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[Interview with Co-Founder of Spock.com, Jay Bhatti](#)

Posted on 27 April 2009 by Lucy

Originally posted on www.lucindigo.com on December 12, 2008.

Jay Bhatti is co-founder of spock.com and wait... I'll [let Spock tell you about him](#) as that is what it does best.

I asked Jay some questions about Spock, where the online advertising industry is going and the technology sector sentiment and success factors for the “where now and how”.

See my interview below and afterwards go check out the new answer to to “googling yourself” – [Spock](#).

- **I. On Spock**

Me: How would you describe Spock in a twitter post?

Jay Bhatti: "Check out spock.com to see what your friends are up to"

Me: Do people really want their personal information to be searchable on the web? What mechanisms can you put in place to protect yourself?

Jay Bhatti: The answer is Yes. A lot of professionals and service providers want their information out there. Actually, most people want certain information out there on the web. Such as the school they went to, their career history, etc. Anything they think would help them professionally. However, most people do not want personally identifiable information (home address, phone number, etc) to be posted online. This is something we do not display on Spock and leave it to the user to decide what to do.

Me: As a daily web user and media and communications professional, how could Spock change my life?

Jay Bhatti: It could make it a lot easier for you to get basic information about people you are writing about or looking at for more information. We get dozens of mails from small businesses that say we make their HR departments better because we give them a one-stop-shop to find relevant information about candidates or even to find new candidates.

- **II. Online Advertising Industry**

Me: Online Advertising is struggling for resilience in current global economic conditions. What will be the deal in 2 years time for a), b) and c) below:

Jay Bhatti: a) Technological developments in OA: I think a lot of work still needs to be done with regards to click fraud. Of the most pressing issues, click fraud is one thing that can seriously hurt the future of online advertising. Which is why companies like Google are investing millions of dollars to fight it.

b) Consumer tolerance and penetration in OA: Consumers are now used to ads on websites. I think they have become pretty tolerant of it. They now understand that websites need to make money to survive. However, people are expecting to see more relevant ads appear. They think the technology should be good enough now to show them the right ad every time.

c) Overall spend in OA and profile of the spenders: Online advertising is here to stay. I think it will grow a lot over the next several years. However, I do think that the spenders of online advertising will really look at performance. Instead of blindly spending dollars, they will look for an ROI on each dollar spent.

- **III. Tech Sector & Current Economic Climate**

Me: If you had three separate words to describe the current Silicon Valley sentiment what would they be?

Jay Bhatti: "uncertain, cautious, and fragile"

Me: What is the key difference between those tech start ups that will come out of this stronger and those that won't?

Jay Bhatti: Is it all about the top two inches, the technology or access to capital? It's all about business model. So many start-ups in the past few years forgot about the business model. Nothing matters more then being able to generate positive cash flow. If you have that, you can survive the downturn.

Me: Can you list three ways that people will change the web and three ways the web will change people over the next decade?

People

Jay Bhatti: More people are coming online every month, so the web will have to grow to accommodate them

-People will demand the web be available everywhere for free. Broadband for Free is something that might take hold.

-People are getting busier each day. The web will become more efficient so that it does not waste too much time.

Web

Jay Bhatti: Will make it easier and cheaper to find products you want to buy. Amazon is just the beginning of online commerce.

- People will have instant access to world news at anytime

- People will feel the need to be online or being left out.

Me: What is the mantra or phrase that the tech community should keep front of mind over these times when layoffs are rife, capital is tight and the global economic situation continues to worsen?

Jay Bhatti: "Make sure to build a technology that is valuable and have a business model around it that allows you to overcome any tough period. Remember that Google grew during the .COM bust in 2000 due to great technology and a killer business model"

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Social Media Revolution



Only 13% of traditional TV commercials survive a post-2002

90% of people that can TiVo ads do



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