

FOURSQUARE AND ZYNGA GO FOR BROKE / NIKE+NFL=\$\$\$ / DISNEY'S RISKY BUSINESS

FAST COMPANY

SEPTEMBER 2013

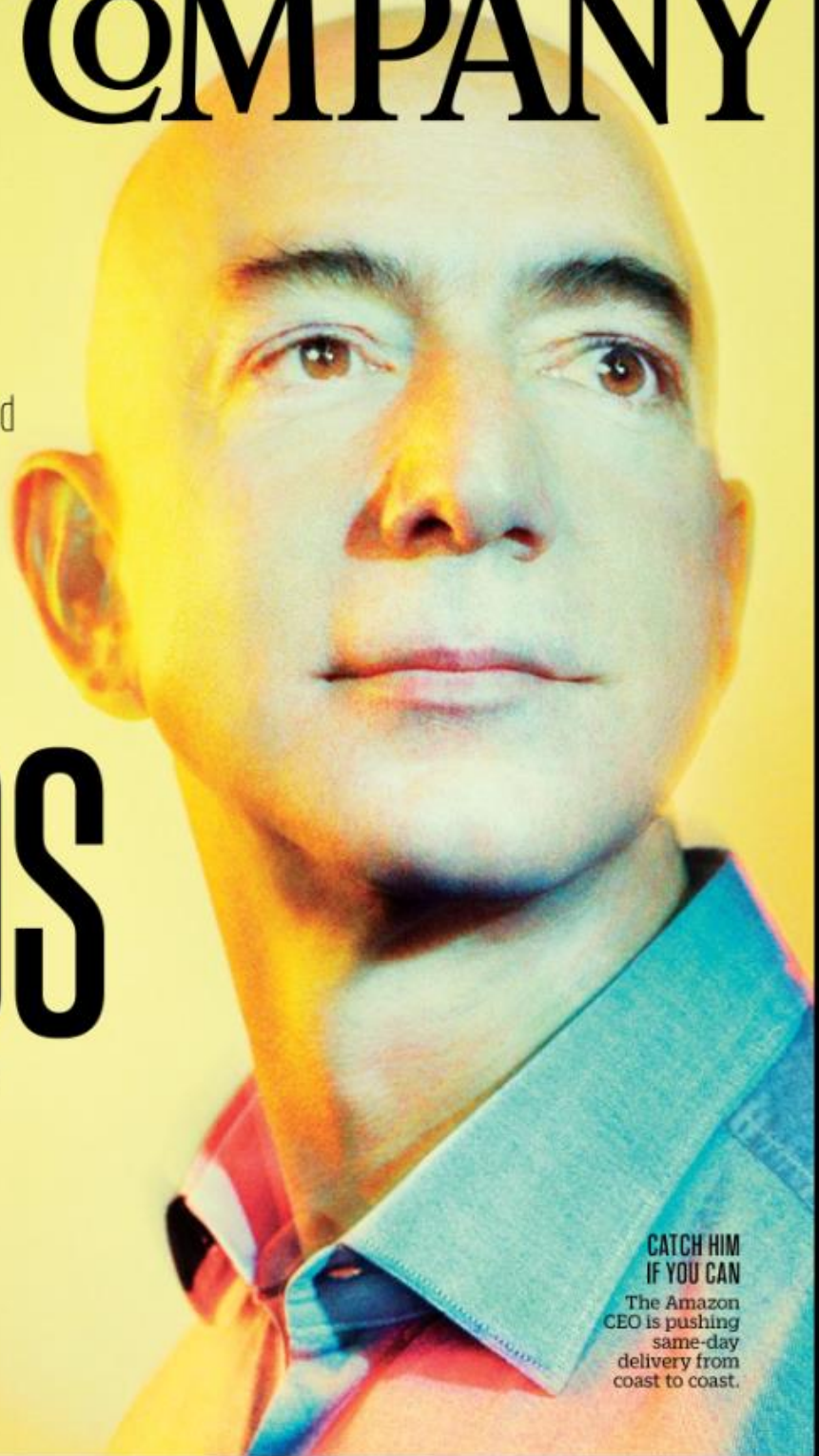
Inside the secret
3-part plan to
make **AMAZON**
the most loved*
company in the world

KING BEZOS

*Also the most feared by
APPLE,
NETFLIX,
GOOGLE,
WALMART,
EBAY,
and more

**CATCH HIM
IF YOU CAN**

The Amazon
CEO is pushing
same-day
delivery from
coast to coast.



THE ULTIMATE CROWDSOURCED FRANKENWATCH

The watch industry may be troubled—sales have fallen every year since 2006—but on Kickstarter innovative watches rule, netting at least \$15 million. (One called the CST-01 goes out this month; billed as the world's thinnest personal timepiece, it raised \$1 million.) Listen up, traditionalists: Crowdfunding winners have important secrets.



● Rubber or silicone

Of the top 10 most-funded watches, 7 have rubber or silicone bands. Leather tends not even to be funded.

● Big square face

Half of the best funded watches look suspiciously iPod Nano-like. One raised \$942,578 for letting the Nano snap atop its watch face.

● Quantified-self capabilities

Four of the top 10 watches have some kind of workout-tracking feature, and two are built around more general-activity monitoring.

● Interactive display

"Our expectations have been primed by the smartphone," says TrendWatching lead strategist David Mattin. Watches must follow.

● Compact design

"The watch has to downplay gadgetry," Mattin says. Now it's about sleek functionality.

● Water resistance

It's one way for a smartwatch to be more convenient than a smartphone.

● 3 to 5 available colors

Just enough for customers to find a favorite, but not too many to manufacture. Almost all successful watches fall into this range.



THE RECOMMENDER

What are you loving this month?



KEITH LAUVER

CEO, Cooksimple

BioLite Camp Stove: "This is my perfect summer companion: It boils water with twigs I scrounge rather than gas canisters I shlep, and can keep my iPhone powered for snapping more pics of back-country adventures."

GoLite Lime Lite shoes: "I had no idea what my feet were missing until I tried these! I'm sure I actually work faster and smarter with these bad boys."