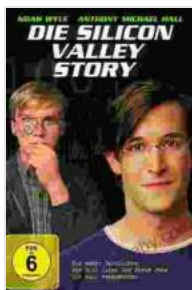


# The New New Thing: The Story of Silicon Valley's Next Generation of Entrepreneurs

In the wake of the dot-com bust, Silicon Valley was in a funk. The once-booming tech industry had shed hundreds of thousands of jobs, and venture capitalists were shying away from new investments. But even in the darkest days, there were a few entrepreneurs who refused to give up on the dream of building the next great tech company.

These entrepreneurs were a new breed. They were younger, more diverse, and more ambitious than their predecessors. They were also more idealistic, believing that technology could be used to solve some of the world's biggest problems—and make a lot of money in the process.



## The New New Thing: A Silicon Valley Story by Michael Lewis

★★★★☆ 4.3 out of 5

Language : English

File size : 641 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 273 pages

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The New New Thing is the gripping story of these entrepreneurs and the companies they built. From the founders of Uber and Airbnb to the creators of CRISPR and Impossible Foods, these are the innovators who are shaping the future of our planet.

## **The Uber Revolution**

In 2009, Travis Kalanick and Garrett Camp founded Uber, a ride-hailing service that would revolutionize the way people get around. Uber's app made it easy to summon a car with just a few taps, and its low prices made it an attractive alternative to taxis and public transportation.

Uber's growth was meteoric. Within a few years, the company was operating in hundreds of cities around the world and was valued at more than \$100 billion. But Uber's success also came at a cost. The company was plagued by scandals, including allegations of sexual harassment and a toxic work culture.

Despite these challenges, Uber remains one of the most successful companies in the world. It has transformed the transportation industry and made it easier and more affordable for people to get around.

## **The Airbnb Revolution**

In 2008, Brian Chesky, Joe Gebbia, and Nathan Blecharczyk founded Airbnb, a home-sharing service that would change the way people travel.

Airbnb allowed people to rent out their homes or apartments to travelers, often at a lower cost than traditional hotels. The company's platform made it easy to find and book accommodations, and its vetting process ensured that travelers could book with confidence.

Airbnb's growth was just as impressive as Uber's. Within a few years, the company was operating in over 190 countries and was valued at more than \$30 billion.

Airbnb has also had its share of challenges. The company has faced opposition from hotel industry groups and has been accused of exacerbating housing shortages in some cities.

Despite these challenges, Airbnb remains one of the most successful companies in the world. It has transformed the travel industry and made it easier and more affordable for people to explore the world.

## **The CRISPR Revolution**

In 2012, Jennifer Doudna and Emmanuelle Charpentier discovered CRISPR, a gene-editing technology that has the potential to revolutionize medicine.

CRISPR allows scientists to make precise changes to DNA, which could be used to treat a wide range of diseases, including cancer, sickle cell anemia, and cystic fibrosis.

The potential of CRISPR is enormous. It could lead to new treatments for diseases that are currently incurable and could even be used to prevent diseases from developing in the first place.

CRISPR is still in its early stages of development, but it is already clear that it has the potential to change the world.

## **The Impossible Foods Revolution**

In 2011, Pat Brown founded Impossible Foods, a company that develops plant-based meat substitutes.

Impossible Foods' products are designed to taste and look like real meat, but they are made entirely from plants. This makes them a healthier and more sustainable alternative to traditional meat.

Impossible Foods' products have been a hit with consumers. The company's flagship product, the Impossible Burger, is now available in over 10,000 restaurants in the United States.

Impossible Foods is not just a vegan food company. The company's mission is to reduce the world's dependence on animal agriculture, which is a major contributor to climate change.

Impossible Foods is one of many companies that are working to make plant-based meat more affordable and accessible. If these companies are successful, they could have a major impact on the future of food.

## **The New New Thing**

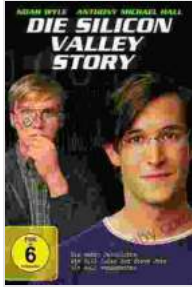
The New New Thing is a story of innovation, ambition, and idealism. It is the story of a new generation of entrepreneurs who are using technology to solve some of the world's biggest problems.

These entrepreneurs are shaping the future of our planet. They are creating new industries, developing new technologies, and making the world a better place.

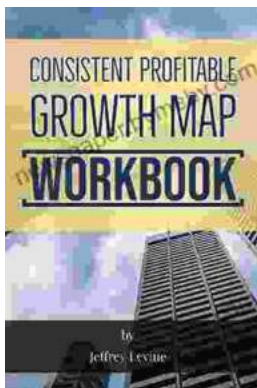
The New New Thing is a must-read for anyone who wants to understand the future of technology and the world.

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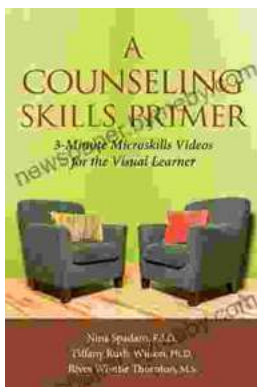


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