Unaccustomed as I am to public speaking

John Hughes
Outline of the talk

• Introduction
• The problem
• My solution
• Results
• Discussion and related work
• Conclusion
NEIL RACKHAM

SPIN SELLING

The best-validated sales method available today. Developed from research studies of 35,000 sales calls. Used by the top salesforces across the world.

SITUATION • PROBLEM • IMPLICATION • NEED-PAYOFF
A Bug in a vendor’s CAN stack

- CAN bus
- Sending 1
- Queued
- Sending 3

1 sent

- send priority 1
- send priority 2
- send priority 3
- tx_confirm
How to give a research talk

What are you trying to achieve?
• NOT explain your paper in depth
• SELL your paper to the audience
• Who is your audience?
  • Explain too much, rather than too little
• If they remember one thing from the talk, what should it be?
• Explain one interesting thing well, not many superficially. Cut mercilessly!

What is your problem?
• Show an example!
• And why should I care?
• SPIN selling—implication
  • CAN stack bug... stereo and brakes
• Proving 10x cost of testing... Micra and BMW 5 series

Demos
• Nothing is more concrete!
• Fonts need to be enlarged
• Make sure your demo fits in 1024x768
• Practice; timing is unpredictable
Can you read this easily at the back?
$60 billion
$240 billion
50%
Money spent on testing $\approx$ Cost of remaining errors
The cost of testing vs faults

• Software errors cost the US economy around $60 billion per year [Congressional report, 2002]
• The turnover of the US software industry is around $240 billion per year
• Testing makes up around 50% of the cost of a typical software project
• Therefore the amount spent on testing is approximately the same as the cost of tolerating the remaining errors
• Increasing the cost of verification by more than a factor of two cannot pay off
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3G Radio Base Station
Binary encoding of lists: idea

$L \rightarrow Y^*$
Binary encoding of lists: idea

\[ L \rightarrow Y^* \]
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