

Scooter
Revolution
BIRD
Is *Inc.*'s
Company
of the Year
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How
Smart
Leaders
Delegate
Page 82

DO YOU
REALLY
NEED AN
MBA?
Page 24

Surge Cities

The 50 most startup- friendly places in America

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URBAN RESET
Tyler Haney,
who recently relocated
her fitness-clothing
company, Outdoor
Voices, from New York
to Austin, *Inc.*'s No. 1
Surge City.
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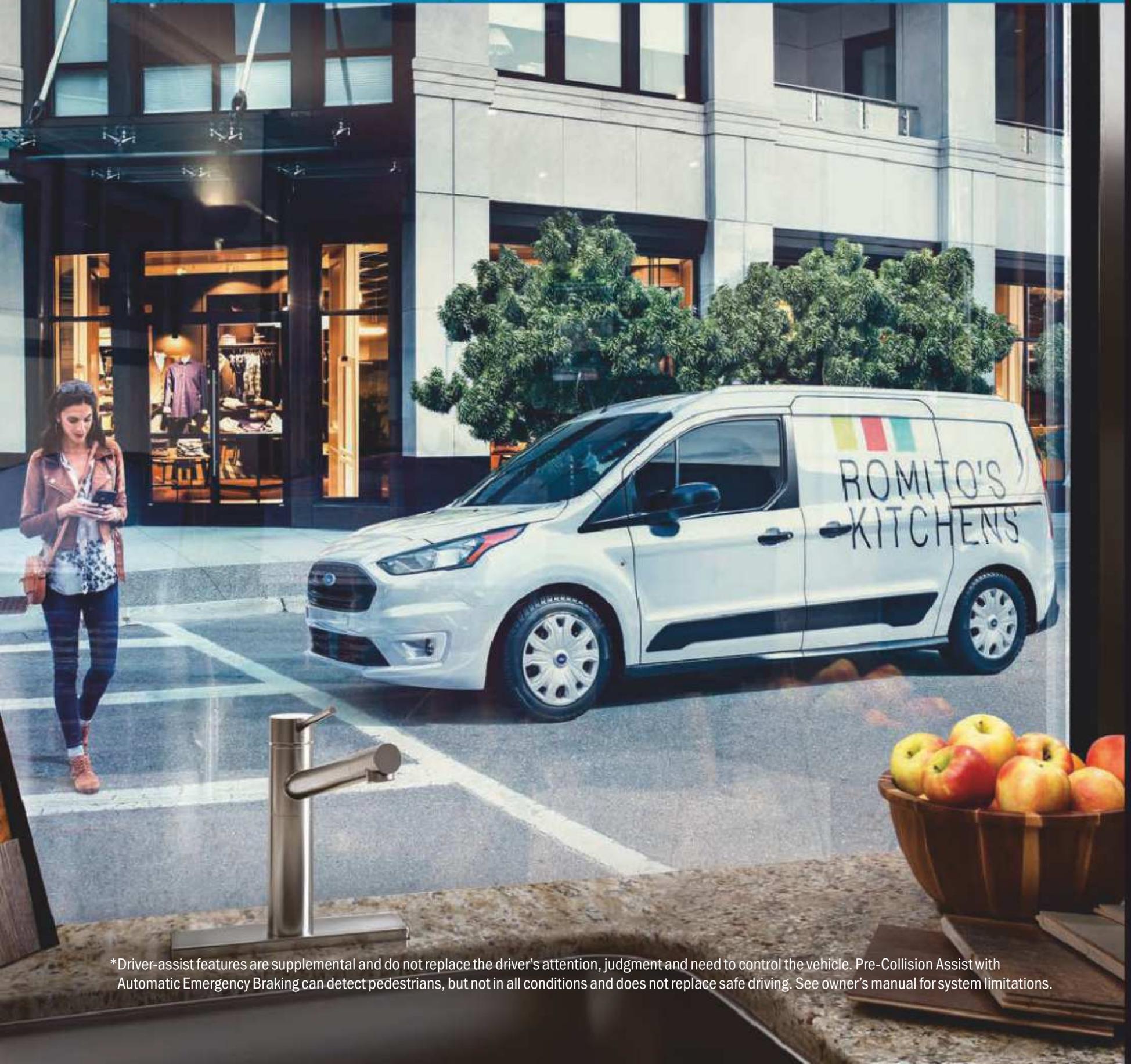
THE SMART MONEY'S ON TRANSIT CONNECT



THE SMART MONEY'S ON TRANSIT CONNECT.

STANDARD PRE-COLLISION ASSIST WITH AUTOMATIC EMERGENCY BRAKING*

DRIVER CONFIDENCE. WE'VE MADE IT OUR BUSINESS.



*Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. Pre-Collision Assist with Automatic Emergency Braking can detect pedestrians, but not in all conditions and does not replace safe driving. See owner's manual for system limitations.

180° SWINGING REAR CARGO DOORS
AND CITY-FRIENDLY DUAL SIDE ACCESS

CURB APPEAL.



Optional features and aftermarket
equipment shown.

MOBILE 4G LTE WI-FI HOTSPOT* AND WIRELESS SMARTPHONE CHARGING**
**YOU KEEP YOUR CLIENTS PLUGGED IN.
LET YOUR VAN RETURN THE FAVOR.**

See how it can help your business at FORD.COM/TRANSITCONNECT.



Optional features and aftermarket equipment shown. *Don't drive distracted or while using handheld devices. Use voice controls. **Available Qi wireless charging may not be compatible with all mobile phones.







“My unlimited 2% cash back
is more than a perk.
It’s our healthcare.”

— **Ken Jacobus**, Good Start Packaging CEO

Ken Jacobus redeemed \$36,000 in cash back to offer healthcare for his employees. Imagine what UNLIMITED 2% CASH BACK could do for your business.

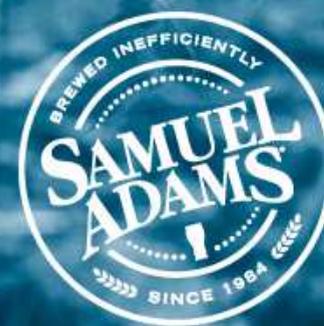
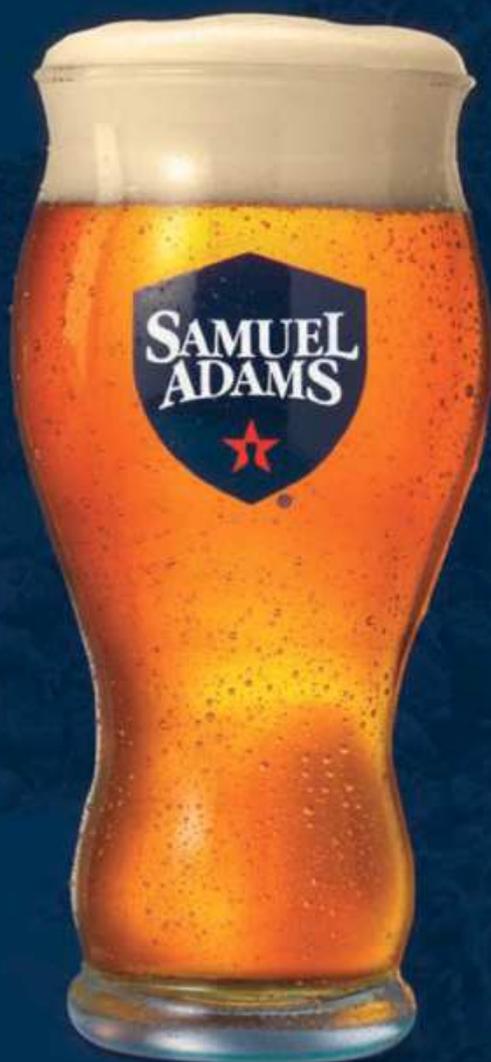
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Terroir Lager.

Hops are like grapes – special conditions of terroir matter. The soil, growing conditions, climate and sunlight can help to produce unique flavors in the hops. The flavors we want in Boston Lager can only come from hops grown in soil on a little piece of ground in the German Hallertau. Boston Lager is rich and flavorful but still balanced and smooth. It is terroir lager, and has been brewed inefficiently since 1984.



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Making Moves

Travis VanderZanden is the founder and CEO of high-flying e-scooter startup Bird—which launched in 2017 and is now *Inc.*'s Company of the Year.

GROOMER: HEATHER RAE; STYLIST: SIMONA SAMBO

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Winter Greens

St. Louis, Inc.'s No. 33 Surge City, is home to CoverCress, an agtech company that develops a modified version of penny-cress, a cold-weather crop that protects the soil when corn and soybeans won't grow, and produces oil similar to canola.



Lit Up Like Christmas

A researcher at CoverCress holds a plant that has been marked with a fluorescent marker protein. "Viewed with the proper lenses, a normal plant, with no marker protein, will appear dark, and transformed plants will appear bright red," says Michaela McGinn, a postdoctoral research associate.

ON THE COVER
OUTDOOR VOICES FOUNDER
TYLER HANEY, PHOTOGRAPHED
IN AUSTIN BY BRYAN DERBALLA

ON THE COVER: HAIR AND MAKEUP: ALYSSA GARCIA; STYLING: CRISTINA FACUNDO