

How to talk like you're from Silicon Valley

Jason Riesa

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Three rules to live by to fit in.

Use “disruptive.” A lot.

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- “We only like to fund *disruptive* products.”

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- “We only like to fund *disruptive* products.”
- “That PM has plenty of *disruptive* ideas.”

Use “disruptive.” A lot.

- “We only like to fund *disruptive* products.”
- “That PM has plenty of *disruptive* ideas.”
- “The chef at that cafe made some *disruptive* chicken tonight.”

Use “ecosystem.” A lot.
For everything.

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For everything.

- “We are focused on protecting and extending the startup ecosystem.”

Use “ecosystem.” A lot. For everything.

- “We are focused on protecting and extending the startup *ecosystem*.”
- “The customers within the mobile *ecosystem* support innovation.”

Use “ecosystem.” A lot. For everything.

- “We are focused on protecting and extending the startup *ecosystem*.”
- “The customers within the mobile *ecosystem* support innovation.”
- “There’s an *ecosystem* for that.”

Use “space” as a
spurious filler.

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- **Normal person**
“What are you working on in Machine Translation?”

Use “space” as a spurious filler.

- **Normal person**

“What are you working on in Machine Translation?”

- **Silicon Valley**

“What are you working on in the Machine Translation space?”

Use “space” as a spurious filler.

- **Normal person**

“What are you working on in Machine Translation?”

- **Silicon Valley**

“What are you working on in the Machine Translation space?”

Two extra words! For no reason!

Use “space” as a spurious filler.

- **Normal person**

“What are you working on in Machine Translation?”

- **Silicon Valley**

“What are you working on in the Machine Translation space?”

Use “space” as a spurious filler.

- **Normal person**
“What are you working on in Machine Translation?”
- **Silicon Valley**
“What are you working on in the Machine Translation space?”
- **Native speaker**
“What *disruptive* technologies are you working on in the *ecosystem* of the Machine Translation *space*?”