

BLUE SKY

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THE HUB

Inspiring content from around the Web

Apple to start showing paid ads in App Store searches

Apple says it will start showing paid ads when people search for apps in its popular mobile store.

The ads are among several changes that Apple hopes will bring in more money for itself and independent software developers who want to promote apps for the iPhone or iPad.

Users spent more than \$20 billion in the App Store last year, but with more than 1.5 million apps available, developers say it's getting more difficult to compete for attention.

Apple says it will show no more than one ad at the top of the list that appears when someone searches for apps by name or category.

— Associated Press

EVENTS

Networking, digital classes and more

Tuesday, 7:30 a.m.

Downtown Futures Series: Chicago's Autonomous Future: Industry experts discuss autonomous vehicles and how future technologies will impact urban centers and more. Participants include Lauren Isaac, manager of sustainable transportation at WSP Parsons Brinckerhoff; Anijo Matthew, founder and CEO of Vamonde; and Jonathan N. Dyke, executive chairman of Spring Rewards. Free for Chicago Loop Alliance members, \$20 for nonmembers. 1871 - River North, Chicago

Tuesday, 8 a.m.

Pandoland Conference 2016: Pando, a San Francisco-based startup news site, brings its annual Pandoland conference to Chicago. Speakers include author and poet Margaret Atwood, former Twitter CEO Dick Costolo and PayPal co-founder and former CTO Max Levchin. \$199. Various locations in Chicago

✉ bluesky@tribpub.com

Blue Sky is Chicago's gathering place for news, analysis and events related to innovation and entrepreneurship. Contact the Blue Sky staff at the address above or editor Andrea Hanis at ahanis@tribpub.com

After a \$1 billion sale, no job but plenty of work

BY MEG GRAHAM

Blue Sky Innovation

Ain't no rest for Jai Shekhawat — even after selling Fieldglass for \$1 billion and leaving the company a year later.

His idea of a break: investing in dozens of Chicago companies and now joining the board of Signal, one of the city's hottest startups.

Shekhawat built cloud-based workforce management company Fieldglass into a powerhouse that was acquired by software giant SAP in 2014. He left SAP Fieldglass last summer.

"I would never see myself as retired — I'm just differently employed," he said. "I want to make a distinction between work and a job. A job is a place where you go every day, and you collect a W-2. But work is much more of a life calling to me."

Mike Sands, CEO and co-founder of Signal, said Shekhawat's background as a giant in enterprise sales made him a smart addition to the board. Signal, which builds marketing technology that helps brands like Crate & Barrel and Macy's use customer data, announced a \$30 million raise this week.

"Jai is an amazing operator," Sands said. "I think that people recognize him for the exit that he achieved, but maybe not the journey he went through. ... He's truly a great operator with amazing insights into how to improve the operations of software companies."

Shekhawat also sits on



KERI WIGINTON/CHICAGO TRIBUNE

Jai Shekhawat, shown at an 1871 event, sold his company Fieldglass for \$1 billion in 2014.

the boards of tech hub 1871, Toronto-based fleet management software company Fleet Complete and employee engagement software company HighGround.

When considering boards to join, Shekhawat said he looks for companies with smart venture backers, a disruptive business model and a solid management team.

He's also an active angel investor, involved with Chicago-based companies including FitnessCubed and Xaptum.

"I've done dozens of investments, mostly in this town," he said. "I will always take that call, and

that's allowing me to see lots of different things. That's fun for me right now."

But Shekhawat, 53, is using this time for more than just business.

"Fieldglass was nearly a 16-year journey for me," he said. "When you end a journey like that, when you look around, you realize you've been so single-minded that a number of things tend to get neglected along the way."

An avid squash player, he's on the board of Hyde Park-based nonprofit MetroSquash. He's also a member of the Field Museum's board of trustees — he said he traveled to the Amazon

rainforest with scientists through the museum.

And though he's enjoying things from this side of the table, he doesn't rule out another venture someday.

"I never say never. If something grabs me to a point where it won't let go, then I will absolutely jump in and start something," he said.

"I'm a believer, almost in the religious sense, of the power of entrepreneurship. I think it is really a great unifier. If we're going to sign up for a higher calling, it would be hard to beat the act of creation."

mgramham@tribpub.com
Twitter @megancgramham