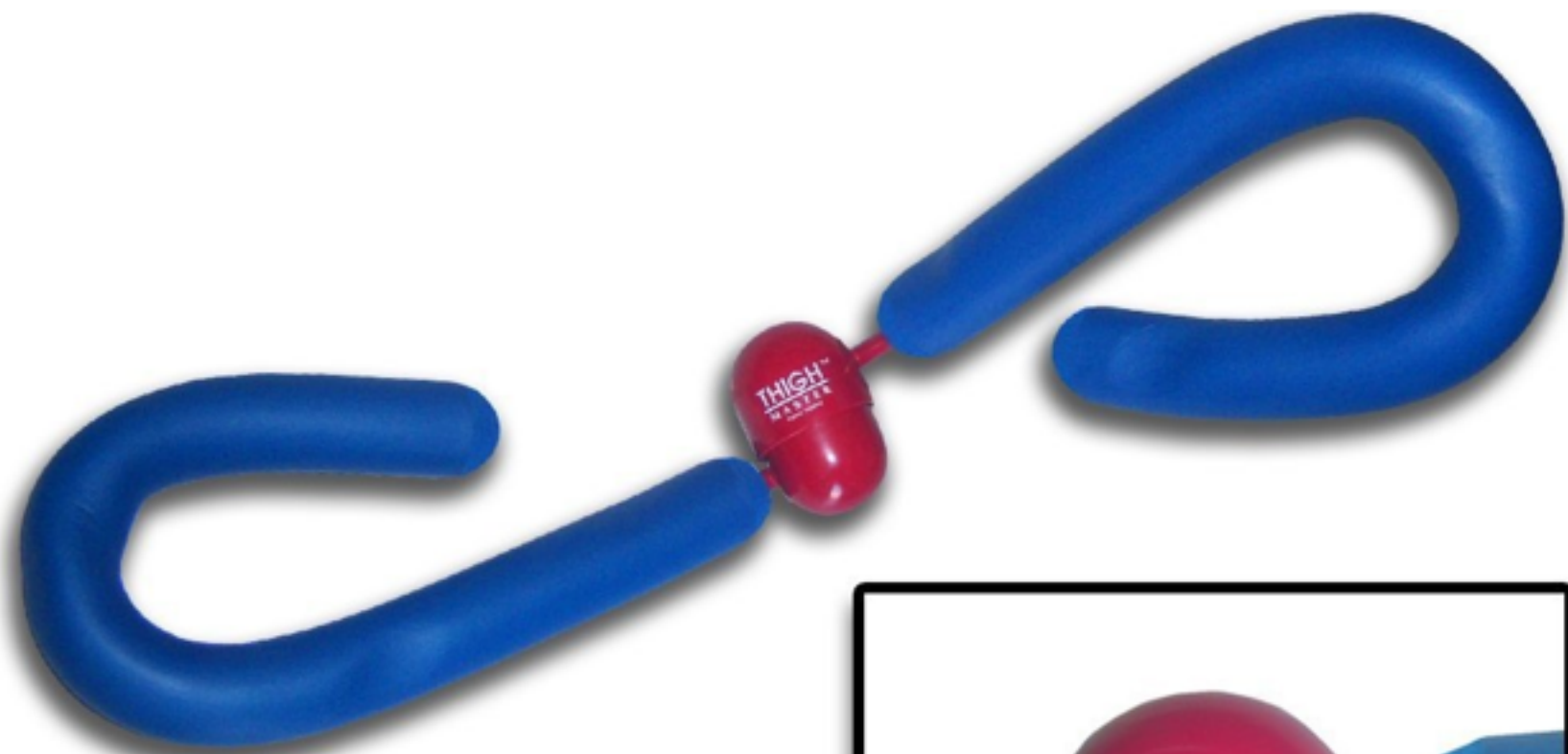














67 Million Sensors Sold in 2013





17 Million Wearable Devices Sold in 2014



466 Million Sensors Sold by 2019





1 Gazillion Sensors Sold by 2039.  
Also, ZOMBIE APOCALYPSE.



Building software



+

monsoon













 monsoon



The background of the slide is a dark, monochromatic image of an ornate architectural interior. It features a large, vaulted ceiling with intricate carvings and a series of columns on the right side. The lighting is dramatic, highlighting the textures and details of the architecture.

# Crowdfunding







RAIN  
FACTORY

a monsoon company

# Marketing for Growth

STRATEGY, DESIGN & ADVERTISING FOR APPS, ECOMMERCE & LEADS

SERVICES



























Make them fall in love.





Advertise.





GLASS















Mail ▾



More ▾



Boomerang

1-50 of 105



COMPOSE

Inbox (38)

Sent Mail

Drafts (911)



Sandeep ▾



blake williams

It's been way too long



Brittney Andrews

You were in a vid



Andreas Tretner

interesting though. Th



Michael Moss

You were in a vid



Erica Norris

Me: yes



Rishi Mehta

where are we meeting



Kaitlyn, Mitchell,



Nirav Sheth

Me: DO it



Larry, Neal

You were in a vid



Monika Hortnagl

Me: then come in 😊



Kishan Patel

You were in a vid



Brooks, Bill, Rah



Primary



Social

3 new

Meetup, about.me weekly, Nextdo...



Promotions



Updates

6 new

William Hamilton (Basecamp), Chri...



Forums

1 new

SusanLi

Kishan, Frank (2)

3:17 pm

☐ > Monsoon Materials for MergerTech

Kishan, Unfortunately we do not h

AddressExtracted

Kishan, Julia, me (3)

3:14 pm

☐ > SOW Updated

Converting this Inde

AddressExtracted

attachments

Joel, Mike (2)

3:10 pm

☐ > Re: Invitation: HANNAH Bi-Weekly @ Every 2 wee

Going to try. At websummit.net in

AddressExtracted

Erica Norris

2:57 pm

☐ > Updated Invitation: Goals Meeting @ Thu Nov 6

This event has beer

AddressExtracted

attachments

me, Kristina (2)

2:57 pm

☐ > Meeting: Kristina Blanco and Sandeep Sood

Hey, Unfortunately I have another

AddressExtracted

Avinash, me (2)

2:50 pm

☐ > Spun app - rewards

Hey dude - we have a client flying

AddressExtracted

Gisela Michan (2)

2:50 pm

☐ > Phone interview with Randy Schatz (on crowdf

Just to clarify, her name is Robin

AddressExtracted

Please let me know, thanks!

Best,  
Julia2014-11-03 14:35 GMT-08:00 Kishan Patel <[kishan@monsoonco.com](mailto:kishan@monsoonco.com)>:

...

[Upgrade for Gmail integration!](#)[remove gadget](#)sandeep sood <[sandeep@monsoo](mailto:sandeep@monsoo)

3:20 PM (2 minutes ago) ☆

to Christy, Kishan ▾

Converting this Indesign to PPT or Keynote could be handed to one of the  
argentinian designers (maybe federico sarria)**Sandeep Sood**

Monsoon

ph: [510.593.7031](tel:510.593.7031)

twitter: @soodsandeep

<http://www.monsoonco.com>

...

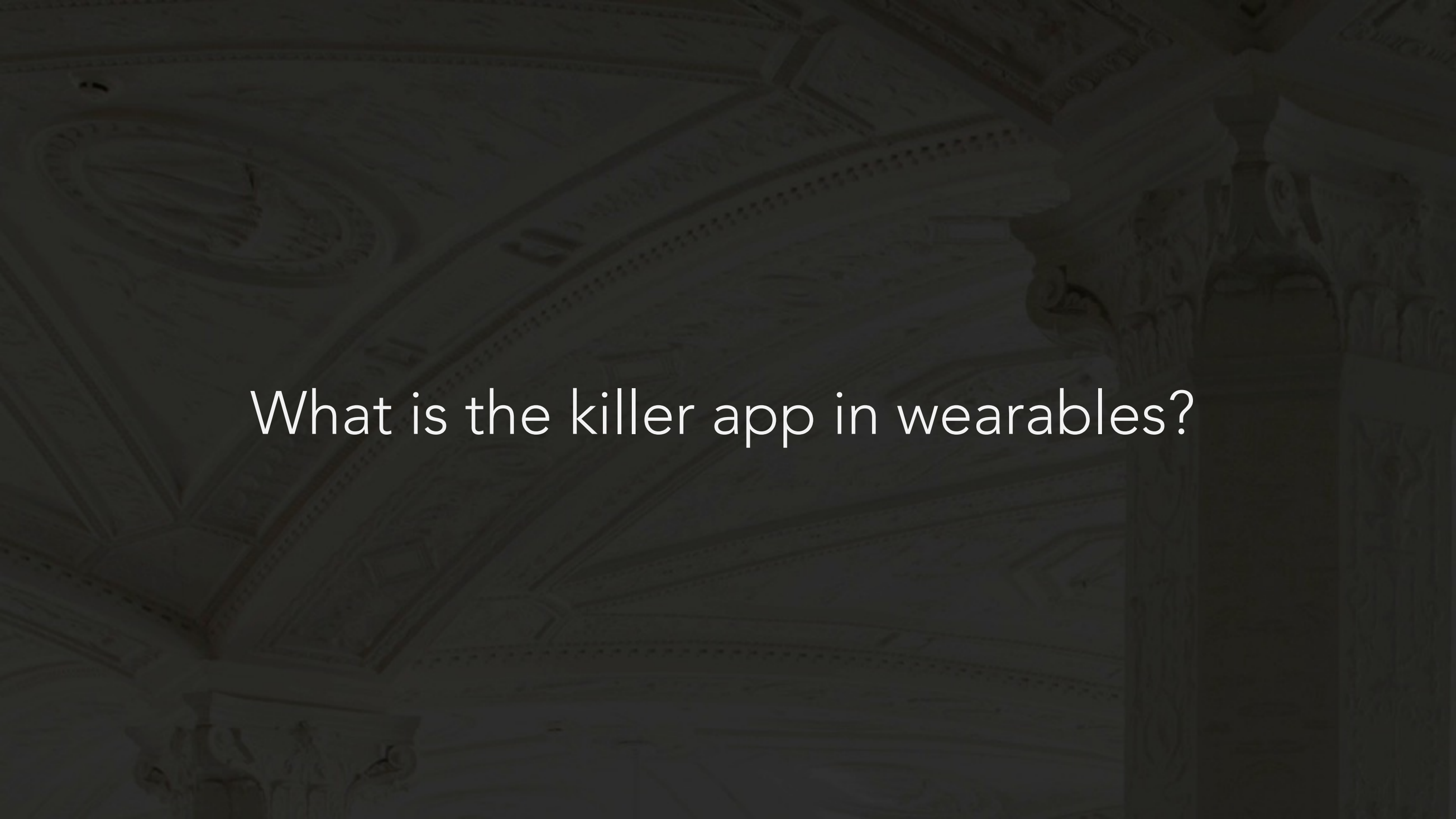
Click here to [Reply](#), [Reply to all](#), or [Forward](#)

2 more

julia@crazybaby.com

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What is the killer app in wearables?



40% of wearable devices end up in drawers.

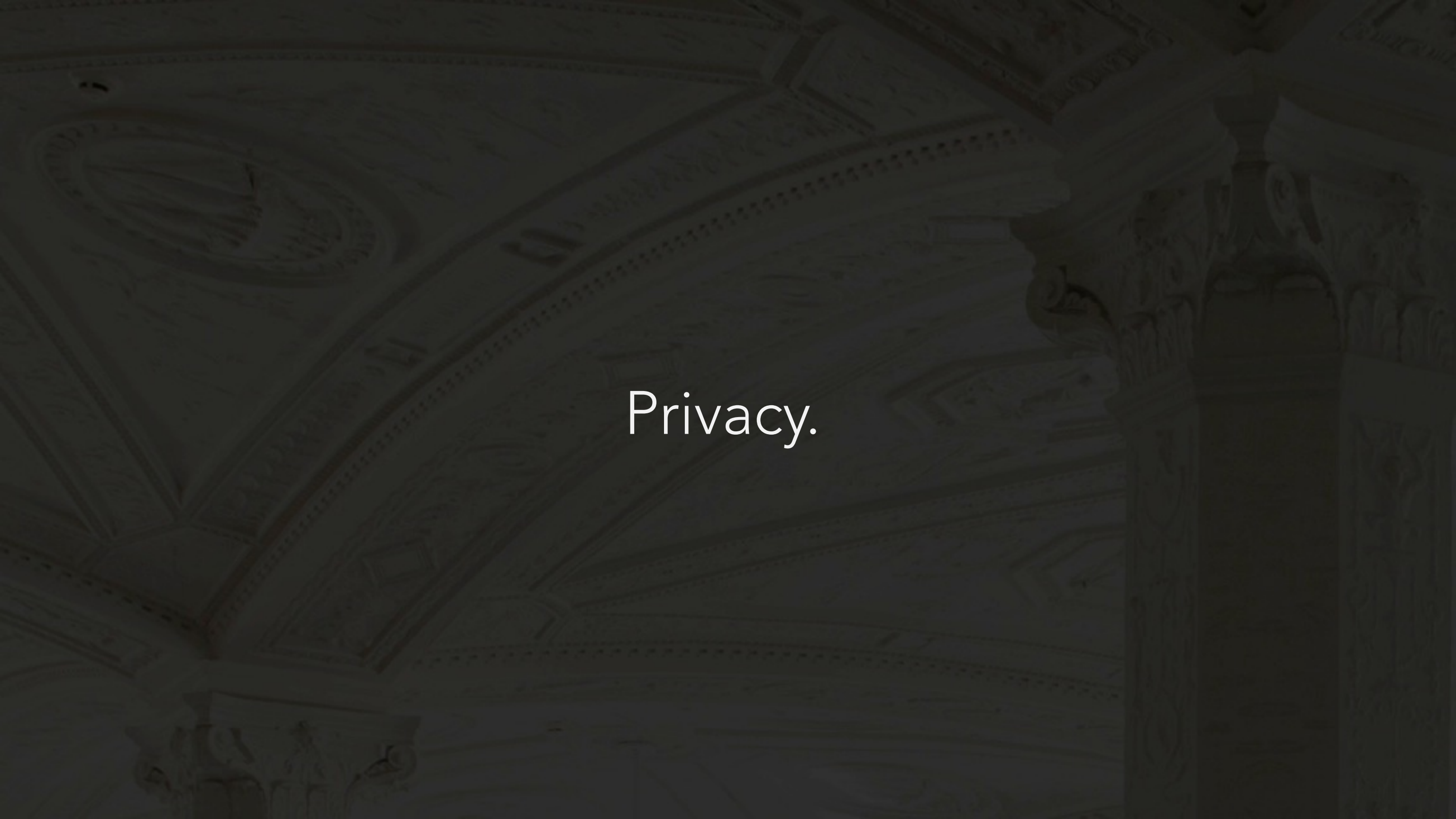




What insights do we get from tracking?







Privacy.

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# Device-specific Apps



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# Companion Apps

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# Thing-to-Thing Apps





Design for constraints.



Cross-platform is a pipe dream.





The “physical web”?



Hardware will eventually be a commodity.

Software eats the world.





Let's talk.

sandeep@monsoonco.com



@soodsandeep

@monsoonco