



RANKINGS

NEW

ESTABLISHMENT

20
15

THE
DISRUPTERS / THE
POWERS THAT BE / THE
HALL OF FAME

A posse of top reporters run the numbers—and unearth some surprising facts—for the most important visionaries, investors, and cultural leaders in “the Year of the Unicorn”

THE NEW ESTABLISHMENT / THE DISRUPTERS

million movie and then was put through the Blumhouse System.”) But now he’s proving to be more than a budgeting genius. *Whiplash*, which Blum calls “the art-house version of a scary movie,” earned him a best-picture nomination; he also won an Emmy for *The Normal Heart*, the HBO film about the AIDS epidemic. **➔ SEQUEL ALERT:** That said, this fall will mark another edition of his *Paranormal Activity* franchise. Also on deck: *Ouija 2* and *The Purge 3*. **➔ SHOULD POT BE LEGALIZED?** “Horror movies are better [enjoyed while] high,” says Blum.

32 FEDERICO MARCHETTI



YOOX
AGE: 46. YEAR AHEAD: ➔
(PREVIOUS RANK: NEW)

\$517 Average cost of an order at Net-a-Porter, the e-retailer that Marchetti’s Yoox plans to merge with.

➔ DISRUPTING RODEO DRIVE: From his home base in Milan, Italy, Marchetti has quietly built a \$14-billion-a-year retail powerhouse that includes the online outlet mall Yoox.com, the e-commerce operations for Dolce & Gabbana, Armani, Valentino, and, soon, the luxury Web shop Net-a-Porter. Yoox’s specialty is helping luxury brands develop what Marchetti calls “an omni-channel shopping experience”—finding a way to sell their goods online as well as in stores. “We will continue to live in a hybrid world,” he adds.

33 JONAH PERETTI



BUZZFEED
AGE: 41. YEAR AHEAD: ➔
(PREVIOUS RANK: 32)

\$1.5 BILLION BuzzFeed’s valuation.

➔ STAGE OF GLOBAL CONQUEST: Now that BuzzFeed is the envy of newsrooms everywhere, Peretti is preparing it to become a player in television. As he remarked at the Cannes Lions advertising convention, “It could be that you’re watching things that are eight minutes long, or six minutes long, or lots of short-form content.” In August, NBCUniversal agreed to invest \$200 million in the company, bringing it to full-blown unicorn status.

34 THE VIRTUAL-REALITY DUDES

RONY ABOVITZ; PALMER LUCKEY & BRENDAN IRIBE



MAGIC LEAP; OCULUS VR
AGES: 44; 22, 36. YEAR AHEAD: ➔
(PREVIOUS RANK: NEW)

21 Age of Oculus VR founder Palmer Luckey at the time of Facebook’s \$2 billion acquisition.
➔ PLUGGED IN: In the coming

months, Facebook’s big bet on Oculus will get its first test when the virtual-reality headset goes on sale. Meanwhile, Magic Leap, which raised more than \$500 million from Google and other investors, is working away at its own futuristic headset from its home base in South Florida. Though the product is still likely years from hitting the market, those who have seen the so-called mixed-reality headset swear it’s amazing.

35 SHANE SMITH



VICE
AGE: 45. YEAR AHEAD: ➔
(PREVIOUS RANK: 22)

\$300,000 Cost of an intimate dinner Smith enjoyed in Las Vegas this year.

➔ CAN SOMEONE PLEASE EXPLAIN WHY VICE IS WORTH ALL THE FUSS? The tattooed and profane Smith has established Vice, now worth an estimated \$4 billion, as the portal through which big media companies believe they must pass to reach a millennial audience. But perhaps the reason behind Vice’s appeal is that it’s really just an old-school video-production company with a presence in more than 30 countries around the world. Vice has about the same audience size as Vox Media, but it’s worth more than four times as much due to its extensive video archive and in-house creative-services studio, Virtue. Deals such as Vice’s \$100 million joint venture with Rogers Communications in Canada could help Smith deliver the revenue that his investors crave.

36 JESSICA ALBA



HONEST COMPANY
AGE: 34. YEAR AHEAD: ➔
(PREVIOUS RANK: NEW)

\$200 MILLION Alba’s net worth, according to *Forbes*.

➔ THE UNLIKELY UNICORN: Honest Company, the actress’s consumer-goods outfit, which sells nontoxic products like plant-based diapers and biodegradable dish soap, has been surprisingly formidable, with a valuation of \$1 billion and distribution deals with large-scale retailers such as Costco, Target, and Nordstrom. Despite a kerfuffle about her sunscreen line, Alba plans to launch Honest Beauty, a new skin-care-and-cosmetics concern that promises, she says, “a diverse product range for every skin type and tone.”

37 DREW HOUSTON



DROPBOX
AGE: 32. YEAR AHEAD: ➔
(PREVIOUS RANK: 17)

\$10 BILLION Dropbox’s valuation.
➔ SIGN OF FORTHCOMING TROUBLE: Dropbox was a

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