

FAST COMPANY

CREATE. DEFY. SLAY.

What Every Business Can Learn From **BEYONCÉ**



THE 22 BIGGEST RIVALRIES OF 2016

- Snapchat vs. Facebook
- Amazon vs. Google
- Under Armour vs. Nike
- Slack vs. Skype
- Chobani vs. General Mills

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The Recommender

12 things *Fast Company* influencers are loving this month

1

Illesteva glasses

From \$177
illesteva.com

"I'm jamming on my new pair of sunglasses from Illesteva. I have never received so many compliments on anything I have owned."

Katie Forrest
Founder and president, Epic



2

Con Brio, *Paradise*

\$9.99
thebandconbrio.com



"San Francisco funk and R&B group Con Brio has a new record, *Paradise*, out in July. I challenge anyone to listen to them without dancing."

Cara Whitehill
SVP of sales and marketing, Traxo

3

PepperGram Projector

From \$15
laserclassroom.com



"My favorite little toy is the PepperGram Projector from Laser Classroom. It brings holograms to the masses."

Nancy Duarte
Founder and CEO, Duarte Inc.

4

Health-Ade Kombucha

From \$4.80
health-ade.com



"This drink is my ultimate afternoon pick-me-up. It's a fermented tea with natural probiotics that comes in flavors like Pink Lady Apple. It got me off diet soda and coffee, and our entire office is addicted."

Caroline Gogolak
Cofounder and president, Carbon38



5

MycoShield Mushroom Spray

From \$15
hostdefense.com

"My MycoShield Oral Mushroom Spray supports my immune system with powerful nutrients that help keep me from getting sick."

Simon Cheng
Founder and CEO, Pique Tea



6

Bon Puf catering

Prices vary
bonpuf.com

"You can rent Bon Puf's gourmet cotton-candy cart for events. It has cool flavors like salted caramel."

Tyler Merrick
Founder, Project 7



7

1st Dibs

Seating from \$85
1stdibs.com

"I love filling my new apartment with unique, vintage furniture by using the 1st Dibs marketplace."

Ryan Holmes
Founder and CEO, Hootsuite

8

The Cecil

Entrées from \$18
thececil.com

"The Cecil is a Harlem hot spot that has an awesome Asian-African-fusion menu. But really it's known for its lounge (with a killer drink menu), where you can mingle with a who's who of Harlem."

Kathryn Finney
Founder and managing director, Digitalundivided



Eat up
New York brasserie the Cecil has tasty dishes like chili udon lobster.

9

There Goes the Neighborhood

Free
wnyc.org

"I'm currently listening to *There Goes the Neighborhood*, a podcast produced by WNYC and *The Nation* that explores the complex facets of gentrification happening across Brooklyn right now."

Haim Dabah
Cofounder and CEO, Kidbox

Build a better business

Protect privacy, advertise, and raise capital

10

Sudo

Free
sудоapp.com

"Sudo is an all-in-one platform for calls, texts, email, and browsers that is customizable and secure. It helps keep our customers safe from identity theft."

Tiffany Masterson
Founder, Drunk Elephant

11

Outbrain

Prices vary
outbrain.com

"I love Outbrain, a native advertising platform that specializes in providing relevant sponsored content. It works really great for us at our company."

Miki Agrawal
Cofounder and CEO, Thinx

12

VentureFund.io

Prices vary
venturefund.io

"VentureFund.io is a platform that helps startups build relationships with investors. It levels the playing field by evaluating on hard data metrics."

Andrea Hoffman
CEO, Culture Shift Labs