

G33KTALK



HAKKALABS



DATACOUNCIL.AI





STARTED 2012 AS TECH VIDEOS



FIRST NAME WAS G33KTALK



DID TECH EVENTS IN NY AND SF



**RECORDED THE VIDEOS, UPLOADED THEM TO YOUTUBE,
TURNED IT INTO PODCASTS, AND BLOG POSTS**



USED THAT TRAFFIC TO GROW THEIR EMAIL LIST



**FACILITATED THE ONLINE AND OFFLINE COMMUNITY OF
SOFTWARE ENGINEERS**



CHANGED TO HAKKALABS (RECRUITING)



THE EVENTS BUSINESS GREW



THEY RAISED MONEY



NOW THEY ARE DATACOUNCIL.AI



CONFERENCES FOR BIG DATA

