

How I Did It

Featuring the
founders of
Casper,
Burton
Snowboards,
Ring,
Drybar,
Udi's
Gluten Free,
and more
PAGE 28

"I thought I
wanted to be a
stay-at-home mom
with my two kids."

Alli Webb
Founder of
\$100 million beauty
empire Drybar

Get
honest
feedback
from your
team
PAGE 54

↓
How
Hello
Fresh
Conquered
America
PAGE 78

+

Make the
most of
part-time
workers
PAGE 56



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62

Team Players The road warriors ruling Seattle's streets— on electric bikes

Employees of Rad Power Bikes on an after-work ride through the Ballard neighborhood near the company's flagship store.



10 Editor's Letter

Tales of Tenacity

13 Launch

The best talent is often the talent you train yourself. Plus: Only-in-Jersey ice cream, hangover helper, and the Jargonator

→ **20 Discuss**

Is artificial intelligence the end, or just the beginning?

→ **22 Data Center**

How supply-chain startups are creating the best jobs in America

→ **24 The Destination**

The entrepreneurs dominating the Silicon Slopes of Salt Lake City

→ **26 Ask Norm**

How to power a cycling business over the hill

52 Helaine Olen

Meet your perfect partner—for tax prep

54 Inc. 5000 Insights

How to get feedback from your team

56 Annotated

Meet the robot that's coming for cancer

58 Tip Sheet

Why part-time help is a full-time asset

64 Thomas Goetz

Rule-breaking is great for startups—sometimes

66 Prototype

Fisker's battery breakthrough

76 Amy Webb

The internet may be coming apart. Here's what that means for your business

93 Exit Interview

A second exit for CarGurus' founder

96 Inc. Life

In the saddle



Road Show

During this post-work ride in April, the staff of Rad Power Bikes zipped around the North Seattle neighborhood of Ballard on their electric bikes. It's a little bit fitness, a little bit team-building, and a little bit proselytizing, as curious pedestrians often ask the group what they're up to. "From a marketing perspective," says co-founder Ty Collins (fifth from left), "it definitely helps to have 25 people all on Rad Power Bikes cruising around town."

Team Players These road warriors rule Seattle's streets on the electric bikes they build

You don't have to be a superb cyclist to work at Rad Power Bikes, but you do have to enjoy frequent bike rides. The three-year-old startup, which makes electric bicycles, issues one to each employee—and ends many workdays with staff rides through Seattle. Co-founder and CEO Mike Radenbaugh built his first electric bike as a 15-year-old, to commute to high school in rural Northern California. Ten years later, he roped in friends Ty Collins and Marimar White-Espin to start the company, which sold \$20 million worth of wheels last year. Now Rad Power's 45 employees escape the office by hitting the road, often ending up at a brewery, or maybe the beach. On weekends, they leave the motors behind and do some old-fashioned mountain biking. "We try to make our rides inclusive in terms of the trails we use and the pace we set," Radenbaugh says. "Everyone wants to mountain bike with the crew. People have converted into total cycle geeks." —KEVIN J. RYAN

