

Interbrand **Breakthrough** **Brands** **2017**

Interbrand Breakthrough Brands

Growth is the hallmark of Breakthrough Brands, but it's not just about business or bottom-line growth, it's about everything they help flourish and accelerate.

Why Interbrand Breakthrough Brands? The objective is simple: it's discovering and celebrating

the next generation of brands—the startups, upstarts, challengers, problem solvers, innovators, and category creators that are embodying growth.

Being considered a Breakthrough Brand takes more than a unique idea and business model, and goes far beyond injections of funding. It's about growing businesses that are also great brands—because we know it's the combination of the two that helps a company achieve standout growth. It's the key differentiator that puts them ahead in pace, awareness, and adoption. A brand can help make

a business idea real, because it translates the company's purpose into experiences that capture attention and devotion. That's how Breakthroughs become a benchmark for the category they're creating, or challenging.

Growth is the hallmark of Breakthrough Brands, but it's not just about business or bottom-line growth, it's about everything they help flourish and accelerate.

Because growth for Breakthrough Brands is not just about getting ahead of the curve, but breaking the line clean through.

Breakthrough Growth Dynamics

Jez Frampton

Global CEO, Interbrand

There are moments throughout the life of your business when you enter a new stage of growth. We call these breakthrough moments: The point in time when everything changes—When you have to shift your strategy, your operations, and your internal structure to keep growing.

What to do once you break through

Growth changes shape alongside your company. Breakthrough moments can come at any time in the lifecycle of a business. For example, Interbrand Breakthrough Brands are experiencing some of the initial big breakthroughs in the early stages of growth. They are evolving from startups to full-blown businesses. Early breakthrough catalysts include: Injections of funding,

How do we hold on to that founding passion and clarity?

sudden exposure, and a rapid increase in volume and market-share. For established brands, breakthrough moments happen when your business is at a crossroads. The market might make you shift strategies, external pressures could force you to refocus on your core values, or maybe it's just time for a refresh. Yet when the moment comes, whether your company is big or small, you need to be thinking about your brand.

When early-stage startups have their initial breakthrough moment, their first question is: How do we hold on to that founding passion and clarity of vision that helped us grow our brand and business in the first place?

Here are some of the key considerations these Breakthrough Brands need to keep in mind when they enter a new dimension of growth:

Growing into a new mindset

Your business might start as you and a dozen friends working away in a coffee shop, coworking space, or the back of a pub—but suddenly things will start to connect. You have to make a decisive shift from the early startup mindset, where everyone does everyone's job.

You'll need to become more organized and specialized, creating structures and hierarchies while keeping hold of your original idea.

Bottom line: You need a clear idea of the purpose and role of brand in your business—before both evolve.

Managing stakes and stakeholders

As the CEO of an emerging company, you are generally the person managing relationships with every stakeholder—from investors to suppliers, regulators, etc. One of the effects of a breakthrough is that you lose that direct connection—and feeling of control. Now you have finance managers, marketing managers, and corporate communications people handling those relationships. The challenge is keeping everyone aligned around the same set of core values when you're not the only one in the driver's seat.

Bottom line: Your brand is your culture. The CEO needs to evangelize the brand across the organization.

Dealing with the nitty gritty

Once you “throw open the doors,” so to speak, the amount of detail you have to deal with grows exponentially. You'll have customers, partners, and investors all looking to you to meet their demands and keep their interests in mind. All while you go on the lookout for more funding. Once you IPO, there's a whole new flood of governance details and oversight to contend with. No matter how organized you are, if you're not prepared, you'll be overwhelmed.

Bottom line: As business complexity increases, plan for growth, but don't lose sight of the simple impact you started with.

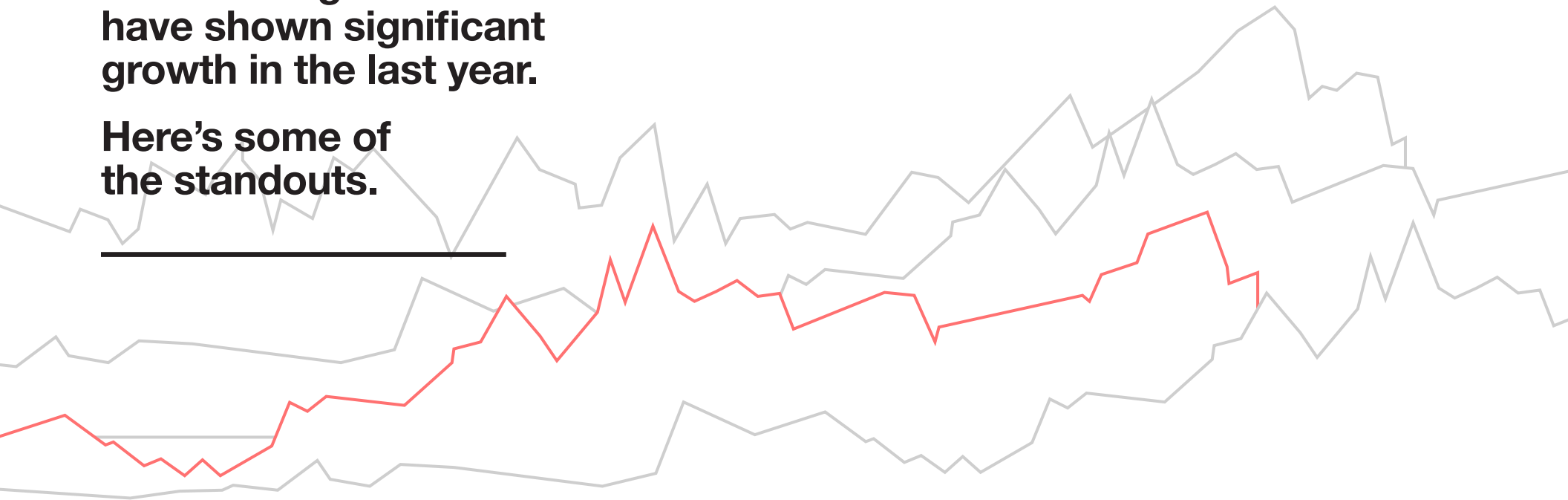
So the job of the Breakthrough Brand involves keeping to their core vision while developing the relationships and managing the increased complexity that comes with an explosion of demand. It's a formidable challenge, but an exhilarating one. What makes Interbrand Breakthrough Brands so remarkable is not just that they're growing, but that they've figured out how to hold on to growth. It takes a particular strength, a strength that lies at the heart—in their brands.

What makes Interbrand Breakthrough Brands remarkable is not just that they're growing, but holding on to that growth.

Breakthrough Growth 2016

**Some 2016 Interbrand
Breakthrough Brands
have shown significant
growth in the last year.**

**Here's some of
the standouts.**



Breakthrough Growth 2016



AWAY

+ 1,594.77%

Social media following

+ 326.92%

Funding



+ 27.40%

Social media following

+ 276.36%

Web ranking



Glossier.

+ 91.30%

Social media following

+ 240.38%

Funding



+ 33.3%

Valuation

+ 500.00%

Web traffic

Breakthrough Growth 2016



+ 597.18%

Social media following

+ 17.00%

Revenue

LOLA

+ 8,617.66%

Social media following

+ 170.14%

Web ranking



+ 52.30%

Funding

+ 2,093.91%

Web ranking

swæetgreen

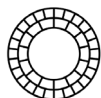
+ 221.00%

Funding

+ 103.00%

Store locations

Breakthrough Growth 2016



VSCO

+ 26.67%

Social media following

+ 230.26%

Web ranking



+ 43.05%

Social media following

+ 1,832.26%

Web ranking



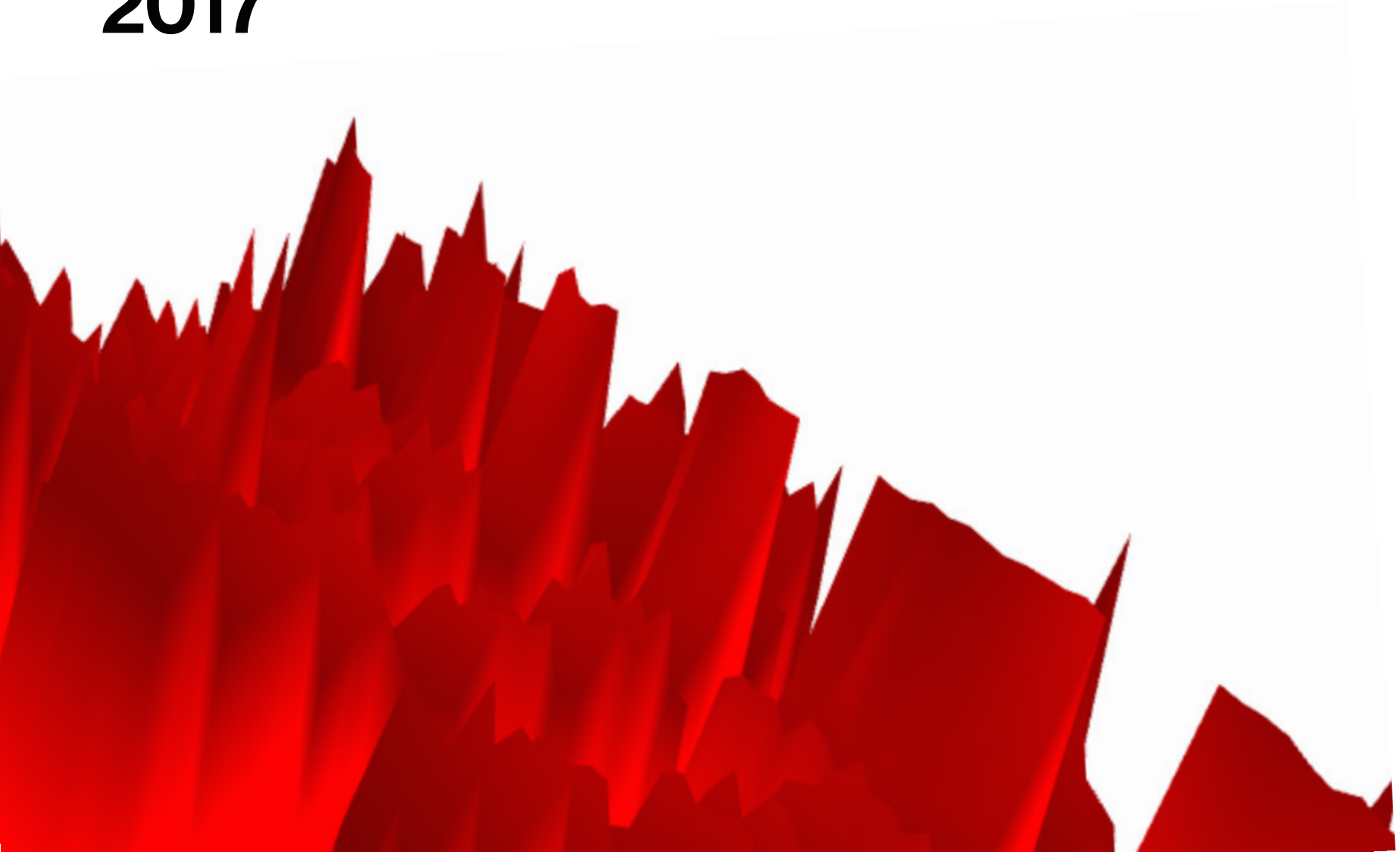
+ 22.01%

Social media following









































+ 9,950.21%

Web ranking

Interbrand Breakthrough Brands 2017



Interbrand Breakthrough Brands 2017

Breakthrough Growth Hallmarks

Paola Norambuena

Chief Communications Officer
Interbrand

Among this year's Interbrand Breakthrough Brands, we find some common hallmarks—characteristics that are helping grow brands and businesses.

While every brand's path is unique, the standouts share some common characteristics that set them apart.

Because no matter what the path, the challenge, or the ambition, it all culminates in growth—for companies,

for founders and stakeholders and, when done exceptionally well, for people and for humanity.

While every brand's path is unique, the standouts share some common characteristics that set them apart.

The AI natives

Yes, it's very early on in the commercial Artificial Intelligence and machine realities journey, and we've yet to see how it will truly play out, especially as brands must rely on enormous amounts of data from the get-go to make it work. However, what was once the domain of a few is now threading through and available to technology across industries—a level of access that means more and more young companies will be able to push innovation and gain genuine traction.

While Singularity and the possibility of machines becoming smarter than humans is still playing out in real and philosophical discussions, what Breakthrough AI natives are demonstrating is how to utilize AI to solve real problems—and push ahead competitively. From collision prevention to better control of our health, and from better personal experiences to cyber security, the brands we are celebrating are shaping what our most immediate AI future looks like, and for right now, it's humans utilizing technology to improve lives.

Brand activism and social enterprise

Brand activism is a real concern for brands of all persuasions, as companies are pushed to make a stand that's

in line with their values and those of their customers. The rising call for participation in real concerns—political or otherwise—is as true for brands as it is for people, and our personal activism can be expressed in the endorsement of a brand with which we align. Brands that remain silent risk that silence eclipsing their authenticity and commitment as well as their customers' endorsement.

When it comes to Breakthrough Brands, many already embody social enterprise—businesses that take on social challenges through profitable business models. The standout brands share one common trait: while their model is clearly mission driven, they play to win. They focus on being as good—if not better—than their competitors when it comes to their businesses. And the practical way they solve challenges over time—from poverty to diversity, and from mobility to skill gaps and education—simply enriches and deepens that advantage, as they use their entrepreneurial creativity to tackle the social change we need.

People first, digital agility, and the gig economy

Many Breakthrough Brands, not surprisingly, are steeped in technology, no matter what their business models. E-commerce continues to rise, as more platforms deepen connections and heighten experiences that go beyond selling a product. This sold-while-not-being-sold model is vital for new generations of consumers for whom connections are critical. And many models go beyond consumption—focused instead on providing platforms for entrepreneurs of all kinds to make an impact.

It's the focus on people that defines many Breakthroughs. Digital and technological leaps are changing the way we learn, how we take control of our health and finances, and particularly how we choose to work. The demand for digital agility is pushing people to adapt their skills and push themselves to stay competitive. However, the rising gig economy, coupled with people's rising demand to work for companies whose values match theirs, is fundamentally changing the definition of work. Breakthrough Brands are elevating skills and diversity previously ignored, challenging the way we recruit and train, and people are challenging how companies attract and retain their talent, which is now on their terms.

Designing Breakthrough

Interbrand Breakthrough Brands provide a new perspective on growth.

They define what the future of brand and business success will look like, and each tells a story. To bring these stories to life, we've created unique three-dimensional models that explain their trajectory.

The models themselves are a fresh way to look at growth, telling how much attention and engagement each brand

has received in the market. The peaks represent the point when each individual brand received the greatest amount of social engagement.

Some brands have several peaks, representing product launches and news stories. Others shoot up and then plateau once they enter a new phase of growth. And a consistent trajectory means they're well established, but could reach new heights. As soon as you look at each, you understand their story.

These models are the foundation for the design of Interbrand Breakthrough Brands 2017, and appear both up-close and at a distance. That's because growth isn't one dimensional—it's unique to every brand, and can be understood from every angle.



Breaking: The Working Future

Breakthrough Brands are empowering individuals to live, learn, and work when and how they want.

Breakthrough Brands are changing the way we think about work, inside and outside the office. Linear modes are out: instead of moving from education to a job and then retirement (the “Three Boxes of Life”), we now expect

to be learning, growing, and meaningfully engaged throughout our lives. Breakthrough Brands are empowering individuals to live, learn, and work when and how they want. They’re also leveraging technology to drive workplace innovation—increasing efficiency, productivity, and employee engagement (the key to retention for today’s employers). And while technology outmodes some jobs of the past, it’s also creating new jobs for the future. Breakthrough Brands have parlayed new digital skills into rewarding work for the overlooked and underemployed. The growing

focus is on individuals—their talents and what they need to be fulfilled within their careers and their lives, especially as those become increasingly intertwined. Corporate structures of the future may look much much different as “work” continues to move outside of the box.

General Assembly

Living, learning, and working (together) are at the heart of General Assembly (GA)'s brand. What started as a thriving coworking space in New York City's "Silicon Alley," has grown to become a global educational community with campuses in 20 cities. GA specializes in cultivating on-demand skills sets—from data analysis to UX—that enable people to transform or grow their careers in an increasingly dynamic market.

875.00 \$m

Valuation

119.30 \$m

Funding



Social engagement

2011 - 2017

Rivigo

Rivigo isn't just about logistics: it's about people. The India-based brand improves the working lives of the humans behind its delivery fleets by using big data, IoT sensors, and AI to monitor and manage driver stress and fatigue. With a team of top data scientists, Rivigo is creating systems that increase distance covered and improve turnaround times up to 70 percent—driving productivity for both its people and its clients.

1,880.00 \$m

Valuation

114.90 \$m

Funding



Social engagement

2014 - 2017

Samasource

Samasource fights poverty by putting people to work. Understanding that meaningful, sustainable work is vital to all people, Samasource provides aid in the form of opportunity—teaching people in poverty-stricken regions new digital skills for the freelance economy and connecting them to big companies like Google, Getty, and Walmart. This San Francisco startup's breakthrough model also provides companies access to trained talent and agile, outsourced project management.

N/A

Valuation

1.51 \$m

Funding



Social engagement

2008 - 2017

Slack

Remote is here, and productivity pioneer Slack keeps workers in control of their own workflows, connected, and engaged. It touts a “craftsmanship” approach, continuously tailoring its platform to users’ feedback. Originally designed for small teams, it’s caught on in corporate environments that are leaning toward more agile structures. This three-year-old startup has amassed five million users, mostly by word of mouth, and is drawing competition from established enterprise businesses with its relentless user focus.

3,800.00 \$m

Valuation

539.95 \$m

Funding



Social engagement

2009 - 2017

ULTRA Testing

The future of work calls for a focus on the unique talents of individuals—including the 400,000 autism-spectrum members who have high IQs and even heightened abilities, but can have trouble finding work because they're deemed disabled. ULTRA Testing promotes neurodiversity in the digital space. It hires and trains top-notch QA teams for clients like ad giant Droga5 and the Webby Media Group, while fostering a safe, welcoming work environment for its employees.

N/A

Valuation

1.76 \$m

Funding



Social engagement



2012 - 2017

bob

One to watch

Well-supported employees tend to stick around. And for today's owners of small-to medium-sized businesses, retention is top priority. Based in both Israel and London, bob takes a bottom-up approach to engagement, giving employees the power to create their own "clubs" and customize benefits packages, while the cloud-based management platform streamlines HR staff's work, so they can deal more directly with employee needs.

Breaking: From life hacking to better living

It's looking like the good life of today is about having to think about less, not having more.

Breakthrough Brands are always pioneering new ways to help us live our best lives. From smoothing out the daily grind to offering ways to improve our health, in the short term and over our lifetimes. Some save time by removing chores and hours spent at the store. Others anticipate potential health issues and ways to prevent them, offering true peace of mind. And then there are those pioneering new directions that we're only just now looking toward, such as touchless

communication and sleep science. The common thread: these brands are looking to improve our lives by removing concerns, obstacles, and unnecessary interactions. It's looking like the good life of today is about having to think about less, not having more.

Helix

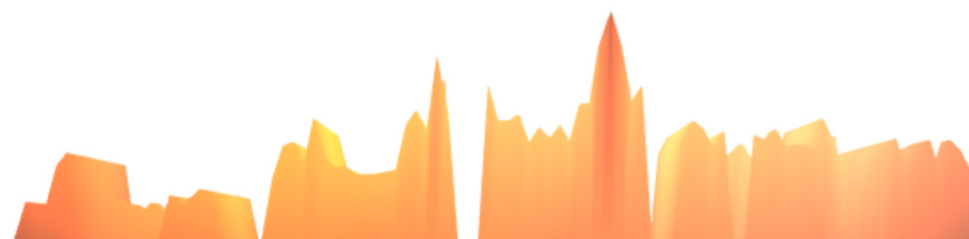
Our chromosomes are an enormous territory to map, and there's still much to be learned. In its state-of-the-art research lab in California, Helix is pooling the data collected from thousands of submissions to deliver custom reports and continual insights into patients' genetics. Focused on well-being rather than genealogy, Helix can help patients and physicians understand genetic predispositions and risk factors—making it easier for laypeople to know more about these diseases.

666.67 \$m

Valuation

100.00 \$m

Funding



Social engagement

2015 - 2017

Instacart

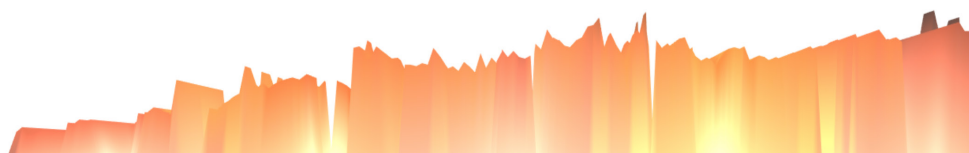
No one has time to stop at two stores for groceries—most of us have barely enough to shop at one. With the help of Silicon Valley's Instacart, you don't have to stop at any—the app simplifies shopping by delivering items from many different markets, in one order, direct to your door. Instead of getting a shipment from a warehouse, a personal shopper picks out your groceries, suggesting replacements when anything is out of stock.

5,000.00 \$m

Valuation

674.80 \$m

Funding



Social engagement

2012 - 2017

Sea (Garena)

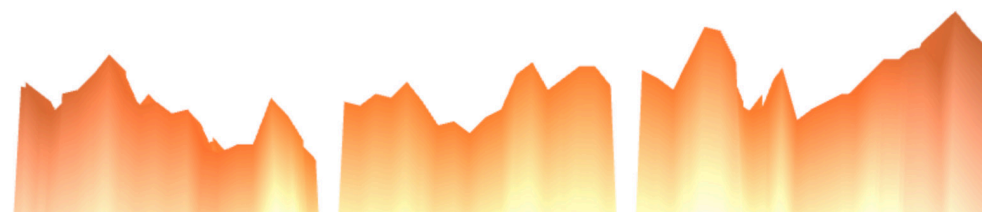
From app-based e-commerce to social gaming to easy digital payments—Sea’s mission is to better the lives of people and small businesses through technology. Launched as the gaming platform Garena, this Singapore-based startup recently rebranded as Sea (an acronym for Southeast Asia), signaling its ambitions to saturate the growing e-commerce space in the region. “Connecting the dots” for users is the driving force behind this brand’s breakthrough growth in a rising market.

3,750.00 \$m

Valuation

722.00 \$m

Funding



Social engagement

2009 - 2017

TaskRabbit

Ever run to the store, then realize you forgot something? Or start putting together a couch and realize you’re in over your head? Never again with San Francisco’s TaskRabbit, the handy brand whose app simplifies everyday tasks by deploying the right person to do the right job—any job—as soon as you need them. TaskRabbit’s multifunctional approach makes it a platform that prioritizes fulfilling needs and solving problems over everything else.

162.50 \$m

Valuation

37.68 \$m

Funding



Social engagement

2008 - 2017

Thalmic Labs

We use our hands for everything. But using technology from Ontario's Thalmic Labs, you don't have to touch a thing. Its Myo armband reads signals from your muscles to allow you to interact with phones, computers, and any other digital device—a wearable touchless interface that is literally frictionless. The Myo armband can do everything from helping disabled users to allowing DJs to manipulate songs and stage effects.

800.00 \$m

Valuation

135.61 \$m

Funding



Social engagement

2012 - 2017

Thrive Global

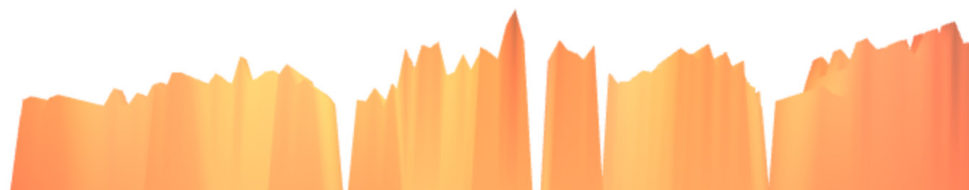
Based in bustling New York City, Arianna Huffington's Thrive Global has a lofty mission: to end the epidemic of stress and burnout with science-driven innovations to improve well-being and performance. With workshops, a content hub, and a line of innovative tech products, it just might.

33.00 \$m

Valuation

7.00 \$m

Funding



Social engagement

2016 - 2017

Verily

One to watch

Silicon Valley's Verily is looking to change the face of life sciences.

Its Study Watch, an unobtrusive wearable that looks just like a wristwatch but passively collects health information, is being used in conjunction with Project Baseline, a study designed to track the long-term vitals of 175 individuals in an effort to paint a complete picture of human health.

Breaking: Not so artificial intelligence

AI is emerging piece by piece with solutions that can impact us with immediacy.

There's no shortage of talk around AI (boardroom discussion of artificial intelligence has increased elevenfold since 2014, according to Bloomberg), but does the technology live up to the hype? Short answer: yes, but in surprising ways. Instead of the fully formed digital personalities we've come to expect from science fiction, AI is emerging piece by piece with solutions that can impact us with immediacy. Visual recognition, the ability to process spoken and written words, and both learning and logic capabilities are progressing at an incredible rate.

Together, these different capacities can deliver seamless experiences and solve everyday problems at a superhuman scale. The brands that are leading this charge—by both creating and harnessing these new tools—are going to dictate the future with this breakthrough technology.

30SecondsToFly

Claire can book your flight and hotel, cover your expenses, and troubleshoot your journey with the skill of a seasoned travel agent, all via text message. Just one thing: Claire isn't human, she's New York City-based 30SecondsToFly's premier virtual assistant. And she might be booking your next trip very soon.

N/A

Valuation

N/A

Funding



Social engagement

2015 - 2017

Clarifai

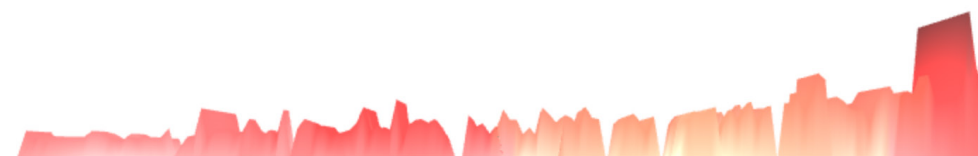
It's one thing to see and another to know what you're seeing. NY startup Clarifai has technology smart enough to do both: It can look at a picture of an empty conference venue and tell you the image is indoors, that the floors are wood, how many chairs there are, and the time of day. This kind of deep categorization capability provides endless possibilities for visual search, and is the keystone to giving AI situational awareness.

119.25 \$m

Valuation

40.00 \$m

Funding



Social engagement

2013 - 2017

Cylance

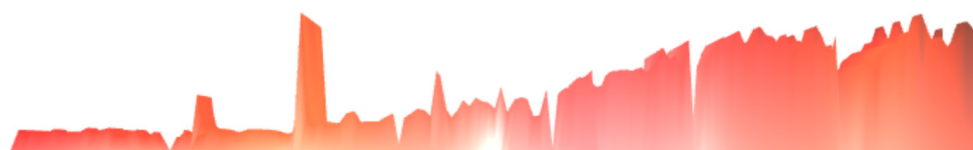
As hackers and viruses get smarter, so do security experts. Enter Cylance, the Bay Area's revolutionary cybersecurity brand that's using AI to learn and anticipate hackers' moves before they can react. In a field that requires superhuman speed to react to threats in real time, it's no wonder AI is leading the charge in protecting our personal data and networks.

1,250.00 \$m

Valuation

177.00 \$m

Funding



Social engagement

2012 - 2017

Face++

China's Face++ gives AI eyes. Its ability to detect and read faces and body language approaches our own and is becoming a potent tool for brands of all types. Face++ lets Lenovo users sign in with a smile, and fellow 2017 Breakthrough Brand Didi Chuxing even uses its technology to prevent fraud.

666.67 \$m

Valuation

168.00 \$m

Funding



Social engagement

2012 - 2017

Nexar

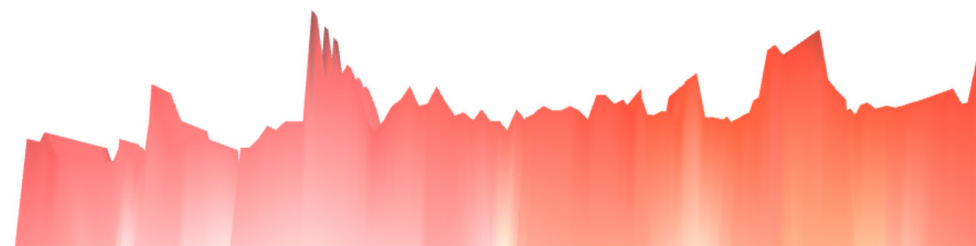
Tel Aviv-based Nexar is helping you stop car crashes with your smartphone. It doubles as a dashcam while giving you real-time alerts to prevent potential incidents ahead of time, creating a network between all the app's users. Stopping collisions by creating a vehicle-to-vehicle network with a simple app is Breakthrough not just because it keeps you safe, but because it makes the world safer.

96.67 \$m

Valuation

14.50 \$m

Funding



Social engagement

2015 - 2017

ViSenze

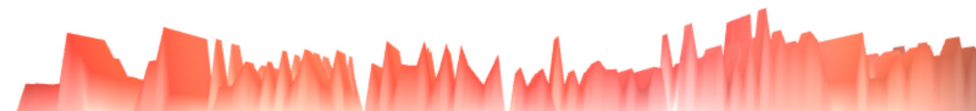
Singapore's ViSenze is like having a friend who can help recommend the perfect item of clothing by looking over your shoulder while you browse. Using machine learning and computer vision technology, ViSenze can show you things you're guaranteed to like—whether you're browsing a store's website or doing some virtual window shopping on social.

70.00 \$m

Valuation

14.00 \$m

Funding



Social engagement

2012 - 2017

BenevolentAI

One to watch

This British company is drawing on the power of AI to find cures and make medical discoveries. By analyzing and drawing connections between more volumes of research than any individual scientist can read in a lifetime, the company is currently looking into cures for Alzheimer's, among other diseases, and is a beacon for the ways artificial intelligence can pioneer public good.

Breaking: Meaningful mobility

Breakthrough transit is more convenient, more sustainable, and more tailored to our lifestyles and culture.

One of the most palpable ways that Breakthrough technologies affect us is by changing the ways that people and things move throughout our world. As the number of methods for getting from A to B multiplies thanks to innovation, Breakthrough transit is more convenient, more sustainable, and more tailored to our lifestyles and culture. And while reaching one's

destination quickly is the primary benefit these mobility brands offer, they combine convenience with sustainable solutions and a greener ethos. It's not about the journey or the destination, these brands are creating new systems that fundamentally change the way we move, with the aim of improving our environment, society, and lives.

Didi Chuxing

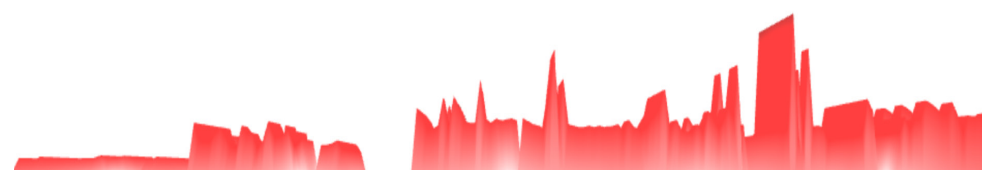
Didi is the world's largest rideshare platform, offering everything from taxi and private car hailing to social ridesharing and enterprise solutions. Didi is truly changing Chinese society, completing a total of 1.43 billion rides on its platform in 2015, and even applying its big-data capabilities toward solving the country's transportation and environmental challenges. Now Didi is second only to Alibaba as the world's largest online transaction platform.

50,000.00 \$m

Valuation

15,740.00 \$m

Funding



Social engagement

2012 - 2017

Drivy

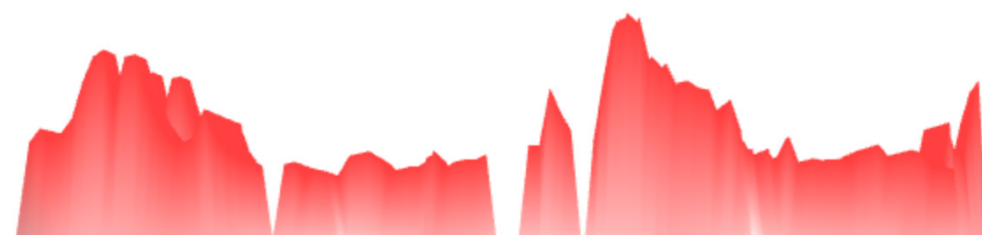
A Breakthrough trend is finding uses for spare time, resources, and space—then putting them to use. French brand Drivy is a hallmark of this, allowing users to rent and rent out its cars when they aren't using them—putting idle engines to use and letting you rent a car anywhere. Insurance is even covered through a partnership with Allianz.

233.33 \$m

Valuation

43.30 \$m

Funding



Social engagement

2010 - 2017

Ninja Van

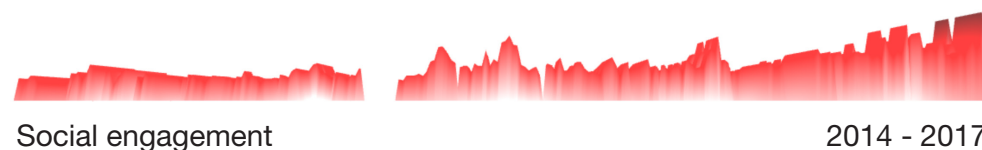
The hardest part of delivery is the last mile, when a package has to go from a central warehouse to your doorstep. But Ninja Van is making it easier amid a rising online retail market in Southeast Asia. The Singaporean brand offers back-end solutions, along with a fleet of custom vehicles—a Breakthrough combination that is shortening waiting times and boosting customer experiences.

200.00 \$m

Valuation

32.50 \$m

Funding



ofo

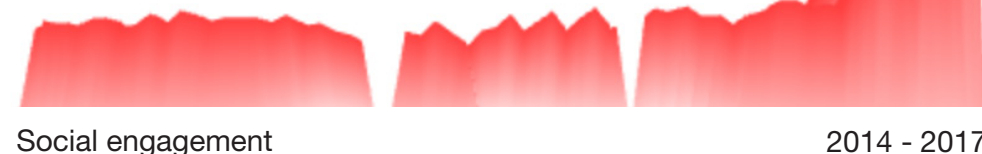
The first bike rental unicorn, China's ofo boasts a number of mobility innovations. Dockless biking is a Breakthrough convenience in the bikeshare world—you don't have to go out of your way to hop off, and the ability to share your own bike means rapid expansion and easy access. Recently receiving funding from Alibaba, ofo is set to do for bike sharing what Uber did for ridesharing, with plans to expand into 200 Chinese and 10 international markets by the end of this year.

1,000.00 \$m

Valuation

580.00 \$m

Funding



Unu

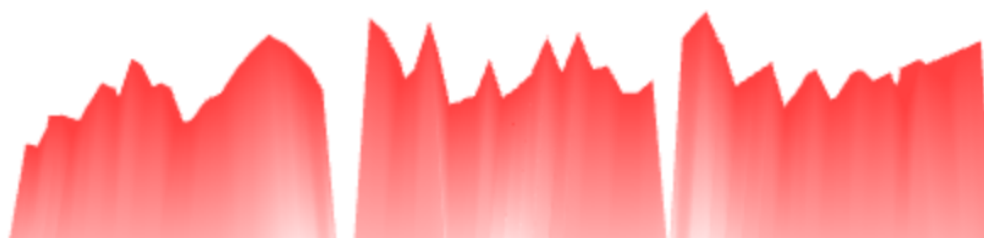
Mobility innovation isn't limited to four wheels. Germany's Unu is an electric scooter for an urban lifestyle, with a removable battery for easy charging. Eco- and wallet-friendly, Unu is a clear vision of what the future of personal mobility innovation will look like—as accessible and stylish as it is efficient and eco-conscious.

52.93 \$m

Valuation

9.73 \$m

Funding



Social engagement

2013 - 2017

Navya

One to watch

France's Navya is pioneering autonomous vehicles. Navya's driverless electric shuttle opens up enormous possibilities for sustainable transit—think airports, city centers, and corporate campuses. While not yet available for public use, its shuttle is already being tested around the world. Once widely available, Navya's Breakthrough technology may revolutionize the way we move.

Breaking: Funding Change

As trust in traditional institutions wanes, digital platforms are getting smarter, more secure, and easier to interact with.

There's a change of guard in finance as Breakthroughs are helping individuals to take their money into their own hands—often literally. As trust in traditional institutions wanes, digital platforms are getting smarter, more secure, and easier to interact with. Fintech is also fueling a worldwide democratization of finance, which is bringing banking alternatives

to new territories, making money exchanges quick and cheap, and breaking down traditional barriers to investing. The focus is truly “personal,” as brands find breakthrough ways to align with individuals’ values and empower people to take greater control of their financial futures.

Lemonade

Here's a refreshing twist on finance: Lemonade makes buying property and casualty insurance both easy and rewarding. This B-corp offers a breakthrough "Giveback" feature that donates unclaimed premiums to causes that its policyholders care about. Openly explaining its policies in clear and colloquial language, Lemonade satisfies modern buyers' cravings for transparency, trust, and well-aligned values.

226.67 \$m

Valuation

60.00 \$m

Funding



Ripio

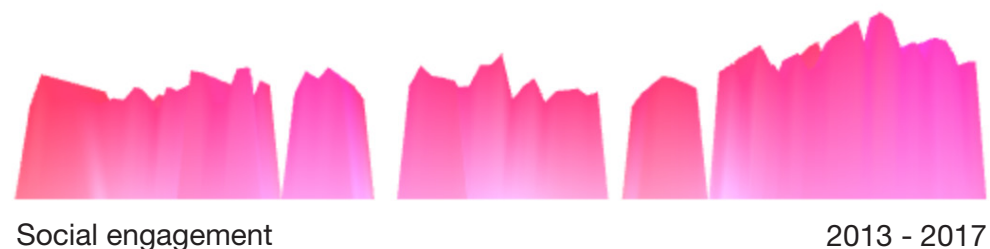
Harnessing breakthrough blockchain technology, Ripio is bringing financial freedom to regions of Latin America that lack banking. It sells bitcoins in local currencies to facilitate online transactions and easy peer-to-peer payments, and even extends credit—no cards, accounts, or fees involved. Ripio (which means "gravel" in Spanish) is paving the road to full financial inclusion in a growing digital economy.

12.00 \$m

Valuation

7.45 \$m

Funding



Robinhood

When it comes to democratizing finance, Robinhood is a hero in the space. The app takes investment out of hands of traditional brokers and puts it into the palms of the everyday trader. The commission-free brokerage platform lets individuals invest for free, starting with as little as you like. Founded in 2013, Robinhood now opens 140,000 new accounts a month, has saved Americans over half a billion dollars in fees, and has set its sights on global growth.

1,380.00 \$m

Valuation

176.00 \$m

Funding



Social engagement

2013 - 2017

SeedInvest

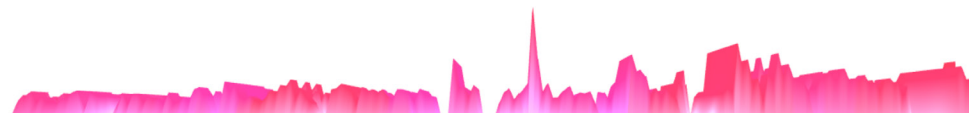
This is the breakthrough for future Breakthroughs and the people who want to help them grow. You don't have to be an angel or venture capitalist, individuals can use the equity crowdfunding platform to invest in professionally screened startups that they want to support. SeedInvest opens up opportunities for people to have a stake in the future of brands through personal investment, while creating a simpler way for brands to crowd fund, connecting them directly with cash-ready supporters.

34.17 \$m

Valuation

10.38 \$m

Funding



Social engagement

2011 - 2017

Square

This granddaddy Breakthrough is doing even bigger things for small businesses—and making consumers' lives ever easier too. Starting at the point of sale, it now offers business loans, attracting larger merchants with its growing suite of management tools. And it's wooing consumers in the P2P space with Square Cash. Now in the US, Canada, Japan, and the UK, this Silicon Valley startup is changing the way business is done.

6,000.00 \$m

Valuation

590.50 \$m

Funding



Social engagement

2009 - 2017

Wealthsimple

A pioneer in robo-advisory, Toronto's Wealthsimple is making investment a lifestyle activity. Launched in 2015, it now accounts for 75 percent of Canada's online advisory space, recently expanded into the US, and a recent injection of funds from Power Financial. This quick growth is brand-driven, prioritizing a millennial-friendly design and unique content, like a high-touch digital magazine that covers the financial habits of celebrities.

346.67 \$m

Valuation

77.92 \$m

Funding



Social engagement

2014 - 2017

Ellevest

One to watch

Ellevest is closing the gender-investment gap by focusing on the financial needs of women—culled from hundreds of hours of conversation, research, and testing. The digital investment platform accounts for gender-specific considerations like salary arcs, longer life spans, and potential career breaks—tailoring portfolios to personal users' goals. Launched in 2016, this brand is running politically charged ad campaigns with an apt “money is power” message to promote financial independence.

Breaking: Experiences on demand

Speed and ease are edging out value as a deciding factor for the experiences we choose to engage with.

Breakthroughs give us what we want, when we want it—at a scale we could never have previously imagined. From luxury to essentials, these brands are demonstrating a fundamental disruption and innovation in the way we buy and sell. Speed and ease are edging out value as a deciding factor for the experiences we choose to

engage with. Many of these brands are prioritizing mobile access, creating new ways to browse and buy from anywhere, anytime. Some of these brands make it easier to get what we want, others make it easier to find what we want, but all are helping us live an on-demand lifestyle.

Clique Media Group

A brand seemingly without boundaries, Los Angeles' Clique Media Group started by offering customized advertising to fashion brands, but has crossed into the real world with a clothing line at Target that's driven by crowdsourcing and data analysis. While traditional retailers have been working to pioneer new digital experiences, more Breakthroughs will be jumping off-screen, breaking down the digital divide and making the two worlds seamless.

N/A

Valuation

12.60 \$m

Funding



Social engagement

2007 - 2017

Farfetch

This London startup delivers luxury at light speed, making headlines for vowing to deliver Gucci items in less than 90 minutes in 10 cities. Pooling a curated selection of independent boutiques, Farfetch is an e-commerce style aggregator that is moving offline and onto the streets. Farfetch recently launched its innovative "Store of the Future," where customers log in with their phones to create personalized profiles and try on outfits in connected smart mirrors.

1,500.00 \$m

Valuation

304.50 \$m

Funding



Social engagement

2008 - 2017

Flipkart

Frequently referred to as “The Amazon of India,” Bangalore brand Flipkart has become a hallmark of growth in Asia. Flipkart has changed the retail landscape in India, providing access to goods in both urban and rural communities at prices that were once unimaginable. The brand is also investing in payment and retail tech across the continent, making it one of the region’s biggest Breakthrough catalysts. Recently receiving USD \$1.4 billion in funding, the brand is set to break through globally.

11,600.00 \$m

Valuation

4,550.00 \$m

Funding



Social engagement

2007 - 2017

Glovo

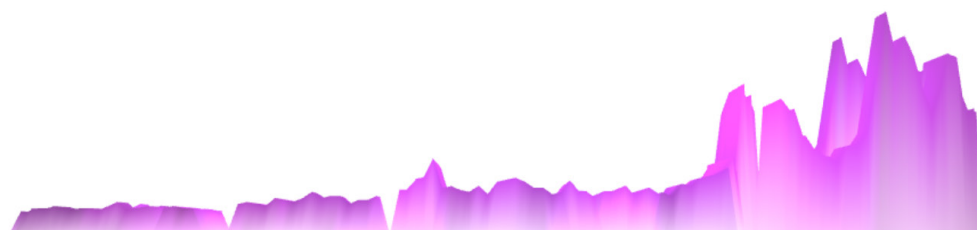
The Barcelona-based Glovo aims to top the on-demand space with a standout promise: anything you want (from food to your spare keys), delivered in under an hour. Its flexible model allows users to interact directly with couriers called glovers, while commission-based partnerships with local merchants will continue to drive down delivery fees for users. With a recent round of backing, the two-year-old brand looks to seamlessly turn busy-ness into a thriving global business.

37.14 \$m

Valuation

7.86 \$m

Funding



Social engagement

2015 - 2017

MikMak

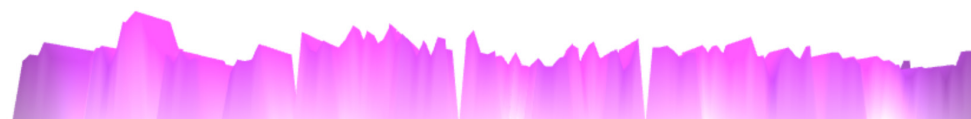
Brooklyn startup MikMak gives brands the power to create native commerce experiences for the social video generation. It's described as a mobile-first, millennial-friendly version of QVC, allowing customers to browse and buy products via custom "minimericals" distributed across the Web. Its latest innovation lets customers swipe up on Instagram Stories or Snap Ads to seamlessly watch and add products to retailers' carts without ever leaving the social platform.

21.33 \$m

Valuation

3.20 \$m

Funding



Social engagement

2015 - 2017

PS Dept.

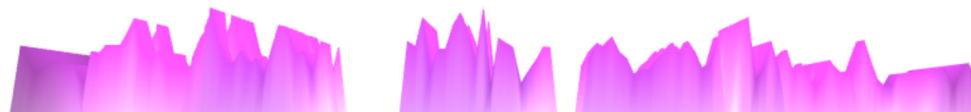
Taking personal shopping mobile, this New York brand uses AI and chatbot technology to collect your answers to a few simple questions and then rapidly connect you to an informed stylist who will guide you to the item you desperately need. The combination of advanced mobile and digital tech with the appeal of a classic white glove shopping experience is a potent one that points toward future uses of next-gen retail technology.

34.00 \$m

Valuation

6.21 \$m

Funding



Social engagement

2011 - 2017

Rappi

One to watch

Delivery has become a common area for disruption, but Colombian startup Rappi is disrupting the disruptors. Amid Amazon and Uber in Latin America, it is Rappi that first thought to deliver food, CPG products, and even cash through crowded streets—using motorbikes instead of cars. Outpacing slow and unreliable post offices, the brand is custom built to bring a totally new retail experience to the region.

Breaking: Health in your hands

These new brands are bringing Breakthrough insights that promise to improve quality across the entire spectrum of care.

Breakthrough healthcare companies aren't just looking to treat symptoms, they're trying to fundamentally change behaviors in order to better to preempt issues, widen access to care, and improve quality of life worldwide. Breakthroughs are providing access to care in underserved communities and putting control into the hands of individual patients—especially of those left behind by legacy health providers. They're also accelerating tech

innovation within this slower-to-adopt sector, putting things like AI, VR, drones, and big data to work in the field. Pooling huge, previously unmanageable amounts of information, these new brands are bringing Breakthrough insights that promise to improve quality across the entire spectrum of care.

Babylon

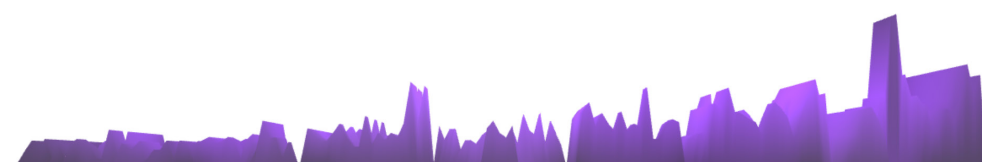
Like a house call over your mobile phone, London-based Babylon provides a consultation with a specially trained doctor when and where you need it most. From professional advice to prescriptions, Babylon ensures high-quality care while cutting out the need to visit a clinic or doctor's office, cutting down on wait times and crowding. Any brand that can make healthcare available to anyone while cutting down on waiting room time is a true Breakthrough.

200.00 \$m

Valuation

85.00 \$m

Funding



Social engagement

2013 - 2017

Clue

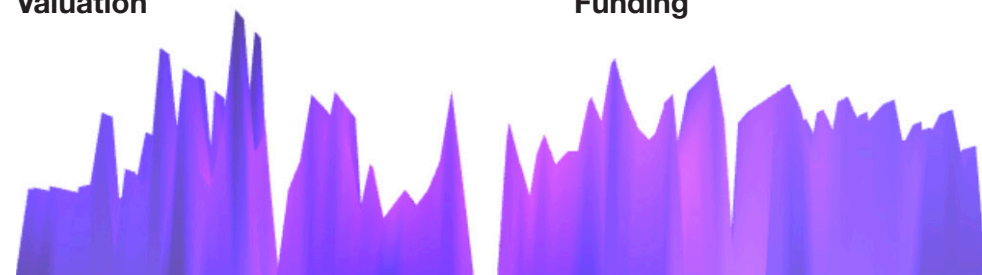
Germany's Clue gives women greater control over their health and futures by getting to know them more intimately. The machine-learning app documents the menstrual cycles of five million-plus users with the goal of absolute precision, so it can eventually become both a powerful fertility tracker and a nonhormonal form of contraception. Positive, but not "pink," the brand is about empowerment regardless of access to traditional healthcare.

133.33 \$m

Valuation

30.34 \$m

Funding



Social engagement

2013 - 2017

dr.consulta

dr.consulta is revolutionizing access to healthcare in Brazil. Offering an affordable alternative to overcrowded and scarce public clinics and hospitals, dr.consulta specializes in reaching out to patients without health insurance. Clinics are lean and efficient, prioritizing treating as many patients as possible with reasonable fees and a flexible payment structure. By combining available clinics with a layer of data analysis and digital tech, dr.consulta is a bright spot for those who struggle to access basic healthcare resources.

172.67 \$m

Valuation

41.90 \$m

Funding



Social engagement

2011 - 2017

Flatiron Health

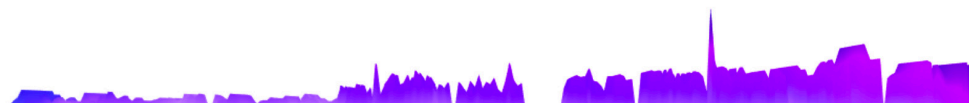
Flatiron Health's mission is simple—improve cancer research and treatment—but their methods are Breakthrough. Their oncology-specific software connects cancer centers worldwide to find groundbreaking insights using analytics. By pooling information and efforts, Flatiron has an unprecedented opportunity to advance care, accelerate research, and find cures.

2,190.00 \$m

Valuation

313.00 \$m

Funding



Social engagement

2012 - 2017

HumanCharger

Returning light to your life, Finland's HumanCharger is designed to fight the malaise and knock-on health problems caused by long winter months and dark offices. Simply put in the device's LED earbuds for 12 minutes for a portable dose of light therapy. A Breakthrough peripheral, HumanCharger reflects a trend toward putting health into the hands of individuals, lowering the cost and ease of access to breakthrough forms of care.

64.67 \$m

Valuation

10.23 \$m

Funding



Social engagement

2007 - 2017

Noom

Noom makes each step on your weight-loss journey easier than the last. Reaching 45 million users worldwide with its apps, Noom does more than track calories and exercise—it helps change fundamental behaviors to create healthy habits. The brand is now developing ways to use behavioral methods to treat chronic illnesses, beginning with diabetes. Most impressive: 78 percent of users sustain their weight loss for more than a year.

6.67 \$m

Valuation

26.75 \$m

Funding



Social engagement

2008 - 2017

Zipline

One to watch

Zipline's Zip is a small unmanned airplane that can deliver medical supplies ordered via text message at short notice, bypassing roads and mountains completely. While it is currently only delivering across Rwanda, this brand has the potential to provide unprecedented access in countries and regions that are starving for medical care, once it is in wide release.

Trend to watch: Brand activism

But it's the brands bred of this movement, fueling this desire for change that we're most interested in watching—to see how they'll change the standards.

There's a movement rising, not just in support of a single cause, but of having a purpose—and acting on it. Trust in traditional institutions is broken, and more people are seeking transparency, authenticity, and commitment to a set of values. We're demanding better from

the powers that be, and there's a rising call for participation—even resistance. Brands can be the change that we seek. Endorsing a brand that's aligned with our values can be a form of activism, an expression of solidarity.

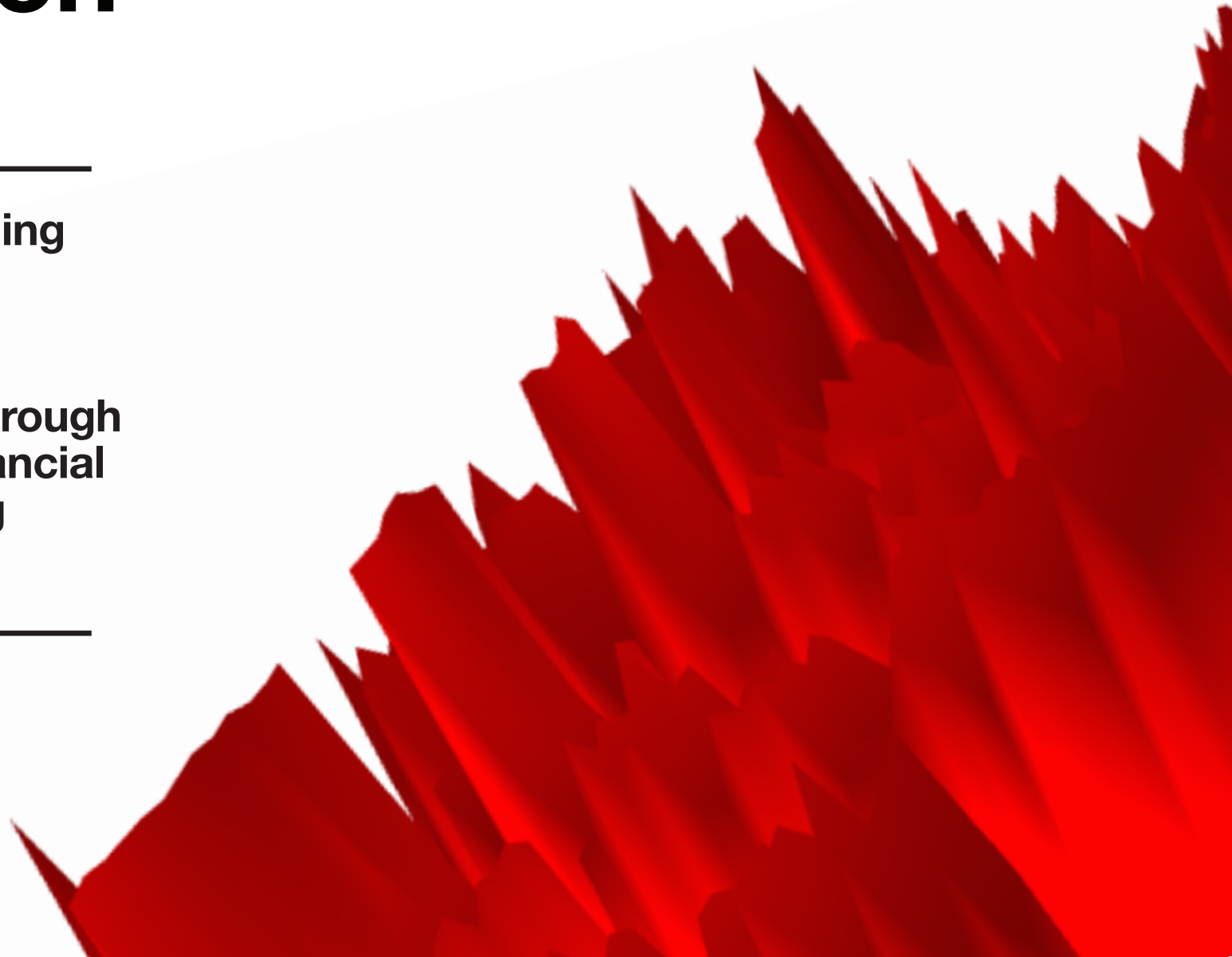
Many Breakthrough Brands thrive in this climate because they're born with purpose at the core. But it's the brands bred of this movement, fueling this desire for change that we're most interested in watching—to see how they'll change the standards. In our search for this year's Breakthrough Brands, we spotted a few interesting, albeit nascent, ideas—a nail salon cultivating a culture of feminism, a crowdfunding site dedicated solely to political causes. We're curious to see what brands might emerge in this climate. Will zealous upstarts step in where established brands have fallen short? And how will these activators evolve as times change?

This highly charged landscape presents opportunities and challenges across the board. For legacy brands, holding on to consumer trust demands stronger governance and an examination of core truths. It's not only about taking a political stance, but committing to a set of values. It's understanding that businesses in society have a responsibility to stand up for what's right, communicating a vision and then bringing it to life.

Finding purpose is not hard; every brand has something for which it stands. Having the empathy and self-awareness to communicate that authentically will be key. Brands that show a deep understanding of themselves and their audiences will shape our culture and economies—by inciting much more than transactions.

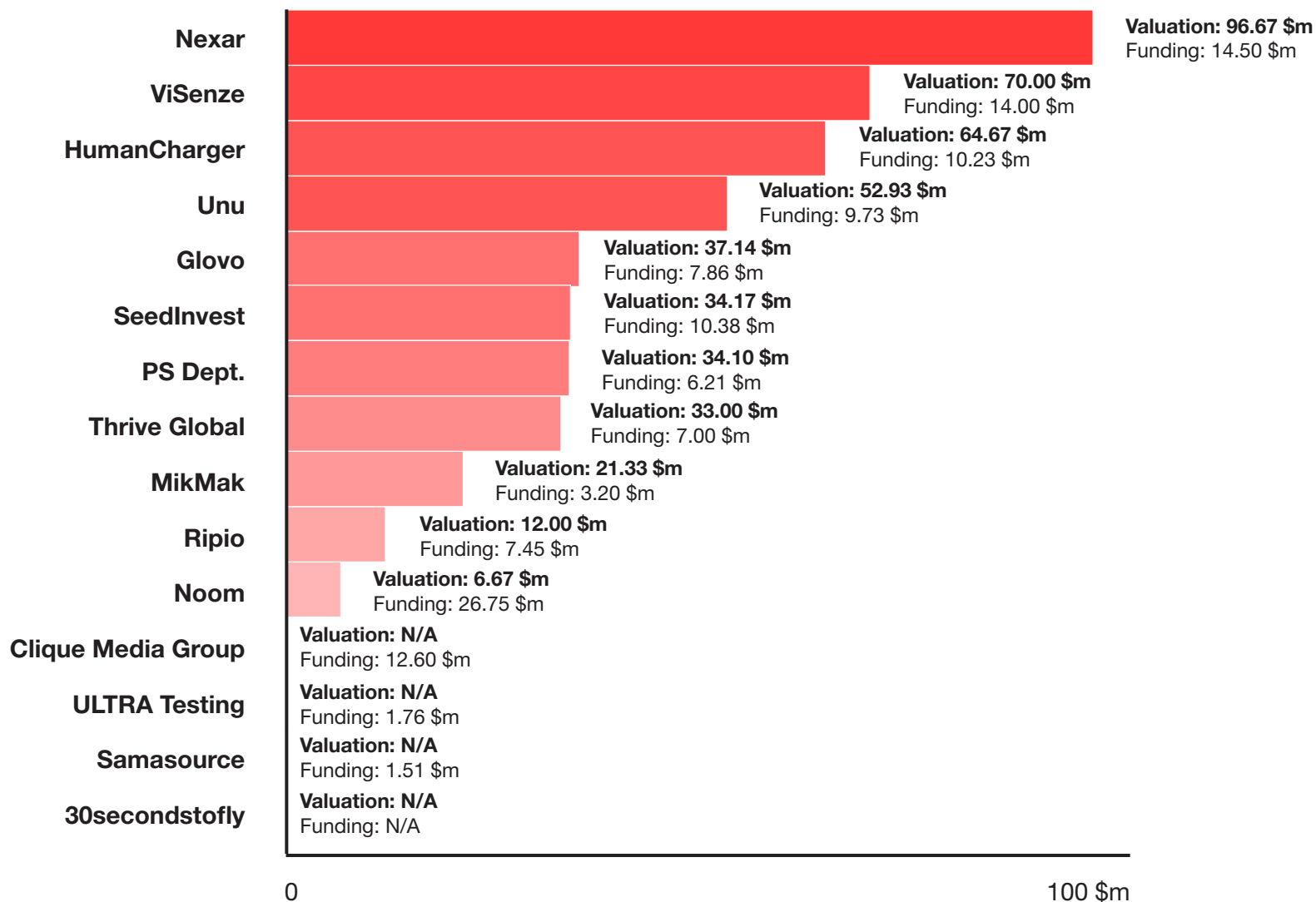
Breakthrough Valuation

From strengthening their company valuation, to securing critical funding, Breakthrough Brands of all financial sizes are making clear impact.



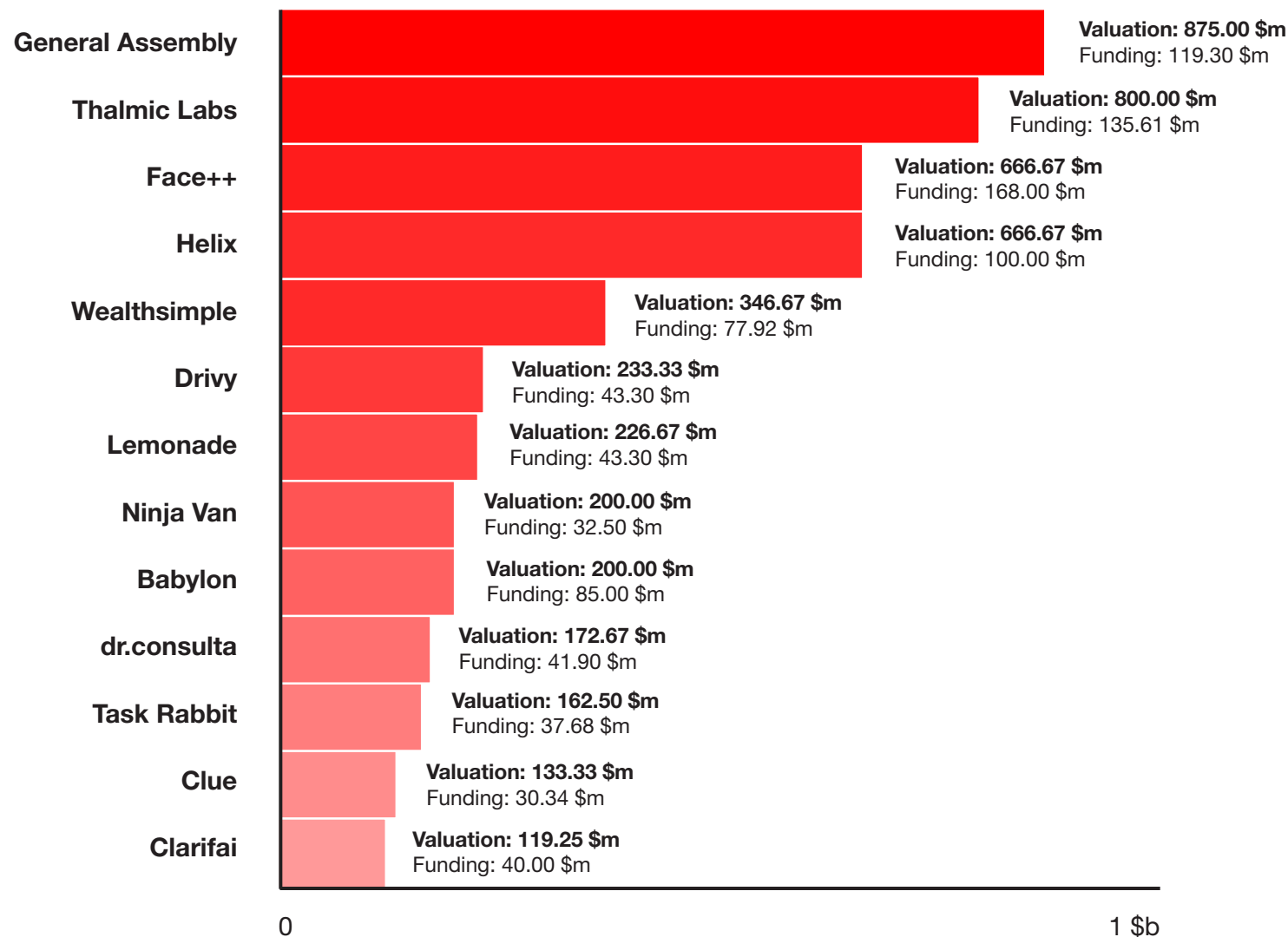
Exploring: < 100 \$m

These Breakthrough Brands are starting on their journey, many in early stages of funding, and getting a strong foothold for their future.



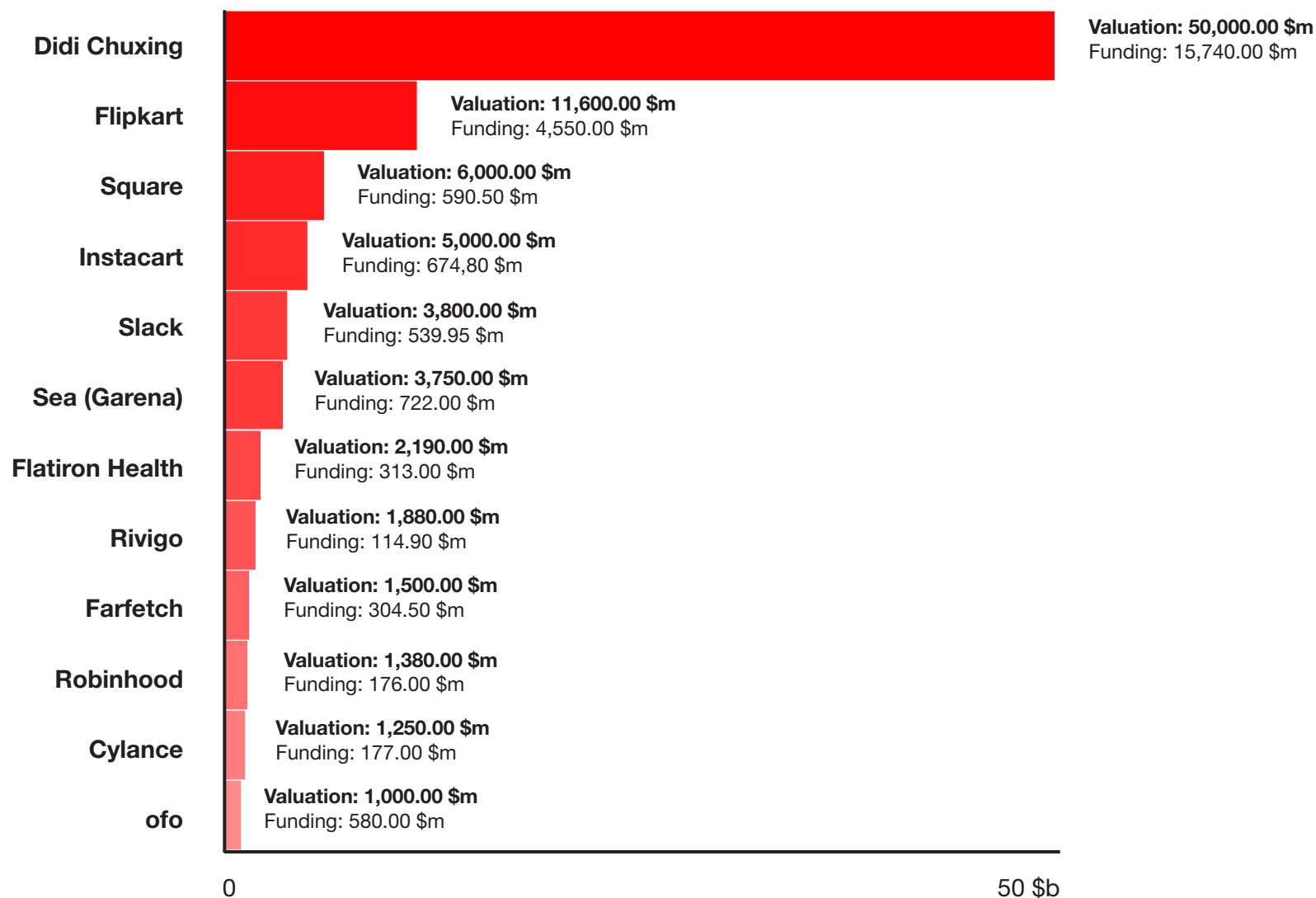
Expanding: 100 \$m – 1 \$b

Many of these Breakthrough Brands are solidifying their brand, business, and market position as they prepare for the next stage of growth.



Extending: > 1 \$b

These are the Breakthrough Brands that have or are reaching critical mass, with many expanding their reach, markets, and even borders.



Growing Global



EMEA

As movement across the region continues to change cultures and societies, the free-flow of ideas continues to foster Breakthroughs throughout EMEA.

As economies across much of the EMEA region rally, cities like Amsterdam, Barcelona, Berlin, Hamburg, London, Manchester, Milan, Munich, Paris, Stockholm, Tel Aviv, and Dubai are becoming hubs of breakthrough activity.

However this growth is tempered by uncertain times, as societies shift priorities and anticipate change. This has led people to demand more

control over many aspects of their lives. On the healthcare front, **Babylon**, **HumanCharger**, and **Clue** are providing accessible care alternatives at home, when it's needed most. Brands like **Atom Bank** and **Monzo** are offering alternatives to traditional banks with mobile-first, personalized solutions that can help guide your financial planning.

As innovation accelerates across the region, so too does the demand for bespoke experiences. Brands like **mymuesli** and **Unu** in Germany and **Hawkers** in Spain are making personalization easier, building it into their offerings from the ground up, allowing you to take shortcuts to create a product that exactly matches your tastes. Commerce is also meeting demand for personalization. We can shop anywhere in the world at the touch of a button—with brands like **Wallapop** (now LetGo in the US), **Glovo**, and **Junique** delivering everything from everyday goods to works of art. Physical retail needs to live up to higher expectations—with e-commerce brands

like **Farfetch** raising the bar by creating experimental physical stores that are showrooms, meeting places, and breakthrough experiences all in one.

As movement across the region continues to change cultures and societies, the free-flow of ideas continues to foster Breakthroughs throughout EMEA.

But along with these high-tech developments is a larger behavioral trend toward simpler, more natural living. Why buy when you can borrow—especially when **Airbnb**, **car2go**, **Cabify**, and **Drivy** make it so easy? This is complemented by a desire to consume higher-quality, more conscious food and drink—best exemplified by **Toast Ale**, a brand that recycles bread into beer. Even small and affordable things are proving that they can still be premium. And in many regions, tourism remains a massive business driver, ripe for innovation, with **Musement**, **IreckonU**, and **FLIO** making it easier to travel and find personalized experiences and entertainment.

EMEA

Spain's silicon cities

In Spain, cities themselves are proving to be not only hubs of startup culture and technology (especially in Breakthrough nexus Barcelona, home of the Mobile World Congress), but areas for lifestyle innovation—with public-private partnerships to make city spaces more enjoyable and attractive.

Paris, City of Lights (and startups)

Paris's large investment infrastructure makes it particularly Breakthrough friendly, and it just became home to the world's largest incubator, Station F.

Dubai's balancing act

Brands in Arabic countries face a challenge—balancing the specific needs of local cultures with the demands of globalization.

Rethinking media in the UK

Traditional government-funded entertainment companies like the BBC are rethinking how they provide content, imitating Breakthroughs by offering digital-only solutions for younger audiences.

Berlin calling

Startup investment is booming across Germany, topping EUR €2.2 billion in 2016. These investments went to 486 startups, up from 417 in 2015.

Italian transportation consolidation

In Italy, the national railroad company is about to become the largest integrated mobility provider, merging with the national highway and acquiring local transportation.

LatAm

A diverse, expansive, and still-growing region, where economic and political turmoil are rife—there are many opportunities for brands to drive progress, and many challenges too.

Decades of underdevelopment have created gaps in infrastructure, basic services, retail, health, education, and finance. There's also a significant disconnect between developed urban centers, still-growing cities, and remote rural regions. However, as connectivity grows, brands are stepping in to bridge these crucial divides.

Fintech pioneers like the Argentinian Breakthrough Brand, **Ripio**, and Brazil's Breakthrough veteran **Nubank** are using blockchain and digital technology to provide access to credit and other financial services—especially for younger consumers who are beginning to spend more. Within small-to-medium cities, brands are also finding opportunities to evolve along with local infrastructures. Colombia's one-to-watch **Rappi** is developing mobility solutions into their models, building efficient, on-demand delivery fleets. And as populations age, Brazil-based **Cora** is promoting better living for seniors, lowering costs and amping up quality of care.

While innovation is growing in LatAm, limited access to education, funds, and government support can be a challenge. Growing brands are cultivating a spirit of entrepreneurship throughout the region.

Brazil's **Descomplica** recognizes that knowledge is power—it's democratizing quality, affordable education to power people and ideas. Mexico's popular crowdfunding platform, **Fondeadora** has helped to launch over 2,393 successful projects, and recently partnered with crowdfunding pioneer, **Kickstarter**. Mexican brands also prove that local tradition and innovation can go hand-in-hand—like **Someone Somewhere**, which gave indigenous artisans a beautiful platform to sell their wares to the world.

The LatAm landscape is not always amenable to entrepreneurs, who lack significant investment sources from companies or private investors. In an environment where support comes from within, Breakthrough Brands will be the ones that fan the spirit of growth throughout the region.

LatAm

Mexican-made innovation

Political tensions have encouraged many Mexican brands to innovate at home, as consumers show increased loyalty toward local versus US-based brands.

Looking beyond Brazil

With a language, culture, and 200-plus population of its own, Brazil has traditionally focused within, but as connections expand, Brazil brands are seeking growth throughout the LatAm region.

North America

Breakthroughs breed breakthroughs: from Silicon Valley to Silicon Alley, Vancouver to Kitchener-Waterloo, the tech boom across North America has sparked a cycle of innovation that's changing brands and culture at a rapid rate.

It's not just breakthroughs in products and services, but in the ways things are done. This is evidenced by the growth of the "gig economy." Breakthrough Brands like San Francisco's **Slack**

(originally designed for a group of startup engineers) and **TaskRabbit**, or last year's **WeWork** (NYC), have fundamentally changed how we work, live, and cocreate, opening new, agile ways of working both inside and outside of organizations.

As the future of work evolves and employees' expectations change, the importance of a strong internal culture is at an all-time high. Canada's **Flipp**—which is moving retail flyers into the digital age—has grown from within: it's won a Best Workplace in Canada Award and is among Canada's 10 Most Admired Corporate Cultures. A strong brand and clear purpose are the hallmarks of growth.

Whether engaging employees or customers, the focus is on the experience. The death knell of retail has been silenced by experience-led brands like last year's US Breakthrough **Glossier** and buzzworthy Canadian brand **Frank + Oak**, which crossed the digital divide with a premium and

personalized experienced. Meanwhile, in the tech sector, hardware is taking a backseat to software that powers these enhanced, seamless, and integrated user experiences. Technology is also behind the blurring of sector boundaries, especially as established brands flex to create experiences that are more emotional and sustaining. This often comes in the form of growth partnerships, as we saw in 2016. Unilever's recent acquisition of NY-based brand, **Sir Kensington's**, for example, earns the CPG giant a brand with transparency, ethical sourcing, and storytelling at the heart—and bodes well for the conscious condiment-maker too.

North America is a growth culture by nature, bolstered by entrepreneurial spirit and ample investment in innovation.

In Canada, government support for startups like healthy-habits program **Carrot Rewards** helps private companies grow, while benefiting the public sector. And as Breakthroughs open up even more opportunities, the region will hold strong to its heritage as a new frontier.

North America

STEM spells growth in Canada

Federal investments in STEM (science, technology, engineering, and mathematics) create huge opportunities for cleantech and energy and breakthroughs that could make Canada a leader in helping the world build a sustainable future

Trust in the US

While political and economic factors have eroded America's trust in institutions, brands have a chance to step up and step in. They're standing out with a strong vision, fostering community, and earning people's trust through transparency and a clear sense of purpose.

APAC

Asia is a diverse Economy, where Breakthroughs are bridging the divide between the affluent and those under the poverty line, finding solutions that fit in between societal gaps.

A middle class is rising up in many APAC countries. An appreciation for quality over price and a desire for a meaningful experience is rising with them and driving consumers' decisions—exemplified by brands like **Bira 91** and **Paper Boat** in India. Consumers are also shifting toward brands that prioritize craftsmanship and personalization, with an authentic and differentiated story.

One of the biggest breakthrough drivers is access to mobile technology—which is booming throughout the region. Increased mobile internet access is revolutionizing daily life, and brands are finding new amenities and experiences to offer. Fintech and on-demand delivery are surging: **Paytm**, **Naver**, **Timelio**, and **Kakao Pay** are expanding and easing access to financial services alongside bigger players like Airtel, Samsung, and Jio. Delivery and e-commerce are exploding as well, as customers have come to expect brands to offer experiences on demand. **Go-Jek** in Indonesia, **Ninja Van** and **Honestbee** in

Singapore, **Rivigo** and **Flipkart** in India, **Shippit** and **Stylerunner** in Australia, and **Mercari** in Japan are just a handful of brands helping to deliver more to customers' doorsteps.

A fast-changing and diverse market, APAC is going to be home to even more Breakthroughs in the years to come.

Transport is a massive Breakthrough sector in APAC, with **Didi Chuxing** leading the region in ridesharing. Bikeshare from **ofo** and autonomous driving from **Nio** in China, cab hailing from **Ingogo** in Australia, and **Grab** in Malaysia are all evidence of a highly advanced approach to mobility—one that isn't just about getting from A to B, but about the larger-scale changes that are changing the way we move, which in turn transforms society.

APAC

Optimizing Down Under

Australia is proving fertile ground for marketing technology brands. Startups like ROKT, which optimizes the customer journey, as well as Canva and DesignCrowd, which simplify graphic design for marketers, provide services that are sought globally.

K-beauty boom

The beauty industry in Korea is taking off due to the increasing popularity of K-culture among Asian consumers in general. The increasing influence of K-pop, K-drama, and K-movies is enabling Korean companies to set beauty trends across the region.

One thousand Indias

Language, food, and culture in India change every hundred miles. For brands in India to establish a strong degree of connection with customers, they need to be able to understand the country's cultural diversity.

Japan's breakthrough game

Japan is a hotspot for innovative gaming apps—including Gree, Mixi, DeNA, GungHo, and Colopl—and its manga apps are attracting investment from big-name publishers.

Jogging tiger

Consumers in China have not traditionally played sports for fun and exercise at the level of other developed countries, but this is rapidly changing. As the country matures and people's lives become more comfortable, they are joining gyms, running outdoors, cycling, and more, in record numbers.

Investment in Singapore

Temasek, a sovereign wealth fund in Singapore, is investing in startups like Sea and ONE Championship, helping to fuel the dreams of Southeast Asian brands looking to list publicly in the near future.

Methodology

To identify the 2017 Interbrand Breakthrough Brands, we assembled a global collective of influencers and Interbranders who are passionate about innovation and emerging brands. The brands featured in this report have been nominated by this network of influencers, and this year we also opened the submissions up to the public, so brands from around the world could nominate themselves.

Our team of inhouse analysts and partners then researched each nomination in detail to select the final brands, using the criteria listed here, and then identifying the most relevant insights that these brands illustrate.

This report is designed to be both a cross-section of future growth in the brand space and a curated collection of the most exciting new brands from around the globe.

Change

Is the brand answering a unique need in the marketplace or generating an entirely new experience?

Breakthrough Brands are industry disruptors that change the way we do business. They use or create entirely new business models—ones that are, in some cases, widely adopted by big and small brands alike—and they embrace or create new technologies, to set the pace of innovation in the marketplace.

Growth

Is the brand driving business growth and evolving the marketplace?

Breakthrough Brands aren't just ones with good ideas; they're successful businesses. They're growing at an enviable rate, stretching into new product categories, spinning off new

solutions, expanding globally, and attracting top talent. Breakthrough Brands are shaping the market, wherever they are.

Buzz

Is the brand driving engagement or capturing attention?

These are brands that are starting conversations and are at the center of others. People are excited by what they're doing, and want to be a part of the brands' growth stories. They're also gaining attention from investors in the form of capital, hype among those in the know, and the media covers them because their innovation, success, creativity, and influence are interesting and relevant to the world at large.

Measures of a Breakthrough Brand

There are ten key factors to building and growing great brands, all of which are the defining characteristics of the most successful. Breakthrough Brands, however, must focus on five key factors—ones that are essential to building a brand and growing a business.

While there is more to building a successful business, especially as emerging brands begin to mature, these five factors are crucial for building a brand that will not just break through, but stand the test of time, and do what all great brands do: **drive choice, engender loyalty, and command a premium.**



Differentiation

Brands need to drive choice in order to grow. Even if a company's products or services are relevant, it's a unique proposition and distinct brand experience that convinces audiences to choose one brand over others.



Clarity

Great brands start from within. Organizations need to develop internal clarity, not only about what the brand stands for—its values, positioning, and proposition—but also about its target audiences and what drives them. This is particularly important for growing companies, which can and should use their brand's values, mission, and proposition to inform business decisions.



Presence

Brands need to be everywhere its audiences are. If a brand is not omnipresent in the mind of consumers—and talked about and perceived positively—then it's difficult to break through and become a successful business. A brand's clarity of values, proposition, purpose, its relevance to consumers, and its differentiated offerings—all of this needs to be communicated to audiences and reinforced across multiple channels and touchpoints.



Relevance

Growth starts with a smart business model. Whether disrupting an existing market, creating a new category, or entering a new market, a brand cannot sell a product or service if it does not align with consumer needs and desires. These brands are convincing customers that something new or different is relevant: that it will make their lives easier, more enjoyable, more comfortable, more secure—in a word, better.



Engagement

A brand can have clarity and be relevant, differentiated, and ultra-present, but if consumers don't show a deep understanding of, active participation in, and a strong sense of identification with the brand, the rest doesn't matter.

How to work with us

At Interbrand, we're committed to helping companies of all shapes and sizes grow their brands and businesses. If you'd like to get a conversation started, here's a few ways to do so:

Anatomy of Growth Study

Knowing that great brands are built from within, we are conducting a study designed provide deeper understanding of what leading brands are doing internally to drive growth externally. We're inviting brands to participate to understand the opportunities and challenges they're facing when building cultures and capabilities.

Breakthrough Growth Session

Book a private, complimentary session with Interbrand to get an initial growth assessment. You'll work with a leading Interbrand team to design a high-level roadmap. We utilize our Brand Strength Factors—an essential part of our Brand Valuation methodology—and our Growth Accelerator to customize the session, and activate your growth agenda.

To participate in the Anatomy of Growth Study, to ensure you are on the list for published results, or to book a Breakthrough Growth Starter, please contact **Andrea Sullivan**.

Andrea Sullivan

Chief Marketing Officer

andrea.sullivan@interbrand.com

+1 212 798 7510

Paola Norambuena

Chief Communications Officer

paola.norambuena@interbrand.com

+1 212 798 7590

Alyssa Carfi

Senior Public Relations Associate

alyssa.carfi@interbrand.com

+1 212 798 7547

About Interbrand

At Interbrand, we believe that growth is an outcome of a clear strategy, and exceptional customer experiences, enabled by world-class capabilities. That's what we deliver through a combination of strategy, creativity, and technology that helps drive growth for our clients' brands and businesses.

With a network of 24 offices in 17 countries, Interbrand is a truly global brand consultancy, as well as publisher of the highly influential annual **Best Global Brands** and Interbrand Breakthrough Brands reports, and Webby Award-winning brandchannel.

For more information, please visit interbrand.com.

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Contributors

Interbrand

Jez Frampton,
Global Chief Executive Officer

Andrea Sullivan,
Chief Marketing Officer

Paola Norambuena,
Chief Communications Officer

Aarif Morbi,
Senior Consultant, Strategy

Lara Kovant,
Senior Program Manager

Technology

Johnny Trinh

Manuel Baptista

Contributors

Janine Stankus

Josephine La Pietra

Mark Kersteen

Nicole Diamant

Shamira Faruqui

Shirley Brady

Design

Alex Leopold

Andy Payne

Chris Campbell

Colin White

Jasmine Hong

Jurgen Koch

Michael Avnyin

Mike Knaggs

Oliver Maltby

Marketing

Alyssa Carfi

Kari Halvorsen

Louise Gillis

Maria Barea

Susan Peterson

Tina Goldstone

Will Matalene

Yuliana Safari

Contributors

NYSE

Tom Farley,
President

John Tuttle,
Global Head of Listings

Russ Rubino,
VP - Marketing,
Intercontinental Exchange

Lorelei Skillman,
Senior Director,
Marketing & Brand

Judy Shaw,
Corporate Communications

Elizabeth Anderson,
Strategic Associate,
Event Marketing

Ready Set Rocket

Alex Lirtsman,
Cofounder & Chief Strategist

Lauren O'Shaughnessy,
Marketing Coordinator

Kitty Tsang,
Digital Strategist

Rachel Fernandez,
Digital Marketing Specialist

Joseph Okai,
Digital Marketing Coordinator

Courtney Gillen,
Assistant Account Executive,
Uproar PR