



**JavaOne**

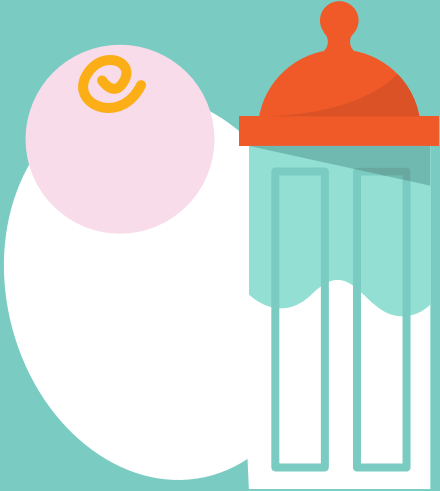


**Target Is Becoming  
A Technology Company**

# Target's API



# Internal Innovation







ebay™

*Pinterest*

 CURALATE

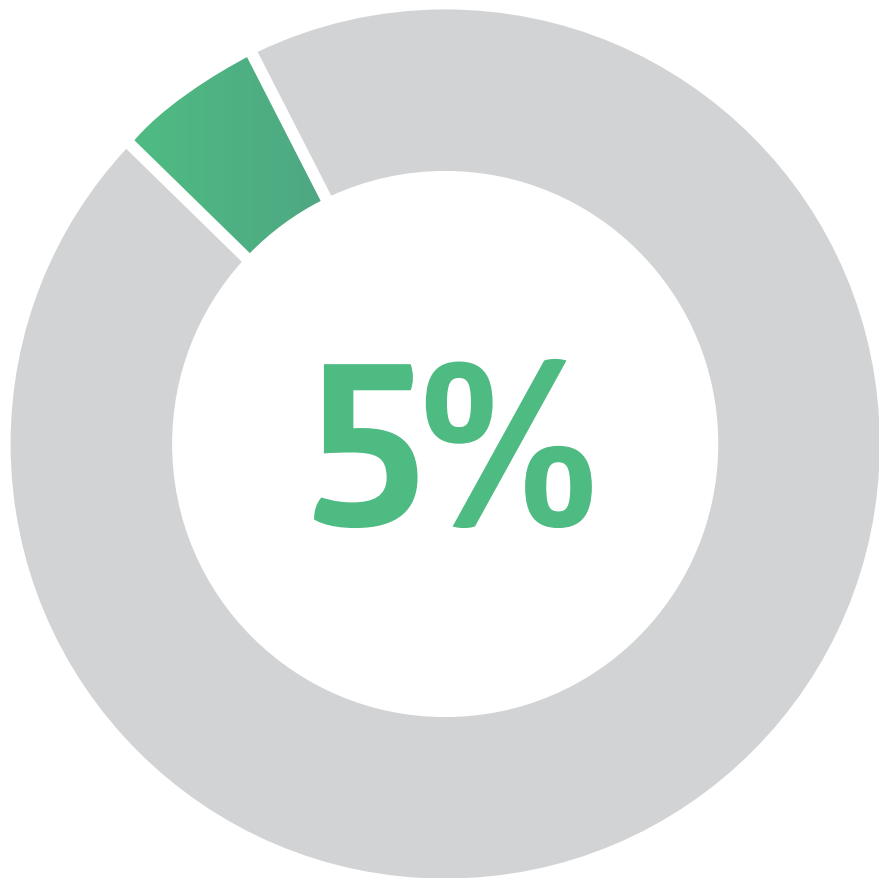
C O S M I C  
C A R T

C O S M I C  
C A R T



THE MIDDLEWARE SOLUTION  
BETWEEN CONTENT & COMMERCE

COSMIC  
CART



Online Shopping

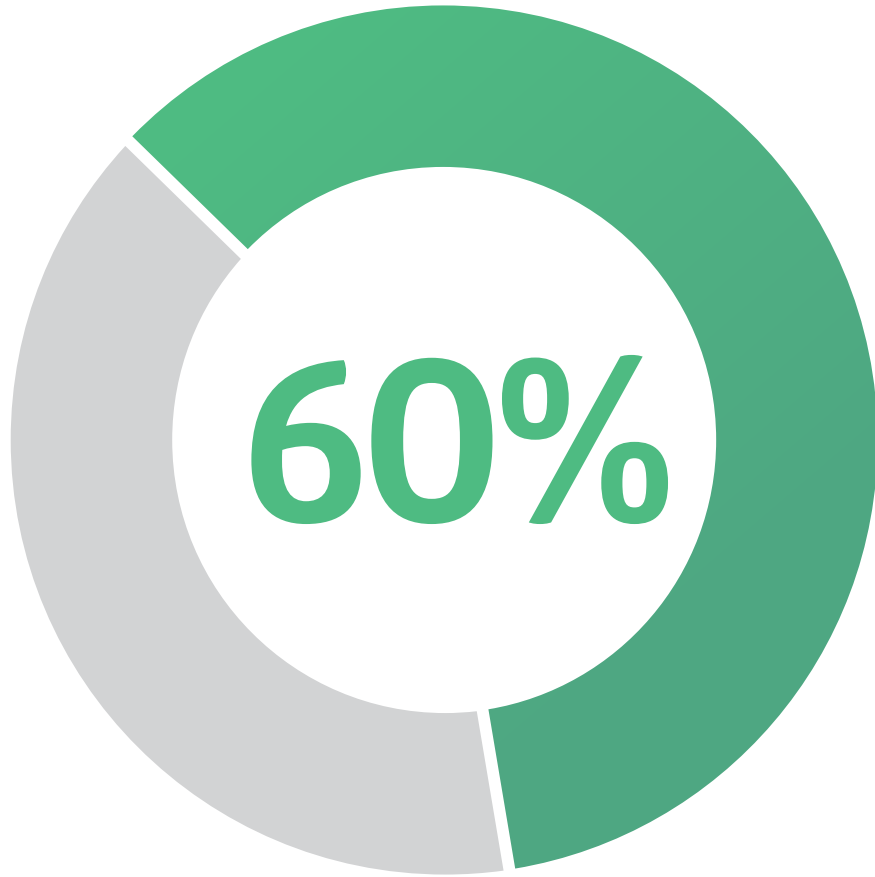
Multimedia Sites

Reading Content

Social Networking

Email

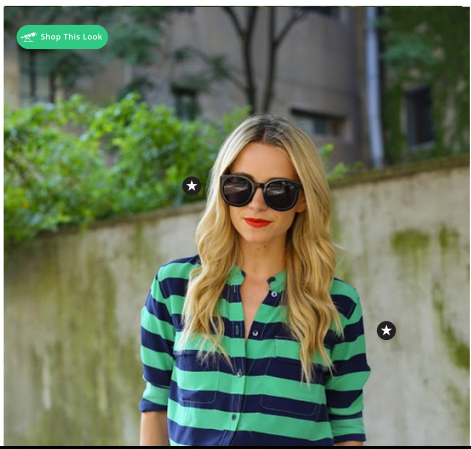
Searches



- Online Shopping
- Multimedia Sites
- Reading Content
- Social Networking
- Email
- Searches

# Atlantic - Pacific

7.19.2013  
between the lines



COSMIC CART

Greetings, Emma Watson!

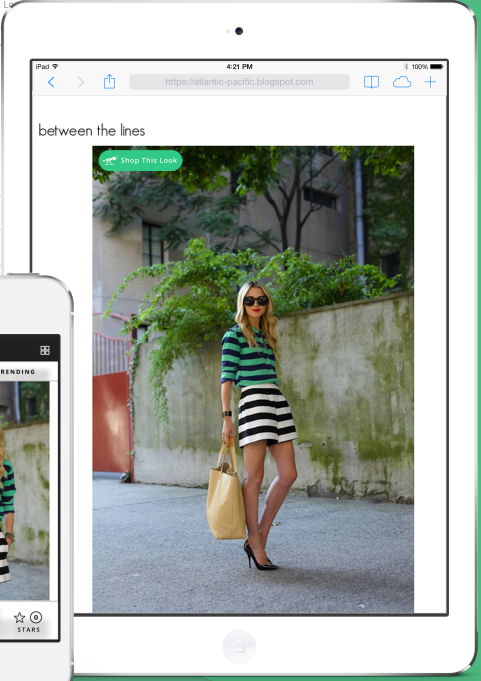
**EQUIPMENT**  
Stripe Two Pocket Collarless Shirt  
\$244.72  
Qty: 1

Color: Green/Blue Stripe

Select Size

Seller: Asos

**EQUIPMENT**  
Color: Black  
Size: One Size  
Seller: REVIEWS





C O S M I C  
C A R T



# A BULLSEYE VIEW

behind the scenes at Target

COMPANY

FASHION & BEAUTY

LIFESTYLE

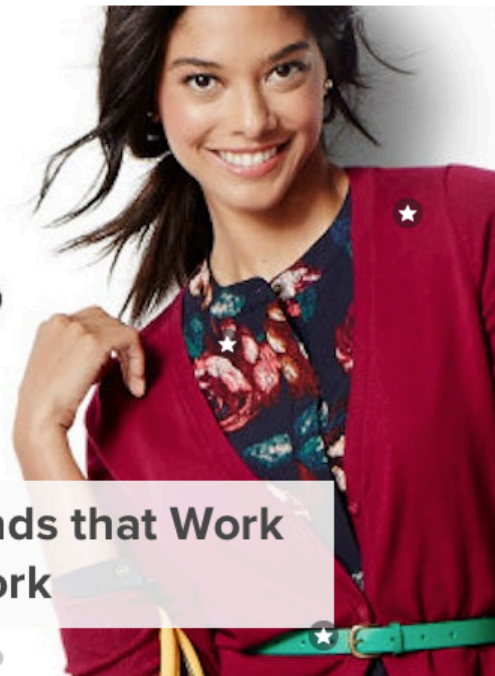
ENTERTAINMENT

OUT & ABOUT

shop this look



or



## Fall Fashion Trends that Work for Work

Greetings, Pearson Cunningham!

logout



Merona Merona® Color Skinny Belt - Green

\$12.99

qty: 1

Size

TARGET

more info

add to cart



Merona Xhilaration Patent Skinny Belt - Mustard Yellow

\$12.99

qty: 1

Size

TARGET

more info





shop this look



Mossimo Ponte Dress w/Faux Leather



\$27.99

qty: 1

color: black

size: 6

more info

add to cart



Women's Merona Kailey Ankle Boot with Buckles



\$34.99

qty: 1

color: black

size: 7.5

more info

add to cart

**Why  
Java?**

—

**Trust What  
You Know.**

—

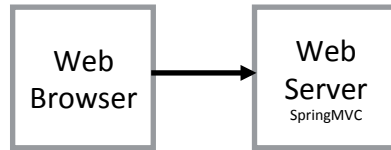
**Build it Right  
the 1st Time.**

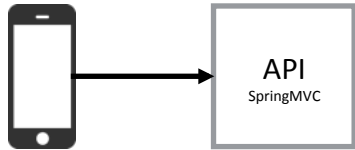
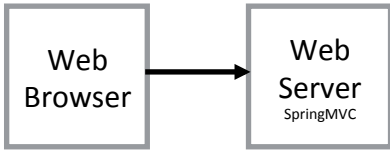
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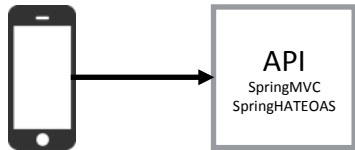
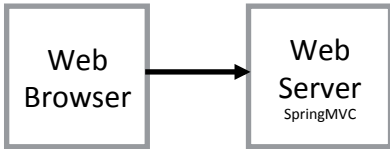
**Spring.**

—

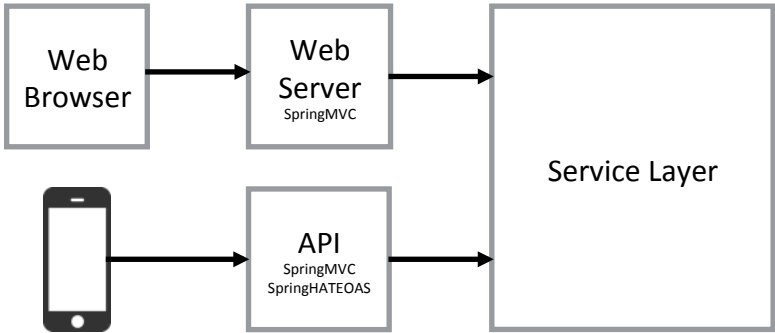
\*our CTO sucks at pretty charts

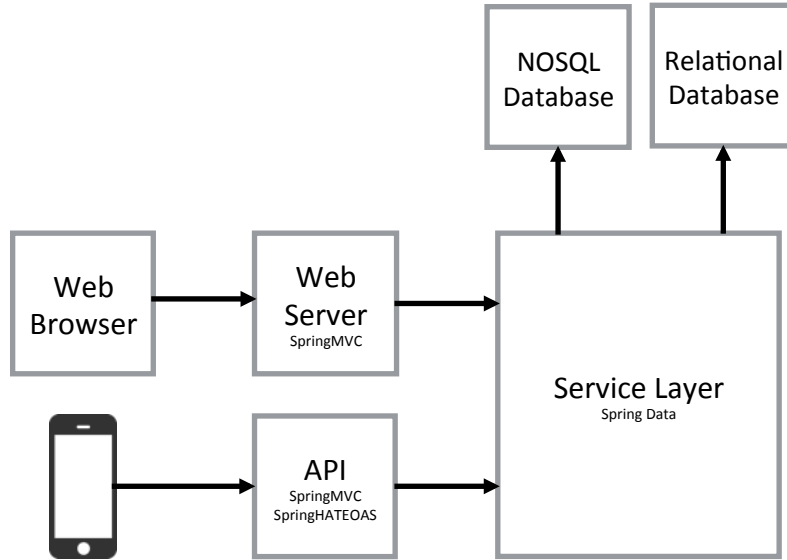


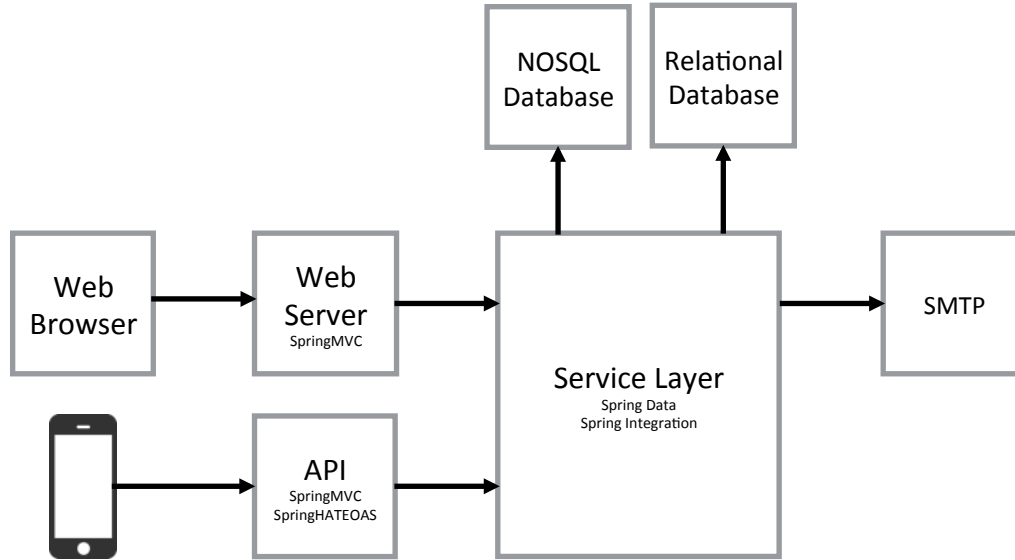


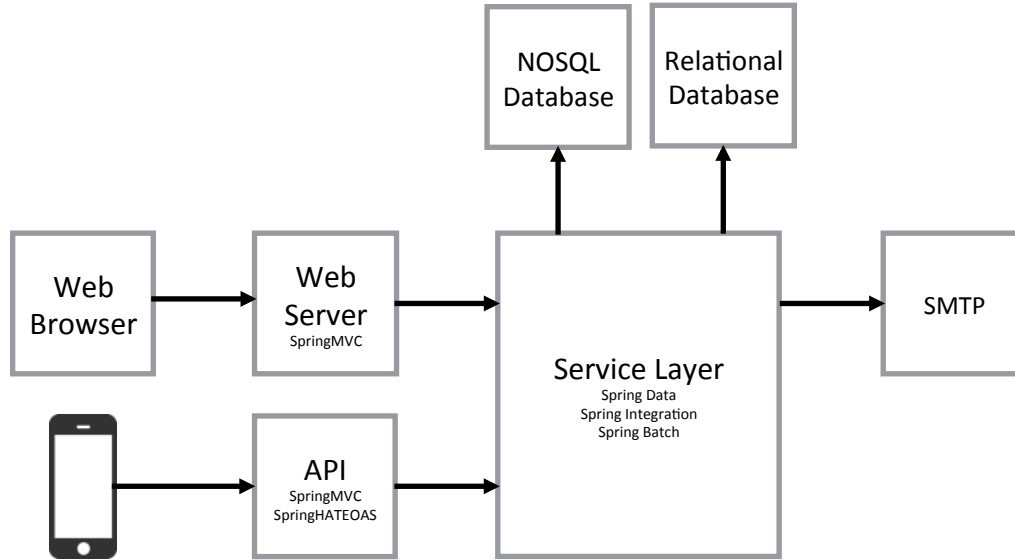


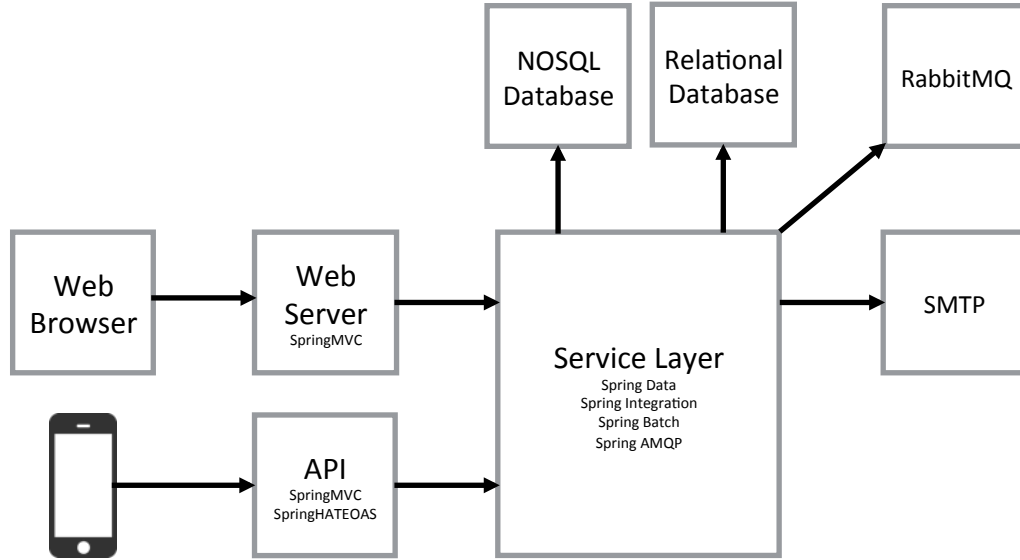


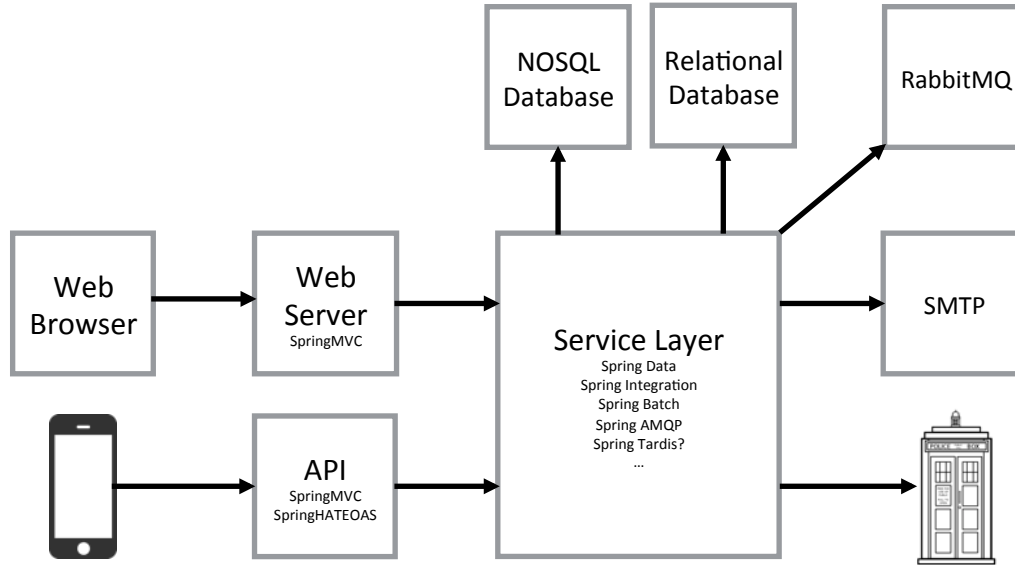


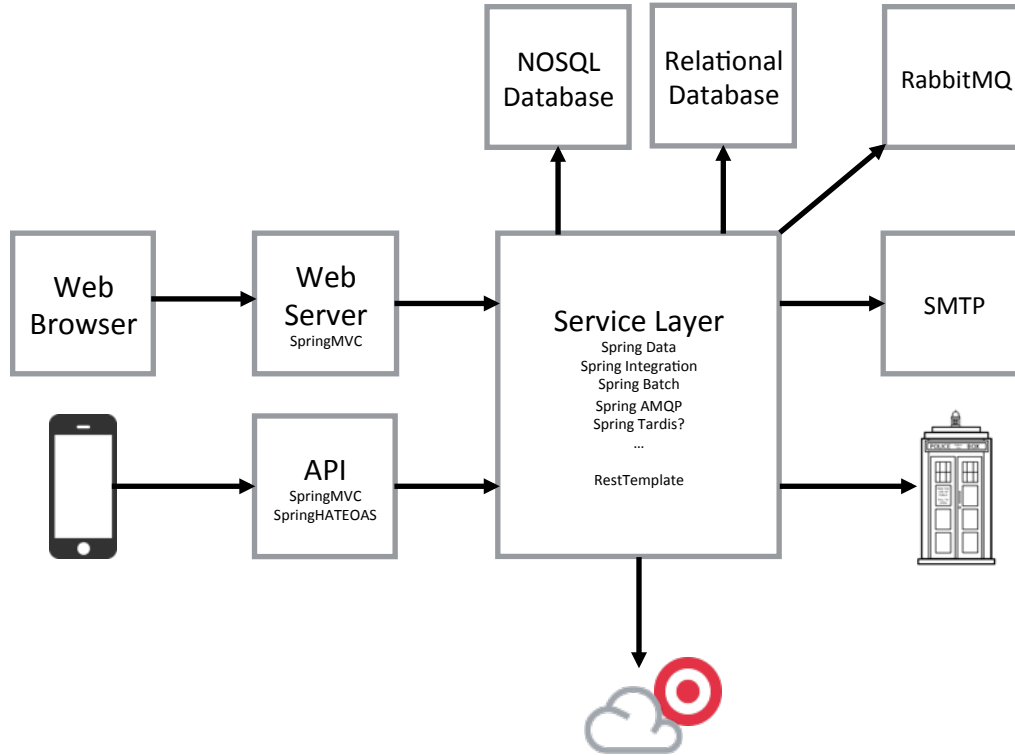


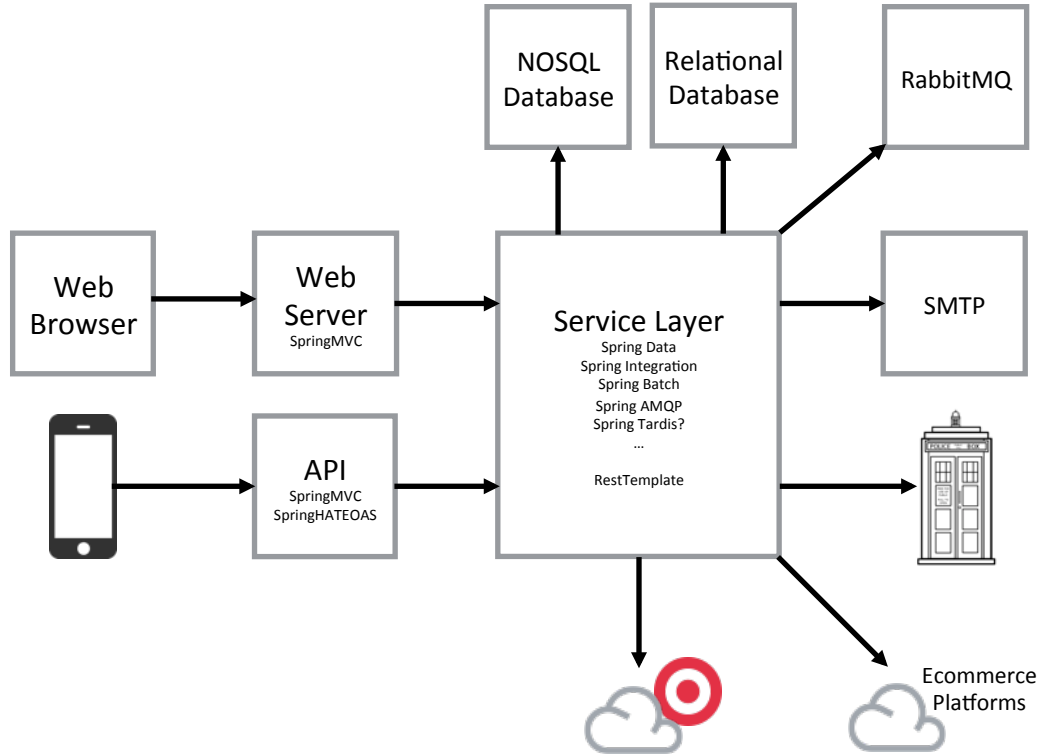




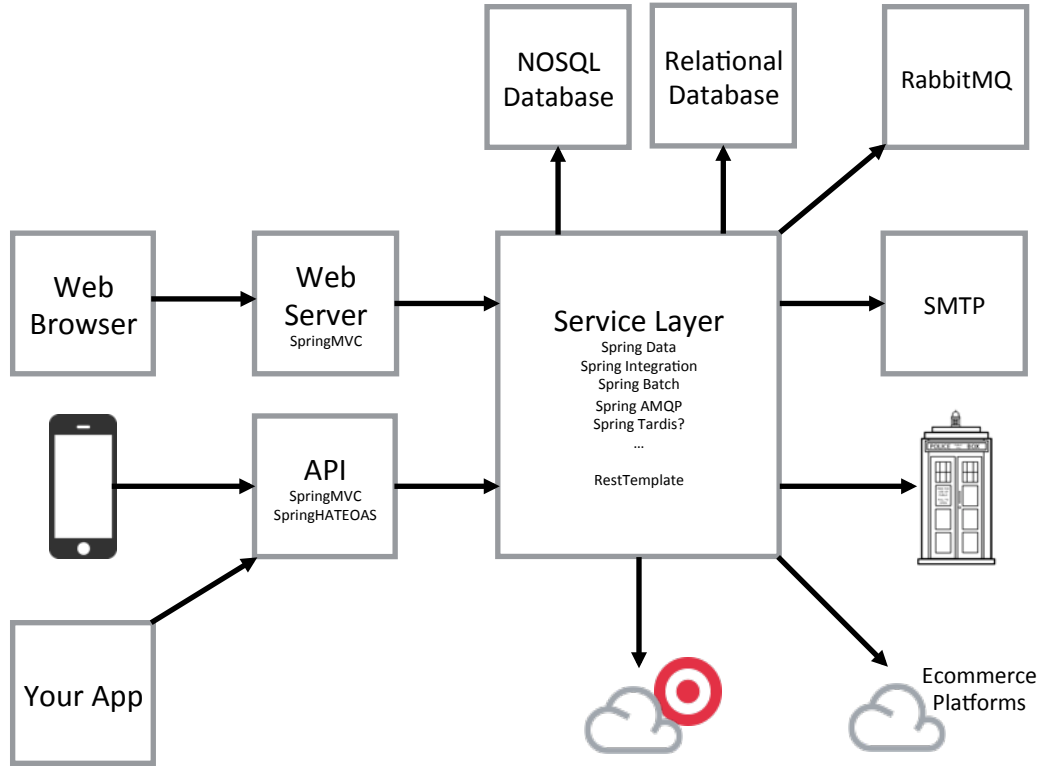


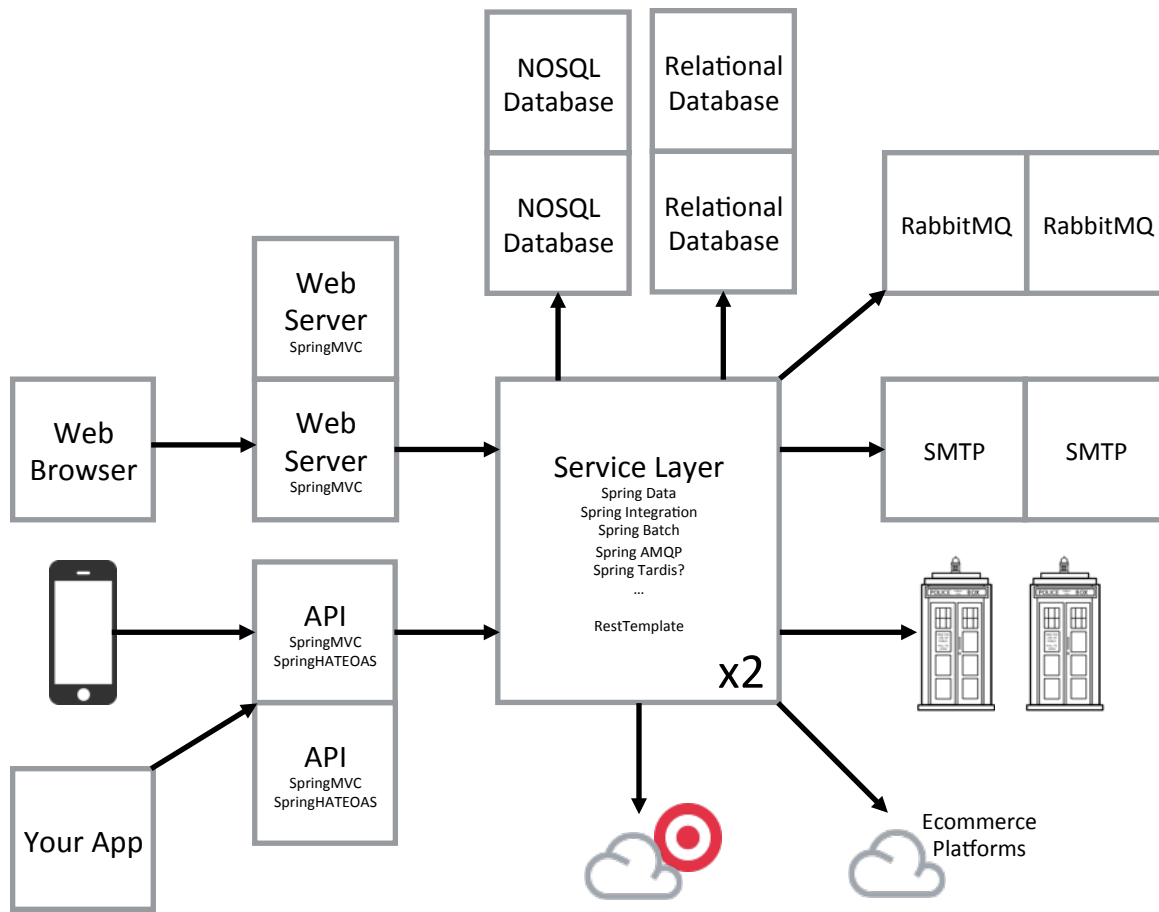












# Attract the Right Team

—

The Unofficial Firefly Guide  
to Forming the Perfect  
Startup Team:



# Choosing Your Big Damn Heroes



# Malcolm Reynolds

## CEO

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- +Makes executive decisions
- +Eager to disrupt the system
- +Finds investment from others eager to disrupt the system
- +Thinks he runs the ship

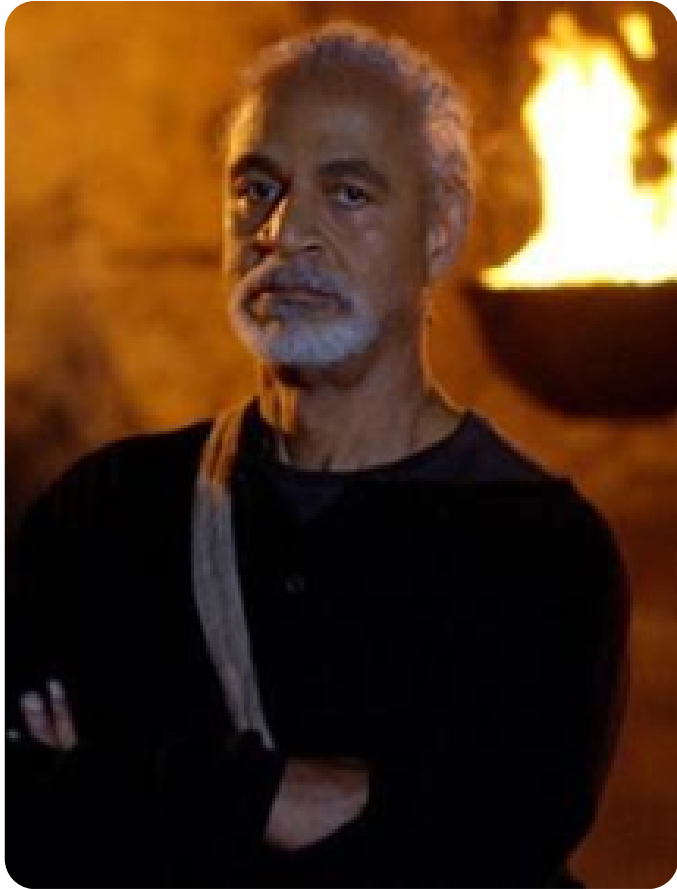


# Wash

## CTO

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- +Steers the ship
- +Has a big picture view of both goals and planning
- +Pragmatic and rule-oriented
- +Indispensable asset that is likely taken for granted until he is gone



# Shepherd Book

## Creative Director

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- +Philosophical, perhaps eclectic
- +Concerned about proper interactions
- +Alternate views from pretty much everyone else
- +Hipster



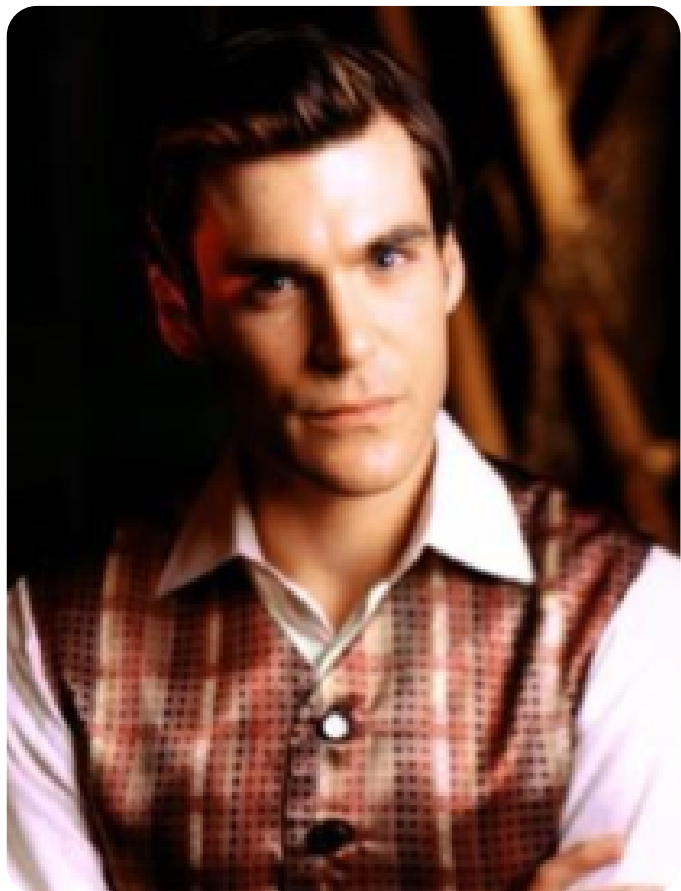
# Zoë

## VP of Biz Dev

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- +Drives new business
- +Enforcer for old business
- +Doesn't take no for an answer
- +Mal's right-hand on missions





# Simon

## Architect

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- +Highly trained
- +Performs miracles with limited resources
- +Experienced working inside the system he aims to disrupt
- +Bridges the gap between insiders and outsiders

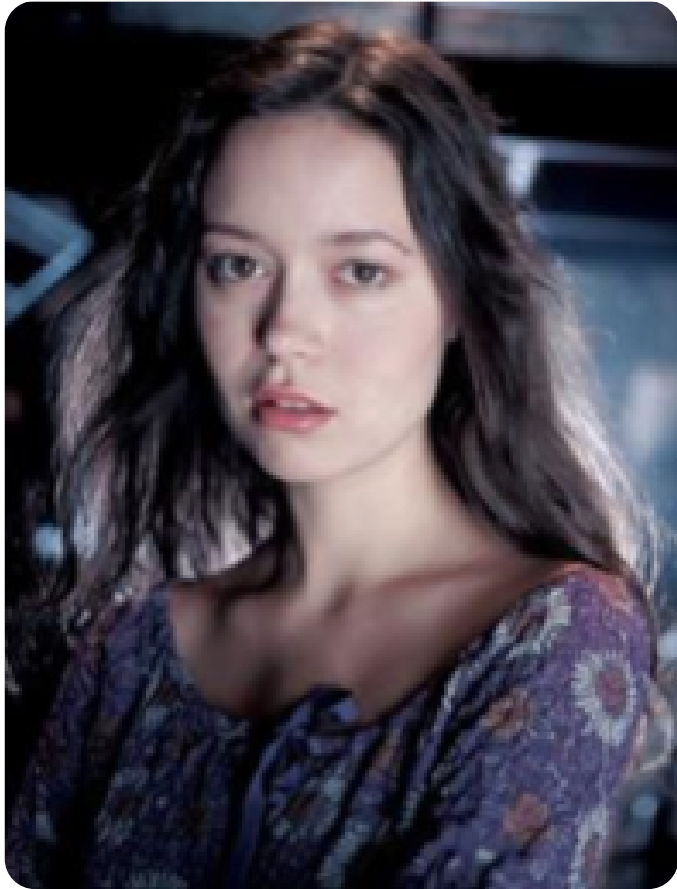


# Kaylee

## Engineer

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- +Natural born problem solver
- +10x-er
- +Will work until the issue is resolved w/o a break
- +Probably too trusting to leave alone with the sharks



# River

## DevOps Engineer

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- +Secret weapon
- +Skills stand up to armies of people
- +Doesn't talk much, few understand her
- +Pretty much keeps everyone (and the mission) alive



# Inara

## QA Engineer

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- +Experience with formal business processes
- +Meticulous
- +Holds the team to a higher standard
- +Lets you know if you've done something wrong



# Jayne Contractor

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- +Works for money
- +Moonlights elsewhere (or with us??)
- +The big gun for special operations



**Heather Mickman**

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Senior Group Manager -  
Enterprise Services and  
Integration Architecture

C O S M I C  
C A R T

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