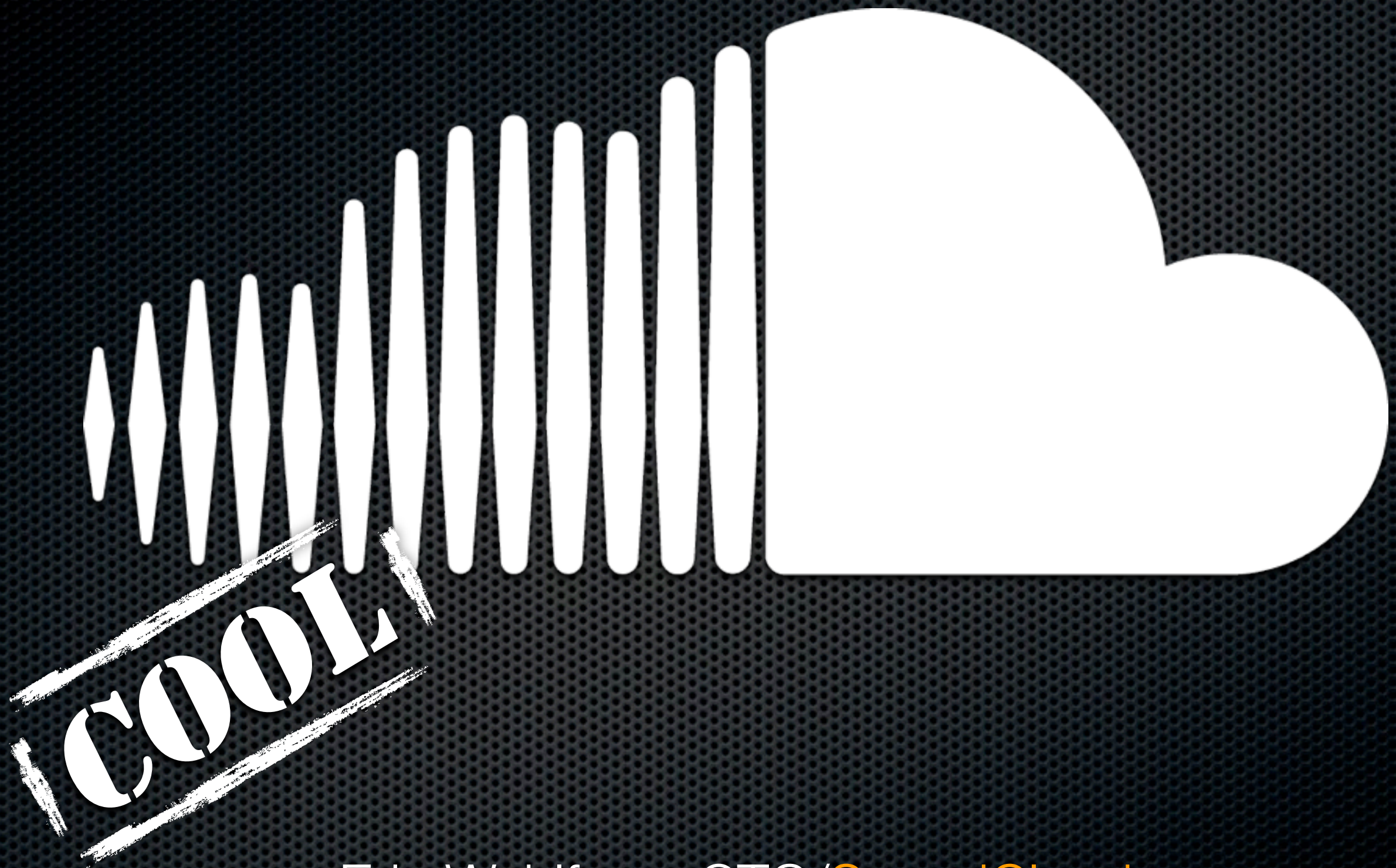


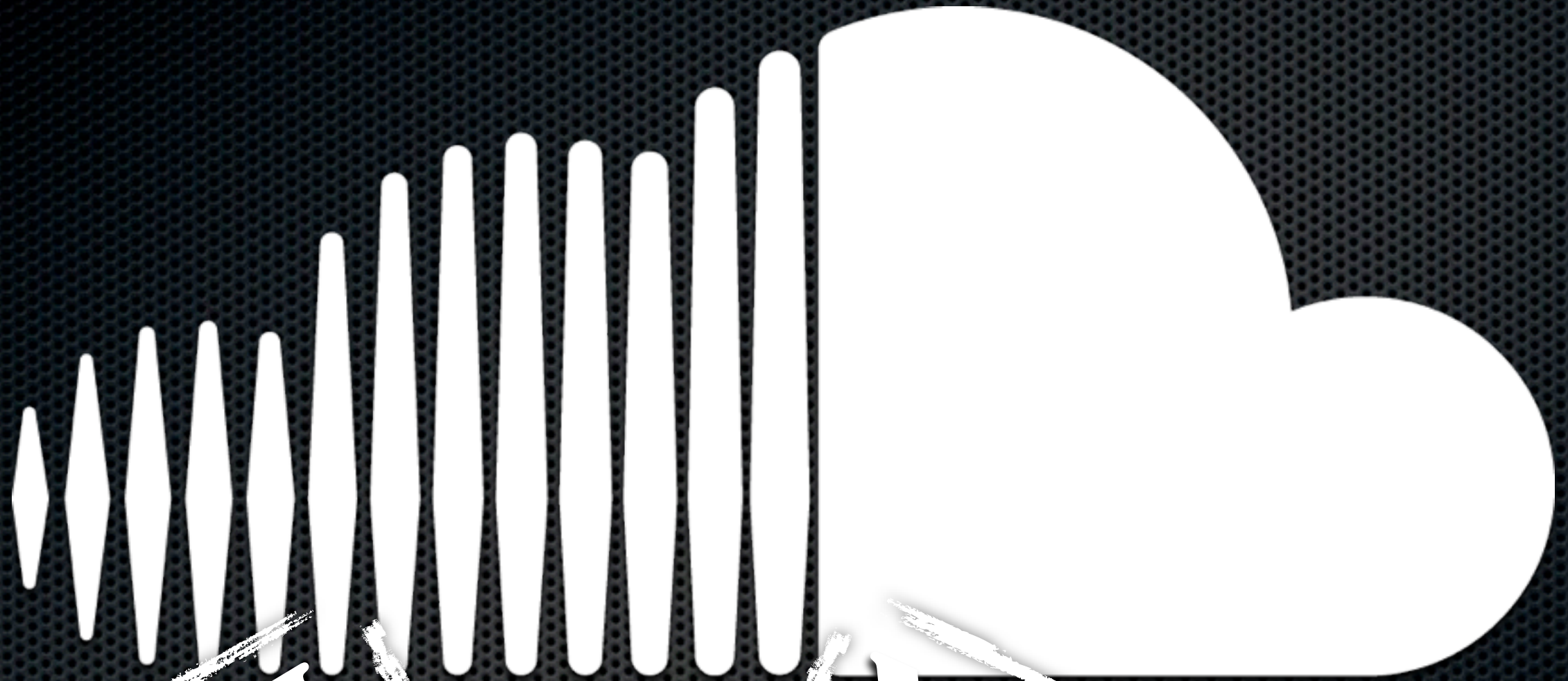
Eric Wahlforss CTO/[SoundCloud](#)  
GOTO Aarhus 2011





Eric Wahlforss CTO/[SoundCloud](#)  
GOTO Aarhus 2011





**COOL**

**NOT COOL**

Eric Wahlforss CTO/[SoundCloud](#)  
GOTO Aarhus 2011



# Sound



# Sound

Log In | Sign Up



Home

The Tour

Sign Up

Upload & Share



## Soprano Pipistrelle bat swarm, Barnes

London Sound Survey 7 months ago



Share



Save to Favorites



Download



0.23 / 2.00

1 comment at 0.19



KatsuTsuki 6 months ago

So this is bats ...doing it.

Post reply

Tags: London Nature Wildlife Bat Sonar Ultrasonic Field Recording



# Sound

# COOL

Log In | Sign Up



Home

The Tour

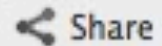
Sign Up

Upload & Share



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London Sound Survey 7 months ago



Share



Save to Favorites



Download



0.23 / 2.00



Tags: London Nature Wildlife Bat Sonar Ultrasonic Field Recording







[soundcloud.com/eric](https://soundcloud.com/eric)





[soundcloud.com/eric](https://soundcloud.com/eric)

[soundcloud.com/forss](https://soundcloud.com/forss)





soundcloud.com/eric

soundcloud.com/forss

A man with dark hair, wearing a red hoodie, is looking down. The background is a blurred indoor setting with warm lighting. The word 'COOL' is written in a large, white, stylized font with a distressed, hand-painted appearance, centered over the man's chest.

COOL



# Bold Vision



# Bold Vision



Electronic  
music



# Bold Vision

All music



# Bold Vision

ALL SOUND



# Bold Vision

ALL SOUND

MUHAHAHAHAHAHAHA...



Bold Vision

COOL

ALL SOUND

MUHAHAHAHAHAHAHA...



In it for the flip





In it for the flip

**NOT COOL!**





# Passion





Passion

**HOT!**





# Cool startups





Cool startups

A close-up photograph of a ginger cat's head. The cat is wearing a pair of bright yellow sunglasses with large, dark lenses and a pattern of brown polka dots. The cat's fur is a warm ginger color, and its eyes are closed. The background is a plain, light-colored surface.

**NOT COOL.**





Trying to be cool



A close-up photograph of a cat's face, wearing dark sunglasses. The cat has light-colored fur and its whiskers are visible. The background is a soft, out-of-focus grey.

Trying to be cool

**NOT COOL!**



# Innovation Department

**FEED THE INNOVATION ANIMAL**

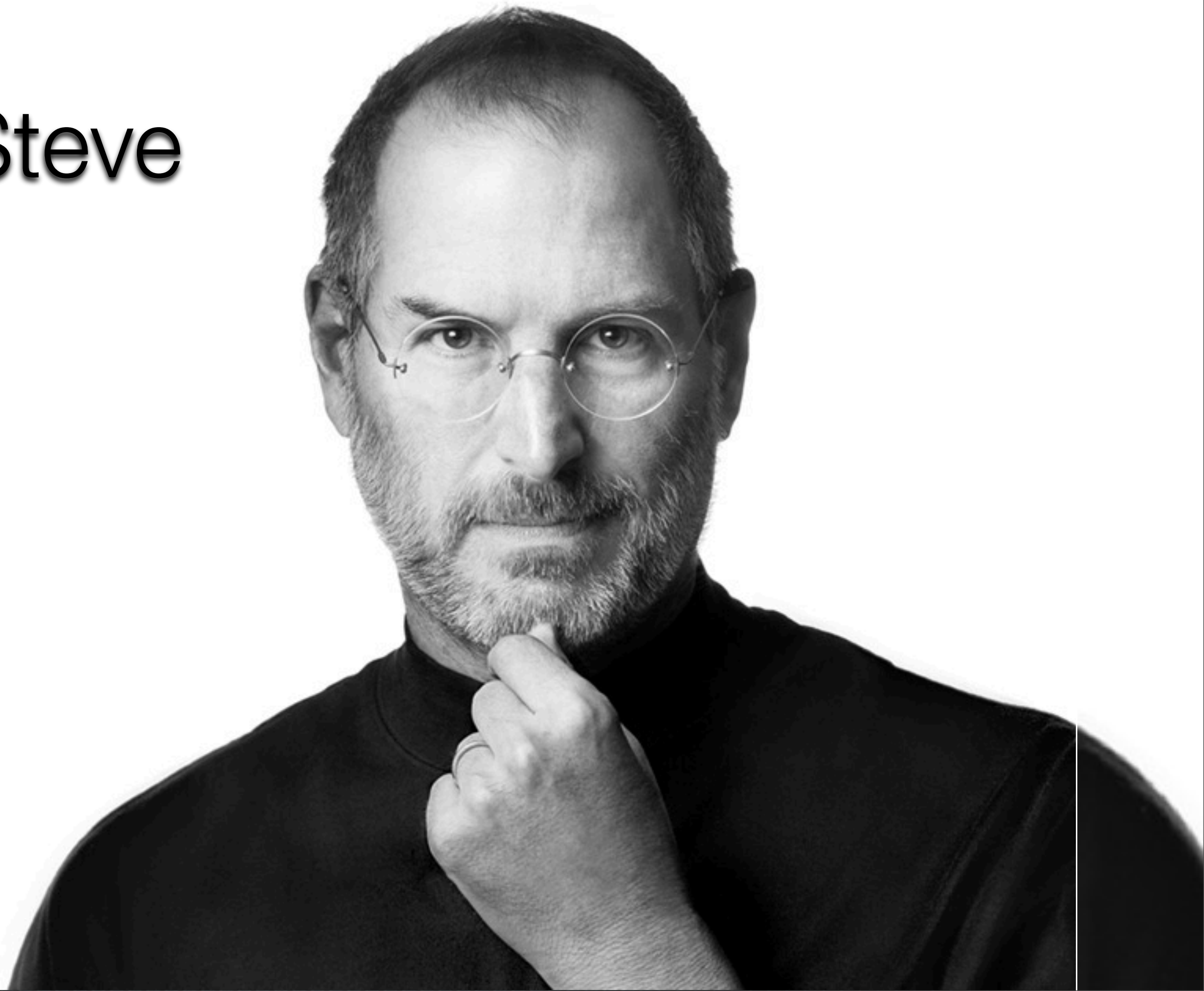


Innovation Department

**NOT COOL**



Steve





Steve

A black and white portrait of Steve Jobs, looking directly at the camera with his hand on his chin. He is wearing his signature round glasses and a dark turtleneck. The text 'COOL++' is overlaid in a large, white, stylized font across the bottom of the image, framed by two horizontal white brushstrokes.

COOL++



Not caring about the details





Not caring about the details

NOT COOL





# Too many cooks

```
if($cooks > 'enough'){  
    $broth = 'spoiled';  
}
```



# Too many cooks

```
if($cooks > 'enough'){  
    $broth = 'spoiled';  
}
```

# NOT COOL!



Thinking like an engineer

**ENGINEERING**  
**ALL THE COOL KIDS**  
**ARE DOING IT**



Thinking like an engineer

**ENGINEERING**  
**ALL THE COOL KIDS**  
**ARE DOING IT**

**COOL**



# Biz school PMs





Biz school PMs

**NOT COOL**



# Slides

Следующий Слайд  
[NEXT SLIDE, PLEASE]

FOR RE-EDUCATION  
CAMPAIGNS, NOTHING IS BETTER  
THAN THE *AUTOCONTENT WIZARD*!

COMRADE,  
WHY ARE WE HAVING THIS MEETING?  
THE RATE OF INFORMATION TRANSFER  
IS ASYMPTOTICALLY APPROACHING  
**ZERO!**

THERE'S **NO** BULLET LIST  
LIKE STALIN'S BULLET LIST!

BUT WHY READ  
ALoud **EVERY** SLIDE

Edward Tufte, *The Cognitive Style of PowerPoint*



Slides

Следующий Слайд  
[NEXT SLIDE, PLEASE]

FOR RE-EDUCATION  
CAMPAIGNS, NOTHING IS BETTER  
THAN THE ~~WIZARD~~ CONTENT WIZARD!

NOT COOL!

COMRADE,  
WHY ARE WE HAVING THIS MEETING?  
THE RATE OF INFORMATION TRANSFER  
IS ASYMPTOTICALLY APPROACHING  
**ZERO!**

BUT WHY READ  
ALoud **EVERY** SLIDE

Edward Tufte, *The Cognitive Style of PowerPoint*



# Running Code

```
1 it "returns a proc that takes 1 more parameter" do
2   (foo[1].class).should == Proc
3   foo[1][2].should == 3
4 end
5
6 def foo
7   lambda do |arg|
8     lambda do |second_arg|
9       arg + second_arg
10    end
11  end
12 end
13
14 # http://blog.jcoglan.com/2008/01/10/deriving-the-y-combinator
15
16 def y(&f)
17   lambda { |g| g[g] } [
18     lambda do |h|
19       lambda { |*args| f[h[h]][*args] }
20     end
21   ]
22 end
23
24 def bar
25   y do |method|
26     lambda do |arguments|
27       if 0 == arguments.size

```



# Running Code

```
1 it "returns a proc that takes 1 more parameter" do
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15
16 def y(&f)
17   lambda { |g| g[g] } [
18     lambda do |h|
19       lambda { |*args| f[h][h].(*args) }
20     end
21   ]
22 end
23
24 def bar
25   y do |method|
26     lambda do |arguments|
27       if 0 == arguments.size
28         return method
29       end
30       method[*arguments]
31     end
32   end
33 end
```

COOL



# Developers



# Developers





# Developers

A photograph of two men in a room, likely a home office or a casual workspace. The man on the left is wearing sunglasses and a dark t-shirt with a graphic. The man on the right is also wearing sunglasses and a dark t-shirt, and is sitting at a desk with a laptop and a large monitor. The word "cool" is written in a large, white, stylized font across the middle of the image, with a horizontal line passing through it.

# cool



# Female Developers

You Don't Have  
to Pay to Play





Female Developers

You Don't Have  
to Pay to Play



~~MOAR  
COOLER~~



# Rails





Rails







# Cargo Culting





Cargo Culting

NOT COOL



# Computer Science





# Computer Science



COOL



# Scale





Scale

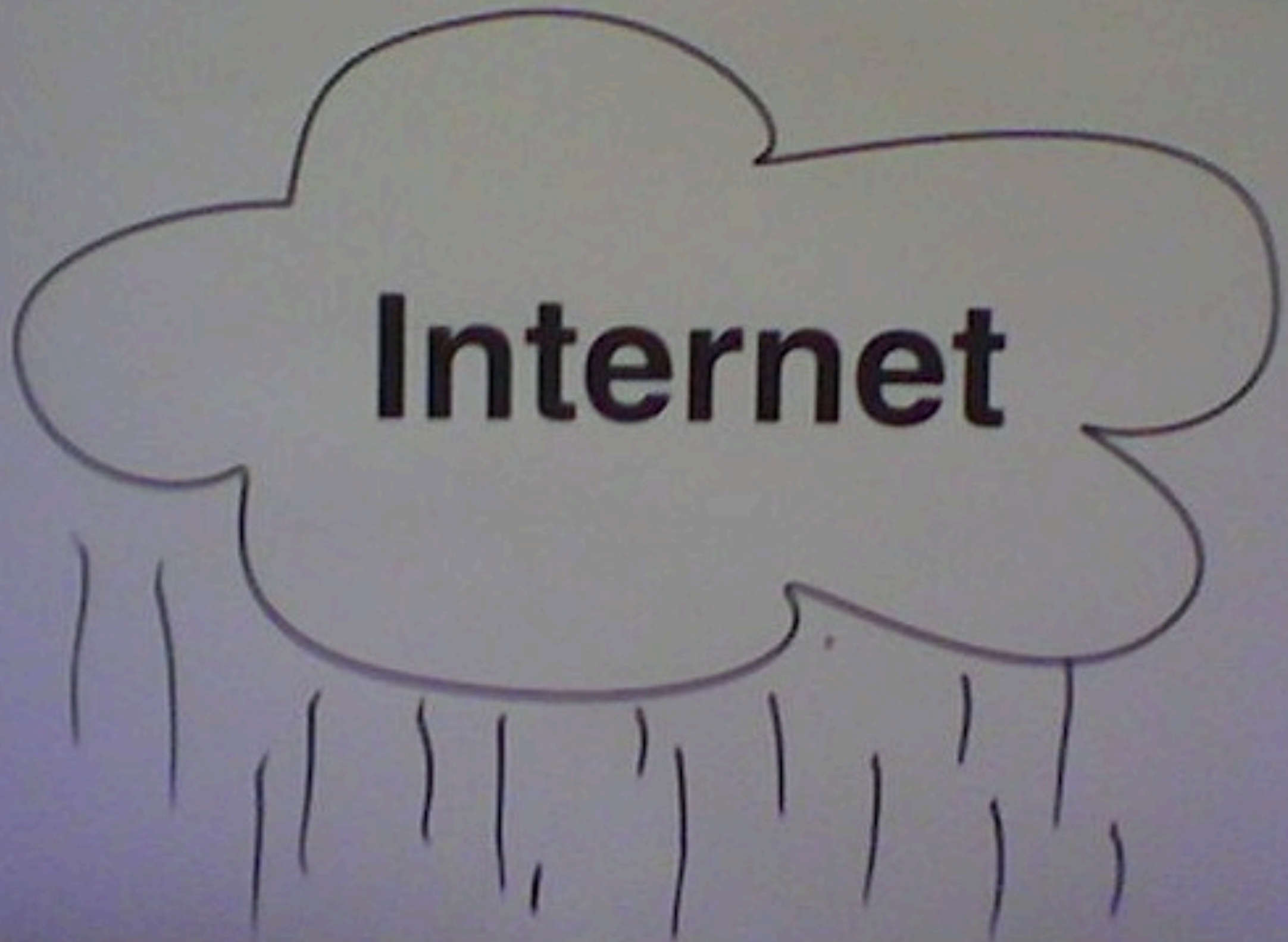


~~COOL~~



It was a dark and stormy cliché...

Cloud





It was a dark and stormy cliché...

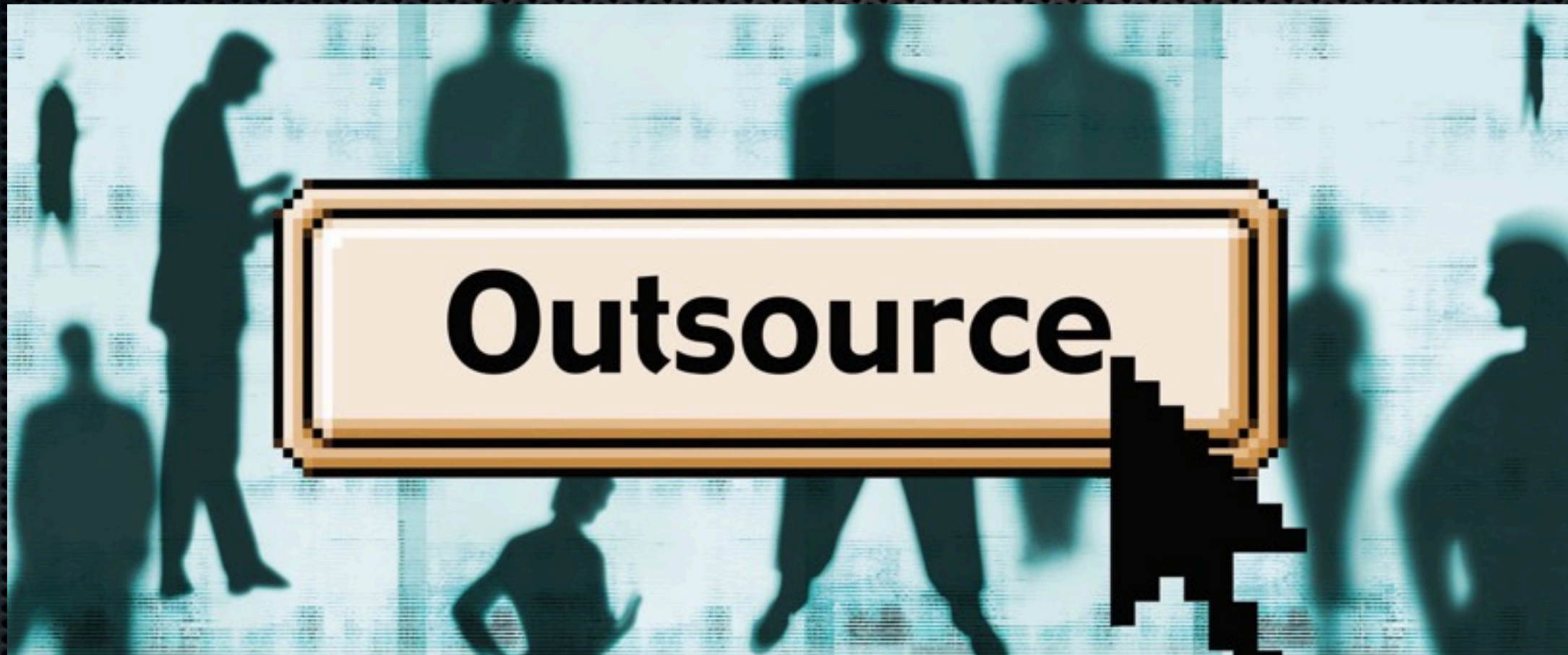
Cloud

Internet

COOL

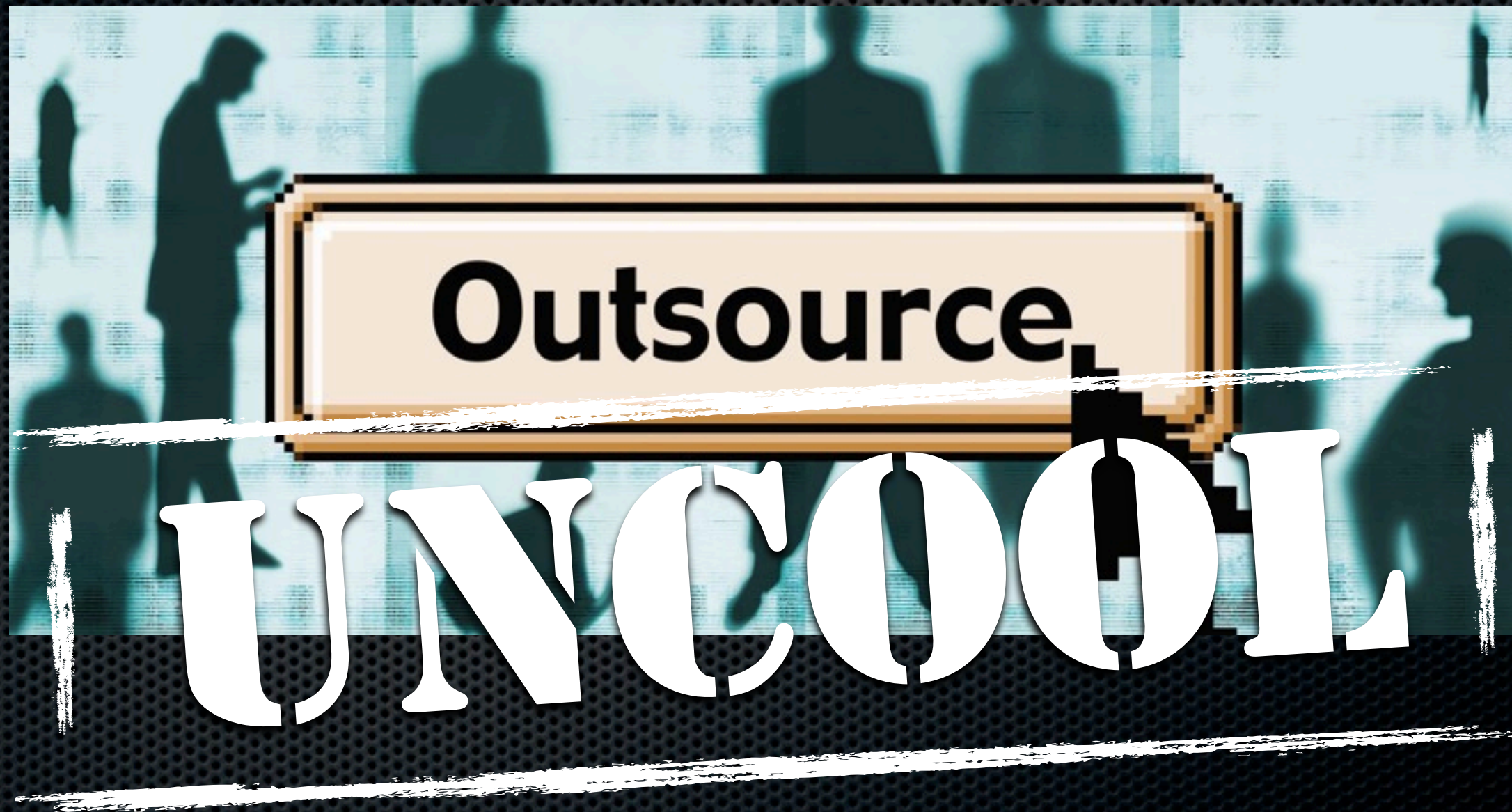


# Outsourcing your core problems





# Outsourcing your core problems





# Community



**@RZA**  
RZA! ✓

Whoever is attacking [@soundcloud](#), lay off. Its time for a [#wuwednesday](#) track and you are holding it up. PEACE!

5 Oct via web   ☆ Favorite   ↻ Undo Retweet   ↩ Reply



# Community



**@RZA**  
RZA! ✓

Whoever is attacking [@soundcloud](#), lay off. Its time for a [#wuwednesday](#) track and you are holding it up. PEACE!

5 Oct via web

Favorite



Undo

Retweet



Reply

# RAWKS!



# Beer



Beer

COOL



Beer

cool



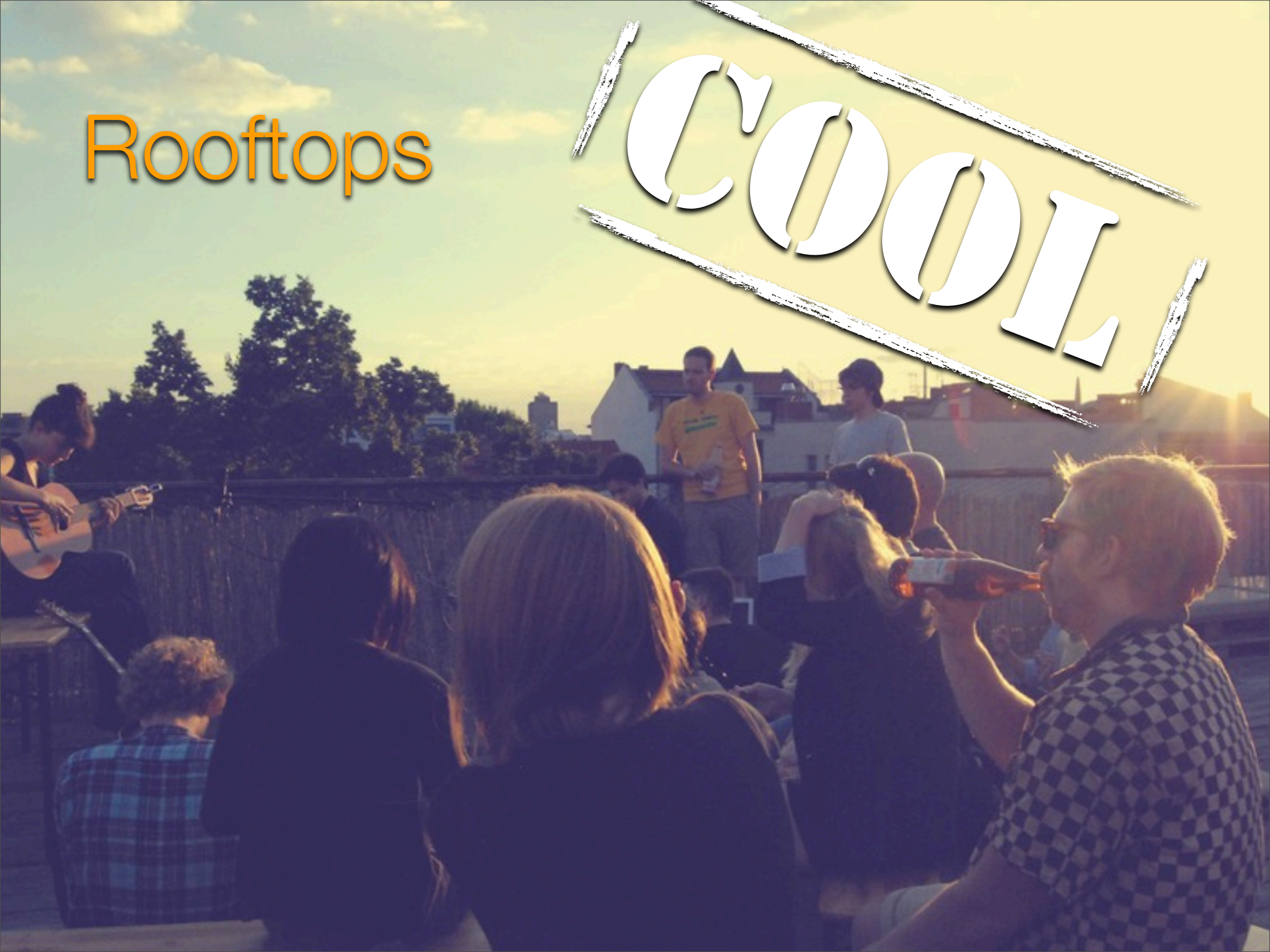
# Rooftops





Rooftops

COOL





# Social Media Experts



**Become an ISMA Certified  
Social Media Specialist!**



# Social Media Experts



**Become an ISMA Certified  
Social Media Specialist**

**NOT COOL!**



# One floor per department



**Unauthorized  
Persons Keep  
Out**

An online signs.com production. Visit [www.online-signs.com](http://www.online-signs.com) to customize this and other signs.



One floor per department

**TERRIBLE!**



**Unauthorized  
Persons Keep  
Out**

An online signs.com production. Visit [www.online-signs.com](http://www.online-signs.com) to customize this and other signs.



# War rooms





War rooms

cool

A photograph of a modern office or server room. Several people are seated at desks, working on computers. The room has large windows in the background, letting in natural light. The desks are cluttered with various items, including water bottles and papers. The overall atmosphere is one of a busy, collaborative workspace. The word 'cool' is written in a large, white, stylized font across the center of the image, with a diagonal scratch effect.



# Most conferences





A photograph of a large conference room with many people seated at long tables, working on laptops. The room has large windows with curtains and ornate chandeliers. A large, stylized text overlay is present at the bottom of the image.

Most conferences

**NOT COOL!**



# Berlin





Berlin

cool



# Hacking





Hacking

cool



# Opinionated software

... The best software has a vision. The best software takes sides. When someone uses software, they're not just looking for features, they're looking for an approach. They're looking for a vision. Decide what your vision is and run with it.



# Opinionated software

... The best software has a vision. The best software takes sides. When someone uses software, they're not just looking for features, they're looking for an approach. They're looking for a vision. Decide what your vision is and run with it.

**COOL**



# Singularity

$$W_c = x(2+4x) - 26$$

11

Technology will grow at an exponential rate

W D

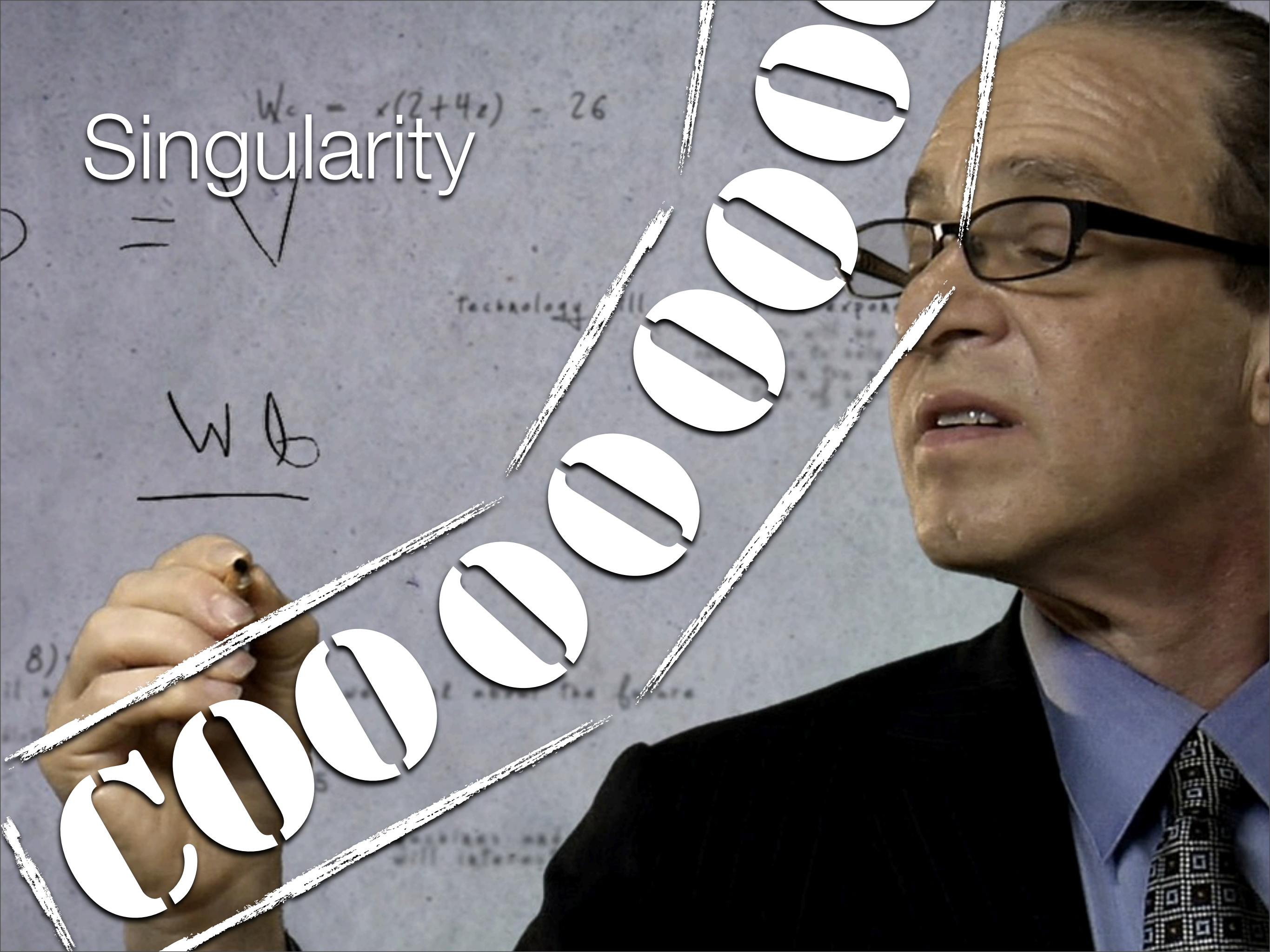
we think about the future

44  
5

business and  
will influence



# Singularity



$$W_c = x(2+4x) - 26$$

11

Technology

W

---

8)

will affect the future

will interfere



# Thanks!

[eric@soundcloud.com](mailto:eric@soundcloud.com)

[twitter.com/ericw](https://twitter.com/ericw)

[soundcloud.com/eric](https://soundcloud.com/eric)

[soundcloud.com/forss](https://soundcloud.com/forss)



We're hiring :)  
[soundcloud.com/jobs](https://soundcloud.com/jobs)