

Why **Netflix** Envies **YouTube** | A New Reality at **Facebook**

# FAST COMPANY

# NO FEAR

**Elon Musk** is the biggest risk-taker in business. Will merging Tesla and SolarCity be his undoing?



**Fitbit**  
**WeWork**  
**Tumblr**  
**Nike**  
**Chipotle**  
**Droga5**  
AND MORE

\$7.99 US \$7.99 CANADA JULY/AUGUST 2017 FASTCOMPANY.COM



**Fiorella**

Entrées from \$13  
fiorella-sf.com



"This San Francisco Italian restaurant is cozy, delicious, and has a fantastic, hard-to-find wine selection from small Italian producers."

**Karla Gallardo**  
Cofounder and CEO, Cuyana

**Poolside Collective bags**

From \$175  
wearepoolside.com



"I love these new straw totes. They're quirky, customizable, and they're enormous, so you can fit an entire day's worth of stuff inside."

**Gabby Etrog Cohen**  
SVP of PR and brand strategy, SoulCycle

**Finis underwater MP3 player**

\$120  
finisinc.com



"Finis's underwater MP3 player uses bone conduction audio transmission for incredibly clear sound. It's a game changer for swimming laps, and gives me an extra dose of energy."

**Tom Klein**  
CMO, MailChimp

**Kammok hammocks**

From \$65  
kammok.com

"We're moving into a new office space and building a really cool indoor-outdoor deck area for our team to hang out in. We're outfitting that space with Kammok's colorful hammocks—perfect for lounging or working in."

**Chris Campbell**  
Cofounder, president, and CEO, Chameleon Cold-Brew



**The Resort at Paws Up**

Rates vary  
pawsup.com

"When I really want to disconnect and get away (it's not easy, but everyone needs it and should do it!), I think of glamping in Montana. Paws Up is a great place for families to get a stylish taste of the outdoors."

**Brett Schulman**  
CEO, Cava Grill

**TrackR**

\$30 each  
thetrackr.com



"I don't have to think about my phone, wallet, keys, or even my dog with TrackR—the app and matching device [pictured at left] let me locate them in seconds. That gives me the peace of mind to focus on work during the day, and not the minutiae."

**Eric Skae**  
CEO, Rao's Homemade