

a16zSummit

The Allure of Product Zeitgeist Fit

SPEAKER

D'Arcy Coolican, Andreessen Horowitz

Product Zeitgeist Fit



Product

Zeitgeist



Uber



instacart



lyft



airbnb



POSHMARK



reddit



coinbase



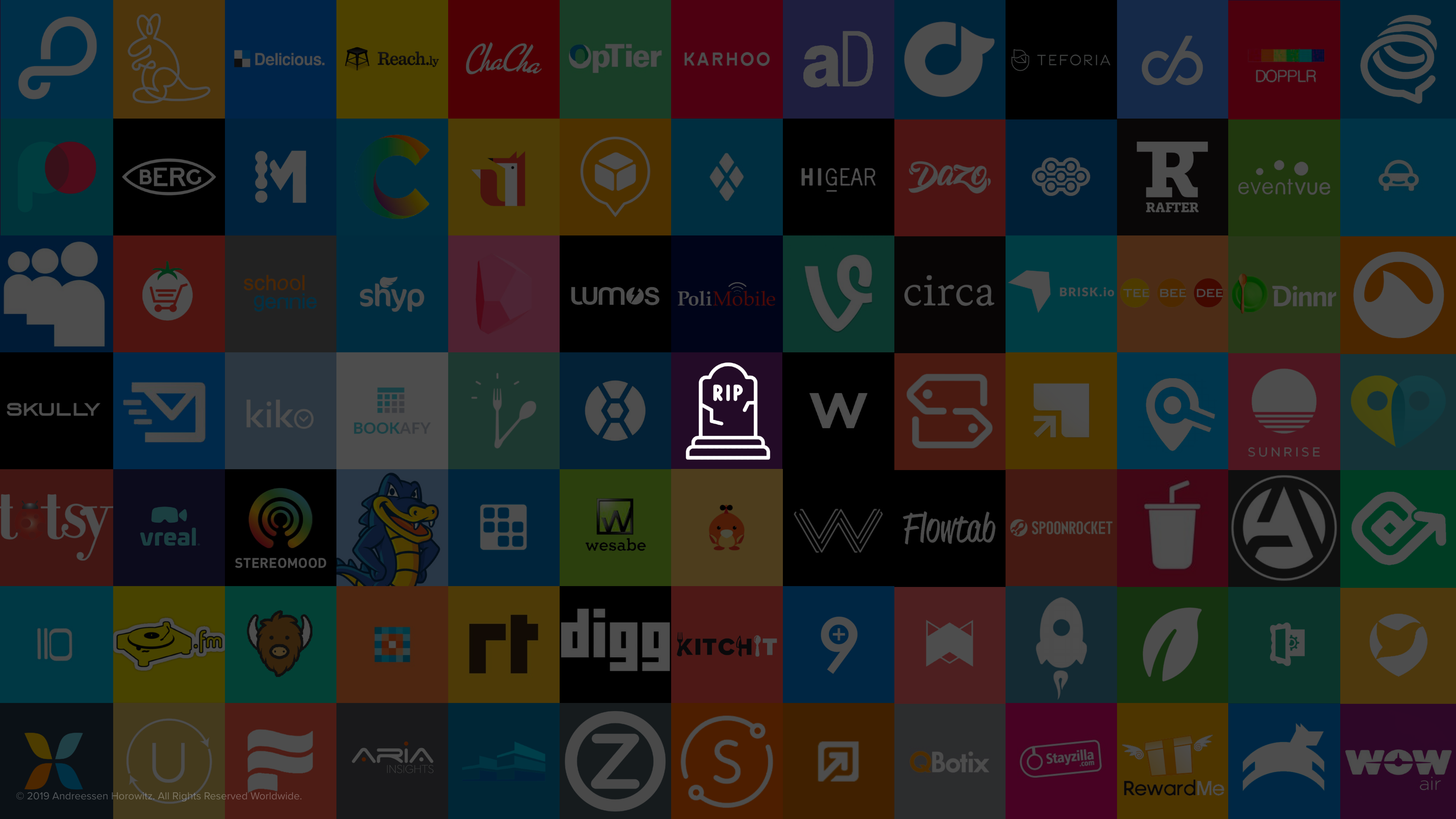
SnapChat



DOORDASH



STITCH FIX



GOODBYE!



chewy



Product Zeitgeist Fit



Product

Zeitgeist

THE PRIVACY PROJECT

NiemanLab

PREDICTIONS FOR JOURNALISM 2019

GOODBYE
ATTENTION
ECONOMY, WE'LL
MISS YOU

PZF



Early Adoption

Mainstream Adoption



Four Forces



Users



Employees



Investors



Media

Crypto

Frustration with
Wall Street

Distrust of
Institutions

FAANG-er

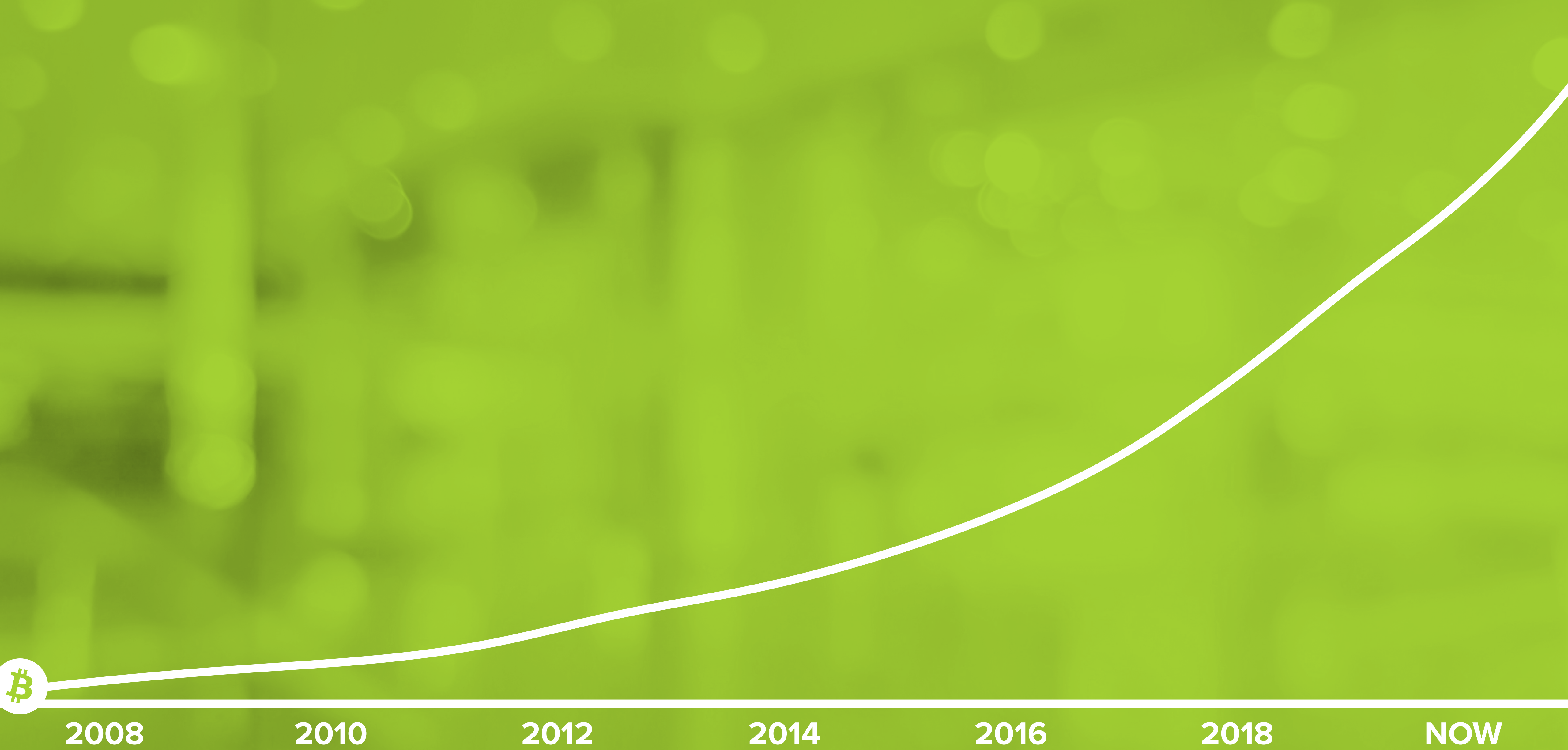
 **bitcoin**

Crypto

 **ethereum**

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Bitcoin Transaction Volume

Charts herein are for informational purposes only and should not be relied upon when making any investment decision; past performance is no guarantee of future results.

IMPOSSIBLE

Clean Meat

A REPORTER AT LARGE SEPTEMBER 30, 2019 ISSUE

CAN A BURGER HELP SOLVE CLIMATE CHANGE?

*Eating meat creates huge environmental costs.
Impossible Foods thinks it has a solution.*

By Tad Friend September 23, 2019



Published on October 20, 2018

Why It's Time to End Factory Farming

written by Jacy Reese



If consumers knew how farmed chickens were raised, they might never eat their meat again

The debate about animal welfare has intensified





MEMPHIS
MEATS

Clean Meat

IMPOSSIBLE



**What's the
biggest problem
we could work on?
Climate change. Duh.**

**PAT BROWN, CEO
IMPOSSIBLE**



Breezy

@BsBeautyBooks

Follow



Umm the Impossible burger from Burger King is gross, and is now in my trash can. That is all.



Riley Tews

@RTewf

Follow



Can confirm.
Burger kings impossible burger.

Terrible.



BURGER KING



Quick

Income Share Agreements



 Disenfranchised Millennial 🌹
@pnwLeftist



It seems that Boomers who boast about “starting with nothing” don’t understand that starting adulthood with nearly \$40k in student loan debt isn’t the same as starting with nothing.

[#latestagecapitalism](#)

♡ 4 5:17 PM - Jun 10, 2019

 KJ ✓
@KendraJames_

My rent is \$1181 a month
my student loans are \$445 a month for the next 12 years
my auto payment is 229 a month
i also enjoy eating

 Matt Lane
@MattLaneWrites



I graduated from law school 6 years ago with \$250,000 of student loan debt. But after years of hard work and tens of thousands of dollars of payments, I can officially say that I now owe \$315,000.

Hooray!

♡ 303K 3:30 PM - Sep 18, 2018



“Some believe higher education institutions are having a negative effect on the country.”

Pew Research

The New York Times

Actresses, Business Leaders and Other Wealthy Parents Charged in U.S. College Entry Fraud

Distrust of
Academic
Institutions

Overwhelming
Student Debt

Income Share Agreements





Justin Kan ✓

@justinkan

Follow



If you don't think Lambda School is a great thing, you're probably an asshole

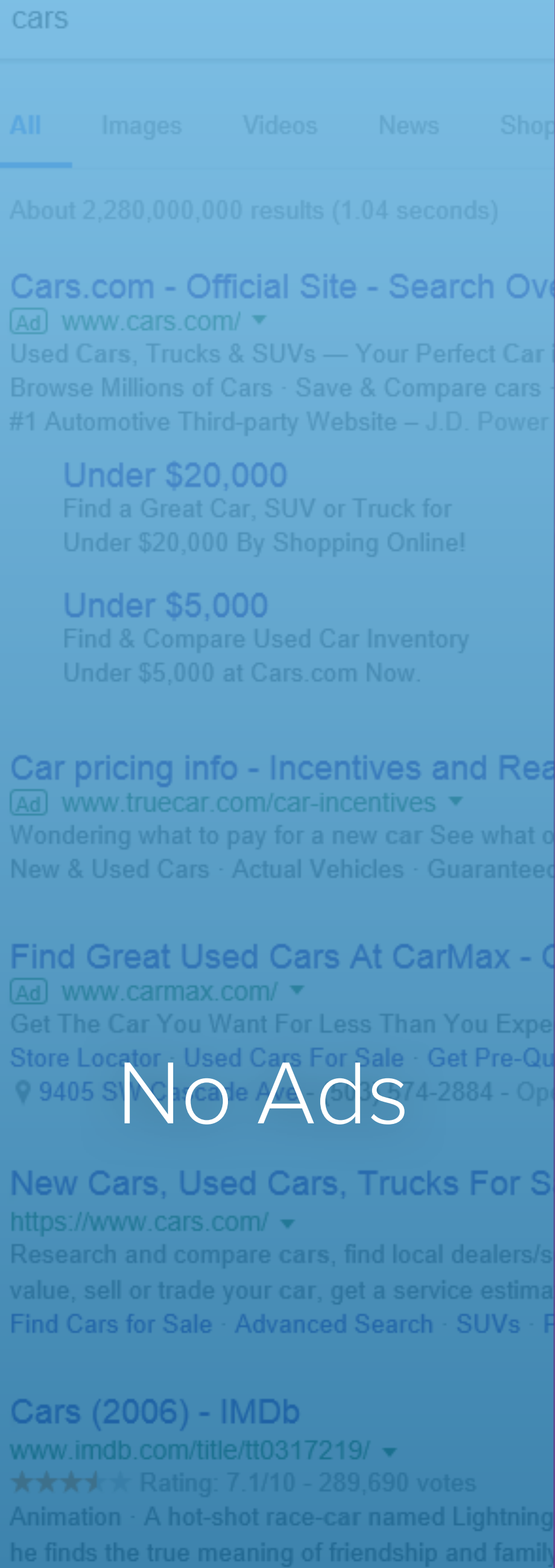
Privacy

No Ads

Marie Kondo
Effect

Humane
Tech


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cars


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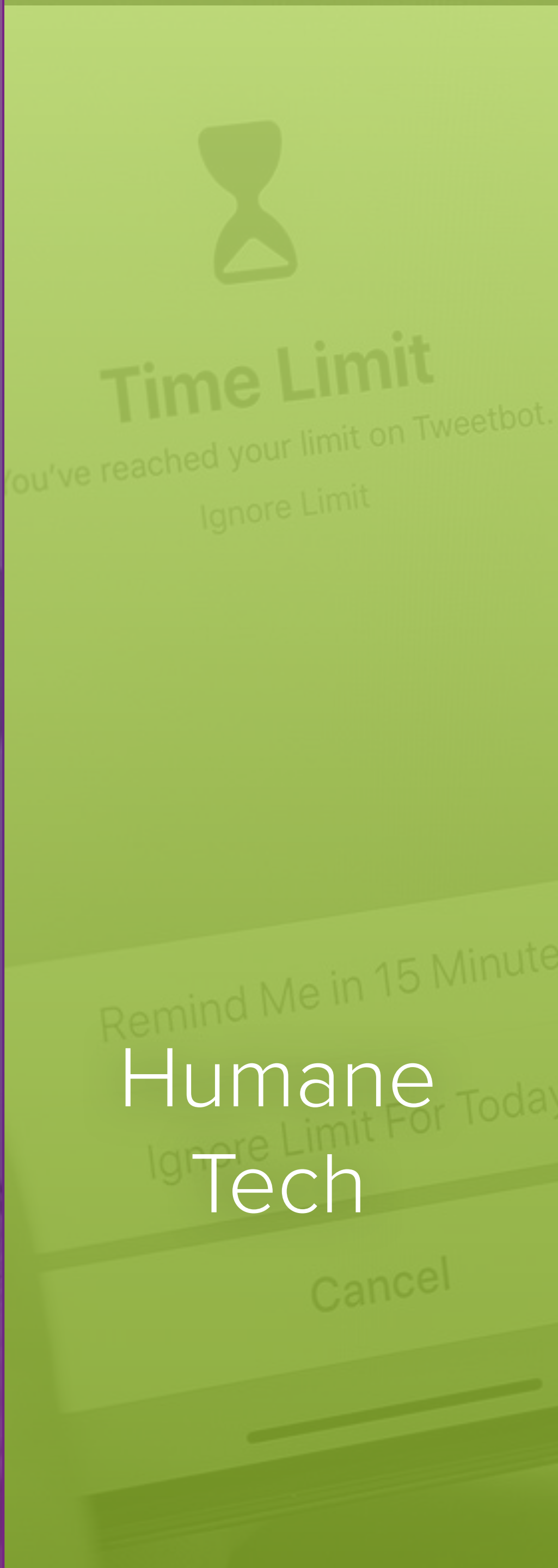
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Cars (2006) - IMDb
www.imdb.com/title/tt0317219/ 
★★★★★ Rating: 7.1/10 - 289,690 votes
Animation · A hot-shot race-car named Lightning
he finds the true meaning of friendship and family





Dave Morin

@davemorin

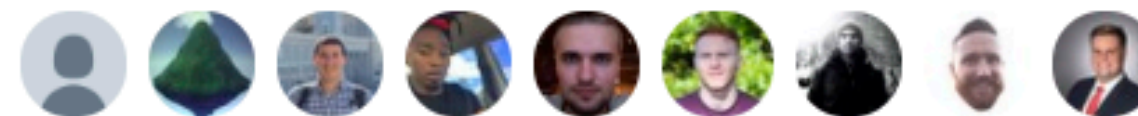
Follow



Overwhelmed by requests to rebuild a better @Path. Considering doing it. If you are interested in working on such an idea, DM me. Let's see if a passionate team forms. If so, we'll do it.

5:59 PM - 21 Mar 2018

282 Retweets 1,973 Likes





How Do You Spot PZFF?

 r/decentralization

Posts

Live Chat On Discord



20



Posted by u/sandrozc 4 days ago

Centralized vs Decentralized Exchanges – A synopsis

publish0x.com/gocryp...

 Comment  Give Award  Share  Save  Hide  Report

Comment as mkbillin

What are your thoughts?

The
“Nerd Heat”
Test

The “Despite” Test





The “T-Shirt” Test

The “Eyebrow” Test



**When I first heard about
Airbnb, I thought, “that is the
stupidest idea I ever heard.”**

JEFF JORDAN, Board Member, Airbnb

Anticipating
the Zeitgeist



**WHAT'S
NEXT?**

Generational

Reactionary



Villain





Are We Sure?

“GREED IS GOOD”

1990

don't
be
evil

2005

We want an open Internet.

Can't
~~Don't~~ be evil.

Today

Product Zeitgeist Fit



Product

Zeitgeist

a16z Summit