



Imminent Trends

No Dirty Business,
Just Clean
Business



Big Ticket

No Botches,
Only Scotches!

Power Players

Magnificent Men
and their Flying
Machines



Young Guns

Nathan Blecharczyk
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editor's NOTE

by Anna Domanska

Speaking at a global philanthropy forum, Bill Gates – founder and Chairman of Microsoft Corporation, articulated his approach to giving. “Effective philanthropy requires a lot of time and creativity – the same kind of focus and skills that building a business requires,” Gates said.

Bill Gates’ approach is emblematic of a growing trend of impact-focused investors that are emerging from all corners of the world. Between 2010 and 2017, emerging markets and developing economies have witnessed an increase in the number of young world leaders actively engaging in philanthropy. Today’s young business leaders are acting more like investors in philanthropic initiatives than traditional philanthropists. These leaders are closely connected to their communities’ problems, and are making smart, data-driven investments in both socially-driven initiatives and nonprofits. In some ways, they resemble Wall Street venture capitalists. New world philanthropists are using their wealth in very specific ways to their impact-driven business plans; in a similar way they did in the world of business. As capital is created, more philanthropists are emerging, dedicated to promoting impact-driven initiatives in their communities – and they are poised to continue to do so in coming years.

Like always, we welcome your comments ([Facebook.com/IndustryLeaders](https://www.facebook.com/IndustryLeaders), [@IndLeaders](https://twitter.com/IndLeaders) on Twitter).

You may reach us at editor@indleaders.com or Editor – Industry Leaders Magazine, The Fastest Media, 3651 Lindell Road, Suite 320D, Las Vegas, NV 89103.

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Latest in business

An Apple healthcare unit is on its way

At the mere mention of the tech giant Apple Inc., images of high-end gadgets fill our minds. The tech giant is now willing to explore its options in other sectors as well. The latest aim of Apple is to establish a benchmark in the healthcare department as well. In order to make this possible, the establishment of an Apple healthcare unit is underway.

This move by Apple is to expand itself in terms of healthcare clinics. The company is considering the acquisition of one such startup called Crossover Health. This startup mainly focuses on collaborating with big employers. After doing so, it runs on-site medical clinics in big offices. This



means that it provides services to employers who wish to provide wellness and medical services at the workplace.



Apple has been a client of this startup along with Facebook. Intrigued by the concept, the tech giant thought that this acquisition will be beneficial for the Apple healthcare department.

Crossover Health might set up the Apple healthcare unit

Despite being a startup which provides medical services, Crossover Health is a well-known name in the Silicon Valley. It has its offices set up in Bay Area and New York. Apart from services within the campus, it also offers digital features such as booking same day appointments through its app. Apple healthcare has been in talks with the startup since months but there was no progress. Apple had also approached another such firm called One Medical. But it seems that Apple is

keener to collaborate with Crossover Health. The officials of both the companies have refused to comment.

It is not yet clear about the kind of Apple healthcare unit which we might witness.





The tech giant has been planning for over a year to expand itself in this field. It might set up its own network of clinics catering to primary care. If this does not materialize, Apple may also partner with the existing players in the field. There are speculations that the move might improve the credibility of certain apps and the Apple watch.

Rolls-Royce Google partnership to produce autonomous ships



Rolls-Royce. This name rings a bell and gives us a mental image of a luxury sedan with plush interiors and exquisite class. The luxury automaker has announced its interest to venture in the field of autonomous vehicles, starting with ships. In order to make this possible, it resulted in the Rolls-Royce Google partnership.

Earlier this month, the automaker announced the Rolls-Royce Google partnership on its official blog. This deal has been signed to work in collaboration on the development of intelligent awareness software.



This software will help the autonomous ships function smoothly. This agreement between the tech giant and the luxury automaker is the first ever in the marine sector. The Google Cloud Summit signed the agreement in Sweden on 3rd of October 2017. According to this agreement, Rolls-Royce will have access to the Cloud Machine Learning Engine of Google. This technology will be beneficial to further mold the automaker's artificial intelligence.

Rolls-Royce Google partnership to work on artificial intelligence

The AI technology by Google will help develop object classification system for identifying, tracking and detecting objects in the sea. This technology has similar neural net-based machine intelligence software which is also present in a number of other Google products. It is present in image and voice searches as well. This technology known as Machine Learning uses a set of tools, techniques, and algorithms. Such tools mimic the way human learning works in order to solve certain problems. It also analyzes prevalent data with the aim to recognize patterns.

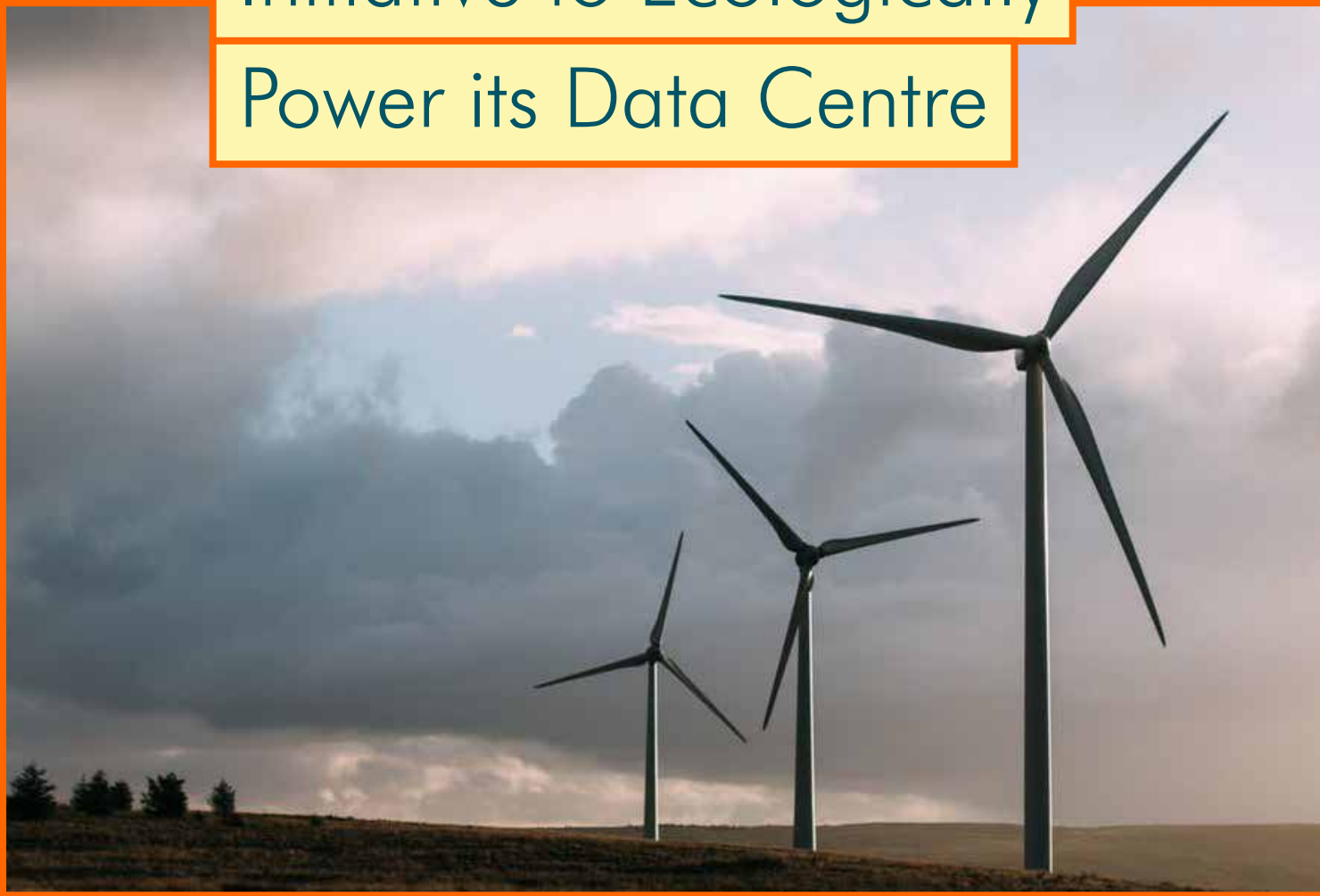
Karno Tenovuo, SVP Ship Intelligence at Rolls-Royce said that such a technology can make sea travel safer and more efficient. The advancement of these systems can also help in saving lives. The Rolls-Royce Google partnership will amalgamate the automaker's knowledge of the marine sector and the technological know-how of Google. The development of technology is taking into consideration the hardware model by Rolls-Royce. With the help of cloud, the data will be accessible on a global level. Therefore, the automaker can use the technology and develop hardware from any part of the world.



Facebook Energy

Initiative to Ecologically

Power its Data Centre



Facebook's ninth data center is being built in Papillion, Nebraska. The project would denote generating more jobs, directly increasing the employment statistics. And with the addition of the Facebook energy initiative, it will have 100 percent clean energy.

Facebook energy initiative
generates clean energy

Facebook is partnering with Tradewind Energy, a Kansas based company to build the wind power farm that would supply electricity. The farm will be situated in northern Nebraska. They are to provide power through renewable energy to the 2.4 million square feet data center.

The social media giant announced its partnership with Tradewind Energy. The Facebook energy initiative will be able to power the data center with pure clean energy. Wind farms will comprise of the Rattlesnake Creek wind project in rural Dixon County. Facebook seemed to have kept its word that was given in April. After coming out with the news of building a data center in Papillion, it stated that the new center will get power from 100% clean and renewable energy. According to the new electric rate structure of January, Facebook can make use of 100 percent fresh energy.

Let's talk
numbers!

The wind farm will create 320 megawatts of power. Out of this, Facebook will be using only 200 watts. The rest 120 watts will be sold to other buyers. According to the officials, this project will be the second largest wind farm in Nebraska. The Rattlesnake Creek wind project will be generating enough power to provide energy to around 90,000 homes. The project will start soon but no one is yet confirming the financial details of the project.

The Grand Praire and the Rattlesnake projects exemplify the richness of Nebraska's wind resources. The April post of Mark Zuckerberg also suggested that there will be more data centers. They plan on building many across the globe. "Advanced data centers like this are basically giant machines that make up the technical infrastructure for our community. It takes a lot of computing power to support our community, so we're going to keep building new data centers around the world." So let's wait and see where they go next! But until then the Facebook energy initiative does seem to be quite promising and community-friendly.

SpaceX Successfully Finished Grounds Test for Falcon Heavy

SpaceX announced via Twitter that it has successfully completed ground testing of Falcon Heavy, its new heavy-lift rocket. The Falcon Heavy is all slated to launch this Fall and is a key component of CEO Elon Musk's ambition to colonize Mars. The testing took place at SpaceX's McGregor, Texas facility.

In the tweet, the company announced the three first stage cores have completed their testing. It also posted a video of the test of one such cores. The Falcon Heavy is larger than most rockets the company has launched so far. It comprises of three Falcon 9 rockets strapped together. It is estimated that the combined thrust will allow SpaceX to launch more than 140,000 pounds of cargo into orbit. SpaceX hopes to recover the three boosters by landing them on Earth.

The Falcon Heavy is said to become the most powerful rocket in use. It is considered a successor to NASA's all mighty Saturn V heavy lift rocket. Recently, Musk announced that SpaceX will launch the rocket in November. There is a slight possibility that the launch may not go as expected. This is partly because the company can only prepare so much from tests like the one that happened on Friday.

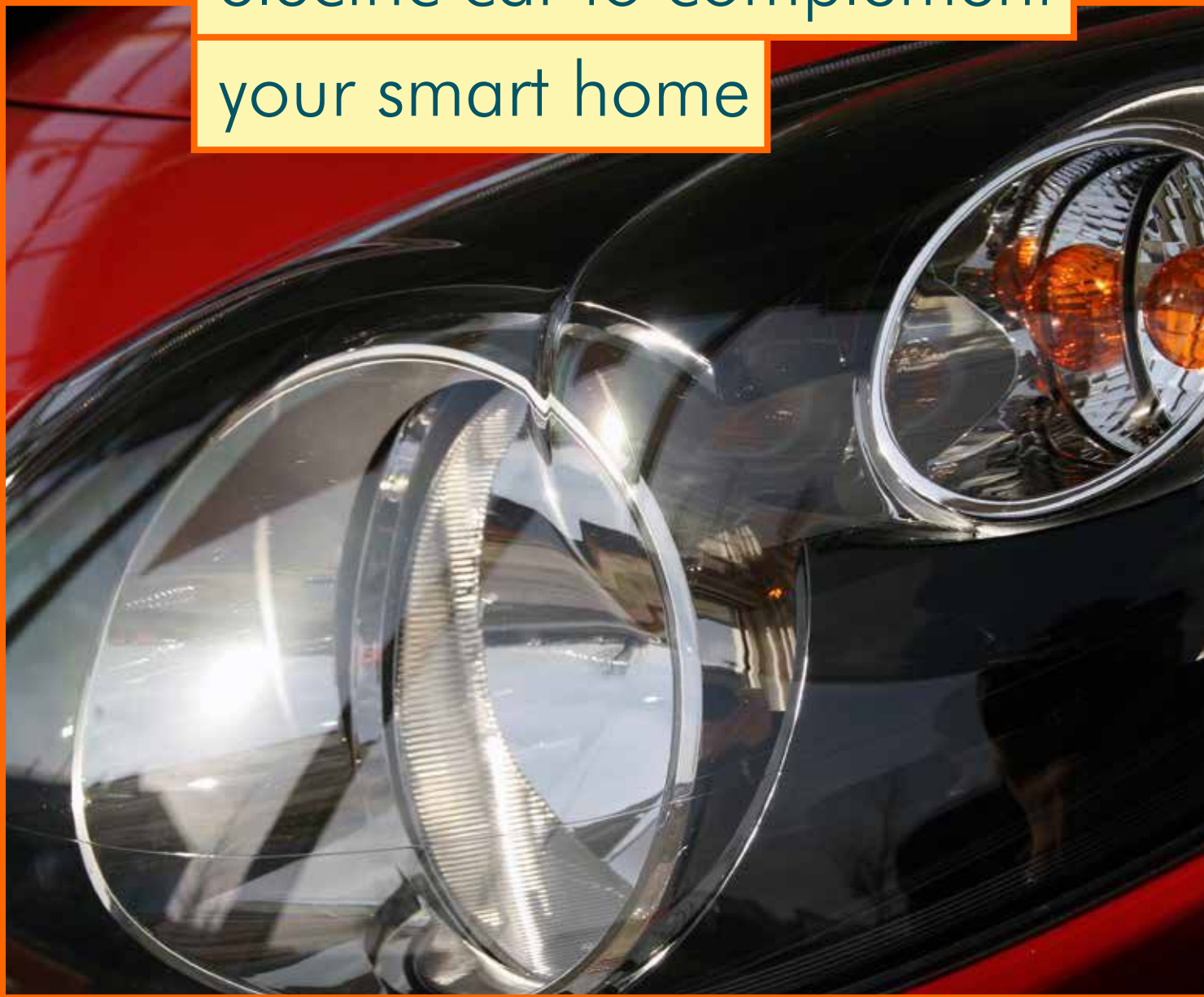
So far, the first flight of the Falcon Heavy has been delayed several times. Back in 2011, Musk announced the rocket would first fly in 2013. Unfortunately, the plan didn't pan out and got



delayed back to 2017.

The Falcon Heavy will haul 140,000 pounds of cargo on a one-way trip to low Earth orbit. It should be made powerful enough to go on expeditions to Moon and Mars. Elon Musk believes the sooner the Falcon Heavy gets into service; the sooner we should be able to take up challenging missions such as sending men to Mars.

Renault Symbioz is the first
electric car to complement
your smart home



The Frankfurt Motor Show 2017 was an event which also served as the gateway for the launch of numerous automobiles. It proved to be a worldwide platform to showcase the latest technology of the field and lure people to take interest in such cars as well. One such concept car at this auto fair was the Renault Symbioz. Initially, this car comes across as the usual autonomous electric car trying to

compete in the market. On further research about the same, one would realize that this car is way ahead of its counterparts. In fact, it is every automaker's dream to produce something of this sort.

The design of the Renault Symbioz resembles the French heritage of the company. It is based on the concept of a dynamic stance along with flowing lines. This electric car is based on the thought of connecting the car to a smart home. With the constant advent of technology, the use of smart appliances will also increase. There will come a time when managing all these devices will be quite a task. This is when this car will come to the rescue. One need not worry about the car or his smart home appliances as they will work in synchronization.

What to expect in the Renault Symbioz?

The main focus of this electric car is to connect all your everyday devices and create a fluid ecosystem. This thought gave rise to the concept of the Renault Symbioz. This car will come with autonomous driving

features and connectivity. On witnessing this piece of technology, the design will catch your eye on an immediate basis. Thierry Bollore, the Chief Competitive Officer of Renault states that this car is a glimpse of how automobiles in the year 2030 would look like.

This electric car is huge in size as it is 4700mm long and almost 2000mm wide. Experts believe that the inspiration for its humongous size is drawn from the first generation Renault Espace minivan. The interior design of this car is such that it gives you the feel of sitting in the living room of your home. The automaker believes that this car is capable of serving as an extra room outside the home. The wheels come with carbon fiber spokes which resemble that of a modern racing bicycle. The Symbioz House which is in sync with the car has been designed by a French firm, Marchi Architects.

Latest General Motors investment to promote renewable energy

It seems that there is one automaker who is dedicatedly working towards decreasing global warming. The latest General Motors investment is enough proof to justify this statement. This investment is in relation to an announcement the automaker made last year to promote renewable energy.

Going back to the announcement made by the American automaker last year, we can get an idea about its dedication towards renewable energy. It has announced that its intention was to use renewable energy as a source for all its facilities worldwide. The goal is to attain these results by the year of 2050. This General Motors investment is a major step towards achieving it. The investment consists of purchasing 200 megawatts of wind energy. The derivation of this energy will be from wind farms in Illinois and Ohio. Through this investment, 20 percent of the goal will be achieved. This means that 20 percent of the facilities will receive renewable energy.

More about this General Motors investment

The General Motors investment further states that the energy attained from these wind farms will provide power to seven plants. These plants mainly focus on producing automobiles such as the Silverado, Chevrolet Cruze, and the GMC Sierra light-duty pickups. The official



statement by the automaker focused on the fact that the company doesn't only make electric vehicles but also takes other steps to ensure a better planet to live on. The company also makes batteries for electric vehicles by using solar energy as a power source.

There has been no announcement of the financial details about the General Motors investment yet. But the company clearly stated that it is in relation to the production of electric vehicles. This step is because the power in the production of such vehicles would emit pollutants into the atmosphere. By taking this step, the entire process of electric vehicle production will become eco-friendly. Another benefit of this step is that the cost of wind energy production is also on the decline. This will help make renewable energy feasible for the General Motors' plants. The company made the first wind power purchase in the year of 2014.

INNOVATIVE BUSINESSES BOOST MORE THAN THE BOTTOM LINE WHILE SAVING ENERGY

Many businesses are realizing a myriad of secondary, if not unanticipated, benefits from energy saving initiatives, making these projects a high priority for growth among forward-thinking organizations.

The benefits of energy-efficient practices far exceed the significant monetary savings that come from simply using less energy. A more efficient facility may offer a better and safer working environment, which raises productivity. A pleasing and comfortable atmosphere enhances the customer experience, leading to increased traffic. Socially conscious customers recognize, and reward, a business' efforts to actively participate in reducing its impact on the environment. And, yes, a more efficient facility costs less money to operate-up to 30% less.


Businesses don't have to go it alone to become more efficient. Energy providers, such as National Grid, can provide guidance and offer incentives that make the initial investment more affordable, allowing for a shorter payback period. Here are two recent examples from businesses that partnered with National Grid to achieve their goals.

Making energy-efficient products efficiently- Philips Lightolier doubles down


After over 30 years of internally engineered energy saving efforts, Philips Lightolier, based in Fall River, Massachusetts, had made incredible strides at reducing its impact on the environment. A reduction in volatile organic compound (VOC) emissions by a whopping 99% was achieved while usage of toxic chemicals, electricity, natural gas, and water also dropped precipitously. However, as a global leader in manufacturing highly efficient LED lighting solutions, Philips Lightolier was not about to sit still. Energy savings is in its blood. After all it had accomplished, however, the company needed a little help finding new areas where it could improve efficiency.

National Grid, with help from its engineering partner Leidos, identified 12 additional energy saving opportunities. The largest of these included placing highly efficient variable-speed motors on the facility's exhaust fans, resulting in an 80% reduction in energy usage during off hours. The cost of the project was \$47,953, but after an incentive of \$23,977 provided by National Grid, the investment paid for itself in energy cost savings in just six months.

Yet it was the secondary benefits from the smaller projects that really stood out. Compressed air leaks were fixed, allowing more power to get to the air tools, which increased productivity. Lighting was upgraded, enhancing visibility and creating a safer, more comfortable work environment. And the company's commitment to the environment has shown the marketplace that it leads by example. Philips Lightolier has used creating a culture of environmental sustainability in its facility as a major driver in its growth strategy.

A man with grey hair and a mustache, wearing safety glasses and a blue apron over a green t-shirt, is focused on his work in a factory. He is holding a small white object, possibly a component or a piece of paper, and appears to be inspecting or working on it. The background is a blurred industrial setting with overhead lights.

**EFFICIENCY
ILLUMINATION AT
THE NEW YORK
STATE MUSEUM**



New York State is committed to saving energy and protecting the environment. The New York Power Authority, in conjunction with BuildSmart NY, calls for a 20% increase in energy efficiency in all state buildings by 2020. A loftier goal set by the State calls for a 40% reduction in statewide emissions by 2030. State buildings all over New York are implementing energy efficiency initiatives to do their part to reduce energy usage and reach that goal. One such entity is the New York State Museum, located in Albany.

In a museum, lighting is everything, but in the New York State Museum it was out-of-date and inefficient. With the help of a \$135,000 incentive from National Grid, the museum was able to replace all of its old light fixtures with approximately 2,000 high-performance LED track lights. The results were illuminating.

New, efficient lighting reduced the museum's annual energy and maintenance costs by nearly \$200,000. The museum will be paid back on its investment in just four years, and the continued savings will lower costs to taxpayers for years to come. Furthering environmental goals, the new lighting reduced greenhouse gas emissions by 900 tons annually, equal to taking 190 cars off the road. What really impressed, however, was that the new lighting improved the experience of hundreds of thousands of visitors annually by enhancing visibility and programming options, encouraging future visits. As eloquently put by Albany Assemblyman John T. McDonald III, "What better way to show off history than in a new light?"

JOIN THE MOVEMENT

Energy-saving initiatives should be a crucial element of any business' sustainability and growth plan. Not only do efficiency projects almost immediately inflate the bottom line, but they are an excellent way to boost productivity and customer experience and enhance a business' position in the marketplace-all while helping to preserve the environment. Energy efficiency ventures may appear to be daunting and costly. But with incentive programs and expert help provided by energy partners such as National Grid, any business or organization can achieve these benefits. Get started today at ngrid.com/business.

ABOUT NATIONAL GRID

National Grid is one of the largest investor-owned energy companies in the world and has helped businesses across New York, Rhode Island, and Massachusetts achieve the many benefits of saving energy. Visit ngrid.com/business to see how National Grid can help your organization make energy efficiency and company growth a reality.

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Green

REVOLUTION

Why the Energy Industry Should Look to Elon Musk for Inspiration

Tesla CEO Elon Musk is having a good year. Back in June, the automotive start-up signed a deal with Transgrid to supply New South Wales homes with their Powerpacks; in July Tesla inked a second deal to build a 100-Megawatt battery system in South Australia, which Musk proposed to have finished within 100 days.

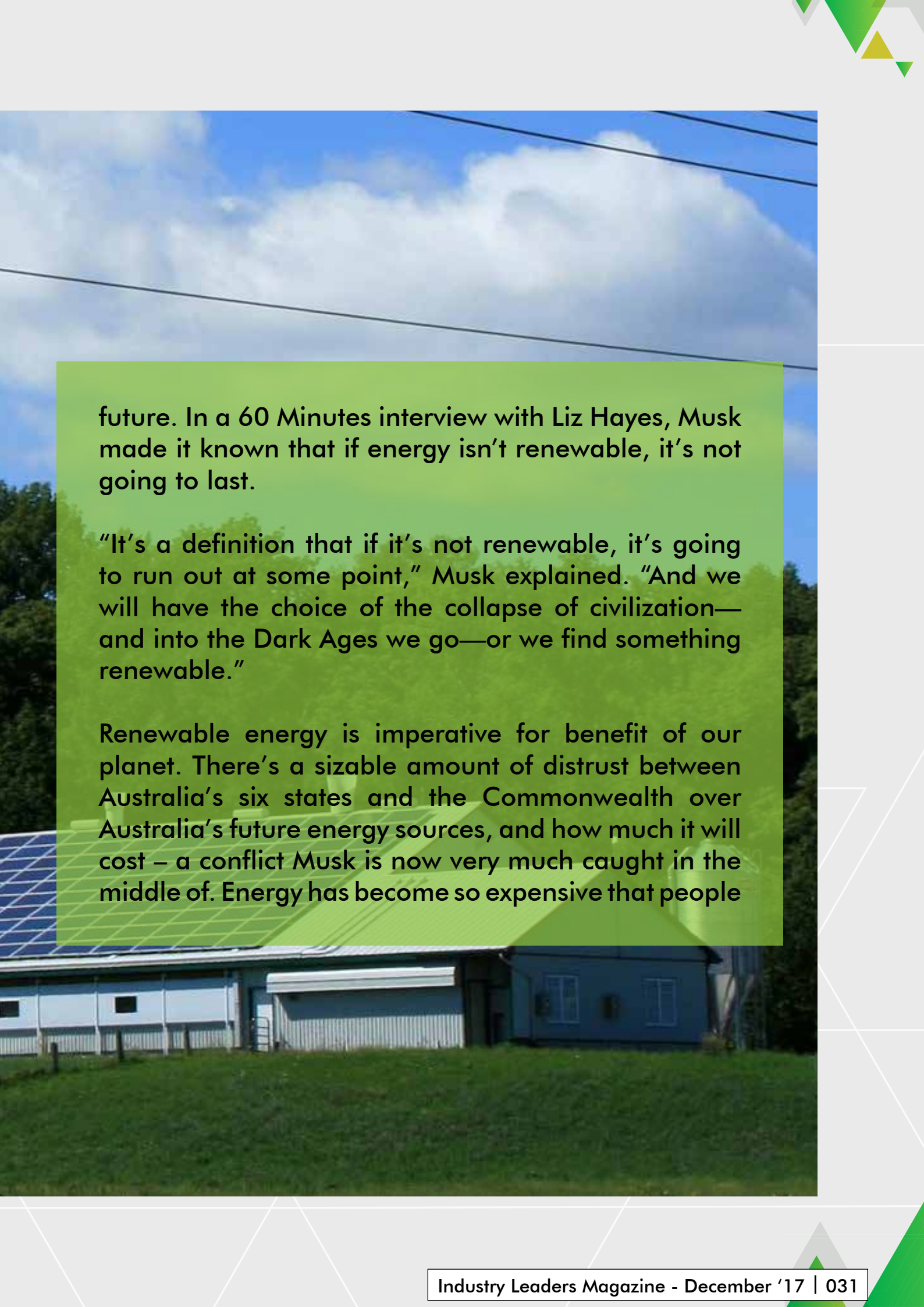
There's little argument that Elon Musk believes renewable energy will be a key factor in humanity's



Green

REVOLUTION





future. In a 60 Minutes interview with Liz Hayes, Musk made it known that if energy isn't renewable, it's not going to last.

"It's a definition that if it's not renewable, it's going to run out at some point," Musk explained. "And we will have the choice of the collapse of civilization—and into the Dark Ages we go—or we find something renewable."

Renewable energy is imperative for benefit of our planet. There's a sizable amount of distrust between Australia's six states and the Commonwealth over Australia's future energy sources, and how much it will cost – a conflict Musk is now very much caught in the middle of. Energy has become so expensive that people



Green

REVOLUTION

are living off the grids in order to save money. In order to belittle Musk's efforts, a member of Liberal Part of Australia compared the 100-Megawatt battery system to a tourist attraction. Let's face it – Elon Musk is a disruptor, poised to transform the entire energy sector.

Despite conflicts, Musk believes the residents of Australia should be proud of the fact that is now home to the world's biggest battery. As a matter of fact, people in Australia are now taking charge in search for green energy sources. This can also be seen in other countries that are now switching from fossil fuels to greener sources.

In recent months alone, Tesla's battery packs have done which no politician or business leader can accomplish in a time of



disaster. In Puerto Rico, Tesla has started restoring power to local hospitals following the irreparable damage caused by Hurricane Maria. It pushed back the launch of the all electric semi-truck to renew focus on helping Puerto Rico get back on its



feet. The energy storage company is ramping up battery production in order to meet the Island's needs. In Logan City in southeastern Australia, Tesla has managed to save \$1.5 million after installing one of its power packs. Tesla is putting in a lot of effort.

All that 'bringing back coal' talk in the United States and opening more oil reserves can be discouraging for those who care about the future of the planet. The good news is, Elon Musk has laid out an incredible plan for transitioning the entire US to green energy. At the National Governors Association meeting this year, Musk talked about how little real estate would be required to power the nation.

"If you wanted to power the entire United States with solar panels, it would take a fairly small corner of Nevada or Texas or Utah; you only need about 100 miles by 100 miles of solar panels to power the entire United States. The batteries you need to store the energy, so you have 24/7 power, is 1 mile by 1 mile. One square-mile," he said.

As of now, only 15 percent of the country runs on green energy. Under Elon



Musk's plan, the number could be 100 percent. This plan includes Tesla's new solar roof with utility-scale solar. The panels on a house can make up needs in all areas including the suburbs. During the transition, we're likely to rely on power like wind, hydro, geothermal and nuclear energy.

"We'll need to be a combination of utility-scale solar and rooftop solar, combined with wind, geothermal, hydro, probably some nuclear for a while, in order to transition to a sustainable situation," Musk explains.

Localized power, i.e. solar panels on a roof, will prove to be most important as it reduces infrastructure such

as big power lines.

The question remains – why solar energy over other methods of power generation? According to Elon Musk, humans have relied on the sun since the beginning of time.

"The Earth is almost entirely solar-powered today, in the sense that the sun is the only thing that keeps us from being at the temperature of cosmic background radiation, which is 3 degrees above absolute-zero," he said. "If it wasn't for the sun, we'd be a frozen, dark ice ball. The amount of energy that reaches us from the sun is tremendous. It's the 99 percent-plus of all energy that Earth has."

People talk about fusion, but what we fail to keep in mind is that the sun is a giant fusion reactor in the sky. It's a reliable source of energy. It



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comes up every day. If it doesn't, we'd be in big trouble.

There's no time to pity for oil companies. These companies were founded over centuries ago, and there's little indication that says otherwise that they are to be blamed for climate change. These companies worked really hard to bring the world into the 21st century powerhouse that is it today. While it is true that we cannot instantaneously change our present situation, what we can really do is support entrepreneurs to help make the transformation towards green energy..

There's no question whatsoever that transport is turning all electric. The biggest challenge for automobile companies is competing with gasoline chugging vehicles. Essentially, it boils down to the fact that pollution from fossil-fueled cars has had a huge impact on everything, including how we look towards green energy.





Power Players



THE DRONE THAT SAVES LIVES

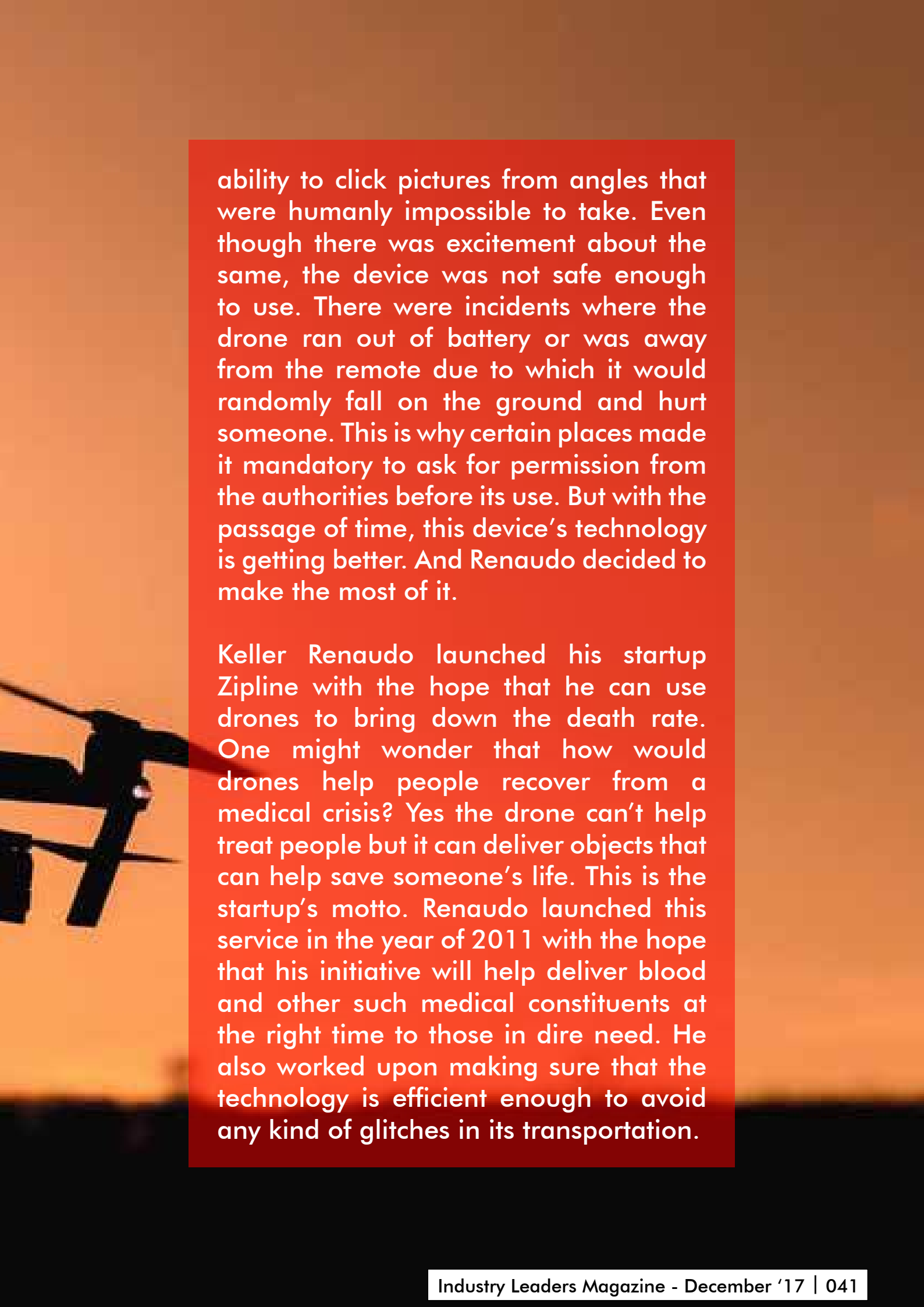
There is a never-ending debate about the boons and the banes of technology and its influence on our lives. We have often heard that if technology is used in the right manner, it can save lives. We live in an era wherein robots are imposing a threat on the livelihood of humans as they can also carry out complex actions such as medical operations. Instead of getting intimidated by the high efficiency of technology, we must instead concentrate upon ways to make the most of this human innovation. If dealt with in the right manner, technology has the ability to transform our lives and make them way better.

One of the most trending technological devices currently is the drone. Drones are a great way to capture the beauty of a scenic location and are also helpful to bring in our pizzas faster. But you can do way more useful things that product delivery. Due to the lack of hindrances like traffic, drones are extremely speedy if developed in the right manner. Taking into consideration the speed and efficiency of this device, a budding entrepreneur came up with the idea of using it for a good cause. After extensive research and technological knowhow, Zipline was launched into the market in 2011.

The startup with a noble cause

A few decades back, people stuck to conventional fields of business and competed in the same which offered promising profits. With the advancement of ideologies in the human society, there were certain people who decided to contribute to the society's welfare along with earning a living. By taking technology into consideration, this became a realistic goal for many people. One of such budding entrepreneurs is Keller Renaudo. Drones mainly gained popularity because of their





ability to click pictures from angles that were humanly impossible to take. Even though there was excitement about the same, the device was not safe enough to use. There were incidents where the drone ran out of battery or was away from the remote due to which it would randomly fall on the ground and hurt someone. This is why certain places made it mandatory to ask for permission from the authorities before its use. But with the passage of time, this device's technology is getting better. And Renaudo decided to make the most of it.

Keller Renaudo launched his startup Zipline with the hope that he can use drones to bring down the death rate. One might wonder that how would drones help people recover from a medical crisis? Yes the drone can't help treat people but it can deliver objects that can help save someone's life. This is the startup's motto. Renaudo launched this service in the year of 2011 with the hope that his initiative will help deliver blood and other such medical constituents at the right time to those in dire need. He also worked upon making sure that the technology is efficient enough to avoid any kind of glitches in its transportation.

How does it function?

Zipline is the first ever company to provide a national drone delivery system in the entire world. Companies like Amazon and Google are also ambitious about the drone project but that is in order to make deliveries more convenient and appealing for their customers. On the other hand, what Zipline does can be compared to a selfless service. It does not function the way the biggest companies of the market do. Despite this, the service offered by Zipline is way better than any other tech giant. Keller Renaudo clearly stated that the startup was established to solely offer service to the people in medical need within a span of minutes. Yes you heard it right, minutes. The service currently operates in the country of Rwanda, which is located in the eastern part of Africa. The country is known for its scenic beauty due to the endless hill ranges in all directions of the land. But beauty is not equivalent to the growth of a country. This country is not only small in size but also lacks basic facilities in a number of areas. This is mainly because of the physical features of the country which make transportation of any kind extremely difficult. But all these land-based ups and downs won't be a hindrance in air travel. This is what intrigues Renaudo and gave him the idea to launch a delivery drone system in the country.

When we talk about a medical emergency, time plays a very crucial role in any such situation. The life of a person depends on how quick he can receive aid as well as the adequate materials required for the same. Based on this, Renaudo made sure that he can use his knowledge and skill at the right place for the right cause. This gave rise to the concept of a drone delivering medical supplies and it came true. Not only did it come true, but it became a raging success in a land which doesn't even have adequate medical facilities. In the past one year of its functioning, the Zipline drone facility has successfully saved numerous lives in Rwanda already. Currently this medical



drone delivery does not give around medicines or life-saving injections. It has been testing its services by sending out blood packets to those in need. This in itself has also been extremely beneficial to the ailing patients.

In order to notify the people like Zipline that you are in need of a medical supply, health workers need its app. All they have to do is simply text the medical products they need to Zipline. Zipline has distribution centers where it safely stores these medical products due to which health workers can obtain scarce or the most sensitive items as well. The products set off after packaging at these distribution centers keeping in mind cold-chain and integrity. The product leaves the center within minutes of receiving the demand request and reaches the location in approximately fifteen minutes. After dropping the red box where it should, the Zipline comes back to take off for the next flight.



Zipline's future plans

After the appreciation this California-based startup got for its services in Rwanda, its founder Keller Renaudo has further stated that the company plans to expand itself in the next year. In order to do so, Zipline will work in collaboration with the Tanzania Ministry of Health and Tanzania's medical health department as well. As a result of this collaboration, Zipline will open four distribution centers in the country. In the next four years, Zipline will deliver blood to over a thousand public health facilities spread out in the country. Apart from this, Zipline plans to go a step further and include on-demand delivery of medical supplies except for blood such as anti-malaria drugs, HIV medications, and emergency vaccines.

Even though this concept does not sound appealing to the ears, it is the supply of such commodities that can change the face of human health in any given country. A problem which has been growing in the past hundred years will now take a turn and start moving towards its solution. Presently, the country has successfully raised \$35 million in capital funding. Zipline not only ensures speedy delivery of blood packets but also takes care that none of these supplies are wasted.

Young Gun\$



Nathan Blecharczyk Won't let the Sun go Down on Airbnb

Everyone likes to go on a holiday and explore a different location each time. The catch is that hotel rooms have become so identical in order to maintain the standards that people believe if one wants to live in a hotel, then why take the trouble to travel. The same kinds of amenities are available in the hotel of one's own city as well. If you really want to enjoy a city in its full element, then you must live in it like you want to belong there. This is the ideology by Airbnb and is agreed upon by a majority of people from across the globe. Airbnb is an online hospitality service which has gained immense popularity in the matter of a few years. One can rent rooms or even the entire property in any part of the world through this online marketplace. This gives the client the liberty to pick which part of the city he wants to live in and the kind of accommodation he prefers. No need to shuffle between the hotels near the airport and the heart of the city thanks to the facilities provided by Airbnb.

Be it a solo trip or an annual family holiday or even business-related, Airbnb has struck a chord with all kinds of travelers. The popularity of this brand is mainly based on three factors: affordability, convenience, and service. The travelers get a wide array of places to choose from, according to their budget as well as location preferences. As Airbnb is such a wide-spread organization, people tend to trust it more. In fact, if you have

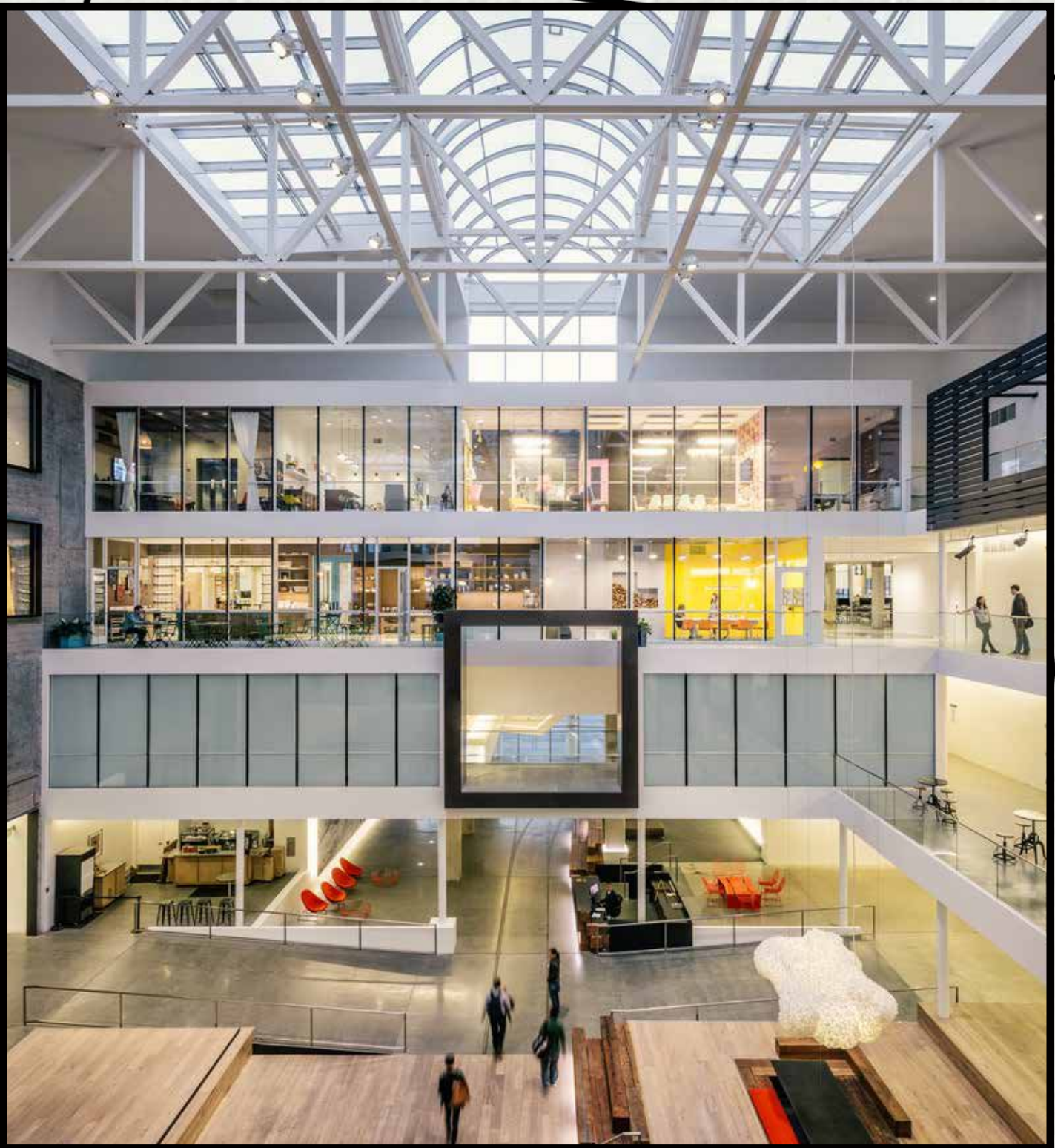
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hired an Airbnb in the U.S. and had a pleasant experience over there, you are bound to do the same even when you need an accommodation in Sri Lanka. A brand name always works to win the trust of people and this is what Airbnb has succeeded in doing. Not only this, but the organization is a godsend for people who lease out their spaces. People who work overseas, have real estate property to spare, or even plan to travel themselves can put the property on rent. This is a great way to earn a few extra bucks for a place that was going to lie vacant anyway.

One might wonder about who would have come up with the idea of creating an international network of renting out spaces. One of the masterminds behind Airbnb is Nathan Blecharczyk. Blecharczyk got together with Joe Gebbia and Brian Chesky and co-founded this room rental network in the year of 2008. Nathan Blecharczyk earned fame as a co-founder of this company but there is more to his professional profile than the success of Airbnb.

Nathan Blecharczyk: a born entrepreneur

Surprisingly, Airbnb isn't his first successful business stunt. In fact, he tasted success at a quite young age. This is why he has been termed as not only one of the richest but also the youngest entrepreneurs in the U.S. A technical architect by profession, he completed his specialized Bachelors from



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Harvard University in the field of Computer Science. This gave him an idea that he wanted to do something big in the field, not just a nine to five job. It seems that right from the start, Blecharczyk aimed to go the unconventional way in life. And fortunately, it worked out for him.

Like every success story, this always begins with the young gun working in a company as an ordinary employee. Way before this, Blecharczyk had already proved his entrepreneurial skills at a tender age. In high school, Blecharczyk was twelve when he came up with his own independent venture. He was a master at coding at such a young age which inspired him to focus on the same in Harvard. This was the time when his startup as a teenager offered coding services to clients from over twenty countries. It seems that he took this success streak forward and implemented the same in Airbnb as well.

After graduating from school and completing his Bachelors, Blecharczyk worked as an engineer for OPNET Technologies in the year of 2005. This was followed by his service as a lead developer at Batiq during 2007. Later on, Blecharczyk met the other two founders of Airbnb which resulted in one of the most successful ventures of the decade.

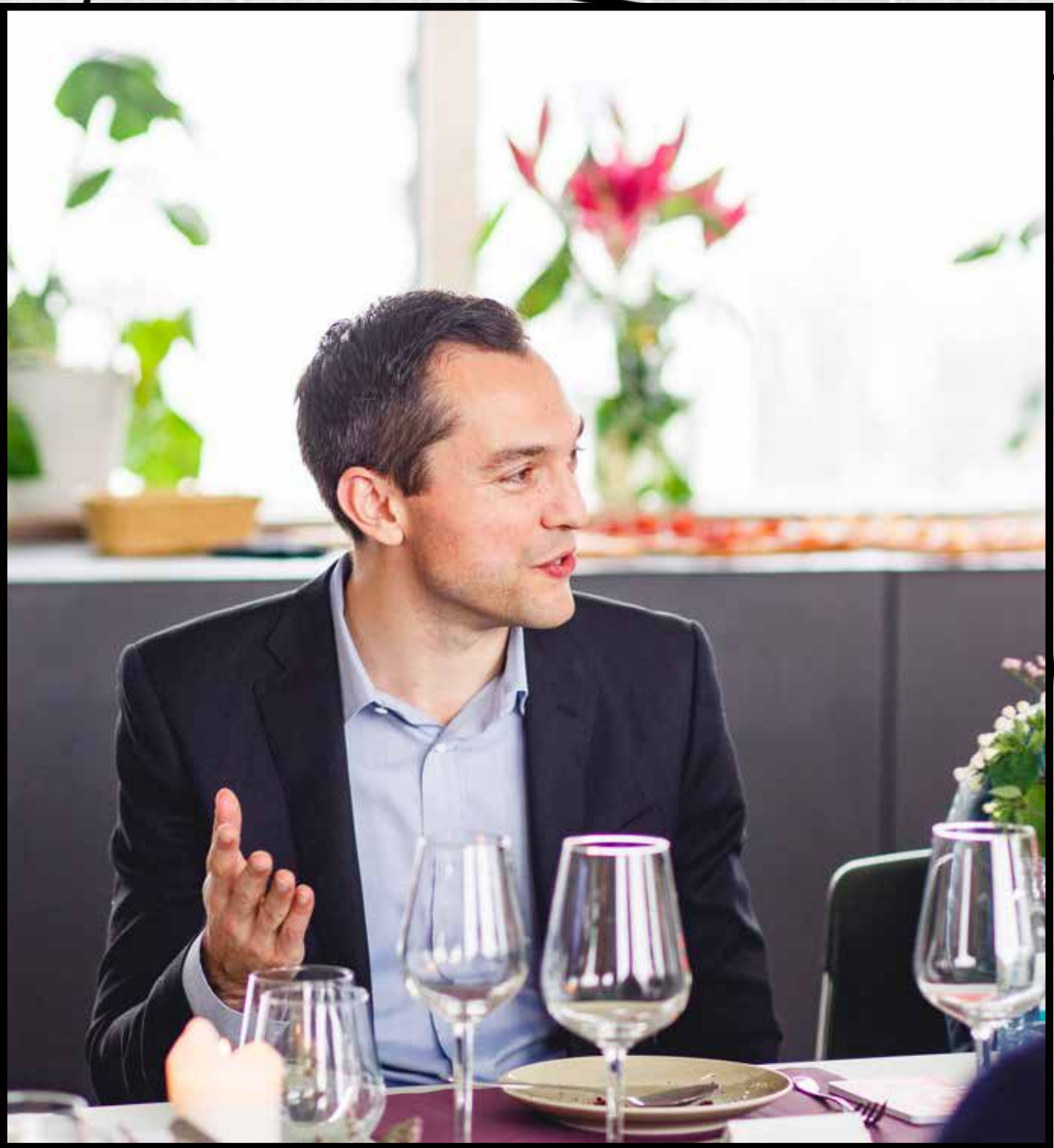
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The birth of Airbnb

A number of business experts have stated that the three founders of Airbnb strike a weird combination, two designers and a technical engineer. But Nathan Blecharczyk proudly claims that this combination is one of the major factors behind their success. This is because all three of them amalgamated their expertise and made the most out of it.

Before the birth of Airbnb, Chesky and Gebbia were studying together at the Rhode Island School of Design. They had abundant ideas but not the right expertise to implement them. This is when they came in contact with Nathan Blecharczyk. They took him on board in their new venture to manage its technical side. They set up a temporary bed and breakfast accommodation in order to fill their pockets as they were absolutely broke. This is when they realized that they could take this business online with the help of a technical expert. This is the part where Blecharczyk enters the story as a knight in shining armor for Airbnb.

When the venture was initially launched, it was known as SXSX. Apparently, the name didn't work out for them as it received only two bookings. The trio then decided to change the website as well as the name. Thus in August 2008, Airbnb was originally born. The first big project of the company was to provide accommodation through its online portal to the participants of the Democratic National Convention held in Denver. They hosted around 600 people, but unfortunately it didn't bring in a lot of success for the company.



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How did Blecharczyk take Airbnb forward?

Initially, nobody believed in the idea of Airbnb. They thought that people would not trust an online portal to take care of their accommodation. None of the investors were ready to put in money for the same. This means that the three founders were putting in their own personal savings in the company and were under severe credit card debt. Still this wasn't enough. The founders had to literally sell cereals to raise funds. They created special edition breakfast cereals and raised around \$30,000 which was sufficient to kick start the venture. This was followed by an investment by Y Combinator worth \$20,000.

All the three founders segregated their jobs. Nathan Blecharczyk holds the position of the CTO (Chief Technical Officer). This means that he takes care of the website as a whole and other related network of hosts as well as travelers. In 2009, the website moved forward to providing apartments and holiday homes apart from shared spaces and hostels. As the traffic started pouring in and Airbnb became a popular name by 2012 with 12 million bookings, Blecharczyk decided to upgrade the face of the company. He changed the company logo as well as revised the site design to make it more appealing in 2014. The same was applicable to the company's mobile app as well.

Blecharczyk's initial role in the company was to carry out the complete coding of the website. Now his role as a CTO has evolved over the years. After this, he only focused on hiring the team and reviewing how to build the project. As the company

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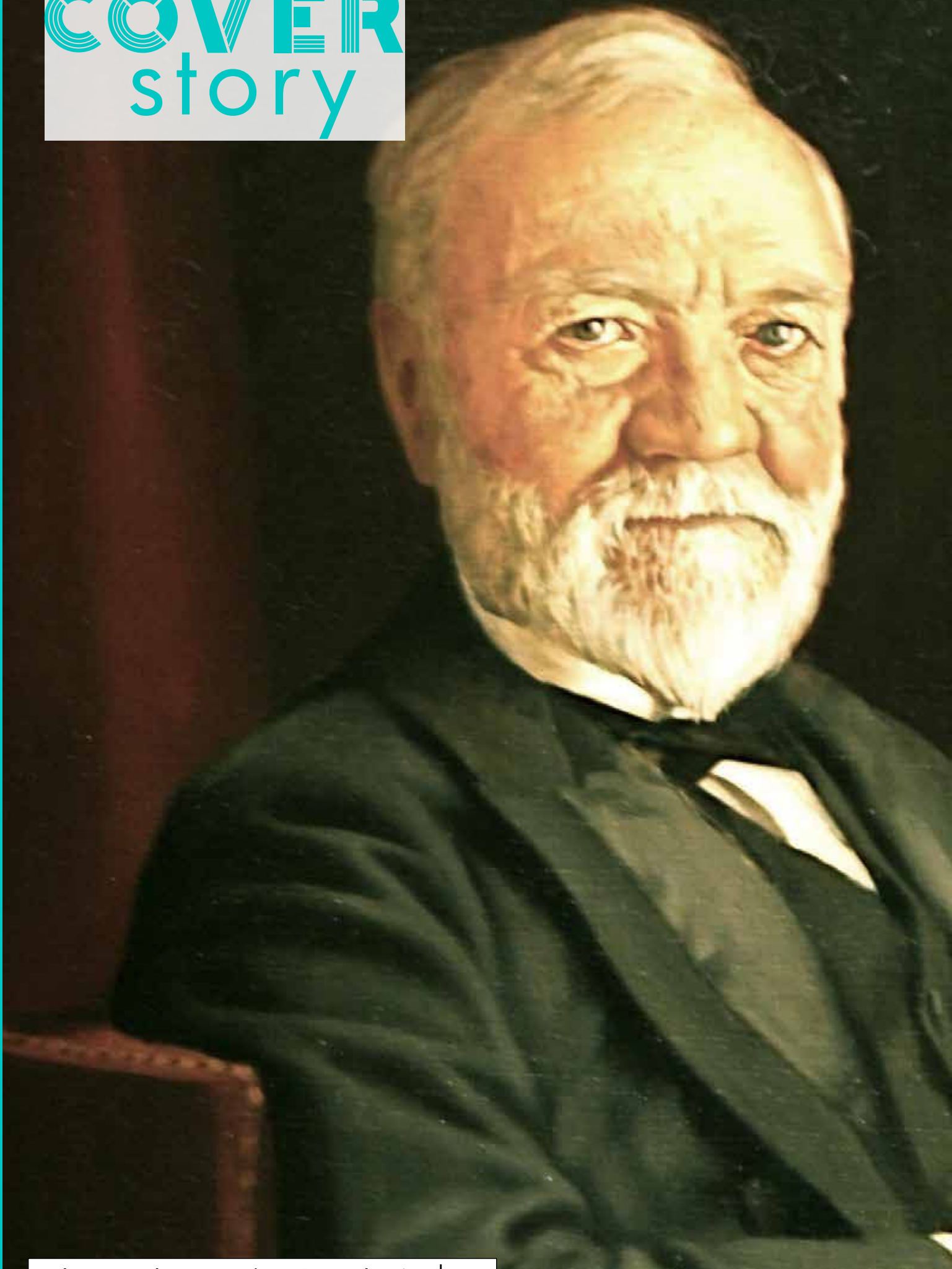
grew bigger and bigger, his direct technical responsibilities reduced. Now Blecharczyk has a number of technical teams working under him according to his instructions. He concentrated on the business aspects of the company to help it grow even more and intervenes when a complex technical problem takes place.

Currently, Airbnb functions in more than 65,000 cities in 191 countries. The company has around 3 million host listings from across the globe, and has rented out to more than 200 million guests. The number keeps increasing at a rapid pace on an everyday basis.

It can be said that Nathan Blecharczyk plays a major role in the success of Airbnb. This is because the company carries out interactions solely through the medium of their website and Blecharczyk is the one who brought in technical know-how to the venture. With the market value of over \$3.3 billion, he definitely deserves to be one of the richest entrepreneurs of America.



COVER
story



WINNERS GIVE IT ALL

In "Wealth," an essay written by Andrew Carnegie in June 1889, the most influential philanthropist in American history says a man must spend the first half of his life getting as much education as possible, to spend the second part making all the money he could, and to spend the last part giving it all away for worthwhile causes.

Today, business leaders are not only trying to amass as much wealth as they can earlier in their lives; they are also questioning the flagrant income inequality and redistributing their surplus means in a responsible and thoughtful manner. As billionaire business magnate, investor and philanthropist Richard Branson once said, "As I grew older it seemed that I was not making a big enough difference, particularly given my own incredible

good fortune. I went from feeling content that things were going well, to realizing that I hadn't even begun to scratch the surface of what needed to be done."

Today's philanthropists are mobilizing market forces to make a difference in the world. They want to invest for impact in both non- as well as for-profits, and share existing business around the social good. Think of TOMS. Imagine how customers would react if TOMS ended its one-for-one program, which donates shoes, water, or eye care to the less fortunate for every product it sells. Think of Warby Parker. Imagine how customers would react if abruptly ended its 'Buy a Pair, Give a Pair,' commitment to social impact. Through their social enterprise impact model there's no doubt companies like Warby Parker, TOMS, and Patagonia are trying to influence others business to do the same. Many still don't eye or believe in the return on investment a philanthropic approach can yield.

Celebrated philanthropists have helped propel some of the most important social-impact success stories of the 20th century – eradicating polio globally. Providing free lunches for all low-income school children in the United States. Establishing a 911 service. Securing the right for couples of the same-sex to marry in the United States. Philanthropic efforts have largely transformed or saved hundreds of thousands of lives. We now taken them for granted, but we must remember those were the extremely implausible moon shots of their day before they transformed into success stories.



INVEST FOR IMPACT

In December 2015, Facebook founder Mark Zuckerberg and his wife Priscilla Chan announced their pledge to commit an estimated \$45 billion in Facebook stock to support health missions that will “cure, prevent, or manage” all diseases by the end of this century. The approach is reminiscent to the one eBay founder Pierre Omidyar took over a decade ago when he launched the Omidyar Network to broaden the range of tools he could apply for social change.

Impact investing is gaining the eyes and the ears of a lot of influential people investing in sectors as diverse as green energy, education, and financial inclusions. However, some investors argue that it's more about finding the right solution for each problem. In the end, it's important to invest in a world-changing solution, regardless of what legal form the organization takes. This is 'conscious capitalism,' the ability to be socially conscious, and recognize and take responsibility for the needs of a larger community.

Blake Mycoskie founded Tom's Shoes at age 26, and went on to build a profitable business on the 'Buy one, Give one,' model. For every pair of canvas shoes the company sold, Toms would donate another pair to children living in less privileged communities around the world. In its first year, Toms gave away 10,000 pairs of shoes. In its second year, the number peaked 200,000.

Other companies like Warby Parker and Smile Squared have now embraced the philosophy by donating thousands of glasses and toothbrushes.



SOCIAL CHANGE INITIATIVES

Take a look at Change.org, founded by Ben Rattray in 2007. During the early days of the internet, many people dismissed the idea of online petitions as nothing more than feel-good clicativism that rarely accomplished anything. Today, the website is changing the real world, helping governments in their decision making process. It's called effective altruism – companies bring social change initiatives, with their main focus on results-oriented metrics. It's championed by Facebook co-founder Dustin Moskovitz, who has used a similar approach to identify less celebrated causes to make a big difference.

Today's business leaders and investors are encouraging young entrepreneurs to show interest in social impact and to test their ideas in measurable ways to find out what really works.

Leaders are leveraging their enterprises for the greater good. Richard Branson, for instance, has pushed for Virgin and other Fortune 500 companies to take a stand on global issues such as poverty, climate change, etc. Unilever CEO Paul Polman together with Salesforce CEO Marc Benioff, has found the B Team which persuades more executives to make pledges that protect basic human rights. When more companies become a force for good, the people working for them are motivated and their brands stand out amongst others. Customers care about the little things we do, and they vote by buying the products.



Interestingly, philanthropic activities are extending beyond the company's foundation or their contributions to every day programs. Many philanthropic investment are done with emphasis on the importance of focusing on returns. In most cases, the return is not financial, but a positive social change.

Many of these emerging philanthropists emphasize the value of sharing the benefits of financial development. James Mwangi, CEO and managing director of the Equity Bank and chairman of the Equity Group Foundation, is centered around driving African advancement and making open doors for development. For instance, the Foundation's monetary education program, known as FiKA (Financial Knowledge for Africa), enables ladies and youth with financial management skills and knowledge — simple tools that eventually change their lives. Up until this point, more than 240,000 women have graduated the FiKA program. At the Global Philanthropy Forum, Mwangi underlined the significance of a thriving white collar class: "By unlocking the value of the majority market, we are making it good for everybody, including ourselves."

If the economic development does exclude creating business solutions for the entire community, there won't be long term monetary growth. With an ever increasing number of philanthropists emerging from the business world there is an increased focus on promoting collaboration. Young business leaders are embracing effective, impact-driven strategies to help the world address social problems and grow the middle class. The growing philanthropic communities all over the world are growing in strength and influence – and they are ready to develop further in the coming decades.



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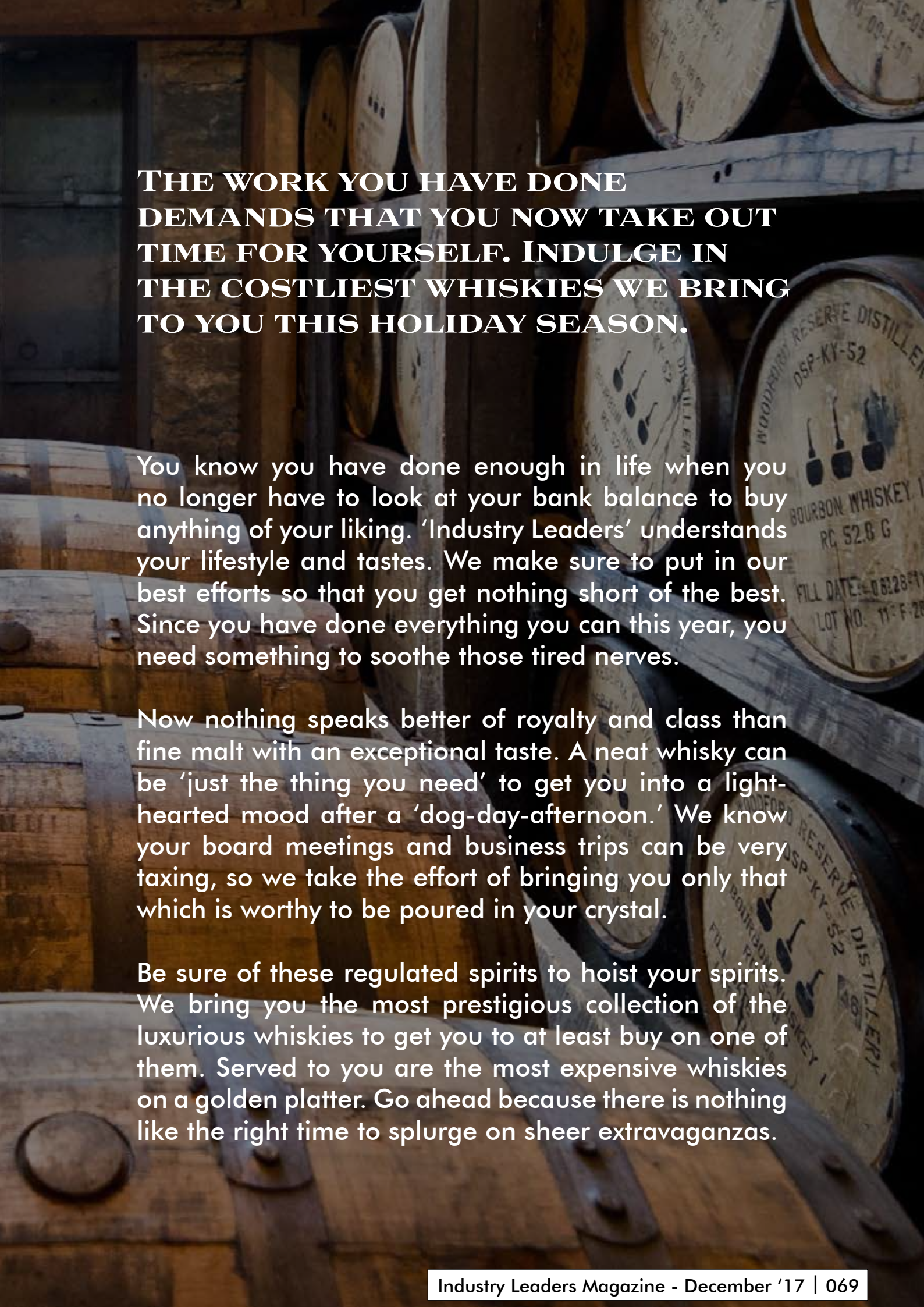
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T I C K E T

WHISK IN
A LITTLE
OF THESE
EXCLUSIVE
WHISKIES



THE WORK YOU HAVE DONE DEMANDS THAT YOU NOW TAKE OUT TIME FOR YOURSELF. INDULGE IN THE COSTLIEST WHISKIES WE BRING TO YOU THIS HOLIDAY SEASON.

You know you have done enough in life when you no longer have to look at your bank balance to buy anything of your liking. 'Industry Leaders' understands your lifestyle and tastes. We make sure to put in our best efforts so that you get nothing short of the best. Since you have done everything you can this year, you need something to soothe those tired nerves.

Now nothing speaks better of royalty and class than fine malt with an exceptional taste. A neat whisky can be 'just the thing you need' to get you into a light-hearted mood after a 'dog-day-afternoon.' We know your board meetings and business trips can be very taxing, so we take the effort of bringing you only that which is worthy to be poured in your crystal.

Be sure of these regulated spirits to hoist your spirits. We bring you the most prestigious collection of the luxurious whiskies to get you to at least buy on one of them. Served to you are the most expensive whiskies on a golden platter. Go ahead because there is nothing like the right time to splurge on sheer extravaganzas.

big **T I C K E T**

ISABELLA'S ISLAY:

Price: \$6,200,000

The costliest whisky in the world comes especially for you in two editions. The original one comes with a bottle studded with 8,500 diamonds, around 300 rubies and two bars of white gold. This blend oozes from royalty that is worth every penny. This imperial malt comes all the way from United Kingdom, made in the Luxury Beverage Company. Imagine what a wonderful gift it would make for your significant other. While your precious gets the jewels and rubies, your lips get to touch the richest and the most exquisite malt in the world.

The whisky is comprised of the rarest and the highest quality of ingredients. The malt for the special editions are 30 years old, granting the rich taste built in the casks that mature them.



big **T I C K E T**



THE MACALLAN M

Price: \$6,200,000

The Macallan M is considered to be one of the most prominent whiskies in the world. It was last auctioned in Hong Kong for the price that has been mentioned above. The vintages that are made use of are about 25 to over 75 years old and aged in Spanish Oak. The reason behind the whisky being so dear is because it is made in fine crystal which took 17 crafters to design and create. The 6 liter bottle is becoming a rarity and one can only expect its price to rise higher by the day. So before that happens, get yourself this expensive wine and drink to a better year.

The minute you pour it in your crystal glass, you are taken in by the surprise aroma of candy sweetness. Along with it you can also sense the hints of spices and ginger. Your palate is left craving for that zesty taste of the raisins. You also get to savour fruits like green apples and ripe oranges, a bit of woodiness and that little bubblegum sweetness. Once these complex layers dance across your tongue, let it slide down easy and get ready to take the second sip which will be a bit spicier with a dash of smoky essence. After you have emptied the exquisite scotch down your throat, the velvety finish of those fruits keep making you crave for more. No wonder they call it the 'Ultimate Macallan.'

big **T I C K E T**

GLENFIDDICH JANET SHEED ROBERTS RESERVE

Price: \$525724

Janet Sheed Roberts lived to be the oldest woman in Scotland at one time. To celebrate the number of decades that she lived, Glenfiddich only, made 11 such magnum opus. The incredibly rare 55-year old bottle was auctioned at a charity which went for the whopping amount of over \$5 million.

The pale gold colour reminds us of the autumn barley. The aromas of violets mix with the orange blossoms to give it a delicate whiff. But when you breathe in deep you will notice subtle hints of toasted almond and smoke. You are initially hit with the tastes of vanilla cream and gentle smokiness, but that is then counterbalanced with sweet oaks. If you go on to add just a few drops of water to it, the zesty orange flavours are released and they spread through your mouth. The taste that it leaves behind stays longer and is quite sweet.



big **T I C K E T**



THE MACALLAN 64

Price: \$464,000

The whisky has been treated from 3 different casks built from Spanish oak. The 64-year Scotch is poured into an elegant decanter at the Speyside distillery. The bottle is designed by a crystal artist named Lalique. The crystal vessel was made using the lost wax method, or as they call it 'Lalique Cire Perdue.' The Macallan 64 is exactly what every scotch-lover needs and craves for. The reason why it has made it to the top of the list is because of the price at which it was sold at a charity auction in New York. The money is to help developing countries get clean drinking water.

The dark walnut coloured malt has ABV of 46.3%. The balanced smell comes from the of Madagascan vanilla pods dipped in honey, and the Moroccan dates. The whisky incorporates the tastes of cocoa beans, black pepper and cloves which adds spice to the composition. After you are done with your drink you will still be able to feel the rich flavours of honey and dark chocolate, giving you an experience of a perfect ending.

big **T I C K E T**

DALMORE 64 TRINITAS

Price: \$160,000

Dalmore 64 Trinitas is a representation of a perfect trinity of class, taste and perfection. But the reason for it to be called Trinitas was because Dalmore only could make three bottles of this priceless whisky. Considered a true masterpiece it is hardly talked about outside at one is not sure whether they are still on sale or not

This exquisite mahogany, when smelt consists of an amalgamation of orange peel and patchouli whiffs. This chocolate coloured malt also incorporates a hint of violets and myrtle. On touching your lips, you can taste the blood oranges, freshly roasted Colombian coffee, fleshy figs and peaches. Hints of black forest fruits will also register once you move it in your mouth. And on the way to your final sips you shall also be able to get a slight flavour of the juicy apples and spicy cinnamon.



big **T I C K E T**





YAMAZAKI 50 YEAR OLD SINGLE MALT

Price: \$464,000

Over a million dollars, the Yamazaki is considered one of the costliest whiskies in the world. The malt comes all the way from Japan, made in the Suntory distillery. The Yamazaki whisky is the signature single malt of the company. According to them, it is, “multi-layered with fruits and Mizunara aromas.” For those who would want to taste this mystic drink but cannot shell out that much, there are also 25 year, 18 year and 12 year vintages available. The 50-year old bottle is also considered to be the rarest bottle in the world. The single malt whisky is also a part of the Japanese history. The oak has been matured for more than half a century to give it the depth that makes it so fine. Yamazaki has only come out with 150 bottles of the paradise.

The golden coloured drink gives out the fragrance of cherries, strawberries and the Japanese oak (Mizunara). As soon as it settles on the tongue you can get the flavours of white peach and raspberry with just a tinge of coconut that adds to the zest. Your mouth will go through some emotions of their own once it settles down. After you are done with your drink, the taste of vanilla and cinnamon will still play around in your tongue giving you the pleasure of having one of the most expensive whiskies.

WHAT TO TAKE CARE OF WHILE BUYING THE COSTLIEST WHISKIES.

By now we are sure you might have narrowed down on your preferences. But before you go further, we would like to help you out a bit. No one is ever perfect and so there are mistakes that some buyers commit while buying their spirits. Since these malts are high-priced, we want you to get you perfect bled, according to your fondness. So please hear us out before you finalize on what you plan on taking away.

The first thing that needs to be kept in mind is, buy something that appeals your taste buds and don't root for something because it is aged. Since you are the one who will be lucky enough to taste those xquisites, always opt for something you know you will be fond of. So if you are interested in something fruity and sweet, not chocolaty and charred, then you could go in for a malt like Macallan M.

Secondly, never mix your drinks with either water or ice. Whiskies need to be had in their original form so that you get to savour all the ingredients. Adding anything else might ruin its strong and compelling flavours leaving it to be less punchy and more diffused.

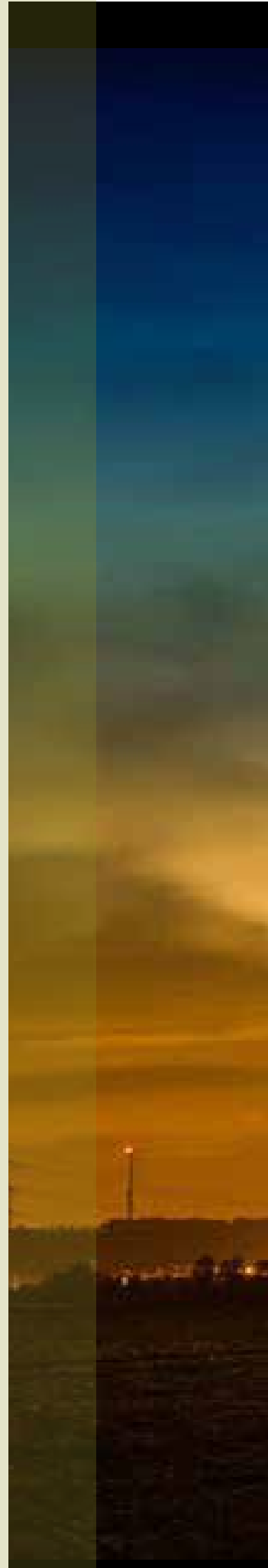
Now that you know what you need, all you have to do is get one for your worrisome nerves to soothe them. If you think they are too costly now, think twice. It is at least less expensive than what it will be in the near future. Celebrate your holiday season with friends and family by giving them the best that there ever is. You



deserve to be happy and so do what makes you happy. Be more generous and pamper yourself by gifting a limited edition malt. You know you want that one sip of exclusivity. Then go on! Get your lips to kiss something that will make you want more. You've earned enough to possess the pride of owning the costliest whisky.

NO MEAN BUSINESS, JUST GREEN BUSINESS

It may be a little late, but the world is finally realizing the extent to which the atmosphere has been destroyed thanks to the excessive use of fossil fuels. It is important to note that we are not only running out of fuels that take a million years to be formed again, but also damaging the planet where our future generations will reside. A number of people argue saying that why should they care about the future as long as they can lead a comfortable life presently. This argument was applicable around two decades ago but now the environmental damage is so high that it is affecting a majority of the population on a day-to-day basis. Various medical studies have proven that as people age, their bodies gradually lose the ability to compensate for the negative effects caused by environmental hazards. The pollution that our body comes in contact with on a regular basis can lead to diseases such as chronic bronchitis, asthma, and aggravate heart diseases. According to a study by the World Health Organization (WHO), nine out of ten people reside in areas which have





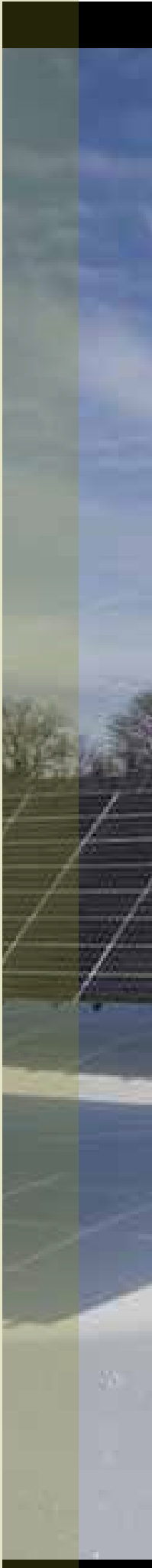
crossed the official limits of air pollution. Through this study, we can get an idea about the extent to which we are harming ourselves. Taking all these factors into consideration, approximately by the year of 2021 a majority of countries plan to replace fossil fuels with sources of renewable energy.

THE BIGGEST POLLUTER GOES GREEN

China is known as the biggest polluter on this planet. The main causes behind this are that it has the highest population and also a large number

of manufacturing projects are situated here. Two of the biggest pollutants are in abundance in this country. It is bound to pollute the environment. China has a reputation of being one of the most technologically advanced countries in the entire world. This country knew how to make the most of its forte and used it for a good cause. Looking at the consequences and the alarming condition, China decided to go green. Well it sounds good yet nothing extraordinary, but there is more to it. Due to continuous efforts and adequate funds, China has left other countries behind when it comes to efforts to use renewable energy.

It is ironic that U.S. being one of the most powerful countries in the world backed out from the Paris climate change agreement whereas on the other hand, China contributed





billions of dollars for the same. Not only did the contribution help with the purchase of adequate solar material supplies, but also generated millions of jobs in the energy sector. As China is the hub when it comes to manufacturing factories on a huge scale, it also emits pollutants in great quantities in the environment. This is why it is the country's responsibility to take care of the environment if it wants to cash upon the excessive production. For this, China has built wind as well as solar farms which will fuel the factories of all major industries. These industries sell their products on a global scale. This means that not only will the intake of fossil fuels reduce drastically, but the emission of carbon will also go down.

China has clearly stated that the times when the country thought coal was

the king of energy are long gone. The Chinese government further elaborated on this saying that it is producing endless economic opportunities in the clean energy sector as money is what attracts laymen as well as entrepreneurs. Currently, more than 2.5 million people in China work only in the solar power sector. Not only this, but Beijing is constantly working on shutting coal mines which has put around 1.3 million people out of work. These people will then be moved over to the clean energy sector. Along with this, the government has already begun restricting the construction of new coal plants. The country has a target of fulfilling 20 percent of its energy needs through clean energy by the year of 2030.

China is not only bringing up the use of clean energy in their own country but





also indirectly promoting the same in other countries as well. It has become a significant manufacturer as well as reporter of renewable energy technology. It presently supplies almost two-thirds of the solar panels in the world. Along with this, it also manufactures around two wind turbines every hour, which adds up to half of the wind turbines globally.

ASIA IS ON A ROLL WHEN IT COMES TO CLEAN ENERGY

Similar to China, India is known for the excessive environmental hazards it emits into the atmosphere. Thanks to its tremendous efforts, India is as high in the list of countries that concentrate on green energy as high it is on the list of countries that emit pollutants. This means that it is trying to balance the damage it has done by making tremendous efforts as well. These efforts have led to a significant drop in the solar prices of the country. The U.S. lawmakers analyzed this and came to a conclusion that solar power in India is cheaper in coal sans the subsidy. There has been a considerable transformation in the clean energy sector of India within the span of one year which has led to this. India is now also capable of auctioning for grid-connected solar power at extremely competitive prices. The only factor



which is holding back the country is the interest rate on the money spent on solar projects which add up to somewhere around 15 percent. Once the government is successful in filling the gap, India might end up becoming a world leader in solar power.

According to statistics, India has increased its production of solar power by 9 gigawatts within two years which is considered impressive. Apart from this, the country's solar capacity has gone up by 370 percent in the period of three years. Based on an analysis by Bloomberg New Energy Finance, India will add another 37 gigawatts by 2020. As a result of such rigorous efforts, there has been a slowdown in the growth of coal as well. In order to keep up with this, a number of states have scrapped the plans of making new coal plants. If this goes on, coal will no longer be a dominant energy source in India by 2040.





SWEDEN IS NOT FAR BEHIND

Unlike other countries, Sweden understood the importance of concentrating on green energy way before the others. This is why it started looking for alternative sources of energy when the oil crisis occurred in the early 1970s. As per the data analysis in 1970, oil made up for 75 percent of energy supplies. This number has come down to 20 percent in the present day and age. A regulatory official of the country has also stated that the country is confident to run entirely on clean energy by the year of 2040.

In 2016, 57 percent of the energy used in Sweden came from renewable sources of energy like wind sources and hydropower. The rest of the energy was produced through nuclear power. The country is relying on wind power to attain the goal of a clean Sweden by 2040. This goal was set by the Prime Minister of the country at the UN General Assembly held last year. The fact that this is not a densely populated country has given it an advantage to use the spare land to set up wind farms for the same.

Due to consistent efforts, the country is gradually relying solely on wind energy instead of its usual nuclear energy as a power source. One of the major reasons behind this is that nuclear energy is expensive for the country's economy. On the other hand, wind energy is significantly cheaper. It just requires a good investment and then the energy is produced for years at a negligible cost. The country is presently focusing on phasing out its ten nuclear reactors. This clearly signifies that with no alternative power source, the country will solely rely on wind energy.



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On asking any successful entrepreneur about what was the biggest hurdle when he decided to launch his own venture, a majority of them will have the same answer: funding. We have come across a number of instances wherein the launch of a particular startup has been delayed due to the lack of sufficient funds. There are times when someone has a genius idea but not the financial backup to make it materialize. At such times, the innovator has to put in all his personal money or pick up loans from the market at a very high interest rate. This

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Dragon King Major Gameplay Expansion

option, armor kit, major gameplay expansion

Dragon King

1



Settlement Location

40



AI Cards

Human Dragon King

40



Hit Location Cards

18



Gear Cards

♂ Dragon King Armor

16



Resource Cards



Rules & Lore

♀ Dragon King Armor

12



Settlement Event Cards

Use as a Final Boss!

is where the technological advancement proves to be a boon for budding entrepreneurs. There are various online portals which let you showcase your project amongst bidders from around the world and also take in pre-bookings for the same. This is known as crowdfunding on an online platform. One of the most popular companies doing so is Kickstarter. It has heavy traffic of investors as well as exhibitors on an everyday note and has raised impressive amount of money so far. Here is the list of the biggest crowdfunding campaigns on Kickstarter in the year of 2017.

1. KINGDOM DEATH: \$12,393,139

When the creators of this extravagant board game started its crowdfunding campaign towards the end of 2016, they wouldn't even have guessed that it will become the highest grossing project in 2017 that too in January itself. This is exactly what happened with Kingdom Death. In order to make the conceptual project a reality, the creators set a goal of \$100,000 which was to be fulfilled in 43 days. But it went much further than that. Kingdom Death Monster is basically a humongous board game which is based on the theme of a nightmare-horror world. The players in the game are supposed to survive here and fight for their lives under the claws of some fearsome creatures. On assembling this game, it gives the feeling of an actual fight for survival with huge structures taking over the table. Its retail price is \$400.

2. THE 7TH CONTINENT: \$7,072,757

Here comes another board game which ended up making a lot of money due to its innovative concept. The main concept of a board game is to get rid of boredom and enjoy with a bunch of people around you. The 7th Continent brings a hint of adventure to this concept. The game draws its inspiration from books which project

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17th the continent

EXPLORE. SURVIVE. *you* ARE THE HERO!

the reader as the hero and how he has to survive in crucial circumstances with the help of his bravery and presence of mind. Within the span of 23 days, this game crossed the goal of \$40,000 with ease due to the contribution of 43,733 backers. The makers believe that the cost of producing such a game for retail use is extremely high hence it is only available through the crowdfunding campaign.

3. ZETIME: \$5,333,792

Smartwatches are all over the place. Almost every tech brand has joined the race of manufacturing such devices. Not only this, but even customers are keen on buying smartwatches due to its appealing features and also in order to follow the trend. But the sleek touchscreens can't really substitute the mechanical hands of our conventional watches. This is why ZeTime came up with the concept of amalgamating the best of technology while retaining the identity of watches. This means

that it looks like your ordinary watch but has a touch screen and offers all the features which a smartwatch does. This novel concept has made ZeTime the first ever hybrid smartwatch that combines a full round touch screen with metal hands in the world. In its funding period of 35 days, it crossed the goal of \$50,000 with the contribution of 26,828 backers. The smartwatch collection begins at the price of \$119.

4. ZOMBICIDE: \$5,004,614

There is something very appealing about gothic games. Even though they seem scary and leave a lasting negative impact, curiosity of the fear gets the better of you and you end up wanting to try the game. If you feel so, then here we have one such game for you. Set in a gruesome background, it has action figures in different colors for each player. As the name of the board game suggests, the players have to fight in a land which has been invaded by



zombie orcs. One can learn spells, earn weapons, and fight zombies in this game. Within 28 days, the pledged goal of \$300,000 was achieved through 27,236 backers. One can get this game from Kickstarter at the price of \$120.

5. GRAVITY: \$4,729,263

At the end of a long day, all you want to do is curl up under your quilt and have a peaceful sleep. Unfortunately, this doesn't always happen. Stress, anxiety, over thinking, and other such factors result in sleep deprivation which is experienced by a majority of the population of the world. You may toss and turn in your bed all night long but sleep is the last thing that would come to you. This is where Gravity comes in handy. Gravity is a premium therapeutic blanket which instills the power of deep touch stimulation with the help of adding weight to it. This weighted blanket distributes pressure in your body which relaxes one's nervous system. In the 34-day funding period, Gravity crossed its pledged goal of \$21,500 by 23,805 backers. It's available at the retail price of \$279.

6. PIMAX: \$4,236,618

Virtual reality is all over the place. We have moved on from marveling over the third dimension and are now eager to enter a new dimension altogether. This is why Virtual Reality headsets are selling like hot cakes these days. The success of Pimax is also because of this rapidly growing tech trend. Pimax



G R A V I T Y

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Thank
You!



is known for being one of the lightest VR headsets that have ever been made. This is a major advantage as the headset has to be strapped on one's eyes and prolonged use of a heavy one can cause a headache. It also comes with extra accessories and attractive features. One can get its basic model at the price of \$349 on Kickstarter. It crossed the pledged goal of \$200,000 through the contribution of only 5,946 backers during its funding period of 45 days.

7. RISING SUN: \$4,228,060

The land of Japan is known for its rich culture and intriguing history. Rising Sun is a board game based on the same. It is set in Japan and draws its inspiration from the age-old legends of the place. Kami is a god who has come down from heaven to reshape the land. All the players have to make sure that their clans achieve victory and worship Kami so that he acts in their favor. It also includes a hint of politics due to which one has to use his intellect as well. In 27 days, 31,262 people backed the project. One can get this game for only \$100.

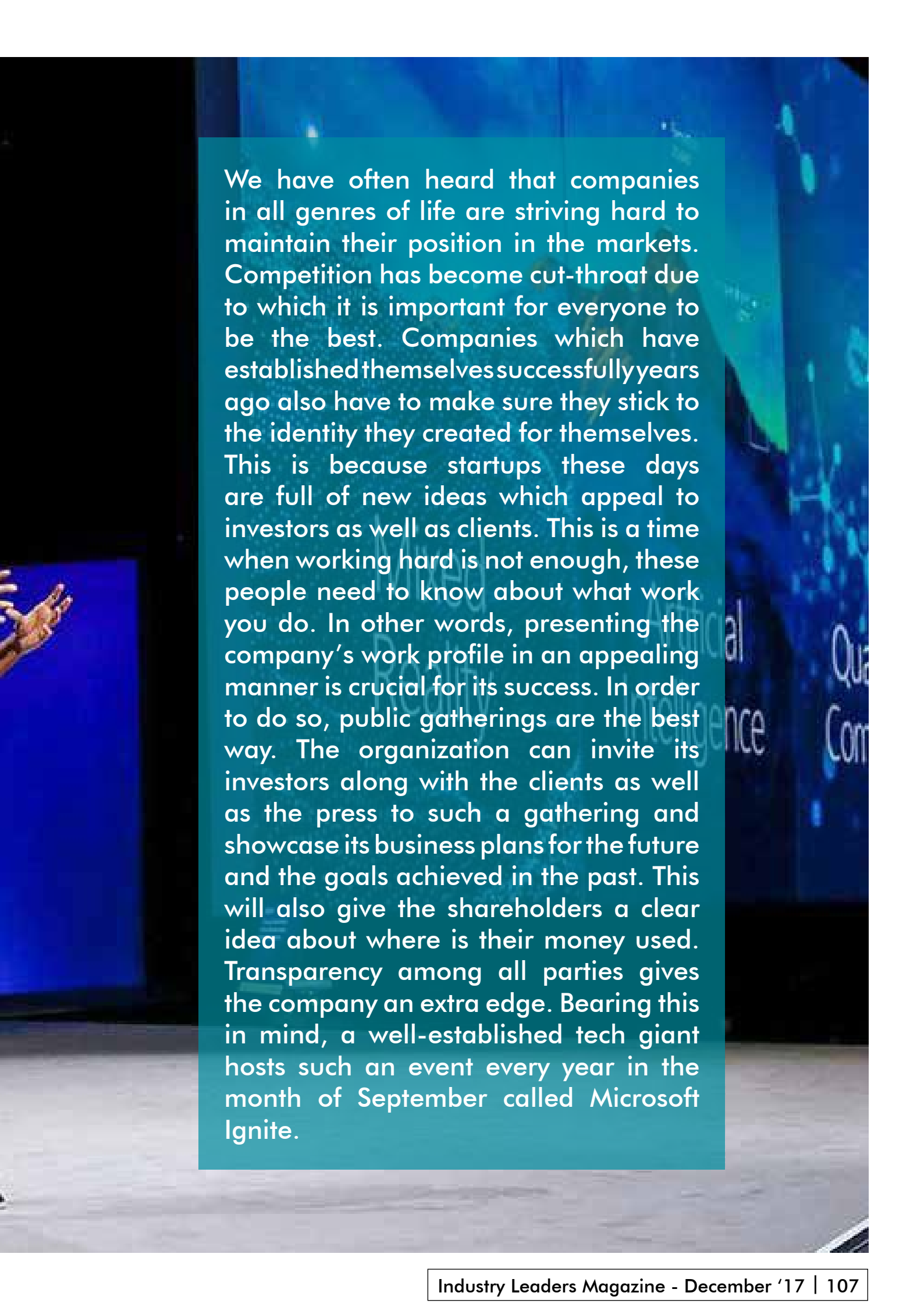
8. GLOOMHAVEN: \$3,999,795

It seems that adventure games are ruling Kickstarter. Here comes another such board game which also focuses on providing an adventurous experience to its players within the confines of their homes. Gloomhaven lets you participate in a series of combat scenarios which have to be tackled in a certain manner. Every scenario in each series has a player competing with automated combats in a set of rounds. The rounds take place with the help of cards. As the funding period was only for 27 days, one can get their hands on this game in a retail store at the price of \$99.

big events
BIGGER GAINS

Microsoft Ignite 2017

...Exploring Tomorrow's Tech



We have often heard that companies in all genres of life are striving hard to maintain their position in the markets. Competition has become cut-throat due to which it is important for everyone to be the best. Companies which have established themselves successfully years ago also have to make sure they stick to the identity they created for themselves. This is because startups these days are full of new ideas which appeal to investors as well as clients. This is a time when working hard is not enough, these people need to know about what work you do. In other words, presenting the company's work profile in an appealing manner is crucial for its success. In order to do so, public gatherings are the best way. The organization can invite its investors along with the clients as well as the press to such a gathering and showcase its business plans for the future and the goals achieved in the past. This will also give the shareholders a clear idea about where is their money used. Transparency among all parties gives the company an extra edge. Bearing this in mind, a well-established tech giant hosts such an event every year in the month of September called Microsoft Ignite.

Gist about Microsoft Ignite as a big event

Microsoft is said to be one of the biggest names when it comes to efficient software systems. It started off as a software company and moved on to manufacturing hardware as well. In this venture, it created a respectable name for itself. Even other hardware manufacturers rely on the technology of Microsoft to install in their devices due to its immense experience in the field and constant efficiency. Like every other tech giant, Microsoft also hosts an annual event where it gathers all the contributors to the company; be it the staff, clients, investors, shareholders, as well as press personnel to cover the event. The event is used as a platform to notify people about the company's future ventures along with product launches. Microsoft waits till the month of September every year to launch its products in order to create hype about the event and launch

all the products at one go on a big scale.

If we practically look into the various venture groups by Microsoft, you can't even count them on the fingertips of both your hands; they are that varied. Hence the topics to be discussed in this event will be wider, making the event a humongous one. There are a number of keynote speeches by the board of directors of the company along with the tech experts who were in charge of a particular piece of technology which will be launched. Microsoft fans usually look forward to such an event to witness the new devices and software which are going to be launched in the market soon. With the importance of technology increasing in our lives day by day, the value of tech giants like Microsoft are also bound to go up.



Highlights of Microsoft Ignite 2017

If you are even slightly interested in technology, which a majority of us are as we interact with it on a daily basis, then you would be inquisitive to know the views of technical know-how. And what better knowledgeable panel can enlighten you except the masterminds of Microsoft. This is why the highlight of Microsoft Ignite is undoubtedly the keynote speeches by the tech experts. Thanks to developing technology, one need not pull strings to get an invite to this exclusive event. An individual from any part of the world can witness it all because of the online live streaming facility which Microsoft offers.

The event which began on 25th of September, 2017 was held in Orlando, California. It went on for a span of five days and these five days were the most technologically informative

ones an individual would ever come across. Apart from the keynotes, the audience got an opportunity to interact with these tech experts and ask questions related to their fields of expertise. The meet-ups were extremely helpful as on a general note, we don't get a chance to clarify our doubts.

There were multiple events going on simultaneously. This means that one had a variety of options to choose from which he could attend in context with his interests. The event began with the Keynote speech by the executive vice president of Microsoft, Scott Guthrie. He started off with the discussion on the importance of IT while leading the digital transformation. This will be made possible through the use of mobile technology along with power.



This was followed by a lively conversation by Microsoft CEO Satya Nadella in the afternoon. He openly discussed innovation in general and the company's goal of democratizing artificial intelligence. He elaborates on this stating that AI is not made to beat man at games. It must be used for the right purpose which can solve the economic and social challenges of society.

Specific presentations by tech leaders

Keynote speeches are just the icing on the cake. The main flavor is in the various layers of the cake. The 8 General Sessions held on the first day of the event consisted of eight Microsoft leaders who gave a deep insight on innovation of their particular areas of expertise. As there were so many to choose from, it was tough to make a choice. Thankfully, all of them are available online on demand.

Moving on, another appealing event was The Expo which showcased a panel of experts, latest technology by Microsoft, their partner technologies, all of this in immense style. The various booths cover these activities

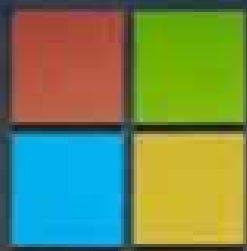
which ensured fun along with knowledge. If one wanted a break from the various talks, he could head to the Hang Out which was a special spot made for chatting, sitting, and also watching multiple live sessions while on a break. These live sessions were broadcasted on a 3,500-square-foot digital wall.

If you want to know the right people and make your business grow, networking is the key. And in order to do this in relation with the tech world, what better place to be in than the Microsoft Ignite. Be it browsing through the booths or having lunch together, this event was full of opportunities to



network with the right people. Apart from this, there was a very interesting segment of the Microsoft Ignite which was much talked about. The events that came under Women in Technology were dynamic in nature which accumulated the influential women of the industry. These women are known for the difference they are trying to make in the tech world. The panelists here not only addressed the challenging issues of the age but also provided effective strategies to deal with them. The Labs was a portion set up in order to carry out practical sessions on the various pieces of technology displayed here.

All work and no play make a tech fan a dull guy! Taking this into consideration, Microsoft made sure that all the attendees could unwind after the segments of the event were over. The celebration consisted of a campsite which had summer games, non-stop music, local brews, good food, and a number of activities like mini golf, Jenga, billiards, karaoke, and a lot more.



Microsoft

EVENTS & TRADESHOWS

Indianapolis Auto Show

Date: 26 Dec '17-01 Jan '18

Indianapolis Auto Show is a 7 day event being held from 26th December 2017 to the 1st January 2018 at the Indiana Convention Center in Indianapolis, United States Of America. This event showcases product from automotive industry. This auto show is organized by Indianapolis Automobile Trade Association.

Venue: Indianapolis, USA

Innatex

Date: 01 Jan '18

Innatex is a 3 day event being held from 01 January 2018 at the Exhibition Center Rhein-Main in Hofheim, Germany. This event showcases product from Textile, Fabrics & Yarns industry.

Venue: Hofheim, Germany

The Asi Show Orlando

Date: 03-04 Jan '18

The Asi Show Orlando is a 2 - day event being held from 3rd January to 4th January 2018 at the Orange County Convention Center in Orlando, United States Of America. This event showcases products like fleet graphics, scrolling hoardings, glow signs, laser displays, business software, management control systems, business cards, data management systems and many more etc. in the Business Services industry.

Venue: Orlando, USA

Khadhya Khurak

Date: 02-05 Jan '18

Khadhya Khurak is one of the premier food machinery sector trade shows in India. The event ranks high on the popularity count with a large number of visitors attending the show at

each of its editions. The latest tools, products and market trends are closely deliberated upon during the event. More than 300 exhibitors are present here, showcasing a vast range of Food Processing Equipments, Ayurvedic Products, Beverages, Sweets, Ice-Creams, Herbal Products, Edible Flavors, Refrigeration, Hotel, Catering, Dairy, Food Processing, Bakery, Namkeen, Ingredients, and Packaging. Fruitful Business partnership deals are struck up during the event, which also offers excellent business networking opportunities to all corporate participants. Khadhya Khurak 2017 event helps participants to keep a tab on the fast growing food markets of INDIA and the presence of eminent trade delegates and industry decision makers enhance the business value of the show further.

Venue: Gandhinagar, India

ZAK Salaam IndiaExpo-Singapore

Date: 04-07 Jan '18

ZAK Salaam India Expo-Singapore is a 4 day event being held from 4th to 7th Jan 2018 at the Singapore Expo in Singapore. This event showcases products like offers opportunities for making new business contacts, familiarity with the latest engineering solutions and signature of cooperation agreements etc. in the Business Services industry.

Venue: Singapore, Singapore

Toronto Imprint Canada Show

Date: 05-06 Jan '18

Toronto Imprint Canada Show is a 2 day event being held from 5th January to the 6th January 2018 at the Toronto Congress Centre in Toronto, Canada. This event showcases products like IMPRINT CANADA has produced and managed Canada's most successful trade shows and educational workshops and

EVENTS & TRADESHOWS

seminars for imprintable sportswear and promotional product buyers across Canada. Imprint Direct — lists you can rely on. We've done the leg-work for you: targeted and qualified lists containing accurate and complete information, including key contacts, addresses, telephone and fax numbers and more etc. in the Apparel & Clothing, Textile, Fabrics & Yarns industries.

Venue: Toronto, Canada

Seattle Remodeling Expo

Date: 05-07 Jan '18

Seattle Remodelling Expo is a 3 day event being held from 5th to 7th Jan 2018 at the Washington State Convention Centre in Seattle, United States Of America. This event showcases products like remodelling industry ranging from residential and commercial design, architecture, interior design, landscape design, furnishings, accessories, home entertainment, tech smart homes, security systems, baths, kitchens, video surveillance, new construction, remodelling, commercial and residential etc. in the Building Construction, Home Furnishings & Home Textiles, Architecture & Designing, Real Estate Agents industries.

Venue: Seattle, USA

Gem Faire – Santa Rosa

Date: 05-07 Jan '18

Gem Faire-Santa Rosa is a 3 day event being held from 5th to 7th Jan 2018 in Santa Rosa, United States Of America. This event showcases products like Gold, Silver, Antique Jewellery, Pearls, Gemstones - Ruby, Sapphire, Opal, Emerald, Crystal etc. in the gems and jewellery industry.

Venue: Santa Rosa, USA

Ama Expo

Date: 05-07 Jan '18

Ama Expo is a 3 day event being held from 5th January to the 7th January 2018 at the Ontario Convention Centre in Ontario, United States Of America. This event showcases product from Automotive, Building Construction, Computer Hardware & Software, Electronics & Electrical Goods, Gifts & Handicrafts, Leather & Leather Products, Telecom Products & Equipment, Scientific Instruments, Rubber & Rubber Products, Railway, Shipping & Aviation Products, Research & Development, Business Services industries.

Venue: Ontario, USA

Autumn Fair Bahrain

Date: 24 Jan-01 Feb '18

Autumn Fair Bahrain is a 10 day event being held from 24th January to the 1st February 2018 at the Bahrain International Exhibition Centre in Manama, Bahrain. This event showcases product from Household Consumables industry. This well established retail fair showcases a wide array of merchandise from across the globe, ranging from specialty foods to textiles, and furnishings to electrical goods.

Venue: Bahrain, Bahrain

Las Vegas Market Show

Date: 28 Jan-01 Feb '18

Las Vegas Market Show is a 5 day event being held from 28th Jan to 1st Feb 2018 at the Las Vegas World Market Centre in Las Vegas, United States Of America. This event showcases products like the only home furnishings market in the west, the fastest growing gift & home decor market in the nation, the national bedding market etc. in the Furniture, Gifts, Home Furnishings & Home Textiles industries.

EVENTS & TRADESHOWS

Venue: Las Vegas, USA

Arab Health

Date: 29 Jan-01 Feb '18

Arab Health is a 4 day event being held from 29th January to 1st February 2018 at the Dubai International Convention & Exhibition Centre in Dubai, United Arab Emirates. Arab Health is the second largest healthcare exhibition and congress in the world and the largest in the Middle East. It offers important opportunities to build relationships within the healthcare industry, to showcase progress and achievement in the sector, and to explore new opportunities with stakeholders in the healthcare field.

Venue: Dubai, UAE

**International
Fabric Trade Show**

Date: 10 Jan-01 Feb '18

International Fabric Trade Show is a 3 day event being held from 30th Jan to 1st Feb 2018 at the MOC Munich Order Center in Munich, Germany. This event showcases product from Manufacturing, Fabrication, Repair & Maintenance, Textile, Fabrics & Yarns industries. This event showcases product from including spinning, nonwovens, weaving, knitting, buttons, trims, jewellery components, fastenings, hang tags, garment making, testing, software as well as dyestuffs and chemicals etc. in the Manufacturing, Fabrication, Repair & Maintenance, Textile, Fabrics & Yarns industries.

Venue: Munich, Germany

StonExpo

Date: 30 Jan-01 Feb '18

StonExpo/Marmomac is THE stone event for stone industry

professional and is home of the MIA annual meeting, as well as one of three mega events under The International Surface Event brand. The official sponsors are the Marble Institute of America (MIA) and Natural Stone Council (NSC). Together, the Marble of America (MIA) and the Building Stone Institute (BSI) serve more than 1900 members in 55 countries who represent every aspect of natural stone industry, offering them a wide array of technical and training resources, professional development, regulatory advocacy, and networking events. Two prominent publications - the Dimension Stone Design Manual and Building Stone Magazine raise awareness in both the industry and the design communities for the promotion and best use of natural stone.

Venue: Las Vegas, USA

International Product and Processing Expo

Date: 30 Jan-01 Feb '18

International Fabric Trade Show is a 3 day event being held from 30th Jan to 1st Feb 2018 at the MOC Munich Order Center in Munich, Germany. This event showcases product from Manufacturing, Fabrication, Repair & Maintenance, Textile, Fabrics & Yarns industries. This event showcases product from including spinning, nonwovens, weaving, knitting, buttons, trims, jewellery components, fastenings, hang tags, garment making, testing, software as well as dyestuffs and chemicals etc. in the Manufacturing, Fabrication, Repair & Maintenance, Textile, Fabrics & Yarns industries.

Venue: Atlanta, USA



A straight in the face offer

Stone chips on your windscreen can come as sudden as a treacherous patch of ice in a skislope. On the other hand, if your Volvo is insured by Volvia you may see straight this winter. Leave the car at Volvo's Winter Workshop in Lindvallen sometime between December 1 and April 30 and get the deductible for repairing small stone chips for free (norm. price \$15).

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