

# BE THE HEROINE.

*Strategic Focus → Unity of Purpose*

**Sarah Lipman**, CTO Power2B  
JWE Conference • May 4, 2014



(12) **United States Patent**  
Lipman

(10) Patent No.: **US 7,952,57**  
(45) Date of Patent: **May 31, 2011**

US007952570B2



(12) **United States Patent**  
Lipman et al.

(10) Patent No.: **US 8,547,364 B2**  
(45) Date of Patent: **\*Oct. 1, 2013**

(54) **INPUT SYSTEM FOR CONTROLLING ELECTRONIC DEVICE**

(75) Inventors: **Robert Michael Lipman, Jerusalem (IL); Sarah Michelle Lipman, Jerusalem (IL)**

(73) Assignor: **Power2B, Inc., Santa Monica, CA (US)**

(\*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.  
This patent is subject to a terminal disclaimer.

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**Related U.S. Application Data**

(63) Continuation of application No. 11/006,486, filed on Dec. 6, 2004, now Pat. No. 7,952,570, which is a continuation of application No. PCT/GB03/02533, filed on Jan. 9, 2003.

(30) **Foreign Application Priority Data**

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(51) Int. Cl.  
**G09G 5/08** (2013.01)  
**G06F 3/033** (2013.01)

(52) U.S. Cl.  
USPC 345/182; 178/19.05

(58) Field of Classification Search  
USPC 345/183, 182; 178/19.05  
See application file for complete search history.

(56) **References Cited**

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FCB  
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JP 8  
WO 1  
WO 1

EPO Search Report

Primary Examiner  
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(57)  
An electronic device stored on said elect for sensing the then relative to said devi data displayed on a dimensional positio device. The input on radiation for direct display. The sensing ity of the electromag determine the angle sense the area of the display to determine display.

21 Cls



(11) **PATENT SPECIFICATION**

(51) Int. Cl.  
**G09G 5/00** (2006.01)  
**G06F 3/033** (2013.01)

(86) International application number:

**EP 1 938 306 B1**

G06F 3/042 (2006.01)



(12)

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(51) Int. Cl.:  
**G09G 5/08** (2006.01) **G09G 5/00** (2006.01)  
**G06F 13/00** (2006.01) **B43K 23/12** (2006.01)  
**G03B 21/00** (2006.01) **G06F 3/033** (2006.01)  
**G06F 3/03** (2006.01) **G06F 3/048** (2006.01)

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(54) **CONTROL APPARATUS**  
**STEUERVORRICHTUNG**  
**DISPOSITIF DE CONTROLE**

(84) Designated Contracting States:  
**AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LI LT LU MC NL PL PT RO SE SI SK TR**

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The programme is entitled "From Dream to Success: Tools to Build Your Business". The organisers issued a press release which was headed "Realists in Business" and explained that the conference will offer "sessions and workshops on a range of disciplines and topics crucial to creating a successful business. It stated

WHETHER YOU CONVERTED YOUR BASEMENT INTO A STORE OR CREATED YOUR OWN GRAPHICS FIRM FROM SCRATCH, YOU'VE SPENT COUNTLESS HOURS TRYING TO MAKE YOUR COMPANY PROFITABLE. BUT MOST MONTHS, YOU BARELY BREAK EVEN. HOW TO TAKE YOUR

No Such Thing As  
SUPERWOMAN?

When Sarah Lipman dreamed up a cutting-edge invention, this Bain Tucker educated, stay-at-home mother never imagined that she would want to be chief technological officer of a high-tech startup. Sarah's fascinating success story is a synthesis of unusual creativity, unconventional work hours, and an unbending decision to put her family first.

**W**hat prompted me to commit Sarah Lipson and her incredible interview was not what she does — although that is pretty fascinating — but how she does it. How does a New Yorker reporter who never attended university dream up an interview like the biggest companies hiring? How does a Harvard teacher with seven children, apt one to overwork, balance her family with her job as founder and executive leadership officer of a consulting/high-tech CRO talent/acquiring office at a consulting/high-tech company? How does a woman who has founded the globe-spanning abuse topic I can't even pronounce stay inspired when making supper for six 4-7'6" men?

The longer we talked the more inspired I was with the point-blank wit she demonstrated so strongly the last of the year on the world her son Sarah wants to have achieved a reunion of the nation once all his life as the price that debt forgiveness the public which I assumed was part of every working person's dream and compensation. The

to harness light so that we could be certain our engine really turned and motion caused no mysterious phantom, and inspired other projects. In her the potential for technological breakthroughs. For years, the biggest words in technology had stood with her, and she was now a part of it. She had a feeling that she was on the brink of something new, and she was not alone. She had a feeling that she was on the brink of something new, and she was not alone.

Three years ago, Sarah Lipman envisioned a network of frum female professionals. Last month, I joined hundreds of women at the Ramada Hotel in Jerusalem to participate in Kishor—the result of this vision.

C.B. GAVANT

**F**or years, Cheri Zimmerman\* worked as a graphic artist for a successful firm. But when the economy worsened, the company took drastic, losing budget cuts and salary slashes.

When Christi tied up her new work situation, she decided to make a change—*—*a big one. With her husband's blessing, she quit her job to open up a graphics business of her own. Christi, who lives in Lakewood, New Jersey, figured that the advantages of being her own boss and working from home, with minimal overhead, would offset the disadvantages of having to find her own clients and build her own books.

So she dreamed up a catchy name for her company, created a cute logo, and began to advertise. Business started to trickle in, with many clients attracted to her well-honed professional skills and relatively low prices.

But as the months went by, she noticed something strange... and altogether unsettling. Despite the rusty house she was pouring into her business and the hundreds of dollars spent on advertising, she was still barely covering her mortgage and other basic expenses. Her income didn't even come close to the amount she had received at her old firm. Worse, the hours she spent cultivating clients weren't generating profits.

What was going wrong? Chavi didn't know, but something had to change fast if her business was going to stay afloat.

Like Cheri, many from women run businesses, either providing services from their homes or actually opening storefronts and offices to generate *personas* for their families. But too often, these women struggle to make their company profitable. Especially in today's economy, it's hard enough to stay solvent. So how can self-employed earners and small-business owners maximize their efforts, make more money — and actually see the fruits of their labor?

*\*Name has been changed*

# THE FAIRY TALE:

I will gracefully and  
successfully outperform  
everyone's expectations  
in every role I play.  
And my makeup  
will be perfect.





## Adobe Updater

The Adobe Updater must update itself before it can check for updates. Would you like to update the Adobe Updater now?

Quit

OK



# THE HORROR FLICK:

If I do well in one area,  
something else collapses.  
I don't provide enough  
for the people  
who matter to me,  
most of all, myself.



# RAV ARYEH LEVIN ZT”L

**“For a few minutes,  
he had all the time  
in the world.”**

*Date*



4



**Level 3**  
Terminal 3  
Green Parking



3



**Level 2**  
AirTrain



☆1



**Level 1**  
Green Parking

JFK Airport, New York



parking garage

1

כניסה

2

חנויות

3

חיים של

תורה



2

# Tokyo, Japan



**Our Roadmap starts with our mission,  
which is enduring.**

**It declares our purpose as a company  
and serves as the standard against which  
we weigh our actions and decisions.**



- To refresh the world...
- To inspire moments of optimism and happiness...
- To create value and make a difference.

WHY ARE WE  
DOING THIS?



**“It’s not a great mission statement,  
but we’ll revise it if things get better.”**

בראשית פרשת לך לך פרק יד

(יד) וַיִּשְׁמַע אַבְרָם כִּי נִשְׁבָּה אָחִיו וַיֵּרָק אֶת־חֲנִיכָיו יְלִידֵי בֵיתוֹ שְׂמֹנֶה עָשָׂר וּשְׁלֹשׁ  
מֵאוֹת וַיֵּרְדֹּף עַד־דָּן:

חניכיו - חנכו כתיב זה אליעזר שחנכו למצות והוא לשון התחלת כניסת  
האדם או כלי לאומנות שהוא עתיד לעמוד בה, וכן (משלי כב ו) חנוך לנער,  
(במדבר ז יא) חנכת המזבח, (תהלים ל א) חנכת הבית ובלע"ז קורין לו  
איניצייר [לחנוך]:

“*those he educated*”: “...[*Chinuch*, Education] means the  
start of initiating a person or tool  
into the craft it is destined to perform.” (*Rashi*)

**“If you don’t know where you are with *chinuch*,  
and you don’t know where you’re going with *chinuch*,  
it isn’t *chinuch*.”**

(*Rav Shlomo Wolbe*)

“...on most occasions when I taught students,  
I tried to make them comprehend  
the words of the Torah according to their abilities. ...”

(Rav Simcha Wasserman, *Ethical Will*)

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To be Earth's most  
customer-centric company,  
where customers can find  
and discover anything they  
might want to buy online.



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To organize the world's  
information and make it  
universally accessible and  
useful.



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To bring inspiration and innovation to every athlete\* in the world.

\*If you have a body, you are an athlete.





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Deliver WOW through service.



**Our three-part Mission guides our decision making.**



Our Product Mission drives us to make fantastic ice cream – for its own sake.

[LEARN MORE](#) ➤



Our Economic Mission asks us to manage our Company for sustainable financial growth.

[LEARN MORE](#) ➤



Our Social Mission compels us to use our Company in innovative ways to make the world a better place.

## **Customer loyalty**

We earn customer respect and loyalty by consistently  
providing the highest quality  
and value.

## **Profit**


We achieve sufficient profit to  
finance growth, create value  
for our shareholders and  
achieve our corporate  
objectives. ...



**2010: HP buys Palm for \$1.2 billion and pledges to “double down” on webOS.**

**2011: Just 49 days after the TouchPad launch, HP cancels all webOS hardware development. Inventory is liquidated in a \$99 fire sale and the CEO is ousted.**

**The new CEO says she’ll dump Palm; then that she’ll build it up; then reverses and sells the webOS assets to LG.**

<p>HP buys Palm struggling after launching the Pre on 3rd-place network Sprint and a disappointing launch on Verizon, Palm is hemorrhaging cash. Several companies consider an acquisition; in April HP emerges with a \$1.2 billion offer. HP pledges to “double down” on webOS.</p> 	2010	<p>Pre Plus      Pixi Plus      Pre 2</p>  <p><b>Think Big, Think Small, Think Beyond</b> In February of 2011, HP holds a press event in San Francisco where the compact HP Veer smartphone, larger HP Pre3 and a new HP TouchPad tablet running webOS 3.0 are announced. HP also reveals plans to deploy webOS across their PC lineup. The Veer launches in May and the TouchPad in July.</p>
<p>webOS hardware canceled Just 49 days after launching the TouchPad launch, HP abruptly cancels all webOS hardware development, citing poor TouchPad sales. Inventory is liquidated in a \$99 firesale. After also proposing splitting HP in two, CEO Leo Apotheker is ousted. HP explores their options for webOS, and after failing to find a buyer they opt to open source webOS.</p>	2011	<p>Veer      TouchPad      Pre3</p> 
<p>LG buys webOS In February of 2013, LG announces that they are purchasing webOS and the development team from HP. LG intends to use webOS to power their smart TV line by 2014 and to eventually expand use of webOS across</p>	2013	<p><b>Open webOS 1.0 launches</b> After a several month open sourcing process, Open webOS 1.0 is released in full to the public in September. Open webOS can run an app in Linux Ubuntu and is available as an OpenEmbedded distribution for loading on other devices. The homebrew porting process quickly begins and others use Open webOS for their own development needs.</p> 

WHAT'S MY  
MISSION?





\* I WAS LOOKING FOR A LITTLE STRONGER  
MISSION STATEMENT THAN THAT. \*

# DO YOU KNOW THIS PERSON?



*Date*

# WHAT DO YOU WANT TO MEAN TO OTHERS?



*Date*

“My mission is first and foremost to make Hashem’s will, my will, in all things. I am dedicated to loving and understanding our children and guiding them in the path of Torah; ... I will...strive to see the totality and potential of others, not limiting them by focusing on their inconsistencies and inadequacies... I will guard my health and fill the spiritual cups of others by overflowing from my own. I will remain positive and forever see Hashem’s *chessed* and *hashgacha* in my life.”

**KNOW - GROW - SHOW**



# WHAT TO DO WHEN YOU'RE OVERWHELMED WITH WORK

STEP 1: MAKE A LIST OF ALL THE THINGS YOU HAVE TO DO.



STEP 2: CATEGORIZE THEM BASED ON THEIR IMPORTANCE.



STEP 3: REALIZE YOU JUST MADE IT WORSE.



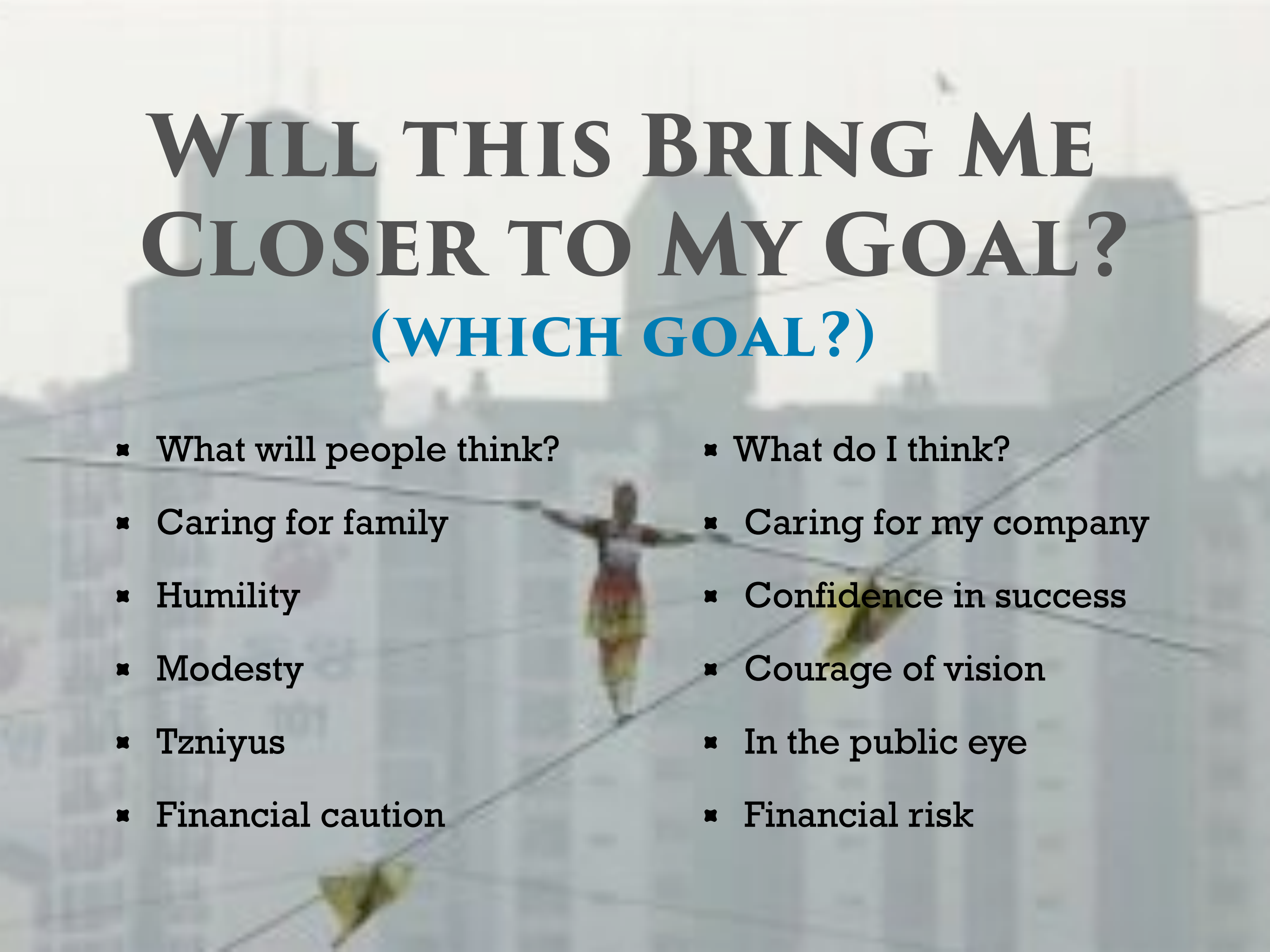
# WE NEED DIRECTION

# AND FOCUS.

# WILL THIS BRING ME CLOSER TO MY GOAL?

Seoul, S. Korea

# WILL THIS BRING ME CLOSER TO MY GOAL? (WHICH GOAL?)

- 
- A person is walking a tightrope high above a city skyline. The person is balancing with arms outstretched. The background shows a dense urban landscape with various buildings under a hazy sky. The tightrope is a thin line stretching across the frame.
- What will people think?
  - Caring for family
  - Humility
  - Modesty
  - Tzniyus
  - Financial caution
  - What do I think?
  - Caring for my company
  - Confidence in success
  - Courage of vision
  - In the public eye
  - Financial risk

אחד עשר מלכוד



כחול



באופן  
קבוע

החל מ- 11/11/11  
החל מ- 11/11/11  
החל מ- 11/11/11

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לשם יחוד קודשא בריך הוא



Helsinki, Finland

# HAPPILY EVER AFTER:

I can count on myself to  
focus on the things  
I value with grace  
and calm\*.

*\*well, mostly calm*



# ANY QUESTIONS?



***Strategic Focus → Unity of Purpose***

**Sarah Lipman**, CTO Power2B  
JWE Conference • May 4, 2014

# THANK YOU.

Sarah Lipman is CTO of Power2B, and inventor of its 3D touchscreen technology. She has worked deeply in the mobile industry for 12 years as a technologist and user experience professional, authoring numerous patents and published articles. Sarah has presented her UX vision globally, notably at Mobile World Congress in Barcelona and at MEX London where she was awarded the User Experience Award (Professional Category), and as a member of IWEI, a project of the U.S. State Department.  
[www.power2b.net](http://www.power2b.net).

Sarah founded the Temech / Kishor Women's Professional Network in 2008. The Network now boasts over 500 members and works closely with rabbinic leaders to host conferences, workshops and advanced professional training for Orthodox women in Israel. In 2013, Temech/Kishor opened the doors of The Jerusalem Hub, the world's first co-working space for religious women.

