

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

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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 ATAT

Play It Forward: With the Energy-  
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### 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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Assistant professor, MIT

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**Jason Bornhorst, 28**  
Cofounder, Patient 10

**Ian Cinnamon, 22**  
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Cofounder, ReadCoor

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Founders, Experiment.com



## Science

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Cofounder, Geexo

**Jason Sheltzer, 29**  
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Assistant professor, University of Washington

**Charles Sing, 28**  
Assistant professor, University of Illinois at Urbana-Champaign

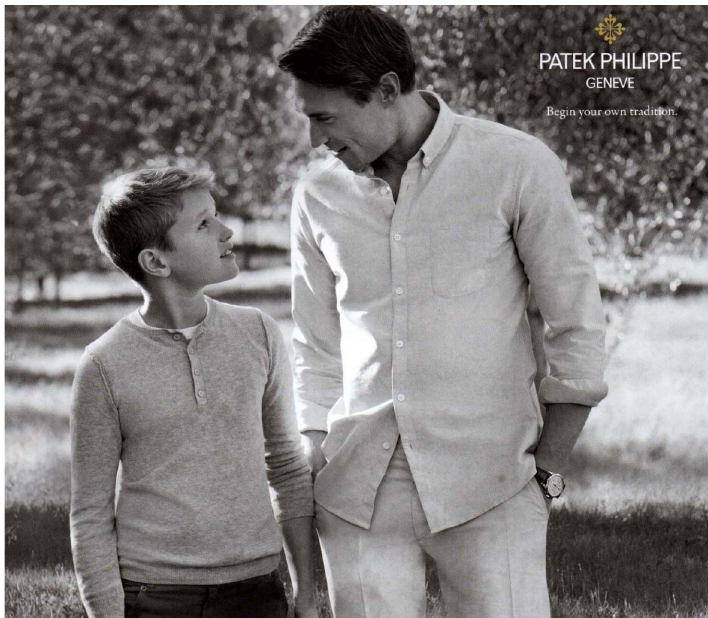
**Jenna Wiens, 28**  
Assistant professor, University of Michigan

## 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 Harper, Sarah Hedgecock

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



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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.

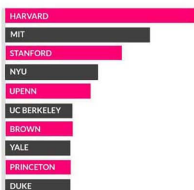
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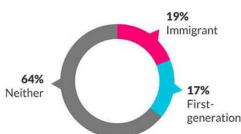
## 30 Under 30 DNA |

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".