



SUNDAY!

Artie Gigantino hits the Airwaves with a look at Fox baseball PAGE 47

Spicing up a simple pad that has a great view of The City PAGE 32

Return of SFO showers PAGE 6

Young entrepreneurs becoming CAUTIOUS and RICH



Prodigy goes slow with worldwide free Wi-Fi

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Your **WEEKEND** just got better!



Coming Sundays in...



By Mike Aldax
Examiner Staff Writer

Sitting back in his tech-swanky SoMa office, Sanjit Biswas, co-founder of a new San Francisco-based wireless venture worth millions, has been asked to spill his guts about his latest extravagant purchases and his wild, Cristal-drenched social life.

Staring up at the ceiling, the 26-year-old tech genius struggles for an answer.

"I guess I get blamed for the Prius as an extravagant purchase," he says after a long pause. "And I eat less ramen these days. I buy a lot more groceries."

There you have it: the so-called prominent life of the Internet rock star.

Like Biswas, who was primed for success when Oracle hired him as an engineer at age 15, many baby-faced Bay Area millionaires say they are not living the lavish lifestyles that were more prevalent during the dot-com boom of yesteryear.

Having grown up watching the U.S. economy rise and fall, many young entrepreneurs are buying high-end electric cars rather than fancy, gas-guzzling sports cars. And they're not filling up VIP rooms in fancy nightclubs or flying first-class for weekend shopping trips to New York. When they're not entrenched in 70-hour work weeks, they're exercising at the gym, picnicking in city parks and stashing their hard-earned cash for the future.

"I don't buy things," says Matt Brezina, the

THE Young AND Rich

Many of today's youthful entrepreneurs have heeded the hard lessons of the dot-com era

27-year-old co-founder of Xobni, a successful San Francisco-based startup. "I buy services and convenience."

Peter Pham, the 33-year-old co-founder of BillShrink.com in Menlo Park, says he tends only to splurge on "minor indulgences."

"Time is hard to come by and I'd rather be spending it with friends and family when I'm not working," he says. "But it's nice to get a massage once in a while. No big bling, but I definitely appreciate quality, so I'll spend sometimes a little more on things like a nicer watch or car."

Biswas, who was primed for success at age 15,

says that even though he works six to seven days per week, he still finds time to do his own laundry and has no maid service for his two-bedroom Dolores Park flat. He doesn't ride around town in limousines, or hang out in VIP sections of ultra-hip clubs. Biswas prefers a walk down the block with his wife for ice cream at Bi-Rite Creamery.

"I like to keep it simple," Biswas says.

maldax@sfexaminer.com



DIETER BRUNO

Age: 38

Residence: Owns a four-bedroom house in Redwood City. "I wake up, roll over and see Mount Diablo."

The golden brick road: The nationally recognized urologist, one of a few American experts in robotic surgery, was recently recruited to the Bay Area to train local doctors on a new technology meant to make surgeries safer and less debilitating.

Weekly work schedule: 50 hours, five days, not including weeks when he is on call.

On whether his demanding job has kept him single: "Not at all. Out here, I love my job. But I can make the free time."

I'm busy out of choice, because right now, I have nothing better to do. I've only been here 10 months, and between remodeling my house, moving, establishing a new practice and trying to learn the area, it's been so busy. But if I had someone to spend time with, I would easily be able to balance that. Coming [to the Bay Area] was a lifestyle choice, to take back control of my life."



SANJIT BISWAS

Age: 26

Residence: A large two-bedroom Victorian flat near Dolores Park. "It has an awesome view of downtown San Francisco."

The golden brick road: At age 15, he was the youngest engineer ever to be hired by Oracle. Today he is CEO and co-founder of locally based tech startup Meraki, which was recently pumped with \$20 million from investors so it can extend free, broadband Internet access to all San Franciscans — and throughout the world.

Weekly work schedule: 65 to 70 hours, always on call.

On the balance between work and social life: "It certainly helps to work with your friends. A lot of people at Meraki I've known for a long time. It kind of feels like work is a social life in some sense. I don't think I'm a workaholic, I have a lot of fun working and I try to stay balanced. I've never worked a 9-to-5, so I don't really know what that's like. If there was a fear, it's a fear of getting stuck on doing something boring."

GREGORY GARVER

Age: 28

Residence: Two-bedroom apartment in SoMa. "The building has a great view, a gym and rock-climbing wall."

The golden brick road: In one of his first jobs out of college, he managed a 120-unit Days Inn Motel and handled negotiations leading to the \$12 million sale of the property. He is currently vice president of Brokers USA, having opened an office for the Beverly Hills-based commercial real estate company in San Francisco.

Weekly work schedule: 60 hours, six days per week.

On finally being able to afford a proper night about town: "I work hard, play hard. I probably go out two or three nights a week. I'm veering toward the hip scene nowadays because it's a little more affordable. Back in the day, it was too tough to spend 10 bucks a drink including the cover at the door. These days, I like Slide on Saturday nights, the Redwood Room is fun, and 330 Ritch, where the crowd is iffy but it is close by and I don't have to take the cab. Last [Monday] I had a beer with Sean Penn at the Matrix. Not like I planned it, I was just lucky to run into him."

