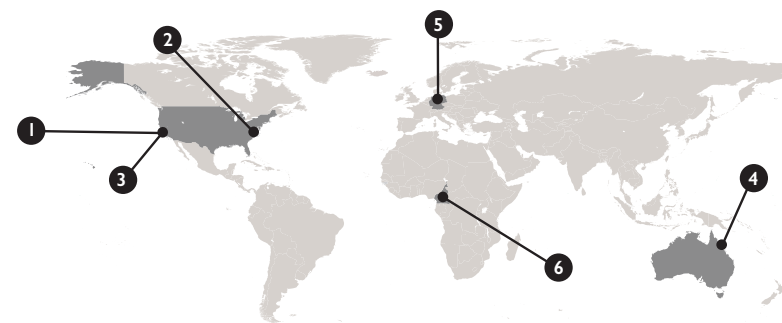


6

PEOPLE AND THEIR CREATIVE IDEAS



1 SAN FRANCISCO, USA TECHNOLOGY TRAILBLAZER

YVES BÉHAR / FUSEPROJECT

— He gets seven hours of sleep if he's lucky, and he takes 9,000 steps a day, meaning he's more active than 70 percent of his fellow human beings. Yves Béhar knows all this, and more, thanks to the red plastic armband that he wears on his left wrist: the Jawbone UP, a fitness tracker loaded with sensors, which he also helped to develop. Famous for designing the "100-dollar laptop" for children in developing countries, the 47-year-old designer from Switzerland, who lives in San Francisco, is considered one of the pioneers of the digital reinvention of our everyday lives. There's the August Smart Lock, for example, which automatically opens doors and can be controlled wirelessly via mobile app, and also Vessyl, a cup that uses sensors to find out how much caffeine, sugar, or alcohol a drink contains. With his agency Fuseproject, which he founded in 1999, Béhar keeps pushing the boundaries of the future. "There are opportunities everywhere," says the designer. He argues that the user experience can be improved in many areas with computer chips, sensors, and Internet services – and that is precisely what it comes down to. "In the 1990s it was all about technology, computing times, and speed," explains Béhar. "Today it's what you do with a product and how people experience it. So the design layer has become critical."

⇒ www.fuseproject.com



2 NEW YORK, USA ESPADRILLES FOR CHILDREN IN NEED

BLAKE MYCOSKIE / TOMS SHOES

"For every pair of shoes sold in Europe or the USA, another pair goes to a child in need. We have already donated more than 35 million pairs of shoes in this way"

— "I love setting up companies. Making money gives me pleasure. But I like improving the lives of other people even better." That is the simple business philosophy of Blake Mycoskie. And that is how simple his TOMS shoe brand works. In line with the "buy a pair, give a pair" principle, it earns money and helps a good cause.

The now 38-year-old was just 19 when he founded his first company. After nine months he sold the country music marketing agency for a profit. He then got involved in a cable broadcasting company before embarking on a business trip to Argentina in 2006 and experiencing a decisive moment in his life: "I just couldn't believe that the children there were not able to go to school because they had no shoes to wear. Shoes should be so easy to get!" That is when Blake Mycoskie established the "One for One" model. For every pair of espadrilles sold in more than 1,000 stores in Europe and the USA, another pair is donated to a child in need. "We have donated more than 35 million pairs to children in need since the scheme started." He is now applying the same principle to glasses: More than 250,000 people in need can see better today thanks to Mycoskie.

⇒ www.toms.com

3 SAN FRANCISCO, USA MAKING SENSE OUT OF NUMBERS

SEAN GOURLEY / QUID.COM



— When big data becomes so big that you can no longer see the wood for the trees, Sean Gourley comes to the rescue. With his start-up, Quid.com, the New Zealander uses artificial intelligence to gain new insights into huge mountains of numbers. Whether it's market trends, headlines, market research, or Twitter comments – from the endless stream of data Quid customers can identify today what will be important tomorrow. Banks gain the analytical edge over competitors and companies discover new product ideas. "Our system provides the opportunity to see the world much more clearly," says Gourley.

⇒ www.quid.com

4 AITKEN, AUSTRALIA COSMETICS FROM CORAL

LARISSA BRIGHT / NATURAL SKINCARE



— Sometimes nature offers the best solutions to human problems. Larissa Bright came to this conclusion when she discovered the sun protection of the future at the Great Barrier Reef. "The colorful coral reefs use their own filters to protect themselves from UV rays." The Australian entrepreneur is now using this knowledge to produce skincare products that use the protection of the coral.

⇒ www.larissabright.com.au