

EPISODE 15

[INTRODUCTION]

[0:00:01.3] SS: Imagine you're in the mountains of North Israel, a gentle breeze is whistling softly through the valley, a herd of goats is running around and the sound of their bells on their collars is like playful jingle in the middle of nature. The shepherd of these goats is not a regular shepherd, he's not thinking about the regular things that shepherds think about. Instead, he's thinking about code and his mind is busy trying to process complex algorithms.

[0:00:24.0] DT: Hey hackers, today's guest is a very special type of person. Not your regular entrepreneur and definitely not your standard developer. I'm David Tintner.

[0:00:32.6] SS: I'm Sagi Shreiber.

[0:00:33.5] DT: Joining us today is a good friend and a side project hacker, he's actually one of the members of the first batch of the Side Project Accelerator. He's an entrepreneur but currently works at a large company, a developer and a serious autodidact.

[0:00:45.6] SS: Ladies and gents, it's our pleasure to present to you the colorful mad scientist Tal Perry.

[0:00:51.8] DT: Let's get hacking.

[INTERVIEW]

[0:01:03.8] DT: Hello everybody and welcome back to another episode of the Hacking UI podcast, we are joined today with the one and only Tal Perry. What's up Tal?

[0:01:12.4] TP: Hey guys, thanks so much for having me, I'm really excited to be here today.

[0:01:16.0] DT: Awesome to have you. Tal, for those who don't already know you as well as we do, actually we go way back, Tal I think four and a half years now we're friends?

[0:01:24.6] TP: Almost five.

[0:01:24.8] DT: Yeah.

[0:01:25.6] TP: It's been a while.

[0:01:26.8] DT: Tell us a little bit about yourself.

[0:01:28.4] TP: Okay, where to start? So I'm Tal, I'm the boyfriend of Maria, proud owner of Jessica the puppy and Jesus the kitten. Day to day, today I work at Citibank, I do research and kind of the mix between behavioral finance and the credit derivative, so we'll dive into that a bit later. I have a side project that I've been working on recently of automated transcriptions, it's called Smart Scribe, it's going to hopefully make the transcription life much easier for all the people that need it, like you guys. Aside from that, I have been to Burning Man twice, maybe 17 years ago was the first time, active in the local mid burn community.

[0:02:06.3] SS: 17 years ago? What?

[0:02:07.3] TP: Maybe my math isn't that great. No, 15 years ago.

[0:02:10.3] SS: 15 years ago you've been to Burning Man?

[0:02:12.9] TP: Yeah.

[0:02:13.2] SS: Wow. Okay, pioneer.

[0:02:15.0] TP: Yeah, it's been a while. I like techno and beer and programming.

[0:02:21.6] DT: I should mention that, Tal, Sagi and I both met you about four and a half years ago when we were in the [Amulta] startup and you were working in the Tech Loft, the co working space with us too. I think back then, you were in the middle of what was a side project turned startup, right?

[0:02:35.3] TP: That's quite true. So I think back then I was finishing my degree in Telavi. I did a degree in mathematics and sometime along the way I kind of figured out that I figured out the stock market. So I'd been working in finance as a side job for a few years at kind of a local private equity firm. Eventually I thought I cracked the market and I sat around and I looked on the internet, I taught myself to program and I built an algorithm and then I was like, "Shit, I'm going to be rich." So I found investors and I think we guys met when I was kind of right between writing the code and finding people to put some money in it.

I think that process took a good six months or so and then another six months kind of to get it into production running and it turns out I hadn't quite cracked the stock market as I thought. So the algorithm almost broke even, I was very hungry for that period but I think it was an amazing experience, both was an amazing experience and it really kind of put my professional life and I think my personal interests very much in track. Like I discovered I liked to program and I like finance.

[0:03:43.5] DT: Let's back up a second here, hold on. You're telling me you didn't know how to program before you jumped in and started to basically a startup doing algo trading and programming with a serious algorithm?

[0:03:54.0] TP: So I knew like basic C, like the stuff you learn — I did like computers in high school, I did a course in university. But really basic stuff and then the rest of it I just kind of figured out along the way, like Google is a really good friend.

[0:04:09.4] SS: No fucking way. What do you mean Google? Like where?

[0:04:11.6] TP: What do you mean where?

[0:04:12.4] SS: How did you learn to program like that like did you do, take an online course or just like...

[0:04:18.2] TP: No, you need to do something? Like today I need to map an equity to a particular function, right? How do you do that? So you ask Google, "How do I map things?" And then it tells you, "There's a data structure called the map and this is where it lives." And then

you're like, "All right," and you try and use it and then it doesn't work and you ask someone why and you do that a hundred times and then you go, "Oh shit, I can program now."

[0:04:44.6] SS: I'm going to learn Chinese, and come back to this episode.

[0:04:47.3] TP: Yeah, I think that's the way to do it, right? I had a girlfriend once who is like obsessed with learning Arabic and she came to Israel and she didn't know a fucking word and she just stopped the Arabs on the street all the time and spoke Arabic to them and she was driving them nuts. She was a horrible troll. But in two months, she could have fluent conversations, we would go to Arab neighborhoods and she could walk around and talk to people fluently. In two months, it was unbelievable.

It was just because she was absolutely persistent and she just chased knowledge from people all the time. I think Google, the internet, Stack Overflow, makes chasing knowledge really easy. But essentially something we can do everywhere, right? You can ask people all the time, even if they think you're annoying, you can still do it and you'll still get the knowledge you want.

[0:05:29.0] DT: That's very interesting. As long as I've known Tal, one of the reasons that I love hanging out with Tal is that he's not afraid of anything and I think he has this kind of belief that he can always execute and always get shit done. Sagi, it's actually a lot of what we were talking about recently, this kind of fear, this lack of fear and this belief of "commit now and carry out later".

[0:05:48.1] TP: Yeah.

[0:05:49.9] SS: What do you mean commit now and carry out later?

[0:05:51.5] DT: Basically you say, "I don't know how to program, I know a little bit of C here and there but I'm going to take a very serious thing about the stock market and maximize it to my benefit and build entire startup around it based on being the only programmer. But I don't know how to program."

[0:06:06.5] TP: I think it's kind of like a mix of confidence and stupidity or maybe arrogance? A lot of times, I think in general, we like trivialize problems just because I want to get there, and it might be really hard but I don't care because that's where I want to go. So you trivialize the problem and then you just figure out the solutions along the way right?

[0:06:26.0] SS: Yeah totally, actually, David and I today had a very interesting discussion and we tried to break down why we believe so much in the commit first, carry out later approach and we tried to break it down to teach it to others. So we come up with two things that you have to have in order to have the commit first, carry out later approach or to carry it out. So one thing is get your mindset right and the other thing is get your effort right.

So if you're getting your mindset right then it means that you believe in the way that you're doing, you believe in the fact that you can solve it, you're confident that it's just possible. You don't know exactly in detail how you're going to solve it but you know that you can solve it. The second thing that you can't go without, it's the right effort. So you have to really put in effort to actually solve it, to actually do it. So one doesn't go along without the other but that's how you get...

[0:07:19.9] TP: I think one of the things I really like about what you said is you say "the right effort". So effort alone isn't enough. This is something I'm constantly learning to do better. Just working really hard, I used to think was amazing and sleepless nights and weekends and white weekend or whatever. But you need to make the right effort. Optimize your time and manage yourself correctly and make sure you're always working on the right things and not the trivial. It may not be the key to success but it's definitely avoiding unnecessary work or making the right effort, a key to avoiding failure.

[0:07:48.9] SS: Yeah, totally, we put it as like identify the challenges that you have, because you have some challenges in whatever challenge you want to take on, whatever problem you want to solve and then try to figure out, try to think how you're going to overcome those challenges. Exactly we're the same. Cool, nice. All right.

[0:08:08.3] DT: All right, so let's fast forward a little bit. After I think it was about a year or so, you left the algo trading to work for a larger company, right?

[0:08:17.1] TP: Yeah, I didn't leave the algo trading business. I left my algo trading thing to go work at a bigger algo trading company. So I think at that point I was poor and starving and kind of sick of it and also I think I had reached the maximum that I could really learn by myself without maybe a mentor or someone guiding me or a higher goal. I got very interesting and attractive job working at a company called fluent that the infrastructure for high frequency trading on FX, they were solving a lot of really interesting problems.

We did things that went really fast that we measured our performance in micro seconds. We moved like a lot of money every day on the stock market and it was all written in code, it was kind of mind-blowing to see a system that was that big and work on it and even make a significant contribution to it, it was really cool.

[0:09:09.4] DT: Very cool. But after a little while, you went back to the startup.

[0:09:15.7] TP: So yeah, this is true.

[0:09:18.0] DT: There's kind of a pattern here, we talked about a little bit in your career right that you're kind of, you're always seem to be hunting that startup kind of entrepreneurial goal.

[0:09:28.0] TP: Yes, this is true, I think there is a few things to it. Maybe the biggest thing in startups is the freedom, you get to make your dream and kind of run after it and it can be fluid which is both like a blessing and a curse in a sense that it's a fluid dream then sometimes you're just chasing around your own tail. It's really nice to be able to have a dream or a goal or to build something and be proud of it and kind of grow it. That's something I'm always chasing and I also hate authority.

[0:10:04.9] DT: Oh there's that.

[0:10:05.9] TP: There's that too, right? But this also happens in a startup. Whenever you're not the CEO, you have someone of authority, even if you are then you have investors, right? You always have someone you need to report to, you're always going to hate them, or at least I will. I think companies are great both because they give you the opportunity to live a normal life in a

decent pace, establish yourself financially, make sure your personal life is on track and learn a ton. The big companies or the bigger companies that we work at have amazing people and a lot of them, tons of knowledge and tons of opportunity for growth. So I think, not just a nice or comfortable, also really important to go there. Like when I left my last startup, people made fun of me or I also kind of felt strange leaving the startup world, or the corporate world and I work in kind of a neighborhood in Israel called [Ramat Aharon], which is like a big meat factory for sausage. There's thousands of high tech workers going in there like a big sausage factory, just pounding out code and it's a bit cliché that kind of entrepreneurs go there to die.

[0:11:12.3] SS: [Ramat Aharon] feels like that too because it's like just one straight.

[0:11:14.7] TP: It does.

[0:11:15.5] SS: One street full of restaurants and high tech places.

[0:11:18.1] TP: I work on the next block down. Luckily I ride my bicycle there instead of taking the bus, once in a while, I do and you really feel like you're just being shuttled into the slaughter on the way there. But then you go to work and you're surrounded by brilliant people and working on super interesting problems, at unimaginable scales so it's really gratifying actually. I don't feel, I was kind of worried about it and definitely my self-image was worried about kind of feeling like I left the startup world and I'm giving up on shit.

But it turns out no, not even temporarily. I'm definitely having a lot of growth and seeing a lot of amazing things that like you don't get to see. You don't get to solve problems like, I work at one of the biggest banks in the world, you don't get to work on this problems that are a startup. You only get to work on this problems with one of the biggest banks in the world.

[0:12:05.2] DT: Yeah, that's really cool. But still, you have kind of pursued your entrepreneurial interest through side projects now.

[0:12:12.8] TP: So yes, this is very true. I think as I said before, I'm now working on automated transcriptions, so kind of as a service. It's funny how this came about. As I said, I ride my bike to work every day and I listen to podcasts all the time. I've had a series of side project. Before that

I thought, “All right, the internet, everyone’s making money on the internet, I’ll make money on the internet too.” So I realized, all these podcasts, everyone has like a commercial for promo code. I figured, well, I’ll tap into that, I’ll run speech tech algorithm, I’ll rip out the promo codes and I’ll make a coupon site, right?

We’ll bring some traffic there and we’ll sell ads on the coupon site and make \$500 bucks a week and it will cover beer or something. Yeah, right? Then we did the math, our group of friends, kind of we have a Whatsapp group where we bounced it around and we talked a bit and realized that’s not a really good idea. I go, “Wait, transcriptions. We can do transcriptions with this,” and then you realize, it’s I think a very interesting technological problem to work on and the market’s huge and there’s space in it to operate and I kind of dived into it, kind of realizing that in sort of iteration and thinking and starting to work on it. I said, “Oh wow, this is kind of everything I want in a side project.”

[0:13:34.0] DT: Cool. So what does your company think about you working on a side project while you’re at a large company?

[0:13:40.7] TP: So my company is really big.

[0:13:44.0] DT: They don’t even know?

[0:13:47.9] TP: So Citi has kind of a policy or if you’re working on an outside business you have to declare it. It was very important for me to not be my traditional Israeli kind of hackery self but be straight forward about it. I think I started off by kind of doing talks about the technologies I’m using, I did a lot of work on serverless, the whole platform is serverless, we can dive into that later but I don’t have any servers, I have infinite scale, I have really cool stuff that Amazon is providing, Google is getting into.

I was talking before, one of the big ROI’s on doing side project is the learning, so this is kind of the initial goal that I put in, “I want to understand service technology and build something on it”. I started off kind of gently introducing the idea that I’m working on something on the side by just giving technical talks within the company about, “All right, here’s serverless technology and this is what I’m doing with it and you know, it’s great for general projects as this and this.”

Then everyone kind of knew that I'm working on something on the side, but nothing threatening, it's a side project and then eventually I told my manager. I said, "Look, I have this side project and I want to have people pay for it because it works." Then there's the whole compliance process with Citi, right? I had to declare it and had my manager sign off and his manager sign off and it went up all the way to the original director of the technology unit and the compliance people interrogated me about it.

[0:15:11.8] SS: Can I ask just go back the beginning of that process. How did you present it to your manager that you're working on a side project that might make money?

[0:15:21.5] TP: I think I kind of eased into it. I didn't just come and say one day, "Look, I'm building a business." But I said what really happened, "I'm working on something on the side, it's consuming a lot of my time and it's really interesting and here are the technologies I'm working on and eventually I said, "Hey, look, I have this thing, I think it's going to make money and I want to ask people to pay for it." Then it was very much a natural progression.

I think sometimes people have a fear that their side projects are in competition with their work and if my side project goes amazingly successful then essentially it is. If it becomes some huge thing then I'll probably leave Citi and go work on it full time. As it stands now, it's just something I'm doing on the side, it's like a hobby but I believe in that I'm passionate that I want to grow. But I don't feel that it's a threat to my company, I don't really feel guilty about doing it or that I'm doing something sneaky or something like that. I don't think my managers do either because I don't feel that way.

[0:16:26.2] DT: I think it's an important thing you said, that a lot of people fear that their side project will be a threat to their current business. But really, the biggest threat to your current employer is another employer coming in just paying you more, you can leave. In that situation, you don't bring any value to your current employer at all but in the situation of the side project, which only like you said, in the case that it's super succeeds and you find that you're not happy or getting satisfied from your current work then you leave. But the whole time throughout this process you are, like you said, bring a lot of value.

And you mentioned that you started giving talks at the company. I'm really interested in how you started doing that, I think that's something that a lot of people would like to know because how did you start the process of saying, "I want to present," and then getting people on board and getting people to come to it?

[0:17:12.1] TP: I think one of my colleagues told me one day, "You like to talk don't you?" That's the basic.

[0:17:18.2] DT: That was the first day he was working there.

[0:17:21.4] TP: Yeah, she figured me out very quickly. Which is true, I like to talk and I have a lot of things that interest me and I want to share with the world and I sat down with my manager and I told him more or less, "I'm doing all these things and I'd love to share them." He's like, "Look, you can just send out an email and give a talk and people will come."

[0:17:38.7] DT: But is this something that was already, is this like a formal process that was being done at Citi? Or you, Tal Perry, started something new?

[0:17:43.3] TP: No, this existed, there's definitely like a thing where employees who have something to say and send out an email and we have a lot of talks about a lot of interesting things, from which crazy programming techniques to proper courses in clean code and solid design to a guy who was a dog trainer in the army about training dogs. So all sorts of topics. My thing at work is I work with credit derivative, mostly kind of insurance on bonds that might go junk at some point right?

Next week it's the Jewish holidays, I'm giving a talk about the treatment of credit about how people can go bankrupt and what do you do when they do go bankrupt, and kind of the Jewish legal text and kind of showing how they actually solve a really crazy problem that is still applicable today. In [inaudible], they tell the story about a guy who is married to three women and he promised one of them like \$50 bucks and another one \$100 bucks, another one \$150 bucks and he dies and he doesn't have enough money to pay all three of them right? Even though he promised. So how do you pay back each of this women, how do you divide what's left? Right? This is a serious question.

[0:19:00.6] DT: Yes, this is a very serious question.

[0:19:01.5] SS: Very serious.

[0:19:02.2] TP: You think about it.

[0:19:05.5] SS: Every one of my three women will get what she deserves.

[0:19:10.5] TP: All of your 10 women. But you need to see the parable here to finance which is that instead of three women, this is just like a company issuing a bond to 100,000 people and it goes bankrupt and it has to pay all these people whatever they own, whatever they bought out from the bond. How do you divide what's left from the company right? This is called establishing the recovery rate of a bond.

So how do we know how much each person's, and if I'm buying the bond and I need to take bankruptcy into consideration, how do I project how much money I'm going to get back if the company does go bankrupt? This is still an active field of research in finance in general. It's amazing the [inaudible] tackled it 2,000 years ago, 1,200 years ago and the best part is this problem kind of remained open until an Israeli economist Uman attacked a problem with game theory and kind of showed the one and only solution after 1,200 years of people trying to tackle this passage in this mood. That's my talk at CD next week.

[0:20:14.0] DT: Okay. Wait, so you are giving like weekly talks?

[0:20:18.8] TP: I think I try and do them, I set goals with my manager the beginning of the year, I think I set like goals to do like four talks about credit, four talks about programming throughout the year. I think I wanted to very much establish myself as someone who is kind of a knowledge center within the world of credit, within our technological organization and within the world of Python Programming, which is kind of my forte.

[0:20:44.2] DT: A thought leader, if you will.

[0:20:46.4] TP: If you will, yeah. You could use that term as well.

[0:20:49.0] DT: But it's very cool. Okay, so you're working on like a large company, you have essentially an audience that you can tap into to do this talks for and to present in front of. But I imagine you're also doing this with your side project outside of work too?

[0:21:01.6] TP: I should be doing more of it probably. So I think this is one of those opportunities where thankfully I like to talk and you guys let me. I recently enrolled in a Side Project Accelerator and I think it's forced me to do something that I want to do which is commit to writing content online or sending a weekly newsletter and a blog, you can visit me by the way at Talperry.com

[0:21:26.5] DT: Yeah, we'll put everything in the show notes.

[0:21:27.7] TP: Excellent. That's kind of an opportunity, it's made me put my voice out there more, which is interesting because I don't have a strong goal of having like a wide presence generally. Having, I guess what you guys call personal brand. I feel generally I'm anonymous and I kind of enjoy that, I like...

[0:21:50.8] DT: Oh wait, what do you mean by that? You said that on your own, you took the initiative within your company to start giving talks. I mean this is not trivial, this is like a pretty big deal.

[0:22:00.4] SS: This is not being anonymous, this is like the complete opposite of being anonymous.

[0:22:04.7] TP: So I think you guys personally know me. So sometimes I'm very flamboyant and I like attention and to make noise. But then the things that I do, I don't know why. It's probably not right in terms of P&L but I just kind of like the things that I build to be of their own accord, to exist kind of independently of me. I like that there's no mention of Tal Perry on Smart Scribe even though I'm very proud of everything I built and I want to tell everyone about it, but the product is kind of independent. Or there was a Midburn, Israeli Burning Man before.

So I think I was part of a big group that built, we built one of the bigger camps at Midburn, we built a big dome of cuddle puddle full of teddy bears and people loved it and it was great success. I really like that it was a great success kind of on its own. Even though all of us had very big egos and a lot of big investment in building this thing, the outcome and the happiness of the people and the enjoyment people got out of it was very much independent of us, it just kind of stood alone.

[0:23:09.0] DT: I have to stop you for a second, I think you need to explain to the listeners first of all, what is going on at Midburn and what is Burning Man for all those that do not know?

[0:23:16.7] TP: Shame on you if you don't know. I'm just kidding.

[0:23:19.6] DT: Because we're jumping around between your side project that work, your presentation is at work and I think you just touched on something pretty interesting there that you're doing basically an additional side project, if you will, that's a very serious time commitment that you spent I think for the past couple of years, you've done some work on this at the Israeli Burning Man.

[0:23:37.0] TP: Sure.

[0:23:38.4] DT: First yeah, give us an idea, what is the Midburn festival?

[0:23:42.4] TP: I guess the best way to describe Israeli Burning Man. So Burning Man if you don't know is in the desert in Nevada, they built a big statue of a man and a big city around it and it's kind of like no law, anything goes, amazing. People do art and craziness and insanity and really the epitome of freedom and Midburn is kind of the Israeli version of it, which aside from the scale, it's much smaller, I think holds a candle to the actual festival.

So a big part of both Burning Man and mid-burn is kind of the community or the people that come there and make the festival, they don't provide anything, the festival doesn't provide anything except for infrastructure. The festival is just what the people bring to it. So as a camp, we brought in this big cuddle puddle and that was a thing.

[0:24:34.1] DT: A what?

[0:24:35.0] TP: A cuddle puddle. Yeah, good point right? Not everyone knows what that is. We built a dome, it was 10 meter diameter and we filled it with few hundred teddy bears, big stuffed animals, carpets and then people could just come around and sit in the shaded dome, cuddle with the teddy bear, cuddle with each other and then yeah, I have to say, I was on the logistical side of things like doing shade and...

[0:25:02.6] SS: Getting teddy bears.

[0:25:04.1] TP: Someone else got teddy bears. There's a lot of work getting teddy bears.

[0:25:07.1] DT: What kind of time commitment was this? It sounds like you're putting massive production here.

[0:25:11.6] TP: I think we were as a camp, we were 70 people and I think it were like 10 people kind of driving this thing forward and it was much more of a time commitment than anyone of us expected. We all got into it, we had drinks one night and a few people kind of sent our an email or a message to their friends, "Come and have a drink and we'll talk about this camp," and we were like, "Yeah." We raised a bunch of money really quickly and then a few of us were like, "Shit, but we have this commitment. Now we need to make this shit happen."

The more we did it, the more time it took. But on the other hand, it was a lot of fun, like the whole team that worked on it was amazing and the camp in general, working together was great. And it was, I think for me personally, very nice to work on kind of this distributed, voluntary team to be part of something kind of abstract. It was a huge time commitment. I think we were all exhausted by the end of it.

[0:26:05.8] DT: What did you get out of it? You're doing this in addition to your work, in addition to your side projects, what are you getting out of all this?

[0:26:12.2] TP: Pleasure? It makes me happy.

[0:26:17.0] SS: It's just being part of a community as well. I mean you're part of a group, you're doing stuff together.

[0:26:22.3] TP: That's part of, what do you do stuff for right? You can measure life in P&L, does it have economic benefit for me or not? It's important but economic benefit is just important for funding the stuff that really matters to you and it makes you happy and makes kind of life worth living and building a big cuddle puddle in the middle of the desert makes life worth living. Credit derivatives, while really fascinating, don't make life worth living.

[0:26:52.6] SS: Yeah. I think it makes complete sense. But I want to jump back, if it's possible, to your experience in a Side Project Accelerator and also the fact that you said that on one hand, you want to be a thought leader and did say that and the other hand you said you like to stay anonymous and that you don't like your name on your products.

So one thing I just want to say, I think like having your name on products can be really beneficial because people that see your products and see a name, not exactly on a front page, maybe in an about page which the about link is only on the footer or something. People are just like, see a product, sometimes they want to find out who is behind it, that actually humans are behind it, people will say, credibility. If you put your name somewhere there, that could be really helpful.

Second thing is, the being anonymous/thought leader, it's a clash for me, can you explain that? What's your standpoint, do you want to be a thought leader or not?

[0:27:50.8] TP: I'm confused. I'll give another maybe mid burn example, maybe while I talk about it, I'll be able to figure this out. But aside from the cuddle puddle, I worked with one other guy and we built a big tree out of plastic bottles. It was like four meters tall and it was full of LED lights and I did the animations for the legs. So it was kind of, you know, a big tree in the middle of nowhere that was just kind of floating, we both worked on this really hard, kind of after hours and I think both of us are really bad at personal marketing in the sense that this thing stood there and it was amazing to see, you go on the middle of the night, during the morning, people are hugging the tree and standing or rather looking and it was really satisfying to see people enjoying the fruits of my labor.

But it was also very frustrating, no one knew that I had anything to do with it, I felt like I got kind of no credit for what I created. So in that sense it kind of frustrated me that I wasn't smarter about maybe getting what I wanted out of the project that I did. It was definitely in some sense a mistake. And another way though, it's kind of satisfying to see the truthfully independent of me, I built something and it's on its own now and it's just alive and kind of bringing happiness to the world.

[0:29:08.2] SS: I think it touches on something that a lot of our audience has, basically. And that's exactly that kind of gain between I want to be a thought leader because I have value to give to the world, I have stuff I want to teach, I have stuff I want to build that will bring value to people. But on the other hand, no, I don't want to be the person that is out there, "Oh look at me, thought leader." This kind of clash is the exact clash that I think we're trying to solve because yeah, you should be out there and yeah, your name should be on top of everything you do.

Because if your name is out there, then you are considered a thought leader then you are promoting yourself, then you can build more stuff that will gain more exposure and bring more value to people. So on the other hand, if you're like, "No, I want to stay anonymous," that's the thing that you think this decision is because of you want to fight your ego and you want to not have ego and you want to stay humble and it's okay. But I think that actually hurts your main goal to bring value to people.

[0:30:07.3] TP: I think that you're probably 100% right and that if I had to, you know, hearing myself talk and I thought about this before, probably even though I can say kind of nice words about my ego and independence to bring happiness to people, all of this is true. But probably there's some psychological hang-up there that kind of prevents me from feeling comfortable with marketing myself aggressively or what I deem is aggressively. I would probably address that more seriously.

[0:30:34.5] DT: Well one of the ways that I like to share with people that I think that helped me get over it and we're talking about it on the Side Project Accelerator too is to not tell people that this is the best way to do something but just to kind of share your experience. Sounds like you

kind of did that at work with your talks and just to say that, “Look, this is what happened to me, this is what I did, this is how I felt about it.”

There may be other ways to do it too but not try to aggressively attack people, their way is wrong, your way is right. But, “I’m sharing my experience,” and then you can kind of get over a little bit your fear of putting yourself out there or your fear of giving into your ego.

[0:31:08.5] TP: The word fear I don’t think is the right one, and it’s not really giving into my ego. Again, maybe this is just me bullshitting but at least you know when I bullshit myself and kind of semi-convince myself then there’s something satisfying about having something that’s independent of you, I don’t know like I guess a child is one day you want to see it, it’s hard for you to give up on the connection but it’s kind of an independent thing. You influenced it and you made it but it stays on its own.

[0:31:39.4] SS: I think that I can really connect to what you’re saying because when I opened Pixel Perfect, my Hebrew blog which was five years ago, I decided that I don’t want my name everywhere on Pixel Perfect and I just put it in the about page only and just kept it there, made it like kind of like not about Sagi Shrieber but just about Pixel Perfect Magazine as a body, which is something bigger than just me, something that is out there and more independent and by its name.

Come to think about it, one of the decisions that we made in Hacking UI I think like about a year ago was to clear our names and the logo and once we put our names, we made a decision to put the names on the logo like on the top of the site, we said, “That’s a decision that we want to put our names out there. We want to put our names out there and be heard and be seen as people because one, once people understand this blog is driven by people then we’ll respect it more and second, we’re not marketing ourselves like I don’t think we’re marketing on, “Please call us out on this if we’re wrong.” But I don’t think we’re marketing ourselves as an aggressive manner.

We are putting ourselves in front of people’s faces because we know that obscurity is the enemy of all people who want to be thought leaders. People might really love your content, you might have a lot of value to bring to people. We see if we stay behind the shadows, nobody will even

know us, nobody will even know what Hacking UI is. That's kind of like even the thing that we saw in San Francisco, David, right? We were in San Francisco giving two events and in those two events, almost nobody that had been there have known what is Hacking UI. All of the thought leaders that we bring into the show, I mean, most of them didn't know what Hacking UI or who Sagi and David were before we talked to them in the show.

[0:33:31.1] DT: I think what you're getting at is, I totally agree and I think what the thing the most got me is that when you have your name out there, when you develop this kind of personal brand or become a thought leader, it allows you to do side projects and work on products and if they don't work out, which in many cases they don't, I know from personal experience, I know that you do too. I know that Tal, you know as well, we can get into that in a second.

But we've all worked on millions of side projects that have failed but at the end of the day, if you have some sort of personal brand, if you're talking about what you're doing then when your side project, if it does fail, you're not left with nothing. You're left with something that you're starting a level higher on your next thing, after that one, you work on that one, you're starting even a level higher on the next one.

[0:34:10.1] TP: I'll take a note, the parallel path to what you guys were saying, maybe contradict myself even more. I think about, I've raised money two and a half times for startups. At Citi I do a lot of internal sales and I realize, a lot of time when you're selling a startup or an idea or kind of an MVP then really what you're selling is yourself and as time goes on, maybe more people know me and I have a slightly larger track record and maybe a bit more of a brand equity.

I noticed that things get easier and also that I feel like today when I go to a, I came from a meeting, I came here from a meeting when I was trying to on-board a distributor onto my transcription project. And I realized, as much as I was selling the product and the technology, I was very much selling myself, not as an object but kind of as the brand, what I'm bringing and kind of the added value of someone else might be doing this technology but Tal Perry is here and doing that.

I think I've kind of developed a very keen awareness of understanding that I have, I as myself have added value to bring to the table and it's important to leverage that. Sometimes I've felt

that at the previous startup I worked at, I kind of over pitched to investors, our CEO was then kind of a proper CEO, very tight, very elegant, everything you'd expect from an excellent CEO and I kind of came in because I have kind of the cluttered mad scientist where I talked, I'm excited about algorithms and I just want to talk about data and in some ways, it's true. It's very me but sometimes I kind of I over pushed it on purpose because that's the brand that I'm trying to put out. I think that is, even though I'd like to stay anonymous and keep things independent to myself, still I realize it's a very important thing and pushing the things I wanted to push forward right? Putting in — you're not just buying my technology, you're buying me, or you're investing in me.

[0:36:13.8] SS: Bringing your extra value to the table, exactly.

[0:36:15.9] TP: Yeah. That's the person that you are.

[0:36:19.5] DT: It's cool, I mean, I'm still like fascinated by what you said before about giving the talks to the company. I think that this is important because maybe this kind of dissonance that you have and I think so many of our listeners have, between being a thought leader, putting themselves out there and not giving in to kind of just an ego push is in the way that you put yourself out there, the way that you market this personal brand like you were talking about.

Maybe it doesn't have to be in, you know, a gigantic blog that has your full name on everything, maybe it can be in this talks that you're giving or in other speaking engagements. Maybe it's speaking at conferences? Or, as you said, you went to like a very private meeting, a business meeting but you were essentially selling yourself. So maybe there are other ways to sell yourself and kind of built this personal brand that aren't as frightening if you will for some people?

[0:37:03.9] TP: I think that maybe it's about being passionate, I'm best at selling myself. I'm passionate about service, technology and transcriptions, I don't know, and my girlfriend, right? I can talk about these things and kind of over them because I'm passionate. I think that passion is addictive and I don't know, I like the mood too. If I'll get up at Citi and talk about that, it's not like, I'm not doing it to push my personal brand, I'm doing it because this stuff is so in me that it just kind of spills out, it's like an overflowing glass. It needs to come out, right?

[0:37:46.3] SS: Yeah, that's exactly the point where you are authentic and that's exactly where you push yourself and yeah, I dare you to use the word push yourself in front of people's faces because you're passionate and you want your passion to come through on to other people. That's exactly the value that you have to bring unto the world and I'm saying that because I want everybody who is listening right now to also kind of like grasp it.

If you're out there and you want to, like you're listening to this, to our scale a side projects show and you're really kind of like in to creating a personal brand but on the other hand you're also having that kind of like, "Okay, I like to stay anonymous thing." I think we got to put this stay anonymous thing on the side, because once we bring our value like our passions on to the surface then that's where our names will be heard, our value will be delivered to the other people on the other side. So that's one point I really, really want to make. I want you also Tal to really — you sound like you're already doing it but let's say your transcription site, like tomorrow I want to see your name there already.

[0:38:50.5] TP: I'll keep it in mind.

[0:38:52.3] DT: Challenge accepted?

[0:38:53.8] TP: Perhaps, challenge considered.

[0:38:59.3] DT: Tal, I want to ask you a question about the transcription thing, you explained a little bit about what you're doing with the side project now and we mentioned before, we didn't even get into all of them. We've actually worked on like several side projects together even. I want to know, so what are you doing differently with this one? Why is this going to be the one that's going to succeed?

[0:39:15.8] TP: First of all, what is success, right? This is something that I've learned to ask before I get into things and then success can and should be on a scale. So with this thing, I kind of got into it, remember, it was the first idea was just to rip coupons out of podcasts and bring traffic right. Then success would have been, make some money, but nothing big. Then I kind of realized, I'm going to work with a lot of interesting things and it's an opportunity to learn. I think I set myself goals I'm going to get in to this and I'm going to learn to do service technology and

I'm going to get my front end development skills up to par and for me, that's a huge ROI both because I like it. I like learning, it makes me happy in terms of my personal career.

Because I'm a technologist, I feel I should be up to date and be able to do stuff. I think in all the side projects I've ever done, because none of them have been tremendous business successes. But all of them had very high ROI kind of long term because I've picked up significant skills that I've implemented both in my day to day job and leveraged to get into the next place, right? My first side project I was doing algo trading, I didn't know how to program in the beginning. I just taught myself along the way and I was starving for like a year, right? I didn't have any money.

As on the side, I had a girlfriend at the time who forced me to take a vacation and I scheduled for two months down and by the time the vacation came, we'd broken up and I was broke, I couldn't go anywhere. The only thing I could do, I've called the goat farm and I went to herd goats for a week and you know, which is a great skill too because now I can milk goats and herd them and I know a little bit about the cheese making process. Even that had some ROI. Even though the process of doing a side project for a while, I think it definitely put me on track both kind of in personal level to find the stuff I'm really passionate about and then to keep growing my career.

So that's the first part, "What is initial success in this project?" But you know, what I'm really doing differently in this one is, because this thing, as opposed to other side projects I've done, is very much geared towards a financial goal right? I like the technology but I don't have an overwhelming passion to transcribe things, I'm not curing cancer here. That sounds like this thing has a business thesis. This is the first time I've really approached a project kind of almost from day one which is I had a thesis, I believe that this is the market, this is what it's lacking, this is the kind of product that should go to it.

I have a plan to iterate on that and iterate in the sense that I have a thesis and I have steps that I'm going to take an each one of them should either validate or invalidate the thesis and I think that, I don't know if that will lead me to success, but it will definitely lead me to feel as early as possible. So as soon as I have confirmation that the idea doesn't work then leave it and as soon as I have — I spent a lot of time setting up metrics and tests for what is the right thing and what

is manifesting itself as the right way to go and consistently following that instead of kind of most developer tend to is, “Oh man, this is an awesome technology, I want to try that now.”

[0:42:32.8] DT: Yeah, I’ve been there.

[0:42:33.0] TP: Yeah, so avoiding that and kind of working more in iterative processes, always asking, “Does this validate my thesis or not?”

[0:42:40.2] DT: Okay, give me, to everyone out there, give us like an actionable tip. It sounds like the main thing is you’re iterating faster, you’re failing faster. Give someone actionable tip about how they can do that with their side project.

[0:42:52.0] TP: So ask yourself, “What is success?” I think that’s the first question that you should always ask, “What is my success?” And from that, break it down, then everything you do, you should ask yourself, “Does this serve success or not?” I think if you do that then you’ll find yourself fighting with yourself constantly. “Oh but optimizing the CSS or this funnel, it serves success.” Really? Does it though?” You need to be very candid and honest with yourself, “Is this really the most important thing to validate my thesis right now?”

Then, the other thing is, define failure in kind of a clear and very measurable scientific way right? If I don’t have this number of users by this time or if I don’t get to a particular number of paying users by this time. In my case, if my accuracy in speech to text isn’t that this particular rate by this time then this is a failure and if it is, then it’s not a success but it’s a signal that I should keep going and look for the next failure indicator.

You can derive that series of tests if you ask yourself what is success and then slowly break that down to sub goals until you break it into units small enough to kind of iterate on quickly. I think something I’m getting much better at is actually doing that thought process in the beginning instead of kind of inventing it as I go along to affirm what I’m doing. So kind of having a list of things that I should be hitting or not hitting and having it ahead of time.

[0:44:21.8] SS: All right. So it seems you're talking about like working faster, fanning faster, learning faster, can I ask like you're in the Side Project Accelerator ,how has that influenced you? What have you learned from being in this Side Project Accelerator?

[0:44:35.4] TP: I think the number one thing I got from it was just a big kick in the ass to put myself out there, which is big right? I wouldn't have done it otherwise. I wouldn't have taken the time to sit down and write content and setup a nice blog and maybe fix some of the shitty design that was on there, I just wouldn't have done it because I don't fundamentally care. It's not in my comfort zone, or it's outside of my comfort zone. So I just say, "I don't care about it," and I don't do it but being part of the program and having assignments that I have to hit and tangible goals and I promised David I would do all the homework. So it forced me to get very much outside of my comfort zone and do it and then realize, "Oh wow, I can do this." I think the first post that I have put on have that 2,000 visitors from Reddit.

I was like like, "Oh my god I have readers," and people they are doing up votes and I go, "Oh wow, they care about what I am saying," and it was very satisfying. I think for me personally that was very big. It was very significant thing because I wasn't aware that anyone really gave a shit and I always thought that doing it was distant for me for some reason.

[00:45:51.6] DT: All right Tal that is really cool. All right, so I have a question for you and I know you are doing this really well because we talked about it before but do you have tips for anyone who is trying to get started and technically how to get this stuff done? You know, the side projects that you are working on. You have so many different ones and you are constantly building new things, starting new websites and just spreading yourself all over the internet. So technically, give us some tips on how someone can get this done today and without ruining their budget.

[00:46:14.4] TP: So my motto has become "be cheap and outsource", right? And really, the more tech literate you are, the more you can be cheap and the more socially literate or business literate you are, the more you can outsource and you should try to optimize on account of being both and I will give a few examples. So Smart Scribe, my current project, one of the things that I'm really proud of it is it's very, very scalable even though it has very computation-intensive types of things and in a traditional architecture.

It would be very expensive to maintain something that could handle 20 users at once to do automated transcriptions. Even though most of the time you have no visitors. If you think about it when you launch a blog, when you're establishing your brand, when you are just launching anything webby, you are paying a lot of overhead just to have the presence even though most of time no one is on your site and it's ridiculous to pay an hourly rate or a daily or a monthly rate when most of the time your infrastructure is just sitting there idle.

One of the things that I really, really, really like is serverless infrastructure, which I've dropped this buzzword a few times over our conversation and Amazon does this amazingly well where you can basically deploy really small segments of code and you pay by the millisecond of run time, which is amazing. I look at my project and again it has this infinite scale. If people come in, then I'll just have the function deployed and Amazon handles the whole thing and I only pay by the millisecond of compute times.

So on days or months where I am kind of iterating working on the products and I haven't bought a new batch of user to actually try the thing, I am not paying anything and at the end of the month, last month I finished with an Amazon bill of \$2.91, which really serves being cheap and maybe I take it to an extreme. But what's really nice about it is that at this kind of burn rate, there's no pressure to bring an income. So I don't feel that I need to bring in money soon for the sake of bringing in money. Maybe I want to bring in money for the sake of validating the product but only as a signal and not necessarily because I have to cover my expenses and that's great because it gives you a lot of breathing room and time to think about the product in the market and not be frustrated with every expense that you have because you are slaughtering them away.

I guess the counter side of that is to outsource as much as you possibly can, right? Because even though money is expensive, I work hard for my money, you guys work hard for your money and it sucks to spend it on things that are frivolous, but your time is much more expensive than that and anything that you can give away or put someone else to do while you're building your initial product, even if it's not perfect, even if it doesn't fit exactly what you need to do, if it gets the core functionality done quickly and hopefully cheaply, then it's priceless.

I'll give you an example. I set up a log in flow on Smart Scribe and log in sucks like you do it with log in with Google and log in with Facebook and log in with LinkedIn and usually you have to authenticate with each one of these providers and write a piece of code that handles their particular interpretation of the all off process and I found these amazing providers Off-O where basically you sign up and you say, "This is my Google ID, this is my LinkedIn ID, this is whatever ID."

You put a little piece of Java script in your code and that's it. You don't spend like three or four days implementing log in flows and they give you the CSS and the Java script and they handle the back end. You don't manage use, that's priceless because I think about how much time I spend just fixing the login problems before you even talk about optimizing the funnel. Just getting this shit to work properly and it's stupid because so many other people have done it. Why not give it away?

Or like with something else, lead generation. I wanted to target podcasters in the beginning when I was working on it. I want to approach them and by traditional very, very cheap way of doing it we have been taking a vote and talk to friends and look at the list and find something and then I just went Elance and paid someone a few dollars to find me a list of podcasters who don't have transcriptions that might need them. It cost me \$20 bucks and I got a huge list of leads and I sent out an e-mail.

And the guy worked hours on it and it saved me so much time doing tasks that A, I am not good at and B, don't make perfect or most optimal use of my personal skills and the ROI on that stuff is immense and personally I feel that I am not good enough at outsourcing. I am very, very good at being cheap sometimes maybe to a fault where I spent too much time on being cheap as oppose to outsourcing but I guess the benefit of that is that I have a higher burn.

I am not panicked about money and I'm working very hard at getting better at delegating and outsourcing and saying, "All right this \$100 bucks, it's a \$100 bucks but I can live without it and the ROI on the time that it's going to save me is more significant than the \$100 bucks." Maybe if I think about it in a more accounting perspective, at least in the initial stages of the project it's good to set aside a budget and try to minimize your recurring costs.

So try and minimize subscriptions to GitHub, you can use Bitbucket for free for depository. Try to minimize what you're paying for hosting. You can use Amazon's Free Tier or AWS or Heroku. Try and minimize your reoccurring costs and put all your budget one time things that you're testing. So if you need a lead or if you need people to test out product paid or if you need some sort of annotated data, pay for those one off cost and try and defer as much of your reoccurring billing far in the future.

[00:52:01.3] DT: That's a really nice idea but let's say that again exactly, you said put your money and put your finances into the one off cost and avoid the reoccurring fees as much as possible. Avoid the reoccurring hosting fees.

[00:52:13.0] TP: Yes exactly because what that gives you is you don't have to worry about, if you have reoccurring fees, if you have infrastructure, you have to put up \$100 a month just to start the day, that sucks because you're going to look in the future and you're going to be like, "Shit I have to put up \$100 on for six months," and you don't want to spend \$600 bucks on something uncertain. But you can always cut away your one off costs, right?

So I won't bring in lead generation. So if you optimize in getting rid of reoccurring cost and instead, delegate your time away on the one off things that you're experimenting with, you're going to need a lot of ROI because you are much more free financially and both because your time is much more optimized.

[00:52:51.9] DT: Definitely and you touched on something else that I really like when you are talking about outsourcing. This is something that Sagi and I are fully on board with and we're teaching the Side Project Accelerator also. We're doing an entire lesson on outsourcing even, and it's basically we discuss on how "don't re-invent the wheel". Like you just said, your time is worth a lot of money. Your time is expensive and you should value that and you shouldn't say, "Okay, I can do this little thing myself." Because in most cases, especially if you are a developer or designer you have technical skills. You say, "I can build this thing myself, yeah what am I going to pay someone else to do it for me?" But it seems like your...

[00:53:25.1] TP: So I'll take it a step further and every time I have a problem, the first thing I say to myself that I am stupid and someone smarter already solved it. That's always true and as

soon as I say that to myself and remind myself be humble because I'm stupid, I go to GitHub and I find that someone else did something much better than I ever expected and instead of writing it, I just do "get clone" and their NPM install and I use that and it saves hours.

[00:53:50.4] DT: Definitely, that's definitely the technical side of it too and it extends to what you said, the non-technical side, finding leads and doing all sorts of, even e-mail tasks. We're doing this with podcast editing and other things that we're outsourcing now. All the tasks that we did at the beginning ourselves, we realized how much time we're spending on them and we said, "There's no reason to re-invent the wheel, our time is really expensive."

When you free up your time, you are able to do more. You are able to give more to your side project. You are able to push your product forward build that other feature, serve your audience, whatever it is you need to do, you're able to do that with your time.

[00:54:21.1] TP: So I was listening to Tim Ferriss' podcast a few days ago and something really interesting he said was that he's a big fan of outsourcing obviously but something that he says that he likes to outsource processes that he's mastered. I think this is the hardest thing for me in outsourcing at the moment, is that I don't know how to communicate. Now I am trying to outsource design. I know nothing about design.

I'm so aesthetically inept, it's ridiculous and I thought I would get this done in two weeks and I've been spending a month trying to optimize my communication with designers and understand myself exactly what it is I want and then am I communicating it effectively? One of the things that eventually I'm going back and forth in the process between doing mock ups which I know nothing about. I don't know what a mock up is.

I thought it was the visual spec. I didn't realize that if I put something somewhere the designers are eventually are going to put it in the same place. I thought he would use his own judgment and I'm terrible at that. I am good at developing things and I think going between this process of doing the mock ups on the one hand but then concurrently trying to build the thing that I want so that I can communicate, "Look, this is what I want. I just want you to make this pretty."

So this makes it very hard for me to outsource and I think one of the big learning things I had and I am sure many other people who want to get into outsourcing menial tasks is to master the task. To be able to communicate it effectively and define the goals you want, the outcomes you want from the task, in a way that your counterpart that you don't know who is not sitting in the same room with you can execute without you having to micromanage them.

[00:56:02.3] DT: That's a good point. So how do you do that in a situation like you said with design or a skill that you don't know?

[00:56:07.9] TP: So this is an excellent question and honestly I suck at it at the moment. I am trying to learn but really I guess like everything else that I've figured out in life, is just through trial and error. You try it and if it doesn't work out — I tried outsourcing code. I didn't give deadlines, I didn't give a good enough task definition and I got poor results in a long time and eventually I got rid of the guy and I realized, "Shit but it's not even his fault. He wasn't a bad developer, I was a crappy hirer because I didn't give him time constraints and I didn't say exactly what I want."

[00:56:42.8] DT: I think one thing that's important is that you have the ability to just trial and error and I think that this is one of the biggest benefits of doing a side project, especially while you're in a situation like yourself where you're in a job that you like. Many people don't do side projects when they're in a job that they like because they say that, "I'm in a job I like, why would I do anything else?"

Or they don't do a side project until they are in a situation where they totally hate their job and want to quit. Or they do a side project and they say that, "I am going to quit my job now and I am going to take the side project and turn it into a startup and do it full-time."

[00:57:13.3] TP: But a side project shouldn't be related to your job. The relationship between your job and your side project should be zero. You are not doing a side project because of or despite. You're doing a side project because they're fucking cool and you want to do it, right?

[00:57:25.8] DT: A hundred percent.

[00:57:26.8] TP: And your job has nothing to do with it. If one day your side project makes a ton of money and you can quit your job, that's amazing. But you should be spending your free time, your leisure time, your expendable time on the things that interest you and make you happy and you're passionate about and then not on general compensating for shit.

[00:57:48.9] DT: I 100% agree and I think that is an awesome point to take us to the end of this episode because you just really hit the nail on the head there, that you should be spending your free time on stuff that makes you happy and stuff that you enjoy doing and that's really what a side project is about and exactly like you said, that if in the future it's something that earned you tons of money and sets you complexly free or lets you leave your job or whatever it is, that's great.

But there are so many benefits of side projects, I think we heard it from you today, how you are benefiting from the side projects you're doing within your own company. The one that you're doing outside the company, the one that you're doing at Burning Man and the Israeli Midburn. So many different angles and each one has its own benefit and each one is giving you, has its own return on its time investment and monetary investment.

Each one, like you said, you measure success in a different way before each one. So each one has a different measure of success, a different goal and that's so important. That they really and I think what people can take from this episode today and take from listening to you Tal is that there is so much of a benefit for them doing a side project and there's no reason not to start one today. It's not just your way out. A side project can give you so many different goals.

[00:58:54.9] TP: Yeah, just go have fun, you know? Have fun.

[00:58:57.8] DT: Cool. So Tal thank you so much for joining us. It was a lot of fun. I mean both Sagi and I have known Tal for years and it's been fun to sit down Tal and talk to you about business, side projects, things that we don't talk about in day to day basis just as friends and this has been really cool. Now Tal, tell everyone where they can find you and how they can get in touch?

[00:59:17.1] TP: So yeah, I guess the best way to find me, my personal brand that we talked about, is go to talperry.com and if you want to check out Smart Scribe, it's currently in beta. It's totally open and free, just go in, log in and even upload YouTubes, you can upload videos and upload media and you'll get the transcription to your e-mail.

[00:59:39.0] DT: So if they upload an audio file, they'll get a free transcription to their e-mail, that's correct?

[00:59:43.9] TP: Yeah, absolutely. You can upload an hour, two hours, three hours of audio all at once or in chunks and then you should get results in 10 to 15 minutes of whatever you uploaded. We support 80 languages, so I don't know if you speak Swahili or English or Bangladeshi or Hebrew or Arabic, upload something and then you will get a transcription and if you do use it, it's absolutely free.

I would love to get your feedback so you can reply to the e-mail that you get it from or write me personally at tal@smartscribe.io. You can get in touch with me from there and give me your feedback, let me know what you think, what can be improved, let me know what you loved, let me know what you hated. I am dying to get any more input into this project.

[01:00:27.3] DT: Cool. So hackers you heard it here. Let's put Tal's programming skills to the test and let's up that Amazon bill of his.

[01:00:33.9] TP: Amen to that.

[01:00:35.8] DT: All right, cool.

[01:00:36.7] SS: Thanks so much Tal.

[01:00:38.6] DT: Thanks again.

[01:00:38.9] TP: Thank you guys for having me. It's been a lot of fun.

[01:00:41.5] DT: Over and out.

[END OF INTERVIEW]

[01:00:44.6] SS: Hey everyone, Sagi and David here. I hope you enjoyed this episode and were inspired by that awesome story of side project success. If that made you think of your own side project, then we have something we want to share with you.

[01:00:55.0] DT: That's right. We are soon launching the second batch of the Side Project Accelerator, which is our very own program where we teach everything we learned while growing Hacking UI from a side project into a full-time gig that allowed us to quit our jobs.

[01:01:05.7] SS: The Side Project Accelerator is an online program which includes recorded lessons, live stream sessions with the most successful side project entrepreneurs in the world, and access to community that will hold you accountable for getting your shit out the door.

[01:01:18.7] DT: But the program doesn't end there.

[01:01:20.5] SS: Yeah, when we say community, we mean you're going to become a member for life of a small but tight knit and extremely active mastermind group of other side project entrepreneurs that will share tips, ideas and provide the support needed for you to succeed. The Side Project Accelerator is entirely online so you can join from anywhere in the world and all live sessions are recorded so you can watch or listen at your own schedule.

[01:01:41.2] DT: If you're asking yourself, "Is this for me?" Then I want to give you a little bit of direction. The Side Project Accelerator is perfect for designers, developers and others in tech related fields. You don't have to be a rock star coder or designer, but we will push you out of your comfort zone and you can't be afraid to get your hands dirty.

[01:01:54.9] SS: Also, you don't have to have an idea for a specific side project in order to join and if you are already working on a side project but haven't yet figured out how to scale and monetize it, then the Side Project Accelerator is perfect for you.

[01:02:07.5] DT: You can learn more about the Side Project Accelerator at hackingui.com/sideprojects and since you are listening to our podcast and we really appreciate your support, you can get \$100 off the price of the Side Project Accelerator by entering the discount code “podcast” at checkout. Now registration is not open yet but will open in a few weeks and spots are extremely limited and we expect it to sell out quickly.

[01:02:27.4] SS: You can join the waiting list to be notified when registration opens and when it does, you will be able to use that promo code to get \$100 off for the next batch. So again, that’s hackingui.com/sideprojects and you’ll be able to use the code “podcast”, just the word “podcast”, to get \$100 off signing up when registration opens.

[FINAL MESSAGE]

[01:02:56.4] SS: All right. So that’s a wrap. Thank you hackers for joining us today and we hope that you enjoyed the show. You can find all the links and resources from this conversation on hackingui.com/podcast and just before we go, we want to share with you something that you might find useful.

[01:03:12.7] DT: As you know, we are voracious readers and consume a ton of articles, books, podcast and videos about design, development and side projects. We curate the hell out of everything and each week, we send a short round up e-mail of our favorites. If that sounds like an e-mail you’d enjoy getting, then we’d love to have you join our awesome community, which already has more than 20,000 happy members from all over the world. You can sign up on hackingui.com.

[01:03:33.5] SS: By the way, on hackingui.com, you’ll also find some other cool stuff like the Side Project Accelerator, our eight week online program in which we teach everything that we learned in the three years of working and scaling Hacking UI as a side project before we quit our day jobs.

[01:03:47.6] DT: And you’ll also find our resources page which reached top of the week on Product Hunt Tech and our events section, which is filled with conferences and meet ups for designers and developers.

[01:03:56.1] SS: Hey D, don't forget to T's man, we've also got some cool t-shirts for designers.

[01:04:00.0] DT: Sagi, again with the T-shirts?

[01:04:01.4] SS: Hey, I did on those but really, last thing, if you enjoyed this, we would really love to hear from you either by tweeting us @hackingui or by reviewing the podcast on iTunes. Those reviews really go a long way and help us and even make our day.

[01:04:15.0] DT: All right, we'll see you next week hackers, and remember to keep hacking.

[END]