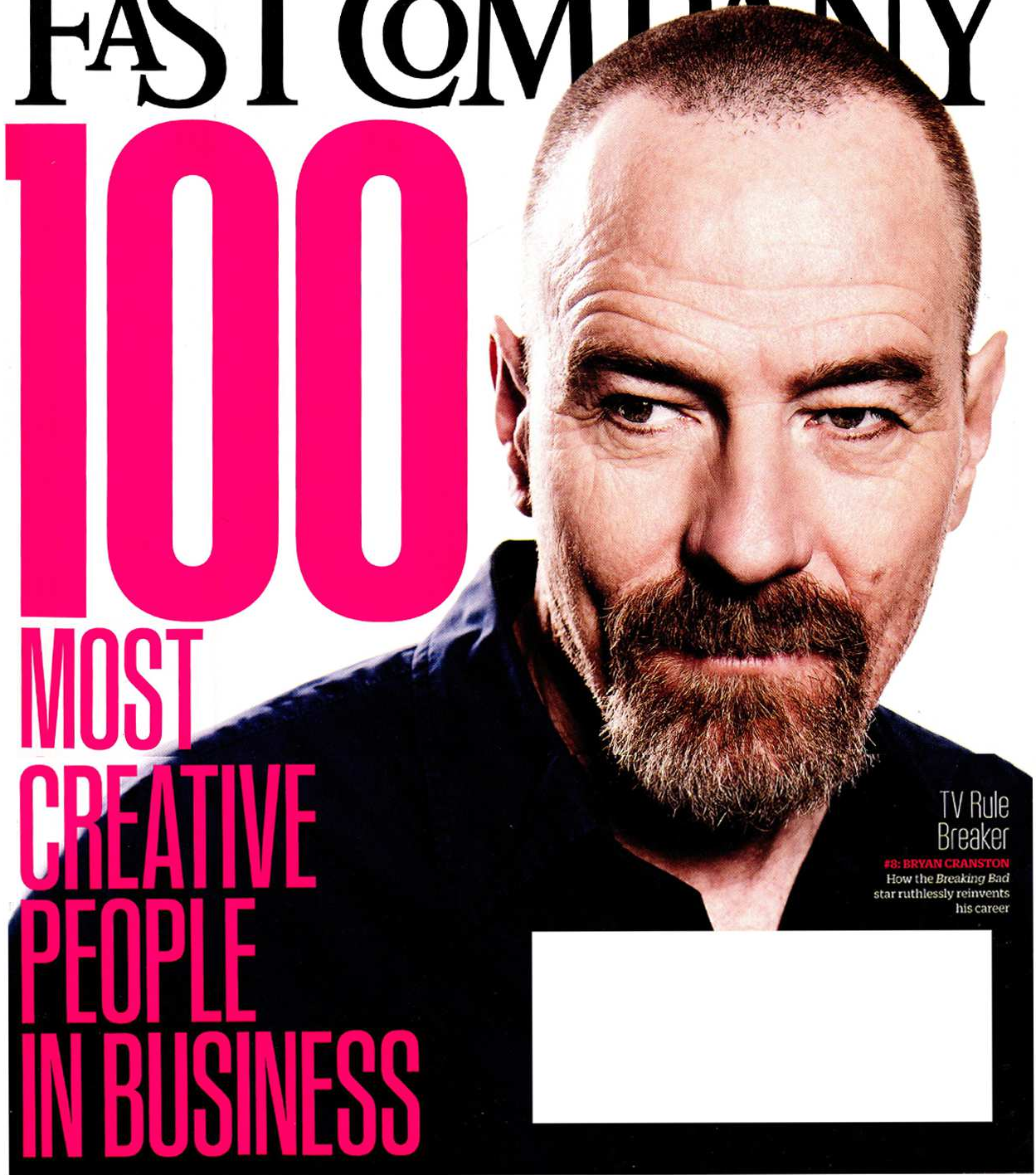


GOOGLE, STARBUCKS, PINTEREST, TWITTER, PEPSI, SAMSUNG, FACEBOOK, SPOTIFY & MORE!

FAST COMPANY

100

MOST
CREATIVE
PEOPLE
IN BUSINESS



TV Rule
Breaker

#9: **BRYAN CRANSTON**
How the *Breaking Bad*
star ruthlessly reinvents
his career



THE
RECOMMENDER

What are you
loving this month?



JULES PIERI
Founder and CEO,
Daily Grommet

CustomMade.com:
"We're kitting out a new office space with a mix of new furniture, salvaged pieces, and some custom-made focal points such as lighting, signage, and meeting tables. If you just have a little bit of time and creativity, you can blow right by the predictable Ikea crud and have fun working directly with some really skilled craftspeople."

Cookina GrillMat:
"It's totally upped my barbecue game—keeping marinades from dripping and flaring up, and protecting delicate items such as fish and veggies from falling through the grill. I even packed it in my suitcase for a recent beach vacation."



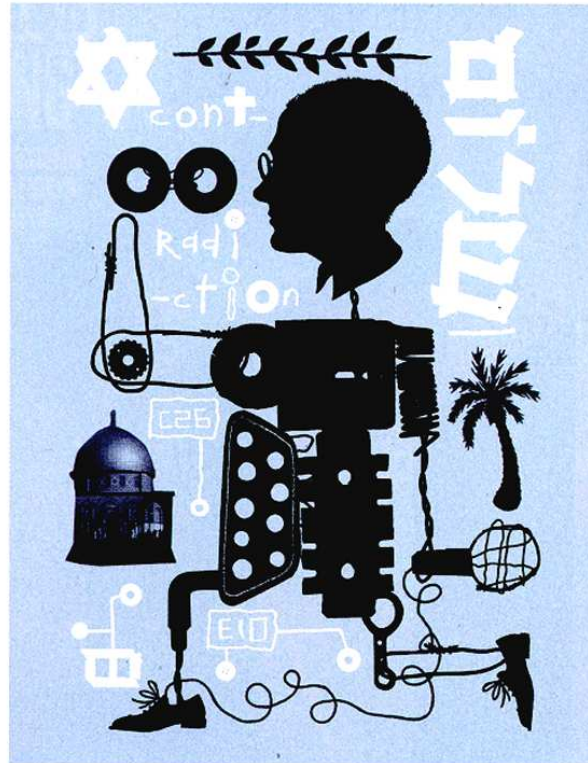
LEO WIDRICH
Cofounder, Buffer

Feedly: "I follow hundreds of blogs and news sites, and finding an app that is truly cross-platform and syncs between iPhone, iPad, and desktop is incredibly hard. As Google Reader goes away, Feedly will replace that too."

Pocket: "I stumble across lots of awesome videos, long-form tutorials, images, and other things. Pocket is both my site to bookmark forever, read things later, watch them later, or simply to browse on weekends for inspiration. I couldn't live without it."

HOT STARTUP CITY: JERUSALEM

Israel's tech startups have historically clustered in the "Silicon Wadi" around Tel Aviv, but Jerusalem is fast making ground.



JVP Media Labs

• This prestigious tech incubator houses only eight startups and is operated by Jerusalem Venture Partners, which has been named a top 10 consistently performing fund in the world.

HOLY CITY PRAISE:

"Jerusalem is the perfect place for creating the next big thing," says JVP managing partner Gadi Tirosh. "It is a city brimming with contradictions, and where there are contradictions there is turmoil, and where there is turmoil there is creativity, and creativity is essential for high-tech success."

BriefCam

• Its "video synopsis" technology compresses hours of surveillance footage into a few minutes—earning high marks from the security industry.

HOLY CITY PRAISE:

"As a ninth-generation Jerusalemite, I've been very involved in activities to prevent the brain drain of young people leaving for high-tech jobs elsewhere," says cofounder and chairman Gideon Ben-Zvi. "Together with Mayor Nir Barkat, we've set up activities to help entrepreneurs start their companies here."

AnyClip

• With this service, users can pinpoint any moment they want from more than 70,000 film clips. It was founded by JVP in 2008 and has more than 300 million users.

HOLY CITY PRAISE:

"Jerusalem enjoys a number of world-class academic institutions such as Hebrew University, Bezalel Academy of Arts and Design, and the Sam Spiegel Film & Television School," says CEO Oren Nauman. "That, combined with its very cosmopolitan population, makes Jerusalem a perfect place to hire incredible talent."