

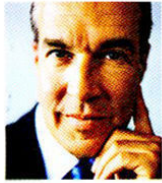
How to Network Your Way to Fame & Fortune

Page 74

2011
SALARY GUIDE
YOU MAKE
HOW MUCH?
Page 92

Inc.

The Magazine for Growing Companies

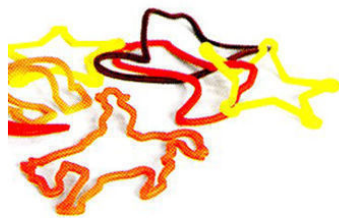


**A DIFFERENT
CEO AFTER
COMING BACK
FROM A COMA**
Rob McGovern,
founder of Jobfox

How I Did It



**THE FEAR:
THERE IS NO
SECOND ACT**
Niklas Hed
of Rovio Mobile,
creator of
Angry Birds



**MY 20 YEARS
OF STRUGGLE?
TOTALLY WORTH IT**
Robert Croak of
Brainchild Products,
creator of
Silly Bandz



14 company
builders on
success,
failure,
and lessons
learned

Page 58



**SO HOT,
SO BRIEFLY**
Andrey Ternovskiy,
founder of
Chatroulette

**THE EXQUISITE PLEASURE
OF THE LAST LAUGH**
Bethenny Frankel, former "housewife,"
founder of Skinnygirl Cocktails

\$3.99 U.S. \$6.99 CANADA JULY/AUGUST 2011



© 2011 Inc. Magazine
cwm Facebook.com/Inc @incmagazine

**30
UNDER
30**

**They're
among the
most
intriguing
young
business
owners in
America—
and they've
barely
gotten
started**



Think of *Inc.*'s 30 Under 30 as a glimpse into the next generation of business owners, as well as a reflection of the trends that have taken shape over the past few years. Last year, for example, we were struck by how many young women were starting companies. This year, the trend is even more noticeable: A third of the companies on this year's list were founded or co-founded by women. They include smart tech firms, ambitious social ventures, great service businesses—and that's just the four companies featured on the pages that follow. To meet the rest of the group—including the young men on the list—head to www.inc.com/30under30, where you'll also find videos, photo galleries, and the chance to vote on your favorites.



Best in Class
Jennifer Schnidman Medbery, making rounds at Kipp Believe College Prep

Keeping Kids on Track

Jennifer Schnidman Medbery knew that teaching at a New Orleans charter school would be tough. What surprised her was that the most challenging aspect of the job wasn't connecting with the kids as much as it was keeping track of their progress and behavior. So Schnidman Medbery, who studied computer science at Columbia before spending two years with Teach for America in Arkansas, decided to create software to help teachers track and analyze student performance.

That software, called Kickboard, allows teachers to make notes about their students—to note, for example, discipline problems or difficulty grasping key concepts—as well as view their colleagues' notes about the same kids. The software then analyzes the data and searches for patterns. Tulane M.B.A. students helped Schnidman Medbery write a business plan, which she submitted to the university's business plan competition, as well as contests at Penn and The Idea Village, an incubator in New Orleans. Schnidman Medbery's business, Drop the Chalk, won all three.

Kickboard is running in 15 New Orleans charter schools. Schnidman Medbery has raised a round of funding from angel investors and is looking for more. "We've had 100 percent customer retention for the past year," she says. "Next year, we want to expand to work with schools in other urban regions." —Donna Fenn

The 2011 Honorees

AdParlor

Hussein Fazal, 29
Kristaps Ronka, 24

Toronto

Creates and manages ad campaigns on Facebook.

Advantage Media Group

Adam Witty, 29

Charleston, South Carolina

Publishes business books and magazines.

AnchorFree

David Gorodyansky, 29
Eugene Malobrodsky, 29

San Francisco

Makes software that provides secure Web access and thwarts government censors.

Birchbox

Hayley Barna, 27
Katia Beauchamp, 28

New York City

Delivers high-end beauty samples to subscribers.

Dropbox

Arash Ferdowsi, 25
Drew Houston, 28

San Francisco

Provides cloud-based storage for more than 25 million users.

Drop the Chalk

Jennifer Schnidman Medbery, 27

See profile, this page.

evoJets

Adriann Wanner, 28

See profile, page 90.

Extreme Entrepreneurship Education

Sheena Lindahl, 28
Arel Moodie, 27
Michael Simmons, 29

New York City

Stages entrepreneurship conferences at colleges.

Foodspotting

Alexa Andrzejewski, 27
Soraya Darabi, 27

See profile, page 88.

You Ate What?

Alexa Andrzejewski's first big entrepreneurial idea was for something you don't hear many San Francisco twenty-somethings pitching these days: a book. The book would be a field guide to global food, with beautiful photography and vivid descriptions, printed on actual paper. Then Andrzejewski met Ted Grubb, a Web developer and (at the old age of 30) a veteran of several Bay Area start-ups.

By the time Grubb got through with it, Andrzejewski's project had taken a decidedly 21st-century turn. Instead of a book, the pair decided to create Foodspotting, a website and mobile app that let users post photographs of their meals and find and rate restaurants. After capturing the top prize at San Francisco's Startup Weekend in 2010, the duo added New York City media pro Soraya Darabi to their founder roster and scored \$3 million in venture capital. Foodspotting is an international hit, with enthusiasts staging "eat-ups" in hundreds of cities worldwide.

This year's aim? To become a smart-as-Pandora recommendation engine for nearby food. And, just maybe, get back to the print idea. Says Andrzejewski: "Now, with more than 600,000 photos of food from around the world, it would be so easy."

—Christine Lagorio

Freshii

Matthew Corrin, 29

Chicago

Operates a soup-and-salad restaurant chain, with 50 outlets worldwide.

Gemvara

Matt Lauzon, 26

Boston

Sells custom jewelry online.

Gianna Fair Trade

Gianna Driver, 28

See profile, page 89.

Grasshopper

David Hauser, 29

Siamak Taghaddos, 29

Boston

Provides virtual phone systems to small businesses.

GroupMe

Jared Hecht, 24

Steve Martocci, 29

New York City

Provides group-based text-messaging services.



1,000 Words

Soraya Darabi (left), Alexa Andrzejewski, and Ted Grubb share their desserts with the world.

From Laos, With Love

Gianna Driver waves a silk scarf woven by a woman in rural Laos.



Making Her Mother Proud

When you buy a silk Goddess Scarf from the online retailer Gianna Fair Trade, not only are you getting a stylish new accessory, you are also helping MaeTa, the Laotian mother of five who made the garment, send her children to school. That's because a portion of the garment's \$59 retail price goes right back to MaeTa. Gianna Driver, the founder of Gianna Fair Trade, in Redwood City, California, feels the plight of women like MaeTa acutely. Driver's own mother came to the U.S. as a mail-order bride from the Philippines; she later fled her husband and sought refuge with her daughter in a women's shelter in East Texas. "I looked around and saw all of this pain and unhappiness, and I knew my mom didn't want me to have this life," says Driver, who attended the University of Pennsylvania on a full scholarship.

Driver left a lucrative job at a large insurance company to launch her boutique in 2005. She now has arrangements with some 60 women from impoverished villages and urban slums in Laos, Thailand, India, and the Philippines. She finds them through nongovernmental organizations and women's cooperatives. "I'll provide a loan," she says. "If they want to buy a sewing machine, I front the money, and over time, they pay back the value of the machine through the sale of their products." Women receive 25 percent to 58 percent of the retail price of their products. Revenue is modest—it has yet to reach \$1 million—but Driver has helped more than 200 women, who wind up earning two to three times the local wage. "There's a waiting list of women who want to work with us," Driver says. —D.F.

PHOTOGRAPH BY ROBYN TWOMEY

Hipmunk

Adam Goldstein, 23
Steve Huffman, 27

San Francisco and New York City
Operates a flight and hotel search site.

Ignighter

Dan Osit, 29
Kevin Owocki, 26
Adam Sachs, 28

Mumbai and New York City
Operates a dating website with more than 2.5 million users worldwide.

inDinero

Jessica Mah, 21
Andy Su, 20

San Francisco
Sells money-management tools for small businesses.

Instagram

Mike Krieger, 25
Kevin Systrom, 27

San Francisco
Sells a photo-sharing app with sophisticated image filters.

JackThreads

Jason Ross, 29

Columbus, Ohio
Operates an online members-only shopping club for men.

Kairos Society

Ankur Jain, 21

Philadelphia
Chairs an organization for entrepreneurial college students.

99designs

Matt Mickiewicz, 27

San Francisco and Melbourne
Provides crowdsourced design services.

Nom Nom Truck

Misa Chien, 25
Jennifer Green, 27

Los Angeles
Operates a food truck that sells Vietnamese *banh mi* sandwiches.

Onswipe

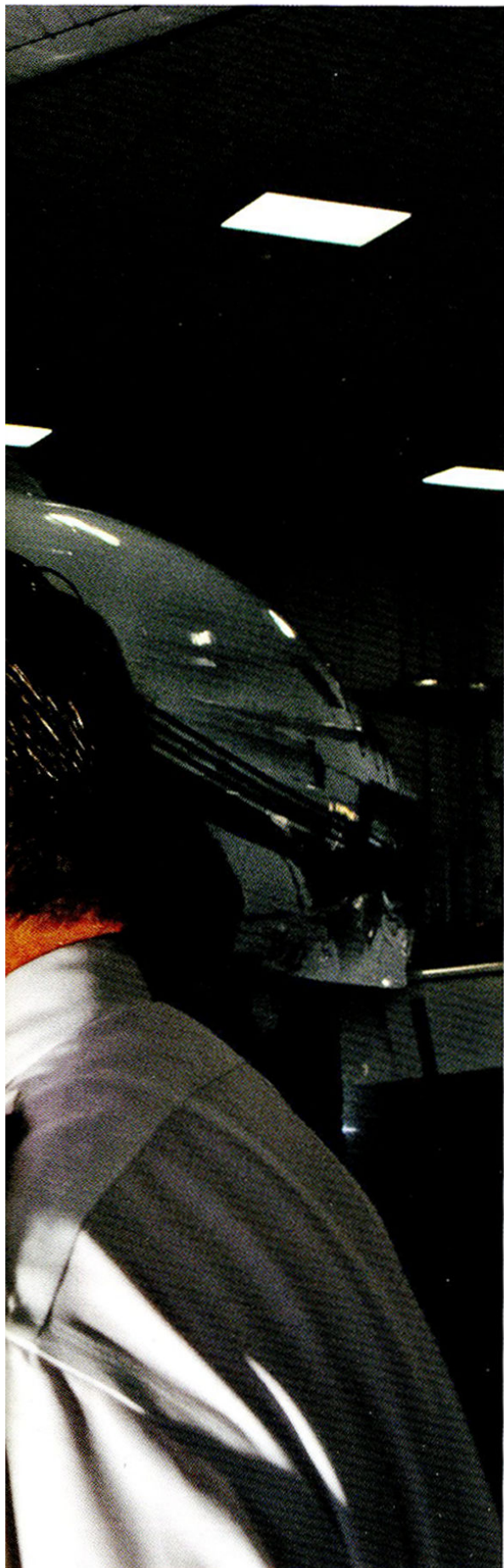
Jason Baptiste, 25
Andres Barreto, 24

New York City
Offers a Web publishing platform that allows users to easily migrate their content to touch-enabled devices such as the iPad.

High Flier

Adriann Wanner chats with a pilot at an aircraft show at the Westchester County Airport in White Plains, New York.





The Shortest Distance Between Two Points

Need to get from Aspen to Miami? How about Los Angeles to Abu Dhabi? The person to call is Adriann Wanner, founder of evoJets, an upstart private-jet charter company. Wanner draws on a pool of more than 6,000 aircraft from a worldwide network to "provide the right jet at the right time for the right price," she says. Jets include the Cessna Citation Ultra, which can carry up to eight, and the Gulfstream G450, which seats up to 14.

Wanner, a native of Aspen, Colorado, is no stranger to private jets. She cut her teeth as director of sales at a fractional jet service, but she soon decided she could do it better on her own. "I got an inside look at the inner workings of the private-jet card and fractional industries, which were riddled with high fixed costs and limited in types of aircraft," says Wanner. She launched evoJets in 2007. Her first client was her friend's father. He liked the service, and word began to spread. Sales have grown 35 percent a year—putting evoJets on track to bring in \$1.8 million in 2011. —Tiffany Black

Quora

Charlie Cheever, 29

Adam D'Angelo, 26

Palo Alto, California

Operates a crowd-based question-and-answer website.

Refine Method

Brynn Jinnett, 28

New York City

Operates a boutique fitness studio.

SCVNGR/LevelUp

Seth Priebatsch, 22

Cambridge, Massachusetts

Operates a location-aware mobile game and website that encourage loyalty to local businesses and organizations.

Sentry Centers

Christopher Kelly, 28

Ryan Simonetti, 29

New York City

Provides conference and meeting spaces to corporate clients.

The Shirt by Rochelle Behrens

Rochelle Behrens, 28

Washington, D.C.

Designs and manufactures high-quality women's shirts.

Solben

Daniel Gomez Iniguez, 20

Monterrey, Mexico

Develops technology to create biodiesel fuel.

Unigo

Jordan Goldman, 27

New York City

Operates a website featuring student-generated information about U.S. colleges and universities.