

# **Jovens Empreendedores (menos de 30 anos)**

Forbes Magazine

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### **30 Under 30: Venture Capital**

**Lu Zhang, 28**

**Founding Partner, NewGen Capital**

As a materials science and engineering grad student at Stanford, Zhang applied her work with nano-thin biosensors to build a new medical device for testing for Type II diabetes as part of on-campus entrepreneurship class. She eventually sold her resulting company, Acetone Inc., first to a private medical device company and later to a public one, for more than \$10 million. Looking to refresh, Zhang spent two years as a venture partner at Fenox Venture Capital. As a female VC from China, she was unusual in Silicon Valley and quickly became established as an expert on U.S. tech that could do well back home. In 2014 she decided to open her own shop. NewGen specializes in early stage tech investments, and has raised a \$17 million first fund and a \$75 million second one. The firm has made 38 investments so far, including in Chat Sports (sports content and news that's personalized using AI algorithms), Grubmarket (an online farmers' market) and Stratifyd (data-driven sentiment analysis tools). "My personality is I wish for the best; I prepare for the worst," says Zhang. "I may look like a petite Asian girl, but I don't want anyone to tell me that I couldn't do it."



### **30 Under 30: Social Entrepreneurs**

**Teju Ravilochan, 29**

**Cofounder, Unreasonable Institute**

It's unreasonable: Fresh out of college and without ever founding a company himself, Ravilochan built an accelerator for social entrepreneurs tackling the world's unsolved problems ranging from poverty to clean water access. The company draws its name from a George Bernard Shaw quote that claims, "All progress depends on the unreasonable man." For the Unreasonable Institute that means finding entrepreneurs who are willing to tackle complex problems at scale, even if on paper they're unqualified. To make up for their inexperience, Ravilochan and his cofounders created a massive network of mentors like pioneering social entrepreneur Paul Polak and Tom Chi, the CPO of Google X Tom Chi and capital partners including the Bill and Melinda Gates Foundation. To date, the Institute has graduated 148 startups who have raised over \$155 million. "We admitted that we did not know what it took to solve these problems," says Ravilochan. "We were our own customers."



### **30 Under 30: Science**

**Alice Zhang, 28**

**Cofounder, Verge Genomics**

While pursuing an MD/PhD at UCLA, Zhang was shocked to learn a fact every drug researcher knows all too well: 90% of medicines that start human studies fail. "It's still largely a guessing game," she says. Her startup, Verge Genomics, is the latest in a long line of biotechs that think merging the latest in computer science with new technologies for decoding the human genetic code can provide a solution. What's special: Verge has the guts to target Alzheimer's and Parkinson's, areas most drug companies have abandoned as hopeless. The seven-person startup raised \$4 million from firms including IA Ventures and Draper Associates, and assembled advisors including Alzheimer's luminary Paul Alsen, Harvard biotech guru George Church, and the chief medical officer of the biotech firm Alkermes. Using machine-learning algorithms to understand networks of genes is an exploding scientific field. Maybe this time, it will work as a business.



### **30 Under 30: Retail & Ecommerce**

**Emily Motayed, 28**  
**Cofounder, Havenly**

When she cofounded Havenly with her older sister Lee Mayer in 2013, Motayed didn't know much about interior design -- other than she couldn't afford it. After moving into her first "big-girl apartment" in New York, she discovered traditional interior designers weren't interested in working with her modest budget. "Everyone deserves to have a beautiful home, whether you have a \$1,000 or a \$50,000 budget," she says. Working with a roster of over 200 freelance interior designers, Havenly charges a flat fee of either \$79 or \$199 per room. Every interaction, from agreeing on a budget to assembling a shopping list, takes place online. The Denver-based company also sells furniture, allowing shoppers to buy a whole Instagram-ready look. In three years, Motayed and Mayer have increased Havenly's team from 2 to 60, raised \$13.3 million in funding.



### **30 Under 30: Media**

**Daniel Houghton, 28**  
**CEO, Lonely Planet**

Three years after graduating from Western Kentucky University, Houghton took the helm of the now 44-year-old travel brand, Lonely Planet, in 2013. One of his first tasks? Laying off 75 people, one-fifth of the company's employees, many of whom worked on LP's free-spirited print guidebooks. Industrywide, guidebook sales plummeted 40% from 2007 through 2012, so Houghton decided LP had to focus on digital to survive. One year after he took over, digital accounted for 30% of LP's revenue, and print sales also rebounded, up 27% since 2013. After college Houghton started his own production company, Houghton Multimedia, which got the attention of tobacco billionaire Brad Kelley. The two created NC2 Media, through which Kelley acquired LP for \$77 million. "You have to be respectful of [the] past while trying to plow into the future," says Houghton. That future is filled with a flagship "Guides" app (nearly a million downloads in the last year) and partnerships with companies like Samsung. LP is the largest guidebook player, according to Nielsen, owning 25% of the nearly \$90 million guidebook market.



### **30 Under 30: Manufacturing & Industry**

**Sean Petterson, 26**

**Founder, StrongArm Technologies**

Workplace Injuries are a major problem for blue-collar workers: More than 3% of manufacturing workers suffered a workplace injury in 2015, according to the Bureau of Labor Statistics. Brooklyn, N.Y.-based StrongArm Technologies makes wearable protective technology to help industrial workers avoid injury. Its exoskeletons, which retail for \$275 to \$630, align the body to reduce arm fatigue, avoid muscle strains and sprains, and prevent back injuries. Petterson, whose father was a construction worker, studied product design at the Rochester Institute of Technology, where he got the idea for the company. Today, StrongArm has raised \$4.5 million from investors, including 3M, which helps with distribution, and customers include Con Edison and military shipbuilder Huntington Ingalls Industries. Revenues should near \$8 million in 2017. Says Petterson: "I really wanted to create products that would bring people like my family members home a little bit safer."



### **30 Under 30: Hollywood & Entertainment**

**Tyler Oakley, 27**

**Digital Star**

"YouTube provides a microphone for marginalized voices," says comedian and LGBT activist Tyler Oakley. The platform has amplified his voice to reach over 8.1 million subscribers who tune in to watch his talk-show-like videos, in which he muses on topics both light—celebrity crushes and viral videos—and heavy, like politics and sexuality. "When I was younger and still in the closet, I couldn't just Google 'coming out story' to help me articulate what I was going through," he says. With spiky bleached hair and signature geek-chic glasses, Tyler counts Michelle Obama, Kerry Washington and Ricky Martin among his fans, but his biggest proponent is Ellen DeGeneres, with whom he has a production deal. A 2015 book of personal essays, *Binge*, became a New York Times bestseller, and he has raised over \$1 million for suicide hotline The Trevor Project. "YouTube is a place for people from all over the world to feel less alone," Oakley says.





### **30 Under 30: Healthcare**

**Michael Martin, 29**  
**Cofounder, RapidSOS**

Last year, more than 10,000 people died when they could not relay fast and accurate information after calling 911. People in danger don't always have the presence of mind to press the right numbers and explain where they are. But what if your smartphone could do that for you? That's the idea behind RapidSOS' smartphone app, Haven. With a single touch, it sends the 911 dispatcher your exact location. "Despite all the ways that technology has transformed our lives, [911] calls are still going through a 1960s infrastructure," says the company's cofounder-CEO Martin. RapidSOS has raised \$14 million and can now handle 911 calls nationwide. The service is being used just 25,000 times a month, or about 0.2% of all 911 calls, so there is plenty of room to grow. "This technology will be preinstalled across your life, whether it's on your wearable, already in your car, on your smartphone. So that whenever you need it, it is there for you."



## **30 Under 30: Food & Drink**

**Miguel Garza, 29**

**Cofounder, Siete Family Foods**

For years, when Garza sat down at the family dinner table in Laredo, TX, the Mexican-American spread was missing a very key component: flour tortillas. His older sister, Veronica, had an autoimmune disease that forced her to remove all grain from her diet, and for moral support, the entire Garza clan also made do without, using lettuce leaves for their tacos and fajitas and tostadas. In 2014, Veronica started making tortillas made from almond flour. It was grain free and, more importantly, abuela approved. When the choosy family matriarch gave the tortilla her blessing, Miguel knew the family was onto something. He began pitching the tortillas to local grocery stores and co-ops; lines of cassava-and-coconut (or chia) tortillas quickly followed. Today, the family dinner-workaround has blossomed into Siete Family Foods, which is among the just 2% of Latino-owned businesses doing north of \$1 million in revenue each year. "The customer wants clean labels, simple ingredients, real food. Grain-free, by proxy, stands for that," says Miguel, who is Siete's CEO. Next up for the company: a line of grain-free tortilla chips, rolling out in Whole Foods nationwide in January. "We see ourselves as a healthy Mexican food company," he says. "You know Annie's Homegrown, which does organic traditional American cuisine? We see ourselves as that, but for Mexican food."



## **30 Under 30: Games**

**Andy Dinh, 24**

**Founder, Team SoloMid**

In the world of competitive video gaming, Dinh may be the next Michael Jordan or Nolan Ryan—a professional player turned team owner and sports icon. His Team SoloMid is North America's top squad in the Tencent-owned game League of Legends, a hugely popular eSport which attracts 100 million players monthly and sells out arenas like Madison Square Garden for live competitions. "As I just competed more and more, eSports was taken a lot more seriously," Dinh said. "[Now], you're seeing billionaires buy teams in eSports." After failing to persuade existing eSports organizations to pick up his team, Dinh formed TSM in 2009. He ran the organization while still serving as captain of the five-man team before stepping down in 2013 to focus solely on management. TSM's YouTube channel has half-a-million subscribers, and their star player, Søren "Bjergsen" Bjerg boasts 1.2 million followers on Twitch. Dinh has been aggressive about monetizing the business, bringing in sponsors like Geico, HTC, Red Bull and Axe.



### **30 Under 30: Finance**

**Matt Humphrey, 29**

**Cofounder, LendingHome**

Humphrey is giving the mortgage market a technology upgrade. His startup LendingHome has raised over \$100 million in venture funds and made \$1 billion in loans since launching in 2013. Humphrey, a serial entrepreneur who started college when he was 13, sold a daily deal site for over \$100 million in 2011.



## **30 Under 30: Enterprise Tech**

**Mitchell Hashimoto, 27**  
**Cofounder, HashiCorp**

When Hashimoto worked for a consulting firm while an undergrad at University of Washington in 2010, he was frustrated by how much time he spent priming clients' computers with the right software setup. As a fix, Hashimoto wrote code automating the process, cutting down set up time from about 15 hours to 15 minutes. He made his software, called Vagrant, open source, and within a few years, millions of developers and IT professionals were die-hard users. As cofounders of HashiCorp, Hashimoto and Dadgar offer seven open source tools that automatically install and configure software in computers, servers and databases. The 60-person startup has raised \$34.7 million in venture funding and has a roster of blue-chip customers including eBay, Disney, PayPal, Stripe, Pinterest, Home Depot and nearly every U.S. bank. "Every company is realizing the traditional way of doing IT isn't going to scale," Hashimoto says. "Tractor companies or insurance companies want to focus on their business, not on building the delivery mechanism for their software."



### **30 Under 30: Energy**

**David Freed, 28**

**Project Manager, Net Power Demonstration Plant**

NetPower is building a \$140 million power plant that will burn natural gas but emit no carbon dioxide. It will be the first to utilize the Allam Cycle, which captures the CO<sub>2</sub> for easy injection underground. Exelon and Toshiba back the project.



### **30 Under 30: Education**

**Jeremy Flance, 25**

**Managing Partner, The House Fund**

This U.C. Berkeley grad is delivering the message of school spirit, entrepreneurship and experiential education. His platform is The House Fund, which debuted in April 2016, a \$6 million pre-seed and seed stage venture fund dedicated to entrepreneurs with Berkeley ties - students, faculty, university employees and its half a million alumni. To date The House Fund has funded more than 20 companies spanning robotics, education and AI, with an average investment between \$50,000 and \$250,000.

"Having seen thousands of companies come out of this community, we have a good sense of the big ideas when we see them. We have a sense of the passion and fire in an entrepreneur when they really want to bring this company to life," says Flance, who previously was a managing partner at Dorm Room Fund SF, a venture fund run by students for student startups. "I have [Cal] shirts, hats, posters. I bleed blue and gold."



## **30 Under 30: Consumer Tech**

**Noah Kraft, 29**

**Cofounder, Doppler Labs**

Kraft is a rookie in the world of hardware, but he's building one of the most ambitious audio products in years. In June 2016, Kraft and his San Francisco-based team unveiled the Here One wireless earbuds, which, like all headphones, let you listen to music and take phone calls, but also filter out specific noises from the outside world. Unlike normal noise-canceling headphones, which create a cone of silence effect, Here One has multiple directional microphones that let you control which sounds—a baby crying or your boss's voice—you can still hear. "Everyone's talking about wearables," he says. "But most of the focus is on the eyes and the wrist. And we made a bet early on that the ears were actually a more elegant place." The company has raised \$50 million, has more than 65 employees and will start shipping Here One to consumers early in 2017.





## 30 Under 30: Art & Style

**Candice Galek, 29**  
**Founder, Bikini Luxe**

In March 2016, former fashion model Candice Galek decided to promote Bikini Luxe, her three-year-old online swimsuit retailer, on an unconventional platform, professional networking site LinkedIn. The series of sexy photos of models wearing her flesh-baring products stirred a backlash from users who blasted her for treating the buttoned-up site like an Instagram feed. "It was very sult and tie, and here I was posting these beautiful women, sprawled out on a beach in Tahiti," says Galek. Instead of backing down, she upped the ante with an ultra-sexy shot of a neon green and lavender Montce bikini that exposed the mostly bare derriere of Miss Universe contestant Natalie Roser. In her caption, Galek wrote, "Is this appropriate for LinkedIn?" The post soon had 50,000 views and 500 comments. The controversy boosted Bikini Luxe's sales by 20%. In 2017, Galek is aiming to hit \$5 million in revenue and to produce her own house brand. The University of Miami grad says that her 18-hour workdays are worth the gratification she gets from running her own business, which she far prefers to life in front of the camera: "I've never been that great at having someone else tell me what to do."