

REVENGE OF THE SUV • CHINA'S STEVE JOBS • REINVENTING PIZZA

JANUARY 19 • 2015 EDITION

Forbes

30
UNDER
30

THE CLASS OF 2015:
600 GAME CHANGERS,
IN 20 INDUSTRIES,
TRANSFORMING
THE WORLD

PALMER LUCKEY, 22

FACEBOOK'S
\$2 BILLION MAN
LEGITIMIZES
VIRTUAL REALITY



Forbes

30 UNDER 30

68 | DEFYING REALITY

Palmer Luckey's Oculus Rift has legitimized virtual reality ...
Palmer Luckey sold his company to Facebook for \$2 billion ...
Palmer Luckey is 22 years old—and he's just getting started.

BY DAVID M. EWALT

BrandVoice

BY AT&T

Play It Forward: With the Energy-Generating Ball in Her Court, Jessica Matthews Knows It's Game Time **70**

78 | THE 30 UNDER 30 LIST

Presenting the fresh-faced movers and makers under the age of 30 in 20 categories.

EDITED BY CAROLINE HOWARD, MICHAEL NOER AND KATE PIERCE

COVER PHOTOGRAPH BY GABRIELLA HASBUN FOR FORBES

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Health Care

- Nikhil Agarwal, 28**
Assistant professor, MIT
- Eleni Antoniadou, 27**
Cofounder, Transplants Without Donors
- Andrew Barbour, 29**
Pediatric research associate, Medical University of South Carolina
- Jessie Becker, 25**
Cofounder, InPress Technologies
- Alex Bick, 26**
M.D.-Ph.D. student, Harvard Medical School
- Alexander Bisignano, 27**
Cofounder, Recombine
- Jason Bornhorst, 28**
Cofounder, Patient IO
- Ian Cinnamon, 22**
Director of strategy, Immunity Project
- Evan Daugherty, 27**
Cofounder, ReadCoor
- Livia Eberlin, 28**
Postdoctoral scholar, Stanford University
- David Fajgenbaum, 29**
Cofounder, Castleman Disease Collaborative Network
- Katelyn Gleason, 29**
CEO, Eligible API
- Lisa Gretebeck, 26; Nikki Wright, 28**
Cofounders, Pou Sante: Amar Haiti
- David He, 29**
Cofounder, Quanttus
- Allison Hill, 29**
Research fellow, Harvard University
- Max Hodak, 25**
Founder, Transcriptic
- Neha Kinariwalla, 21**
Founder, Humanology Project
- Connor Landgraf, 24; Tyler Crouch, 22; Jason Bellet, 22**
Cofounders, Eko Devices
- Christopher Lee, 24**
Cofounder, Recon Therapeutics
- Mahiben Maruthappu, 26**
Senior fellow to the CEO, NHS
- Nicole McNeer, 27**
Resident pediatric physician, Yale University
- Eric Oermann, 29**
Resident physician, Mount Sinai Hospital
- TJ Parker, 28**
Founder, Pillpack
- Maria Pereira, 29**
Head of adhesive technologies, Gecko Biomedical
- Armon Sharei, 27**
Cofounder, SQZ Biotech
- Mark Slaughter, 29**
CEO, Cohealo
- Carol Suh, 25**
Innovation fellow, GlaxoSmithKline
- Pelu Tran, 26**
Cofounder, Augmedix
- Nat Turner, 28**
Cofounder, Flatiron Health
- Cindy Wu, 26; Denny Luan, 25**
Founders, Experiment.com



Nevada Sanchez, 26

Cofounder, Butterfly Network

WHEN HE WAS 10 AND GROWING UP IN NEW MEXICO, NEVADA Sanchez told his parents, a florist and a drywaller, that he wanted to start a technology company when he grew up. They told him to go to MIT. Eight years later he did just that and, while still an undergrad, started working in the laboratory of Max Tegmark, a physicist who designed radio telescopes. Tegmark was approached by Jonathan Rothberg, one of the creators of next-generation DNA sequencing. Rothberg wanted to use radio-telescope tech to create ultrasound devices that could image the body more accurately and eventually use sound waves to perform surgery. "The opportunity was there, and I thought I would go for it," Sanchez says. He became employee No. 1 at Butterfly Network, which has raised \$100 million in seed funding and whose first device should hit the market next year.

—Matthew Herper, Sarah Hedgecock

JUDGES

Jennifer Doudna Professor, University of California, Berkeley.
Bahija Jallat Executive VP, MedImmune. **Max Tegmark** Associate professor, MIT.



Science

- Evelyn Auyeung, 27**
Postdoctoral researcher, Columbia University
- Konstantin Batygin, 28**
Assistant professor, Caltech
- Elizabeth Beattie, 24**
Ph.D. candidate, University of Pennsylvania
- Elika Bergelson, 29**
Research assistant professor, University of Rochester
- Vijay Chudasama, 28**
Cofounder, Thiolomics
- Canan Dagdeviren, 29**
Postdoctoral associate, MIT
- Satoru Emori, 29**
Postdoctoral scientist, Northeastern University
- Jon Freeman, 28**
Assistant professor, New York University
- Eran Hodis, 29**
M.D.-Ph.D. student, Harvard University-MIT
- Patrick Hsu, 22**
Postdoctoral fellow, Broad Institute
- Shiho Kawashima, 29**
Assistant professor, Columbia University
- Christine Le, 25**
Ph.D. candidate, University of Toronto
- Henry Lin, 19**
Undergraduate student, Harvard University
- David Liptrot, 25**
Postdoctoral research associate, University of Bath
- Sophie Millam, 26**
Chief engineer, HI-SEAS
- John Mittermeier, 29**
Ph.D. candidate, Oxford University
- Jonathan Moerdyk, 28**
Assistant professor, Seton Hill University
- Shaena Montanari, 27**
Postdoctoral research associate, Columbia University-American Museum of Natural History
- Elizabeth Nance, 29**
Postdoctoral fellow, Johns Hopkins University
- Tony Pan, 28**
Principal scientist, Invention Science Fund
- Rob Parrish, 25**
Ph.D. candidate, Georgia Tech
- Sabrina Pasterski, 21**
Ph.D. candidate, Harvard University
- Steve Ramirez, 26**
Ph.D. candidate, MIT
- Sereina Riniker, 29**
Assistant professor, ETH Zurich
- Nevada Sanchez, 26**
Cofounder, Butterfly Network
- Julia Schwarz, 25**
Cofounder, Qeexo
- Jason Sheltzer, 28**
Ph.D. candidate, MIT
- Noah Simon, 28**
Assistant professor, University of Washington
- Charles Sing, 28**
Assistant professor, University of Illinois at Urbana-Champaign
- Jenna Wiens, 28**
Assistant professor, University of Michigan



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Sabrina Pasterski, 21



Ph.D. candidate, Harvard University

At just 21 years old, Sabrina Pasterski is already a physics Ph.D. candidate at Harvard. This year, her second-ever paper was recommended as an editor's suggestion in *Physical Review Letters* – her first was accepted by the *Journal of High-Energy Physics* within 24 hours of submission. She was also the first woman to graduate at the top of her undergrad program in 20 years and flies planes in her spare time.

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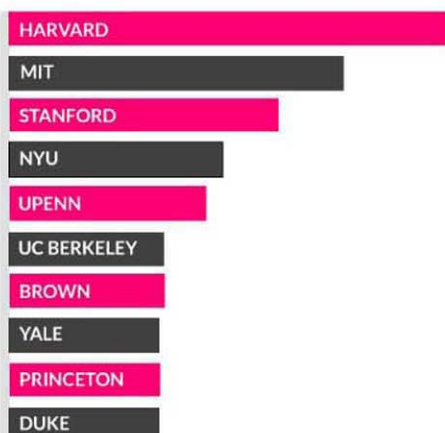
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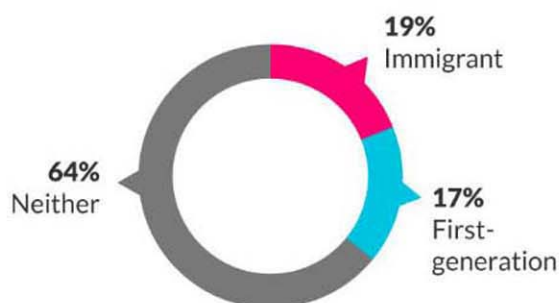
30 Under 30 DNA

Are you interested in what makes a 30 Under 30? Our reporters asked this year's class a series of questions to find out everything we could on their backstories and inspirations, and we discovered some surprising trends in the process.

Top alma maters



Immigrant or first-generation



Judges

Every one of the accomplished leaders on this year's 30 Under 30 list was personally vetted by a blue-ribbon panel of experts in their fields.



Jennifer Doudna

Professor, University of California at Berkeley

Doudna, a cell biologist, led a team that discovered that a protein used in bacterial immune systems could be used to edit DNA with previously unimaginable accuracy. The technique has resulted in the creation of several biotechnology companies. She is a winner of the Breakthrough Prize in Life Sciences, the Dr. Paul Janssen Award, and a Howard Hughes Medical Institute Investigator.



Bahija Jallal

Executive VP, MedImmune

Jallal has runs R&D at AstraZeneca's MedImmune. Under her guidance, the MedImmune division has expanded from testing 40 drugs to more than 120, including promising treatments for cancer, asthma, and infectious disease.



Max Tegmark

Associate Professor, MIT

Tegmark has published more than 200 papers, five of which have been cited more than 500 times. His work focuses on using measurements to place limits on mathematical models explaining how the universe works. He's the author of "Our Mathematical Universe: My Quest for the Ultimate Nature of Reality."