

BREAK- THROU G H BRAND S 2022

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HOW THIS YEAR'S BRANDS WILL DEFINE THE NEXT DECADE

Another year's report, another year of volatility: global powers are in flux, market downturns are affecting early-stage funding, and major cultural changes are reshaping the structure of our lives. In fact, our research with Vox Media shows 70% of US adults believe we are living through transformative change unlike anything experienced in history.

The reorganization of the status quo began with the pandemic. It made us acutely aware of our interdependencies and vulnerabilities. It made us question old structures and institutions, opening up a willingness to create and accept new systems. In this shakeup, we are seeing Breakthrough Brands pour talent, money, and time into solving the problems of the next decade. Their solutions will define it.

Pioneers are building the infrastructure for Web3, the third evolution of the internet based on blockchain technology. While the blockchain-based cryptocurrency Bitcoin first appeared in 2009, the underlying technology has now come of age. If fully realized, Web3 will be a more decentralized internet that uses token distribution to reward

the users who help to create it. This year, we feature brands breaking the barriers to entry for curious consumers (for example, onboarding and wallet integration) or giving eager developers the tools and knowledge to do so. The promise of Web3 is grand — and the ideals driving its growth are even more ambitious.

There is also important groundwork being laid for the real world — the world which we are desperate to save. Unlike its predecessors Green Tech and Clean Tech, Climate Tech has arrived with a name that signals its clarity of purpose: to save us from climate change. This year's report features brands that are creating frameworks to reliably measure our carbon footprint and eventually achieve standardization. A third of our brands are focused on sustainability at either the consumer, business, or industrial level.

Finally, we're not only seeing dramatic changes in the health industry, but a demand for it, too. Our research shows that 83% of US adults believe the industry needs to improve, indicating that it's time for novel approaches. A new collection of brands are building

end-to-end services for patients with specific needs: fertility care, chronic conditions, and LGBTQIA+ care. In the past, we've seen the healthcare revolution tackle the complex system and bring holistic digital-first solutions to market. Though small, these up-and-coming brands are confronting established players from the ground-up, recognizing that healthcare is not a one-size-fits-all model. It is personal and individualized.

Although they span a diverse set of industries, this year's class of Breakthrough Brands take the long view and tackle the hard problems: they learned from the successes and failures of the last decade and are using those lessons to define the next one.

DANIEL BINNS
CEO, INTERBRAND NEW YORK

100
THIEVES

Arcadia

AXIE
INFINITY

BOOM



Chainalysis

Daring.

Doconomy

JU
ST

Figment

FOLX

HOUSEPLANT

JUNE
SHINE

kindbody

MASTERWORKS

MONO
GRAM

MoonPay

MYTHICAL™

Nomi Health

OpenSea

Pachama

PARK

planet.

Interbrand

polygon

THIRTY MADISON

Tia



Watershed

whatnot

YOUTH
FORIA

BREAK-
THROUGH
BRANDS
2022

WEB 3

COME S OF A G E

AREAS OF FOCUS

HOW BRANDS ARE BUILDING THE BLOCK-CHAIN ECOSYSTEM

This past year saw cryptocurrency hit the mainstream, with four crypto ads during the Superbowl, El Salvador naming Bitcoin legal tender, and the EU introducing regulation. As crypto continues to become more widely understood and accepted, blockchain capabilities beyond decentralized finance have gained momentum, particularly non-fungible tokens (NFTs), decentralized autonomous organizations (DAOs), and play-to-earn gaming. And if Web3's grandest vision is fully realized, the internet of the future will be built on the blockchain—a new internet created around the shared purpose and promise of decentralization.

What do we mean by a decentralized internet? It aspires to be a more egalitarian system, where users gain real world value in cryptocurrency from the work they put into the organization, game, or network. Governance of these apps and systems is also distributed to the token holders of the organization. But at times, Web3 struggles to uphold this techno-idealist vision. While it may be accurate in some instances, in others we are already seeing something closer to neo-feudalism, with a few controlling the power on the blockchain, especially when the proof-of-stake approach is involved.

There are other issues that encircle the rise of Web3 and blockchain. In the short term, Web3 still needs to address issues of network volatility, cybersecurity

(such as key storage), and energy usage—a pressing concern on which complementary chains to Ethereum are working. Additionally, as an arena dominated by libertarians, finance professionals, and computer engineers, the gender dynamics skew heavily male. According to our research with Vox Media, only 25% of US women admit they are familiar with blockchain—compared to 46% of US men—weaving potential gender biases into Web3's social fabric. For example, Uniswap, a popular blockchain exchange, gave its early users control over governance protocols (a common practice across Web3)—which means Uniswap's predominantly male early users will have the power to decide the governing protocols, whereas later joining users, including women, will have less of a say.

Web3's rapidly evolving ecosystem leaves us with more questions than answers. Will crypto replace the US currency as the global reserve? Will NFTs become a prominent status symbol, or fade away as a fad? Will a future where everything is tokenized be more democratic or more dystopic?

As branding experts, what is clear to us is that community building will no longer be a concern only for marketers—it will be at the core of these brands' survival. Everyone will become both investor and shareholder, making it critical for businesses to cater to the collective needs of the community. We can only hope that this emerging generation of founders build conscious companies from the outset that can rise to meet the challenges of a truly decentralized, multi-nodal internet.

HOW BOUTIQUE HEALTH BRANDS ARE SERVING A NEW GENERATION

Whether it's the advent of new modes of digital interactivity or the overhaul of the climate change fight, the aperture of change has widened, and we are re-examining, well, pretty much everything. And that includes the healthcare conundrum.

Health is fundamentally about taking care of people. And yet somewhere along the way the health industry forgot this core truth in search of a better bottom line. 80% of US adults in our survey feel that the healthcare system could use improvement and 73% of them are looking for a complete revamp. That is a staggering figure that points not only to the inherent flaws in the existing paradigm but a powerful demand for systemic change.

Our Breakthrough Brands are going back to healthcare's roots — serving patients the way they deserve to be served. Redefining patient-centricity, Folx Health, Tia, Thirty Madison, and Nomi Health are reorientating the ways in which we think about patient experiences and journeys. If we are reexamining the ways we work, the ways we eat, the ways we travel, the ways we digitally operate, and so much more, why not reexamine the ways we operate health?

Rather than continuing a one-size-fits-all approach that has defined the sector for decades, health brands are beginning to recognize that patients deserve individualized care that benefits them with specificity. Targeting particular health segments of the population has allowed these brands to create thriving and engaged communities. Brands like

Folx Health and Tia are delivering care to underserved patient groups (transgender and women's health respectively), while Thirty Madison has invested in a collection of brands that target specific chronic conditions. These companies are helping overlooked populations feel heard, appreciated, and understood, while also aiming to lower costs and widen accessibility, a significant and long-lingering issue that has plagued the US healthcare system for decades. Our research with Vox Media shows that 42% of US adults spend more on healthcare than all other household expenses — an anomaly in the developed world. So it's no surprise that bonafide challenger brands are gaining momentum to alter the landscape and help address this massive shortfall.

Many of the brands we've selected are still nascent, but they are nonetheless signaling a changing of the guard. Patients, customers, providers, and other stakeholders are demanding more — more agility in innovation, more empathetic product design and services, more inclusion, more digital connectivity, more insight — because we all deserve more in a world that can deliver it.

But are these new brands adding more fragmentation and more complexity rather than solving for it? What is the ultimate agreed-upon and measurable mission across the industry? How will the old guard respond to these challenges — spinning off more focused businesses or focusing on the connective tissue between their businesses? The future of healthcare is going through seismic changes faster than ever. Only time will tell if the industry is prepared to meet our needs.

RE-
BUILD-
ING
HEALTH
HEALTH
HEALTH




100 THIEVES

100 Thieves is stealing the show. Founded in 2017 by Matthew “Nadeshot” Haag at the intersection of apparel, entertainment, and competitive gaming, the company’s mission is to give every gamer something to be proud of. With investment from big names such as Drake, Scooter Braun, and Dan Gilbert, their successful esports teams and stable of content creators have amassed huge online followings across Twitch, YouTube, and other platforms.

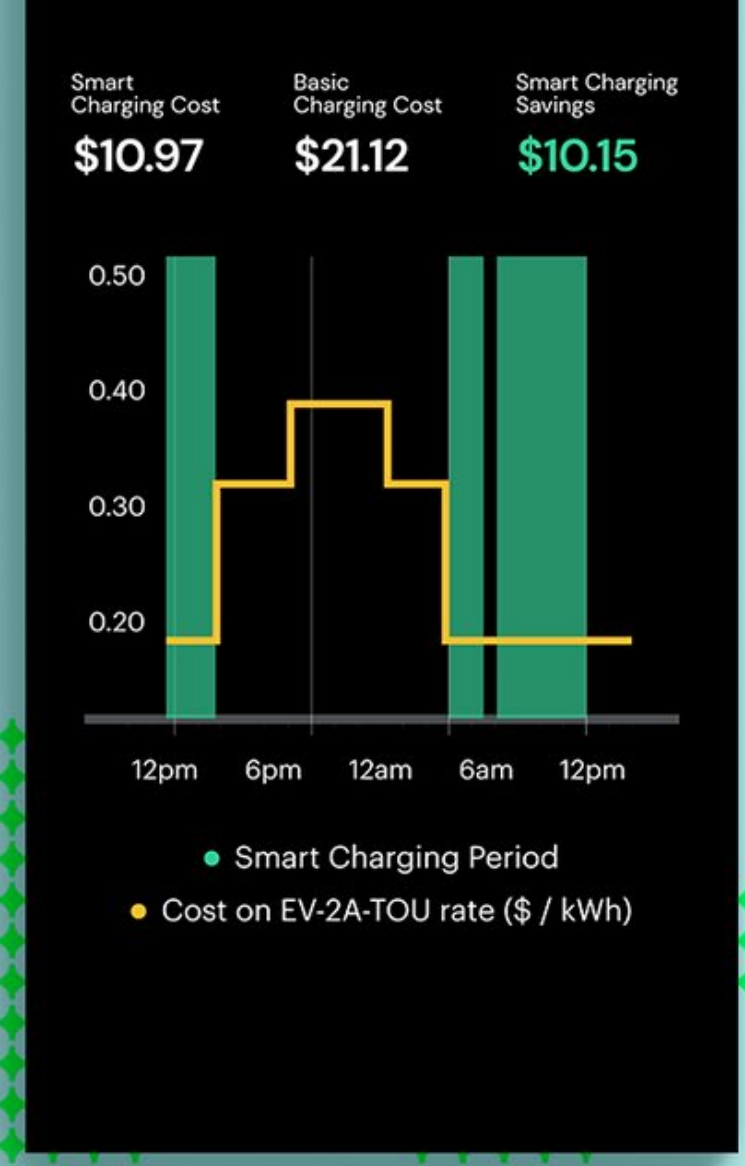
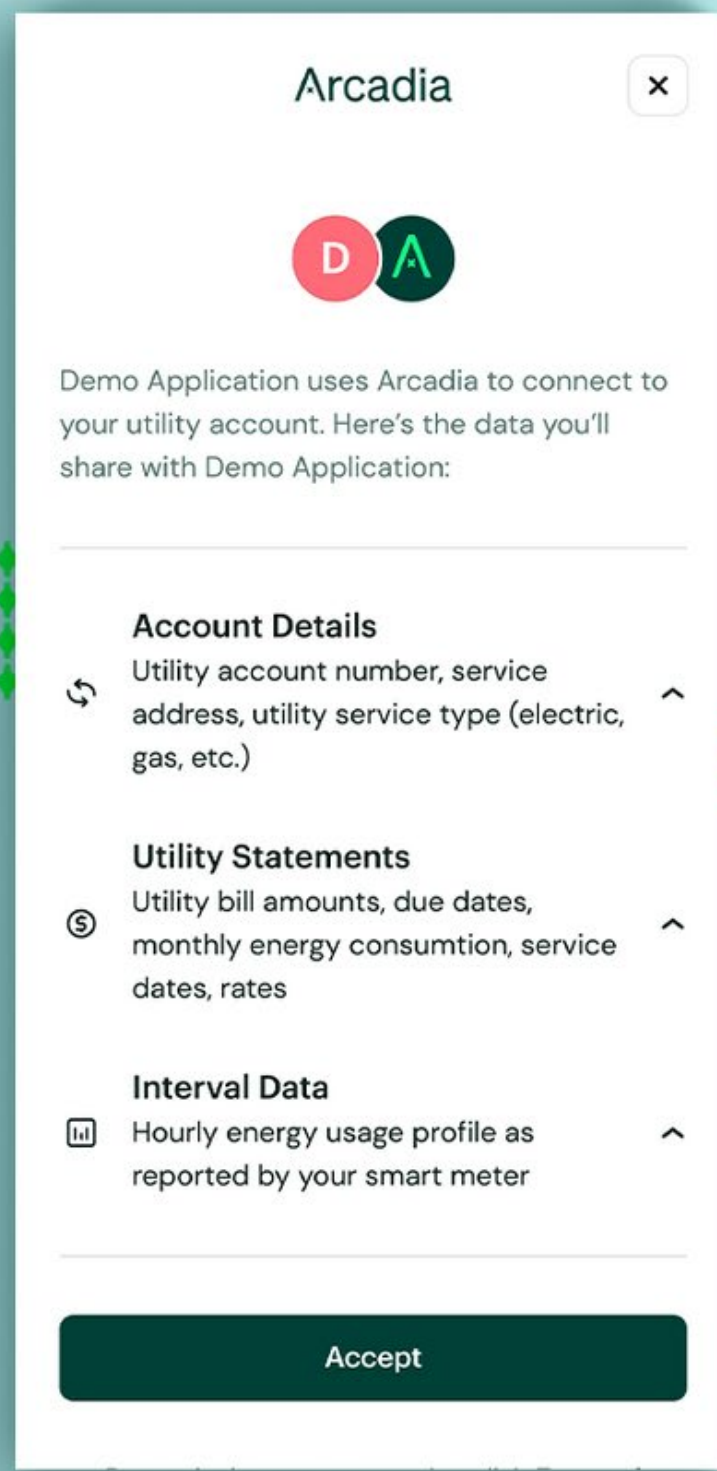
There’s a massive opportunity as gaming continues to grow — some analysts already calculate the industry as larger than all other media categories combined. To tap into that growth, 100 Thieves has focused on building their community through collaborations and limited apparel drops. In 2021, they partnered

with Gucci on a limited-edition backpack, and they’ve pulled in partnerships and sponsorships from other major brands, including Cash App. The brand balances a modern design sense with streetwear flair, conveying that all are welcome to join in.

100 Thieves isn’t profitable yet, but they’ve tripled their staff in the past few years and have plans for more social media programming, particularly on TikTok. With the purchase of gaming keyboard maker Higround, they’ve also begun pursuing an acquisition strategy that’s reflective of the esports industry at large, as companies bid to capture an ever-evolving community of gamers. With its agile, innovative approach, 100 Thieves is well-positioned to keep building its following.



BASED LOS ANGELES, CA	CLAIM TO FAME ESPORTS HYPE BRAND	INTERBRAND THINKING HUMAN TRUTHS 2 / 5
FOUNDED 2017	ACHILLES HEEL KEEPING UP WITH GAMING CULTURE	EXPERIENCES 4 / 5
TOTAL RAISED \$120 MILLION		ECONOMICS 4 / 5



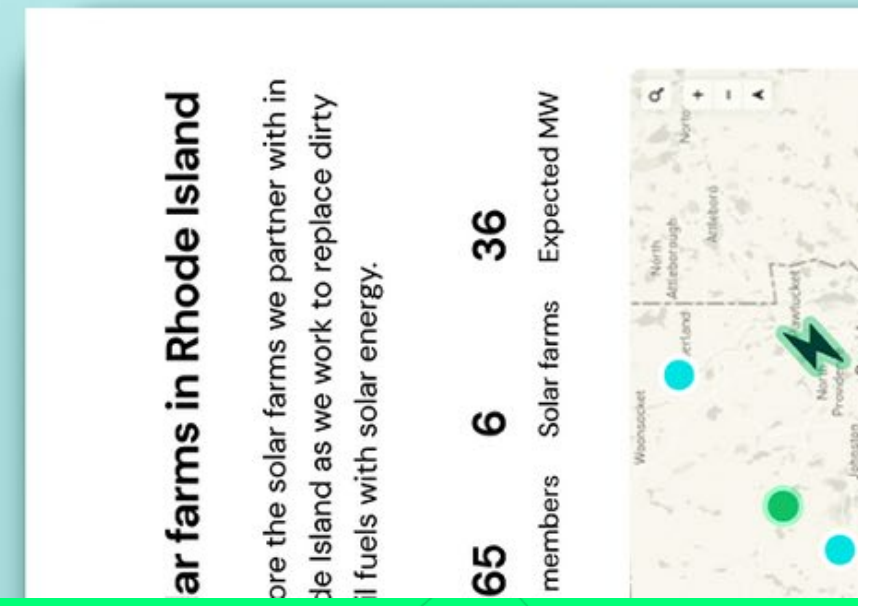
A R C A D I A

Arcadia is sparking a greener future. By bringing together high-fidelity energy data, clean energy, and software, Arcadia's Arc platform enables any company in any industry to act on its environmental impact. Arc has the potential to impact 155 million households and businesses in the US alone — addressing 1.8 billion tons of CO₂ per year.

brand also has a program that allows consumers to reserve a spot on solar farms, giving them remote access to the clean energy grid without any of the hassles of setting up solar panels themselves. In other words, less worry about where your energy is coming from and how much you're paying.

Founded in 2014, the brand gives customers and businesses more information and control over their energy usage and climate impact through an existing yet underutilized customer data touchpoint: their utility bills. Arcadia's APIs track electricity prices and allow consumers to switch to cheaper or cleaner sources when applicable, a service that will become even more useful as more people switch to electric vehicles and charge at home. The

Arcadia's superpower is in their software — their APIs are now linked with 95% of utilities nationwide. Recently valued at \$1.5B, it seems like even greener pastures are ahead with their recent acquisition of Genability, an energy rate optimization company. They've also picked up the world's leading energy data aggregator, Urjanet, enabling real-time ESG reporting use cases globally. With a hopeful and focused mission, Arcadia will put your energy usage and data on the right side of the green energy debate.



Arcadia

BASED WASHINGTON, DC	CLAIM TO FAME DATA TO UNLOCK ENERGY OPTIONS	INTERBRAND THINKING HUMAN TRUTHS 5 / 5
FOUNDED 2014	ACHILLES HEEL MEETING DEMAND	EXPERIENCES 4 / 5
TOTAL RAISED \$385 MILLION		ECONOMICS 4 / 5



AXIE INFINITY

Making money from gaming has become easier in recent years with the advent of Twitch and the explosive growth of esports, and Axie Infinity, a game developed by Sky Mavis, is helping to lower that barrier to entry, albeit from a different angle. It's become the big success story in the play-to-earn movement — a blockchain-based concept in which players can earn cryptocurrency through in-game actions, largely through non-fungible tokens (NFT's) connected to the game. The game has taken off in the Philippines and Indonesia in particular, where people are playing Axie to support their families.

As with other Web3 and gaming successes, Axie has been on point with its community building, attracting nearly

three million daily users; the brand describes itself as “a digital nation where people globally come together with their Axies to play, earn, and live.” Axies are pets that players can battle, breed, and raise for crypto rewards.

With \$3.6 billion in circulation in their in-house marketplace and Axies going for upwards of \$800,000 at times, the playful, hand-drawn vibe of the game belies the serious money at stake — this is no Neopets. And though this type of gaming has its detractors — some call it “extreme version gig work” — Axie is turning the gaming world's axis towards the future, a future where everyone has access to a new definition of the value exchange.



BASED
HO CHI MINH CITY,
VIETNAM

FOUNDED
2018

TOTAL RAISED
\$150 MILLION

CLAIM TO FAME
BLOCKCHAIN-BASED
GAMING SUCCESS

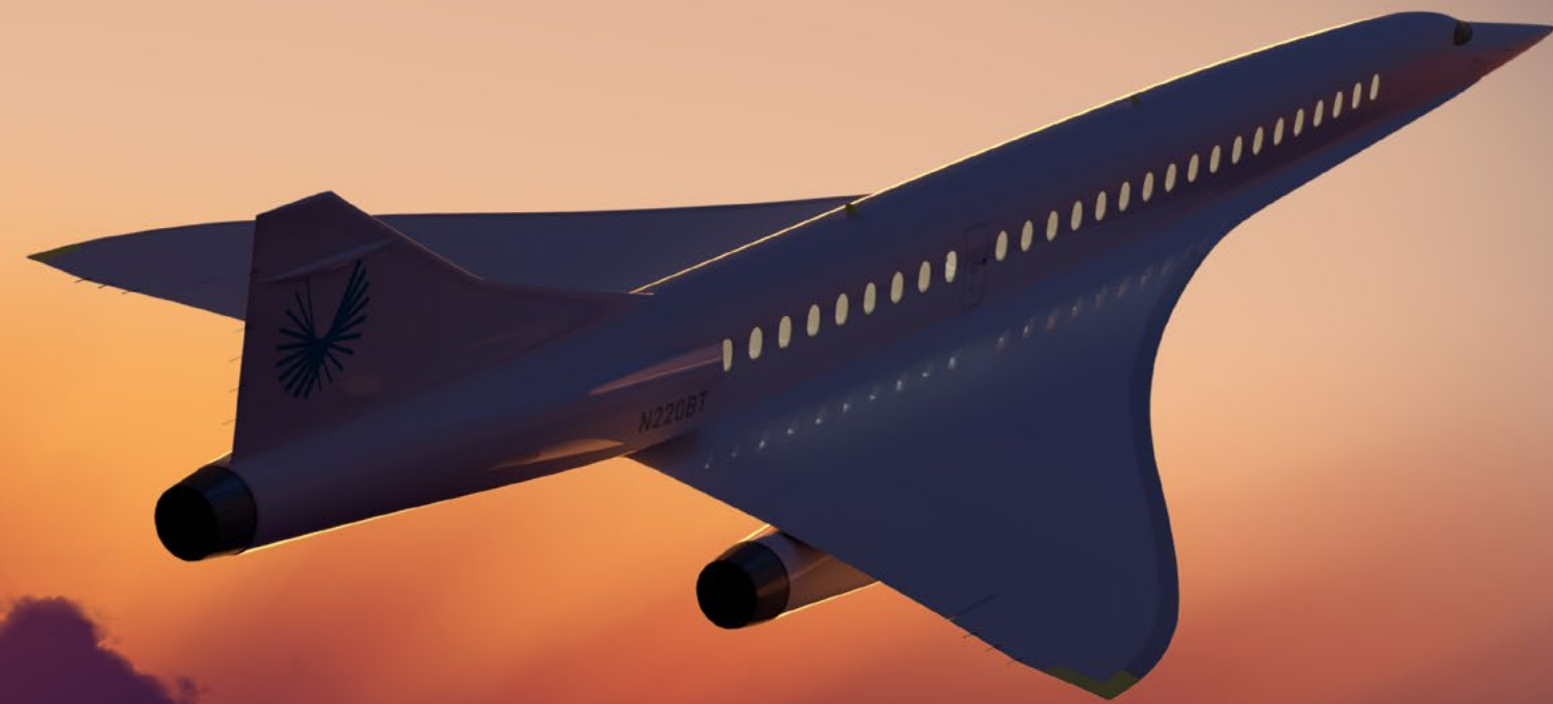
ACHILLES HEEL
CONTINUED HACKING

INTERBRAND THINKING
HUMAN TRUTHS 3 / 5

EXPERIENCES 3 / 5

ECONOMICS 5 / 5

BOOM SUPERSONIC



The world just got a little bit smaller. Meet Boom Supersonic, the fast flight brand that's headed into the stratosphere. Founded in 2014 with a vision to develop the fastest and most sustainable supersonic airliner, they've quickly gained momentum with more than \$240 million in funding, a sleek design sense that conveys their futuristic approach, and growing excitement around this year's test flight of the XB-1 "Baby Boom" demonstrator (one of Time Magazine's 100 Best Inventions of 2021). The brand is dedicated to sustainability from the ground up, partnering with fellow 2022 Breakthrough Brand Watershed to ensure that their operations are as green as possible.

In terms of growth, Boom Supersonic has plans for a new 400,000-square-foot manufacturing facility in Greensboro, North Carolina, and the first passenger

flights aboard their flagship model, the Overture, are scheduled for 2029. The goal is to jet from Tokyo-Seattle in four and a half hours, from Paris-Montreal in less than four, and from the Big Apple to the London Eye in three and a half (among other destinations). And it's about more than just speed for speed's sake — it's about ushering in a future in which a distant culture doesn't feel that far away. Granted, their seating is all business-class, so that closeness likely won't come cheap.

Following the difficulties faced by previous supersonic jets (namely, the Concorde), it's a big challenge they've set for themselves. But with investment from Japan Airlines and a partnership with United, as well as Rolls Royce's expertise under the hood, Boom Supersonic seems to have the backing it needs to succeed.



BASED
ENGLEWOOD, CO

FOUNDED
2014

TOTAL RAISED
\$270 MILLION

CLAIM TO FAME
THE PROMISE OF
SUPERSONIC TRAVEL

ACHILLES HEEL
TECHNOLOGICAL AND
FINANCIAL CHALLENGES

INTERBRAND THINKING
HUMAN TRUTHS 5 / 5

EXPERIENCES 3 / 5

ECONOMICS 2 / 5



BORED APE YACHT CLUB

This might have been the year your uncle who lives out in the woods finally got wind of non-fungible tokens (NFTs). And if he did, Bored Ape Yacht Club's (BAYC) blockbuster \$3.4 million NFT sale at Sotheby's probably had something to do with it. Founded just last year, BAYC consists of a collection of 10,000 Bored Ape NFTs — each one acting as a membership to an online clubhouse that also offers IRL meetups and parties. Last year was the first ApeFest, featuring a charity dinner, a warehouse party, and (you guessed it) a yacht party.

But what makes BAYC exciting is their ability to create and inspire community — the neon-tinged Apes ooze a certain grungy cool. In the words of Reddit co-founder Alexis Ohanian, successful

Web3 brands will move from a “minimum viable product” to a “minimum viable community,” and the Bored Apes have that in spades. Hashtags like #apesupportape and #staybored have become identifiers, and the brand has capitalized on the momentum by rewarding loyal Club members with free ApeCoins, their cryptocurrency, as well as “digital vials” that turn Apes into “Mutant Apes.” It pays to be a mutant — those little guys are regularly selling for more than \$100,000.

The company behind BAYC, Yuga Labs, recently quadrupled their staff. With another ApeFest in the pipeline for June 2022, Bored Ape Yacht Club isn't boring at all — they're cruising at the forefront of brands in the Web3 future.



BASED
MIAMI, FL

FOUNDED
2021

TOTAL RAISED
\$450 MILLION

CLAIM TO FAME
THE NFT TO RULE ALL NFTs

ACHILLES HEEL
HYPE CYCLE

INTERBRAND THINKING
HUMAN TRUTHS 3 / 5

EXPERIENCES 5 / 5

ECONOMICS 5 / 5

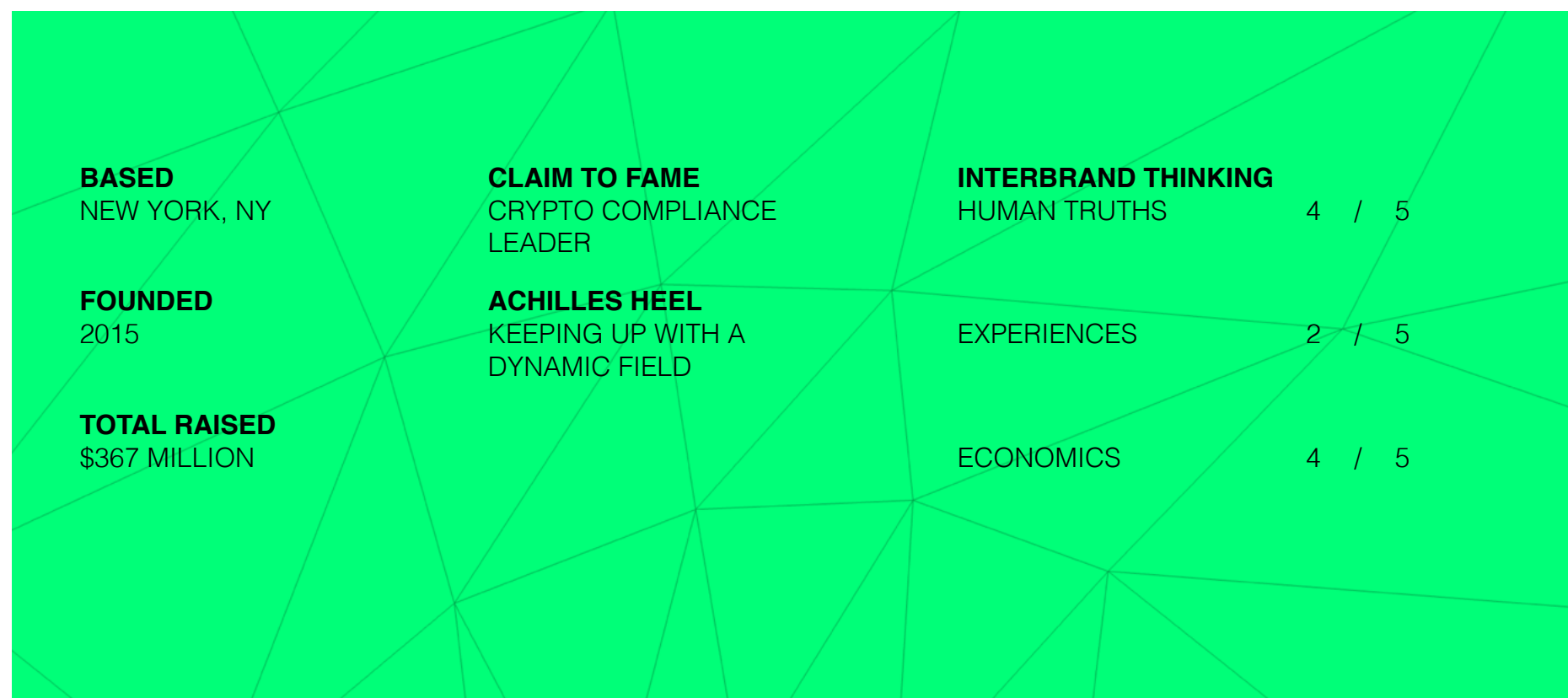
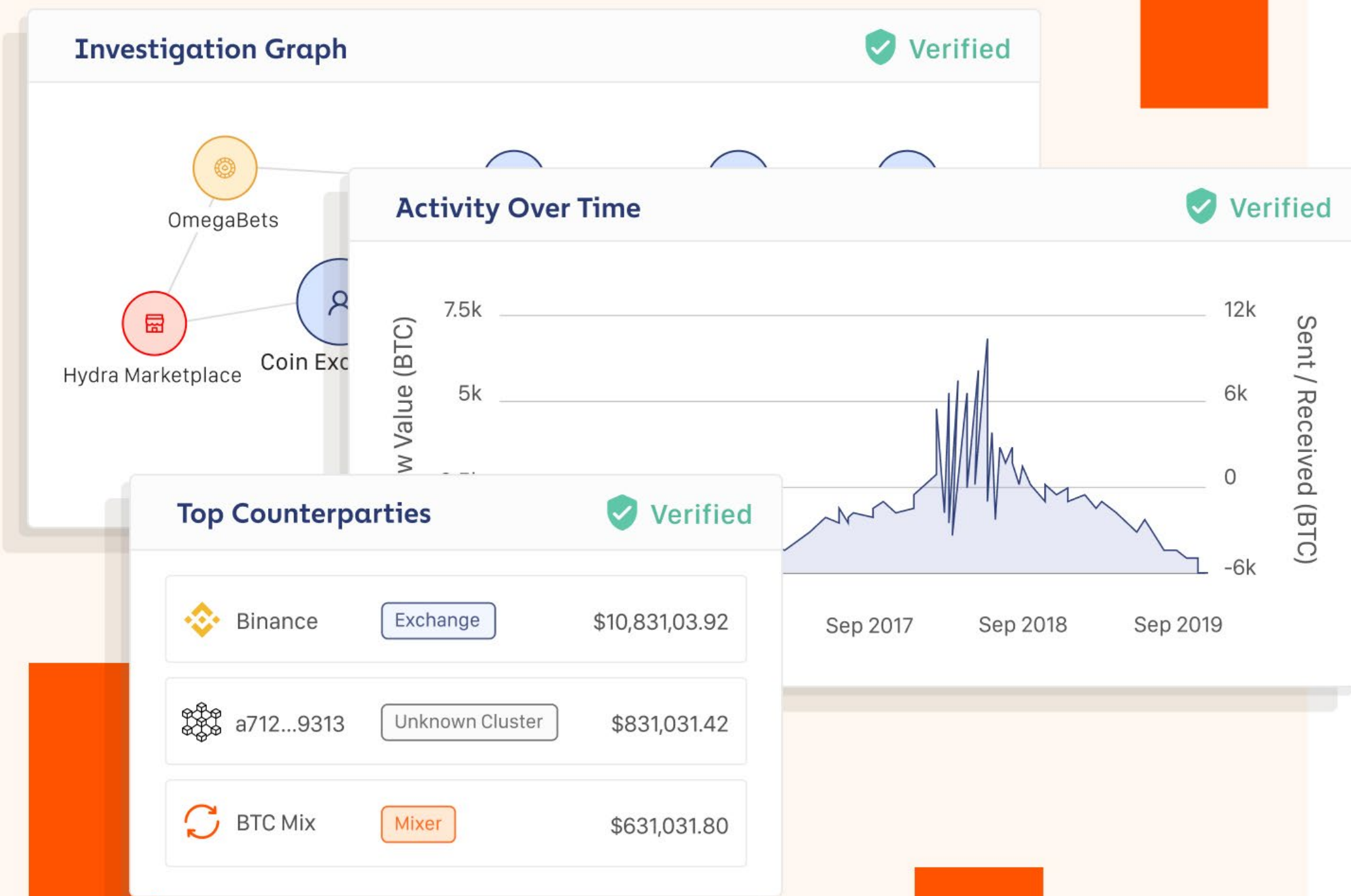
CHAINALYSIS

Since Bitcoin's earliest days, people have worried about cryptocurrency's anonymous and seemingly untraceable nature. Perfect money for bad guys, right? No, says Chainalysis. In the past few years, they've emerged as leaders in helping investigators across the globe trace blockchain transactions.

Their list of successes has been notable and impressive: helping to bring down a child abuse ring, tracking down the criminal who stole from The Dao—one of the largest crowdfunded campaigns in history—and a number of other major investigations. Chainalysis now serves more than 750 customers worldwide, including government agencies, exchanges,

financial institutions, and cybersecurity companies in 70+ countries. Their clear, human design system speaks to the way they simplify and illuminate a complex space, and they've also earned credibility through their partnership with BNY Mellon as the bank develops its cryptocurrency services for clients (Mellon values Chainalysis as an essential risk management tool).

Critics of Chainalysis point out privacy concerns, but in order for blockchain to be taken seriously by the masses, checks and balances must be in place. Chainalysis hopes to continue to grow as a thought leader and a steadying hand in the dynamic, murky world of cryptocurrency transactions.





D A R I N G

In 2018, Daring’s founders were inspired to develop a plant-based chicken after learning of the troubling practices in the poultry industry. As the name suggests, the scale of their ambition is bold: they don’t just want to provide an alternative to chicken — they want to ensure that nobody ever buys chicken again.

With that lofty goal in mind, Daring Foods aims to grow its presence beyond the typical plant-based consumer and into meat lovers’ shopping carts — an aspiration it shares with 2020 Breakthrough Brand Impossible Foods. Its plant-based chicken bites sizzle, shred, and serve just like chicken, and the company has scaled to thousands

of major retail stores including Costco, Whole Foods, and Walmart. In 2021, they surged forward with two rounds of funding, welcoming high-profile investors like Drake, Naomi Osaka, and Cam Newton.

The plant-based food industry is crowded and growing rapidly, but Daring stands out with a minimal ingredient list and bold branding — their clean, effective packaging draws a stark contrast to household plant-based names. The brand hopes to continue expanding to freezer aisles near you, and they’re starting to test new products that better mimic whole-muscle cuts of animal meat. Dare you to try it.

Daring.

BASED
LOS ANGELES, CA

FOUNDED
2018

TOTAL RAISED
\$114 MILLION

CLAIM TO FAME
6-INGREDIENT
PLANT-BASED CHICKEN

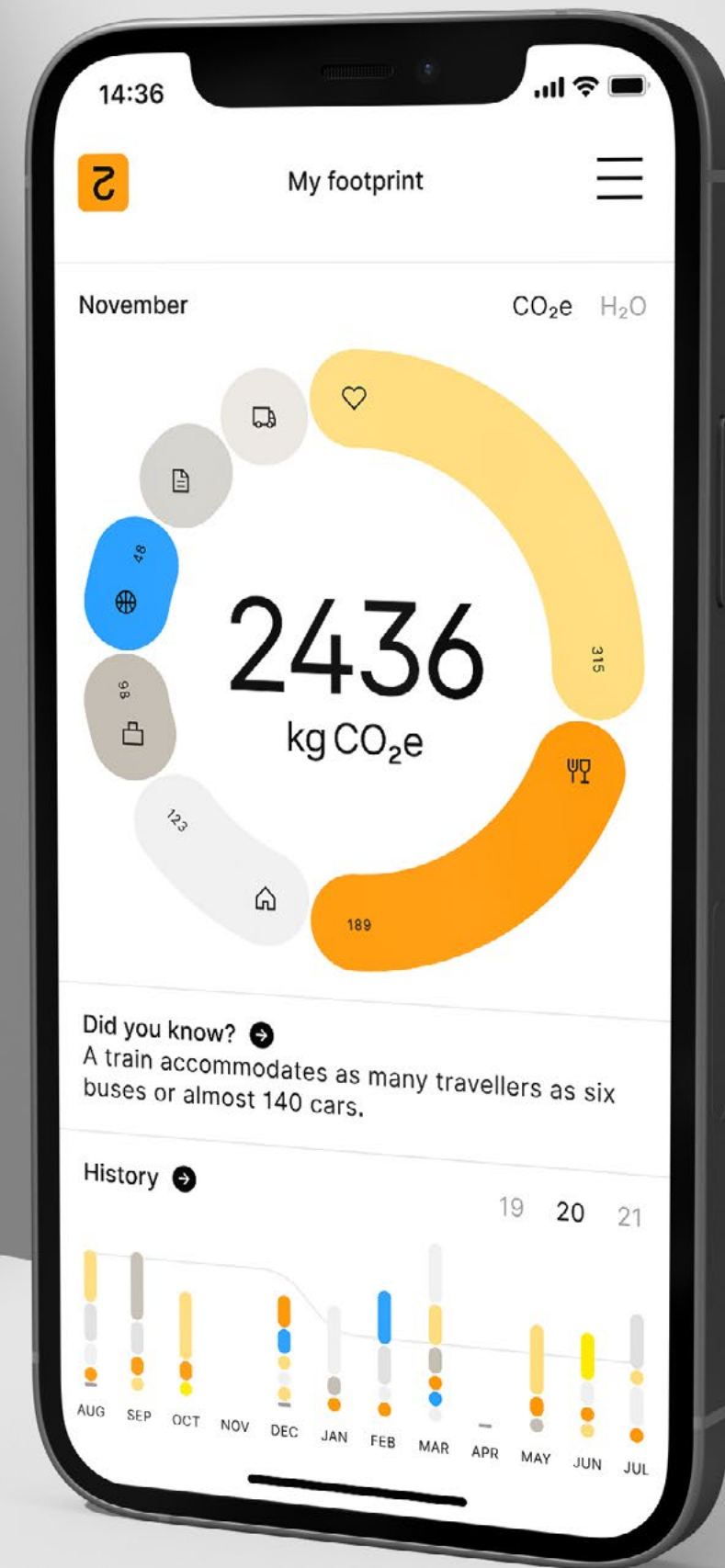
ACHILLES HEEL
EXPLOSION OF
VEGAN OPTIONS

INTERBRAND THINKING
HUMAN TRUTHS 4 / 5

EXPERIENCES 4 / 5

ECONOMICS 3 / 5

DOCONOMY



Call them the butterfly effect brand. Founded in 2018, Doconomy has quickly made their mark as a platform that promotes everyday climate action by helping businesses and consumers understand their environmental impact.

For individuals, their lifestyle calculator is intuitive, and the tools for business are beautifully designed to invite participation. If you're particularly eco-conscious, the DO Everyday Climate Action credit card automatically calculates the carbon cost of every purchase and offers options for carbon offsets (currently available in Sweden, in partnership with Ålandsbanken and Mastercard). The offsets range from cleaner-burning

cooking stoves and wind-generated electricity to clean waste disposal, all of which contribute to global emission reduction. In the future, Doconomy plans to launch the DO Black card, which comes with a monthly carbon limit, and they also have a carbon coach feature in development to help users shift their behavior in the right direction.

Doconomy's goal is to continue to expand internationally; their brand-new Tokyo office is their first outside of Sweden. According to our research with Vox Media, four in five US adults are willing to change their habits to offset climate change — in the coming years, knowing how will be more important than ever.

Doconomy

BASED
STOCKHOLM,
SWEDEN

FOUNDED
2018

TOTAL RAISED
\$19 MILLION

CLAIM TO FAME
CARBON ACCOUNTING
CREDIT CARD

ACHILLES HEEL
LIMITED INTERNATIONAL
FOOTPRINT

INTERBRAND THINKING
HUMAN TRUTHS 5 / 5

EXPERIENCES 4 / 5

ECONOMICS 2 / 5

We've resorted to a billboard to get Tom Cotton to eat our eggs and finally do something good for the environment.

Learn more at EggingCongress.com



EAT JUST

Mung beans? The lovely little pea-like beans have labored in relative vegetable anonymity (at least here in the US) for centuries, but now it's their moment in the sun: Eat Just discovered that they could cook and taste just like eggs, resulting in the launch of America's fastest-growing egg brand, JUST Egg, in 2019.

The benefits are myriad for your morning scramble: 98% less water and a 93% smaller carbon footprint than chicken eggs, as well as less cholesterol and a relatively equal amount of protein. That's some encouraging math — not to mention that the brand's simple packaging, witty messaging, beautiful imagery, and thoughtful web design have us paying attention.

Eat Just is backed by world-class chefs and scientists, who have also created the world's first-to-market meat made from animal cells (not yet approved in the US, but certainly something to keep an eye on). With a mission "to build a healthier, safer and more sustainable food system in our lifetimes," Eat Just continues to reformulate JUST Egg and reduce its price with the goal of becoming the most affordable egg on the planet. JUST Egg is widely available in retail locations and in more than 1,000 restaurants, nearing the equivalent of 250 million eggs sold. With \$200 million in funding last year alone, they are well on the way to becoming a leader in sustainable foods.



BASED
SAN FRANCISCO, CA

FOUNDED
2011 (JUST EGG
LAUNCHED IN 2019)

TOTAL RAISED
\$461 MILLION

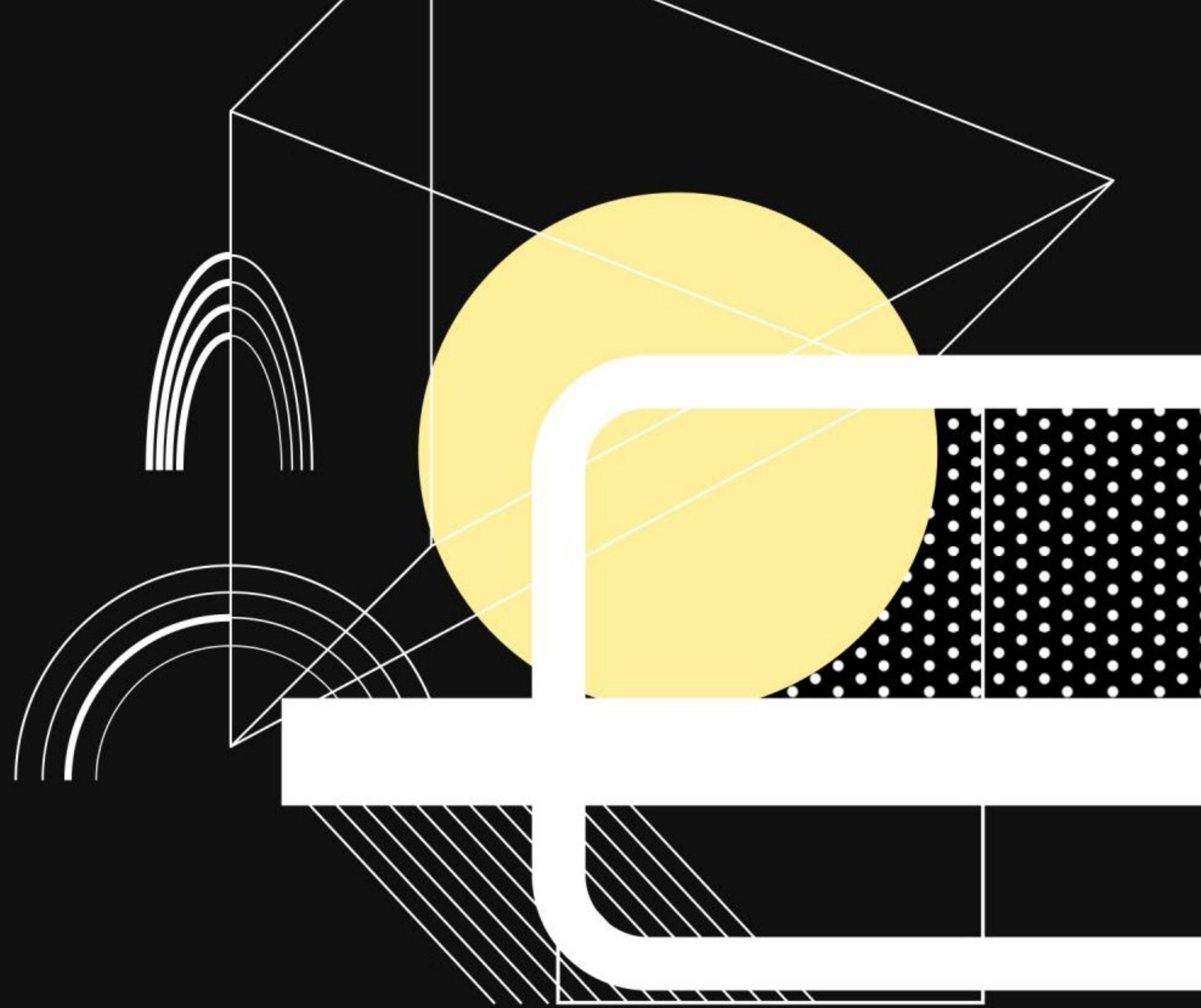
CLAIM TO FAME
REALLY GOOD
(PLANT-BASED) EGGS

ACHILLES HEEL
RISING COMPETITION

INTERBRAND THINKING
HUMAN TRUTHS 4 / 5

EXPERIENCES 5 / 5

ECONOMICS 4 / 5



FIGMENT

Stake your claim now — Figment is the brand leading the way in the Web3 world of proof-of-stake, making the process easier to implement for VC firms, hedge funds, and cryptocurrency exchanges. If that’s Greek to you, here’s a translation: staking is a validation method for blockchain transactions, often called a consensus mechanism. It’s more secure and energy-efficient than proof-of-work, the original consensus mechanism.

Why does this matter? Figment is at the forefront of blockchain technology, helping to ferry brands and developers into the Web3 future and encouraging the growth of the space as a whole. A

component of their business is dedicated to helping developers learn about Web3; along with other leaders in the category, they created Builder DAO, one of the foremost blockchain learning platforms, where writers and content developers are rewarded for providing their knowledge to the community.

It’s a rapidly changing world, and Figment hopes to provide the infrastructure that will empower the next generation of the internet. With a grounded, effective design, the brand’s web experience creates a compelling tension with their name: Web3 is no figment of your imagination — it’s here to stay.

Figment

BASED TORONTO, CANADA	CLAIM TO FAME ENABLING WEB3 DEVELOPERS	INTERBRAND THINKING HUMAN TRUTHS 4 / 5
FOUNDED 2018	ACHILLES HEEL TOO DIVERSIFIED	EXPERIENCES 2 / 5
TOTAL RAISED \$165 MILLION		ECONOMICS 3 / 5



FOLX HEALTH

Stand aside, homogeneous healthcare. In an industry often executed with a one-size-fits-all approach, Folx Health wants to bring the folks historically on the margins to the forefront. Focusing on LGBTQIA+ health with an approach that is personalized and empathetic, Folx Health offers online consultations that deliver much needed therapies and medication to your home.

the community. As a non-binary lesbian and healthcare industry veteran, I have seen and experienced firsthand just how broken the current system is for the queer and trans community.”

Folx was founded with the intention of lowering the barrier for treatment in the underserved LGBTQIA+ community, simplifying the process to ensure that people get the care that they want, and most importantly, deserve. In the words of A.G. Breitenstein, Founder and CEO: “We have a good sense of the nature of the need and the depth of the pain in

The brand is looking to expand into all fifty states to ensure everyone, everywhere in America has access to the care they need. By working with traditionally overlooked communities to provide specialized care (and creating more voices in diagnostic and treatment trials), Folx Health is pushing the envelope of what kind of care patients deserve. And with a brand design that feels as welcoming as their messaging, it’s easy to believe in their ethos — show up as your full self.

FOLX

BASED BOSTON, MA	CLAIM TO FAME PROVIDING LGBTQIA+ SPECIFIC CARE	INTERBRAND THINKING HUMAN TRUTHS 5 / 5
FOUNDED 2019	ACHILLES HEEL POLITICAL HURDLES	EXPERIENCES 4 / 5
TOTAL RAISED \$30 MILLION		ECONOMICS 3 / 5



HOUSEPLANT

That grinder with the Jamaican flag on it? Toss it. The world of weed is blossoming these days, and one avenue few have considered is replacing the cringe-worthy accessories and implements found in your neighborhood smoke shop. Enter (in a cloud of smoke) Seth Rogen, Evan Goldberg, and Houseplant.

Founded in Canada in 2019 before moving to Los Angeles in 2021, the brand understands that cannabis consumers have moved out of their parents' basement and into a TriBeCa loft — and they need a design sense to match. From sleek ashtray stands to

old-school statement-piece table lighters, Rogen and Goldberg are bringing the sophisticated cool of 1950's cocktail hour to Mary Jane's doorstep.

As the name might suggest, the company sells both home goods (house) and cannabis products (plant). The strains match the caliber of the home goods — and they can be paired with vinyl mixtapes designed for each kind of high. Houseplant is helping cannabis users elevate their experience to a sophisticated ritual. Stamped with the approval of *Architectural Digest* and *High Times*, the sky's the limit.



BASED LOS ANGELES, CA	CLAIM TO FAME CANNABIS LIFESTYLE BRAND	INTERBRAND THINKING HUMAN TRUTHS 3 / 5
FOUNDED 2019	ACHILLES HEEL HIGH PRICE POINT	EXPERIENCES 5 / 5
TOTAL RAISED N/A		ECONOMICS 3 / 5

JUNE SHINE



Sometimes, you really do shop with your eyes. Talking about a recent grocery shopping trip, comedian Whitney Cummings said, “I truly just saw a bottle of JuneShine and it grabbed my eye because it seemed so chic and fresh...It was serendipitous that it turned out to be hard kombucha — it provided the perfect chill buzz that made my brain a fun place to be instead of a haunted house.”

That is precisely how fans of JuneShine feel when they see a can of the pastel, bubbly, fun-filled hard kombucha in their local stores. And with hard seltzer and other alternatives representing the greatest opportunity among the youngest cohort of drinkers according to our Vox Media research, it’s no surprise that JuneShine is gaining

traction. Founded in 2018 in California, JuneShine can already be found in 44 states, with new capital being poured into expanding production to meet soaring demand. The company also recently opened an airy, beautiful, and calming tasting room in the upscale LA neighborhood of Santa Monica. Combining the wellness benefits of kombucha with a boozy flair, the brand is quickly growing to be a favorite in the rapidly growing category of hard kombucha.

Additionally, the company hopes to be 100% carbon neutral by the end of the year, satisfying those who like to drink with a clear conscience. JuneShine is the top choice for those who seek a sustainable, fun, and gut-friendly alcoholic beverage.

JUNE SHINE

BASED
SAN DIEGO, CA

CLAIM TO FAME
HARD KOMBUCHA LEADERS

INTERBRAND THINKING
HUMAN TRUTHS 3 / 5

FOUNDED
2018

ACHILLES HEEL
SUSTAINED GROWTH PAST
A BOOM PERIOD

EXPERIENCES 5 / 5

TOTAL RAISED
\$35 MILLION

ECONOMICS 4 / 5



KINDBODY

Whether it's unempathetic physicians who see patients as data points or convoluted treatments that leave people confused and anxious, fertility care is often off-putting at best and nightmarish at worst. Coupled with the fact that 25% of millennials feel apprehensive about having children now due to complications, a clearer picture begins to emerge of the issues facing fertility.

Kindbody aims to change things. With a modern, tech-savvy marketing strategy and an intelligent and virtual care facility (as well as in-person clinics), Kindbody is taking fertility care into the future we all want to live in: one that is empathetic, patient-centric, and affordable. The company is growing

rapidly — in just four years, they already have outlets in 10 US cities — and last year they raised \$62M, the largest amount in a single year for a fertility brand. With a knack for simple and informative communication, beautiful and empathetic physical space design, and a strong purpose-driven mission, Kindbody is looking to revolutionize the ways in which we think about fertility.

The brand's long-term vision is to become the premier clinic for fertility, gynecology, and wellness services. Driven by their need to make fertility more affordable and equitable across the spectrum of care, Kindbody could ultimately serve as a model for health practices aspiring to better serve their communities.

kindbody

BASED
NEW YORK, NY

FOUNDED
2018

TOTAL RAISED
\$154 MILLION

CLAIM TO FAME
AFFORDABLE
FERTILITY CARE

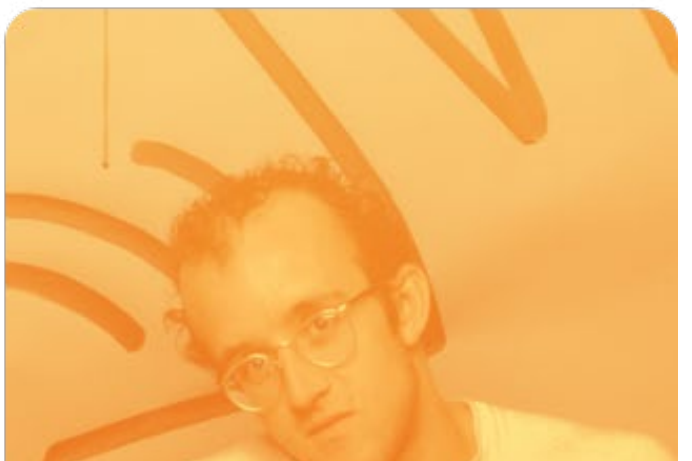
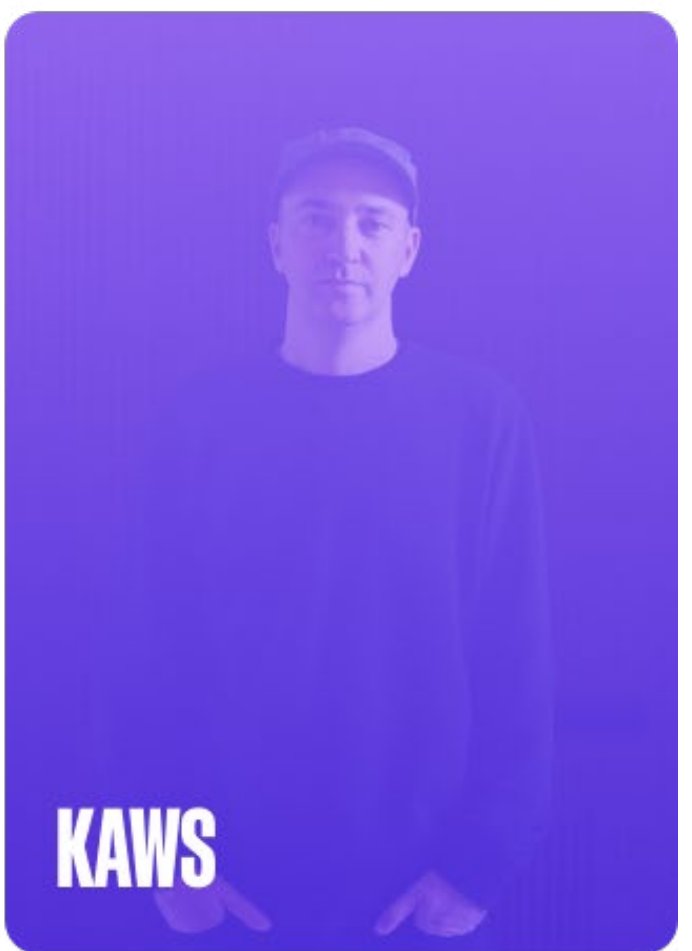
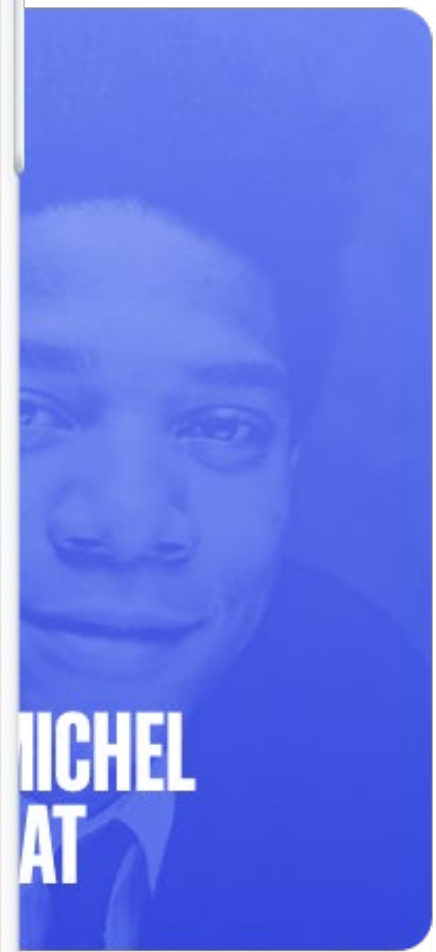
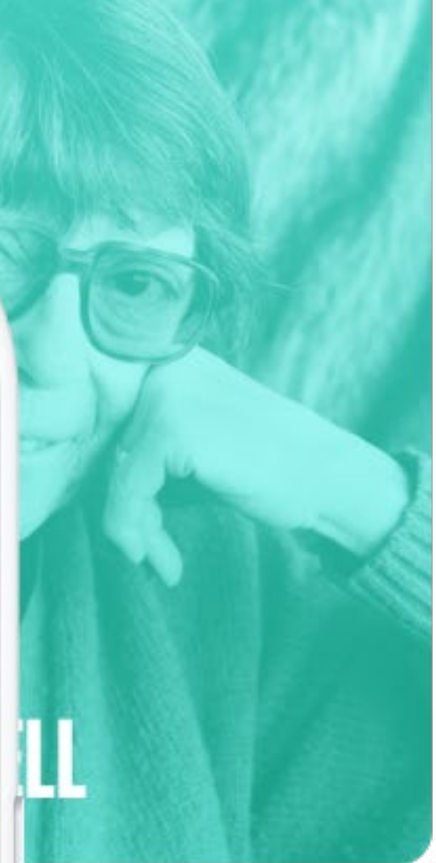
ACHILLES HEEL
PROPRIETARY OFFERING

INTERBRAND THINKING
HUMAN TRUTHS 5 / 5

EXPERIENCES 4 / 5

ECONOMICS 3 / 5

MASTERWORKS



Good old-fashioned paint and canvas has gone digital. With inflation rising, housing markets ballooning, and stocks going through sustained volatility, investors are looking for new opportunities to diversify — and for many, the answer is art. Enter Masterworks, an investment company that gives people the opportunity to buy “shares” of blue-chip artwork.

Masterworks campaign, if you had invested \$10K each in a Banksy, Warhol, and Basquiat painting in 2000, you would have more than half a million today.

And it’s not just for the 1%. By virtue of their solid customer service and unique marketplace, Masterworks is creating a more egalitarian approach to a commodity that is typically reserved for ultra-high net worth individuals. Sure, you can’t hang that fraction of the Picasso that you own, but Masterworks provides a compelling product driven by an elegant web platform that lets people learn just as much about investing as they do about art.

Their selling point? Artwork often has a higher return than traditional investments, with pieces returning an average of 14.1% per year over the last 26 years. Compare that to the S&P 500’s average annual returns (7-10%), and the clear winner emerges. According to a recent

MASTERWORKS

BASED NEW YORK, NY	CLAIM TO FAME ATTAINABLE ART INVESTING	INTERBRAND THINKING HUMAN TRUTHS 4 / 5
FOUNDED 2017	ACHILLES HEEL DILUTED OWNERSHIP	EXPERIENCES 3 / 5
TOTAL RAISED \$110 MILLION		ECONOMICS 3 / 5

MONOGRAM



Monogram, founded in 2020 in California by Jay-Z, is dedicated to the craft of cannabis and celebrating diversity in today’s cannabis culture. The brand was created to showcase “the tremendous hard work, time, and care that go into crafting a superior smoke.”

With that in mind, the brand is all about the precise, intentional growing process. Plants grow in small batches and then experts hand-select, prep, and finish in order to produce the best cannabis on the market. Last year’s campaign in collaboration with renowned music video director Hype Williams brought in some buzz, too, making the rounds on the

internet for artfully re-creating images of the “good life” portrayed by mid-century photographer Slim Aarons.

Beyond the product, Monogram is raising awareness for the government’s unfair treatment of Black people in relation to cannabis — as part of The Parent Company’s social equity initiative, the brand has dedicated 2% of its net income each year to investment in Black- and minority-owned cannabis businesses. This is in addition to The Parent Company’s \$10m pledge to the same cause. With its beautiful high-end packaging, this is a brand that looks good inside and out.

MONOGRAM

BASED
LOS ANGELES, CA

FOUNDED
2020

TOTAL RAISED
N/A

CLAIM TO FAME
EQUITY-FOCUSED
CANNABIS BRAND

ACHILLES HEEL
SCALABILITY

INTERBRAND THINKING
HUMAN TRUTHS

EXPERIENCES 5 / 5

ECONOMICS 3 / 5



M O O N P A Y

MoonPay’s young founders have big ambitions: one billion people using cryptocurrency in the next decade. To make it happen, they’re helping to bridge the gap between existing financial institutions (credit cards and banks) and what those stodgy suits would consider the wild west of crypto. Not to mention they’re taming lawlessness in the space by providing Know Your Customer compliance, meaning companies can accept crypto with confidence in its origins.

It’s complex on the back end, but simple for the user — thanks to MoonPay and their clean interface, anyone can now exchange their fiat currency for

cryptocurrency. Investors are bullish on the brand, calling it the PayPal of crypto and pouring in votes of confidence to the tune of \$555 million. And there’s no shortage of star power in MoonPay’s orbit — some of that capital has come from big names like Justin Bieber, Maria Sharapova, and Gwyneth Paltrow.

MoonPay has integrated with other blockchain behemoths including Coinbase, FTX, and MetaMask, claiming more than 10 million customers in 160 countries. They distinguish themselves from exchanges like Coinbase by not actually hosting crypto, adhering to the belief that users should have “self-custody” of their money. Liftoff in 10, 9, 8...



BASED MIAMI, FL	CLAIM TO FAME THE PAYPAL OF CRYPTO	INTERBRAND THINKING HUMAN TRUTHS 5 / 5
FOUNDED 2018	ACHILLES HEEL PAYPAL ENTERING THE ARENA	EXPERIENCES 4 / 5
TOTAL RAISED \$555 MILLION		ECONOMICS 5 / 5



MYTHICAL GAMES

Mythical? The real deal. This game technology studio with offices in Sweden, South Korea, the UK, and the US offers a platform for developers as well as a game of its own, Blankos Block Party. But it's about much more than a game — the key here is integrating blockchain-based play-to-earn economies in the experience. In other words, in-game non-fungible tokens (NFTs) that will be available to buy and sell in the marketplace.

Blankos Block Party is still in beta, but the maximalist aesthetic of the NFTs and in-game experience is eye-catching — the game is all about creative expression and community, two themes that continue to rise to the forefront of the gaming world. In addition to working with Third Kind

Games and the blockchain standard dGoods, Mythical Games partners with artists, designers, and creators for limited releases to build hype — notable names include Burberry and deadmau5. And in the true democratic spirit of the blockchain, their virtual door is open to applications for collabs.

As the gaming industry continues to grow — according to some estimates it is already the most valuable media category, surpassing linear TV — Mythical Games is poised for success. With a new NFL game partnership in the offing and Blankos Block Party readying for a full launch, they are building the sandbox of the future, where all are welcome and self-expression rules.

MYTHICAL™

BASED
LOS ANGELES, CA

CLAIM TO FAME
GAMING MEETS NFTs

INTERBRAND THINKING
HUMAN TRUTHS 3 / 5

FOUNDED
2018

ACHILLES HEEL
STILL IN BETA

EXPERIENCES 4 / 5

TOTAL RAISED
\$260 MILLION

ECONOMICS 4 / 5



NOMI HEALTH

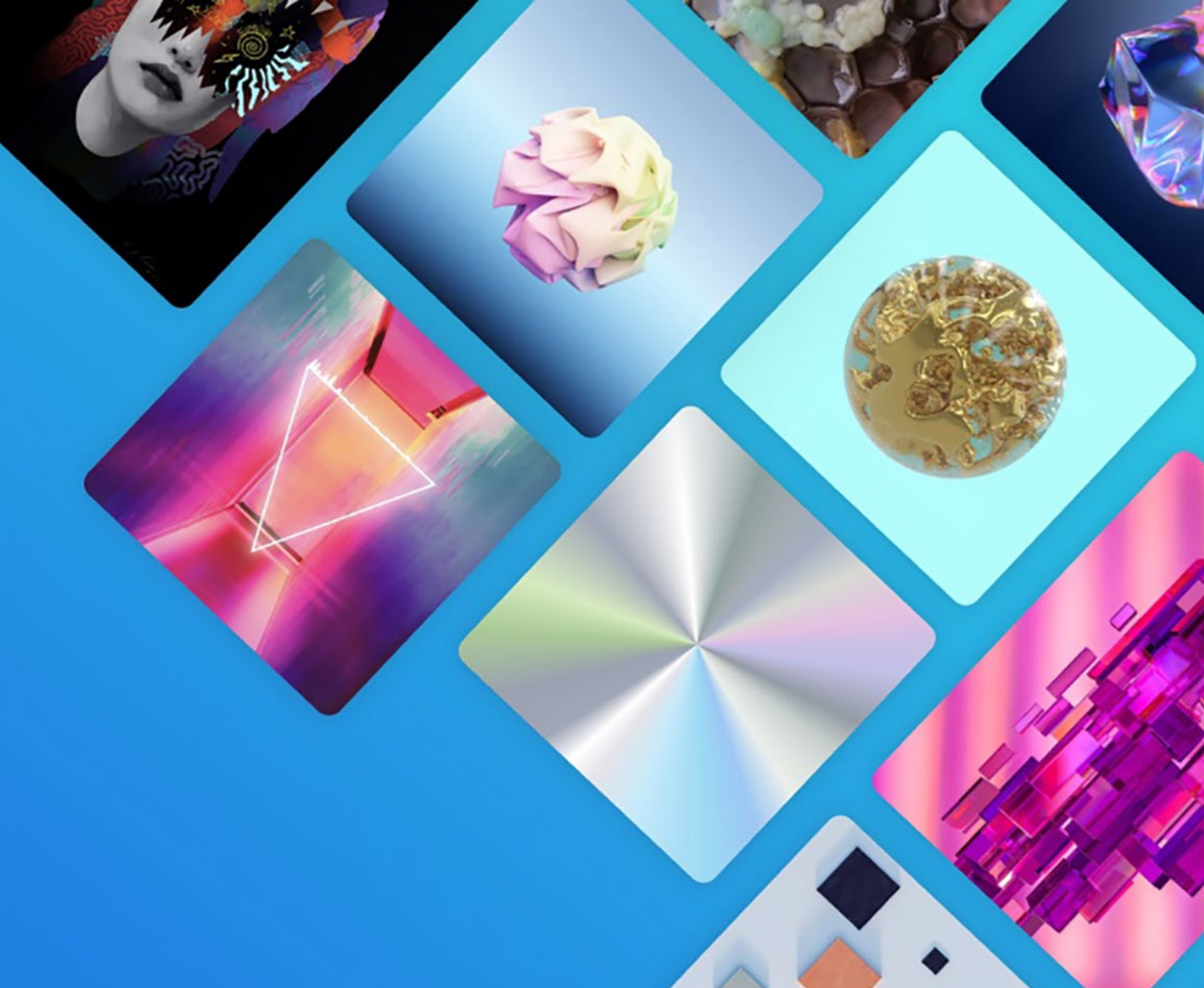
Most would call the US healthcare system archaic. Some might even say broken. After all, how is it that the world’s richest country can outspend every developed nation on the planet on healthcare services and still receive lackluster outcomes?

Nomi Health is here to “rewire the system,” a system in which providers have to waste resources to ensure that they get paid. The brand’s Nomi Connect division has streamlined the process, creating a business operating and payment system enabling organizations to purchase healthcare directly and providers to be paid in real time. On the Nomi Care side, the brand offers a collection of clinical staff, operations field teams, and laboratories as part of the Nomi Health network. Finally, Nomi Health operates the nation’s largest

fleet of mobile care units that bring direct care to underserved areas, making them a frontline fighter in providing care for all.

As Nomi Health founder and CEO Mark Newman puts it, “we have built an entirely new care ecosystem outside of traditional healthcare that has delivered on all three fronts: reduced costs for organizations buying healthcare, increased access to care for Americans who need it most, and an improved experience for all.” Investors are excited, too — Nomi’s whopping \$110M Series A funding round should help to springboard growth, and the brand recently acquired Artemis Health. Ultimately, Nomi Health is a compelling, brightly communicative, and patient-centric challenger brand that hopes to transform the healthcare industry as we know it.

BASED OREM, UT	CLAIM TO FAME STREAMLINED HEALTHCARE	INTERBRAND THINKING HUMAN TRUTHS 4 / 5
FOUNDED 2019	ACHILLES HEEL ENTRENCHED INDUSTRY OPERATIONS	EXPERIENCES 2 / 5
TOTAL RAISED \$110 MILLION		ECONOMICS 4 / 5



O P E N S E A

Fishing for an NFT? Try OpenSea, the world's first and largest digital marketplace for crypto collectibles and non-fungible tokens. Founded in 2017, in some ways the brand is the eBay of the NFT space — users can browse and bid for items — but there's an additional layer of information: the provenance, trading, and sales history of the digital asset, all presented in an easy-to-read way. It's a classic example of the emerging class of companies that are making the world of Web3 and blockchain more tangible to the average consumer.

OpenSea isn't the only NFT exchange platform out there, but its growth accelerated rapidly when it gave users the ability to "mint" their own NFTs for

free. This proved to be a double-edged sword, however, as anyone could copy someone else's art into an NFT, opening the window to plagiarism. These challenges are familiar to early Web 2.0 marketplaces, and the company has been quick to respond, adding NFT copy detection and verification features.

In order to continue to scale, the marketplace is partnering with a blockchain layer called Polygon (a fellow 2022 Breakthrough Brand) to help cut down on Ethereum transaction fees; they also have their sights set on NFTs in the gaming and events space. It's a big blue world out there, and OpenSea is dedicated to empowering creators and communities of all kinds.



BASED
NEW YORK, NY

FOUNDED
2017

TOTAL RAISED
\$427 MILLION

CLAIM TO FAME
THE NFT MARKETPLACE

ACHILLES HEEL
LACK OF CURATION

INTERBRAND THINKING
HUMAN TRUTHS 4 / 5

EXPERIENCES 3 / 5

ECONOMICS 4 / 5



P A C H A M A

To put it simply, Pachama knows a whole lot about trees. Founded by two Argentinians and named after “Pachamama, the Mother Earth goddess for the indigenous people of South America,” the platform uses lidar, satellite images, and artificial intelligence to accurately measure changes in forest cover around the world.

time in the Amazon rainforest in particular. “Pachama is building the infrastructure to support functioning carbon markets by providing vital transparency and accountability around how carbon credits are issued and transacted,” said Fred Blackford, founder of Future Positive, who led the most recent funding round of \$55M.

The reason? As forests evolve due to illegal deforestation, fires, or growth, Pachama’s AI is able to estimate the full carbon benefit at any given time — meaning they have dependable, transparent carbon information, and an effective way to verify carbon credits and help customers offset their emissions with precision.

Transparency around carbon credits has often been difficult in the past, but Pachama addresses it head-on, leveraging data, artificial intelligence, and automation, packaging it all up with an empathetic design sense and hopeful messaging. Leading companies like Netflix and Salesforce are already on board, and more are sure to follow — Pachama is a seal of approval that indicates your favorite brand has a vested interest in the future of our planet.

The company is also known for a model that tracks annual trends over

BASED
SAN FRANCISCO, CA

FOUNDED
2018

TOTAL RAISED
\$79 MILLION

CLAIM TO FAME
MEASURING FOREST CO₂ CAPTURE

ACHILLES HEEL
CONTINUED ACCURACY

INTERBRAND THINKING
HUMAN TRUTHS 4 / 5

EXPERIENCES 4 / 5

ECONOMICS 3 / 5



P A R K

When Pelé popularized the term “the beautiful game” to describe soccer, he had in mind the grace, simplicity, and glory of the sport that is beloved by people the world over. In recent years, greed, commoditization, and corruption have trickled into the game, robbing it of some of its feeling of democracy and universality; with FIFA scandals and the European Super League rocking foundations across the world, the titans at the top seem to be saying this is a game for the few, not for the many.

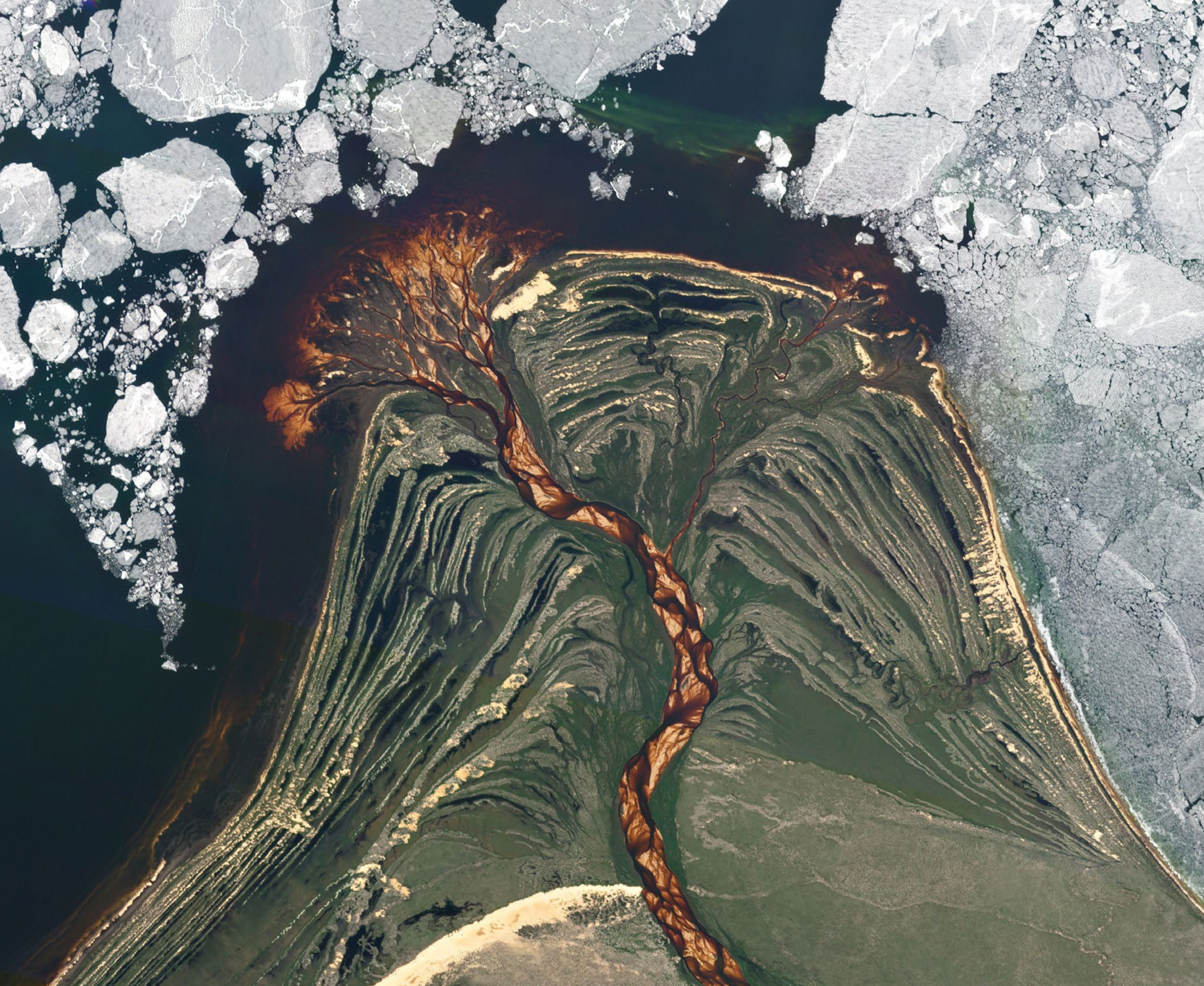
Not so fast, says PARK, an impact-driven, digitally native DTC sports apparel and equipment brand that uses the profits of every product sold to help kids across the world with inequality and climate change. The Melbourne-based company is working to level the playing field and ensure that the future of soccer is one

that is equitable, socially conscious, and carbon negative. “In 2021, we launched the world’s first carbon negative football, offsetting our entire line of balls from residual carbon emissions. In the last six years, we’ve reached over 36 countries, starting over a million games of football for disadvantaged kids,” says founder and CEO Sam Davy.

Thanks to Davy’s former role as global creative director at Apple, it’s no surprise that their playful, hand-drawn design style feels as optimistic and beautiful as their mission. And with a bevy of strong partnerships — including one with EA Sports on their FIFA video game series, and collabs with Uniqlo and Red Bull — PARK is utilizing its strong brand identity and purpose-led vision to excite the masses about using the beautiful game to change the world.

PARK

BASED MELBOURNE, AUSTRALIA	CLAIM TO FAME SPORTS FOR A BETTER WORLD	INTERBRAND THINKING HUMAN TRUTHS	5 / 5
FOUNDED 2015	ACHILLES HEEL STAGNATION OF GROWTH	EXPERIENCES	5 / 5
TOTAL RAISED \$0.35 MILLION		ECONOMICS	1 / 5



PLANET LABS

If they pave paradise and put up a parking lot, Planet Labs will be the first to know. Founded in 2010 with the mission of democratizing access to satellite data, the company has become the leading platform to ensure that businesses, governments, researchers, and journalists have a clear picture of how the physical world is evolving around us.

Planet Labs operates more than 200 satellites — organized into groups called constellations — that collect over 350 million square kilometers of imagery every day. The benefit of all those photos? A more sustainable future: governments are better able to manage natural resources, farmers can grow crops more efficiently, and

ecological stewardship is promoted the world over. Their brand design is reflective of what they do: strong and clear, with innovative ways of visualizing data.

With \$113M in 2020 revenue and a public offering last year, Planet Labs hopes to grow its annual revenue to nearly \$700 million by early 2026. They use a contract subscription model, working with NASA, agricultural software company Granular, and others, primarily across agriculture, forestry, mapping, and government. Planet Labs doesn't anticipate being profitable until 2025 or later, but with a significant head start on the competition (10 times more satellites deployed than any competitor) it looks like blue skies ahead.



BASED
SAN FRANCISCO, CA

FOUNDED
2010

TOTAL RAISED
\$574 MILLION

CLAIM TO FAME
SATELLITE DATA FOR
LAND-USE TRACKING

ACHILLES HEEL
NOT YET PROFITABLE

INTERBRAND THINKING
HUMAN TRUTHS 4 / 5

EXPERIENCES 4 / 5

ECONOMICS 2 / 5



P O L Y G O N

Polygon has all the angles covered. Originally named MATIC, the India-based brand was developed as an infrastructure layer on top of the Ethereum blockchain, helping make transactions with the cryptocurrency faster and cheaper. This yields greater scalability, which means it's easier for leaders in the space, like OpenSea and Coinbase, to use Ethereum.

Polygon also has its own cryptocurrency called MATIC, which can be used to pay staking fees and to gain the power to vote on changes to the company. One more side of Polygon: a security-as-a-service layer ensuring that transactions are properly validated. The company wants

to democratize Web3, and their inviting brand design reflects that ethos.

Like many blockchain-based brands, Polygon is responsive to the rapidly evolving landscape. They recently launched Polygon Studios, which will focus on Web3 entertainment under the direction of Ryan Wyatt, previously head of gaming at YouTube. While the brand is backed by top firms like Sequoia, Tiger Global, and Softbank, its founders still own approximately 80% of the estimated \$15-20B company, signaling that they are invested in its long-term success and dedicated to shaping the Web3 future.



BASED
BENGALURU, INDIA

FOUNDED
2017

TOTAL RAISED
\$451 MILLION

CLAIM TO FAME
SCALING ETHEREUM

ACHILLES HEEL
DEPENDABILITY
ON ETHEREUM

INTERBRAND THINKING
HUMAN TRUTHS 5 / 5

EXPERIENCES 1 / 5

ECONOMICS 4 / 5



THIRTY MADISON

Chronic health conditions can be a nightmare for doctors and patients alike. They're notoriously difficult to cover with insurance, and most medical professionals can only hope to provide short-term treatment options that don't address the root of the issue, leading to dissatisfied patients.

Thirty Madison, a house of health brands, was founded to change that dynamic; they invest in companies that are focused on a seamless customer experience, intuitive design, and honest communications. The company is hoping to become a one-stop shop for a variety of issues including migraines (Cove), reproductive health (Nurx), allergies (Picnic), and more. Though the parent brand is a background figure in the user experience — customers of their hair-loss brand Keeps, for example, may not

realize that they're purchasing from a sub-brand — Thirty Madison is rising to the forefront of human-centric healthcare and changing how society views chronic conditions.

By making prevention and treatment simple and affordable, the brand is helping to overcome the healthcare industry's lack of tangible long-term solutions. Their strategy? Rather than focusing on episodic health events, Thirty Madison provides patients with everyday treatment plans at a much lower cost than traditional doctors visits. There's clearly an appetite for this approach — Bloomberg called the brand a "unicorn" following the success of its last funding round. And with Thirty Madison's brands already comprising more than 750,000 active users, they're redefining healthcare as we speak.

THIRTY MADISON

BASED NEW YORK, NY	CLAIM TO FAME TREATING CHRONIC CONDITIONS	INTERBRAND THINKING HUMAN TRUTHS 5 / 5
FOUNDED 2016	ACHILLES HEEL WEAK BRAND ARCHITECTURE	EXPERIENCES 3 / 5
TOTAL RAISED \$210 MILLION		ECONOMICS 4 / 5



T I A

For most women, a trip to the gynecologist starts and ends with agitation. Too many forms, slow systems, sterile waiting rooms, and unhelpful brochures. The experience itself is lacking, and even worse, the care is focused by body part or life stage, often missing the whole health picture.

Launched in 2017, Tia began as a digital health assistant for women, stemming from its co-founders' struggles to navigate the fragmented female healthcare system. The brand has evolved into a holistic virtual and in-person integrated care platform, where women pay a membership fee for access to gynecology, mental health, wellness, and primary care services under one roof and one health record.

With a colorful, illustration-based brand design, Tia feels hyper-personalized, and its clinics rival a *House Beautiful* living room — artful furniture, muraled walls, and shelves filled with feminist books. This high attention to detail manifests across the entire customer journey, from its intuitive digital platforms to its customized care plans. Critically, Tia accepts insurance for all its services, including mental health and acupuncture, that are often not covered for patients. With virtual access nationwide and an expanding in-person presence, as well as a recent \$100 million Series B funding round, Tia's powerhouse leadership team (all-female founders and board members) are on track to reach more than 100,000 women nationwide by 2023.



BASED
SAN FRANCISCO, CA

FOUNDED
2017

TOTAL RAISED
\$132 MILLION

CLAIM TO FAME
HOLISTIC FEMALE
HEALTHCARE

ACHILLES HEEL
STRONG LOCAL
COMPETITORS

INTERBRAND THINKING
HUMAN TRUTHS 4 / 5

EXPERIENCES 5 / 5

ECONOMICS 3 / 5

TOO GOOD TO GO

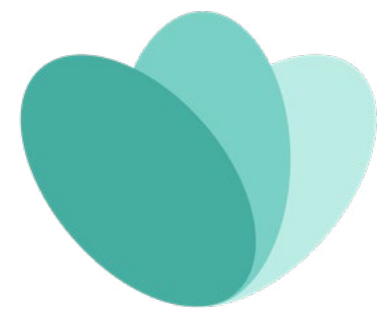


Eating delicious food and saving the planet at the same time — too good to be true? No: Too Good to Go. With an approachable design sense and a seamless user interface, the app connects users with unsold food from local restaurants, bakeries, grocery stores, and more to prevent today’s fresh food from being a landfill’s lunch tomorrow. Users can select specific items or receive a “surprise bag” filled with delicious surplus — usually for about a third of the usual price.

the app has expanded to 17 countries, hosting nearly 52 million users and saving about 200,000 meals each day. Beyond benefiting the planet and foodies’ pockets, the app allows businesses to avoid revenue loss and attract new customers.

This all came about in 2016, when co-founder Lucie Basch saw a Copenhagen bakery throwing out perfectly good pastries and offered to buy them (they gave her three times more than what she paid for). Since then,

With a mission to “empower everyone to take action against food waste,” Too Good to Go has successfully pioneered initiatives to make date labeling on food more accurate while also offering educational resources for schools and households. The brand is working with a number of governments on food waste strategies, with plans to continue expanding across the American food-waste behemoth. Because when the going gets tough, the good get going.



Too Good To Go

BASED
COPENHAGEN,
DENMARK

FOUNDED
2016

TOTAL RAISED
\$38 MILLION

CLAIM TO FAME
COMBATING FOOD WASTE

ACHILLES HEEL
LACK OF CHOICE FOR
CUSTOMERS

INTERBRAND THINKING
HUMAN TRUTHS 5 / 5

EXPERIENCES 3 / 5

ECONOMICS 3 / 5



WATERSHED

With governments spinning their wheels on climate change, smart money is turning to private industry for solutions. Founded by three former Stripe employees in 2019, Watershed recognizes the power corporations will have over the health of our planet — and aspires to change their behavior.

With a stated goal to “accelerate decarbonization by building the tools organizations need to cut carbon,” Watershed uses its software to help companies measure their carbon footprint, trace emissions, and report and compare them to other organizations. Currently, companies are stumped at square one: getting a holistic picture of their carbon emissions across their operations and supply chains. Watershed integrates companies’ internal analytics with their own proprietary data to create a centralized dashboard across Scope 1 (onsite),

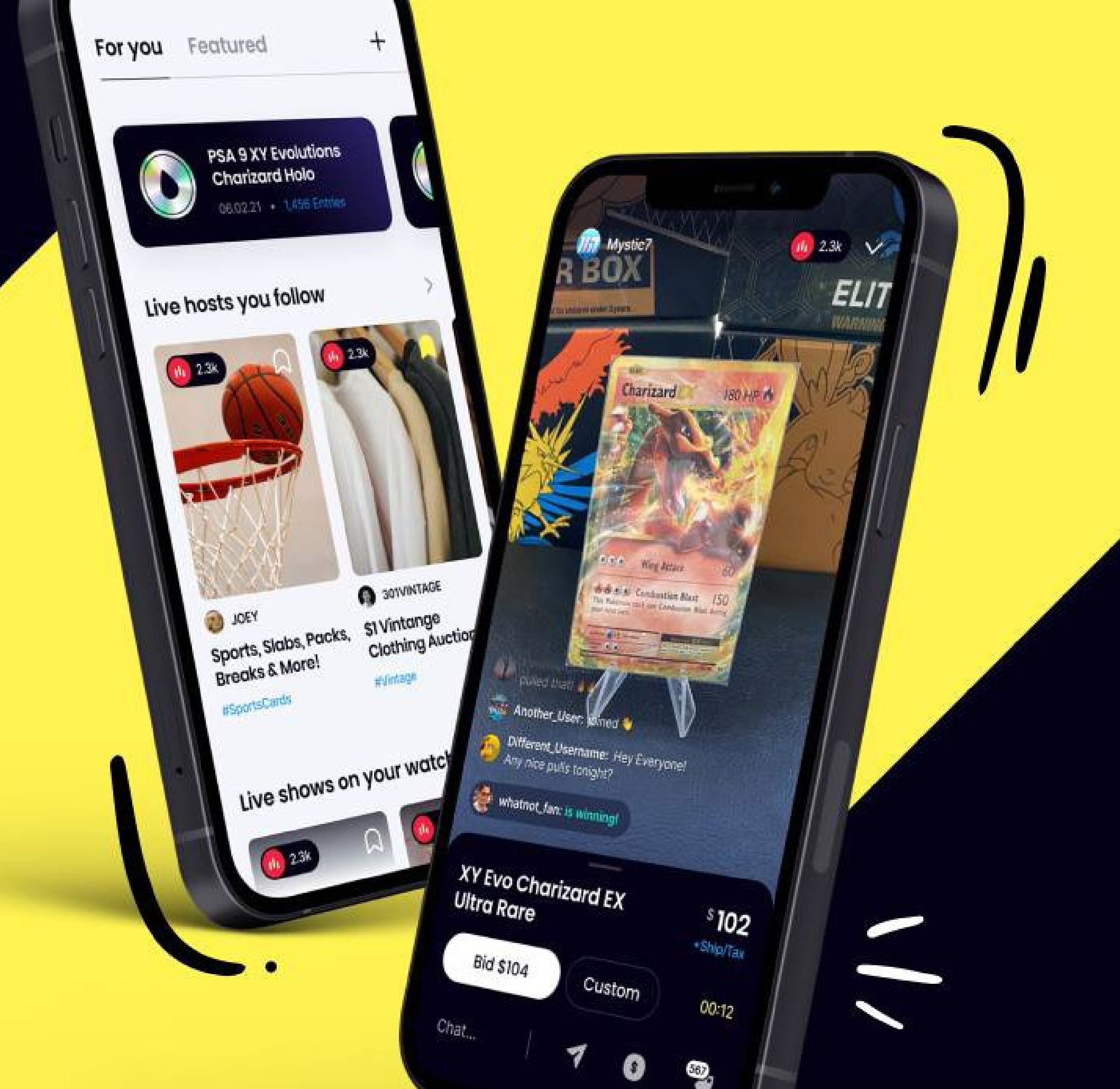
Scope 2 (electricity usage), and — most impressively — Scope 3 (everything else) emissions.

They’re already making a dent — Airbnb, DoorDash, and fellow 2022 Breakthrough Brand Boom Supersonic count themselves as customers — and they have big ambitions, aiming for 500 million tons of CO₂ reduced or removed by Watershed customers every year. That’s equal to about 1% of the world’s current emissions — a big breath of fresh air. As they continue to expand globally, Watershed is focused on carbon usage reductions, rather than offsets, ensuring that companies’ actions are tangible and immediate. They are a serious player in the new space of carbon accounting, with the potential to become the world’s most valuable data resource for understanding the individual impact of each business decision. Maybe this is a Watershed moment.



BASED SAN FRANCISCO, CA	CLAIM TO FAME DECARBONIZATION DASHBOARD (B2B)	INTERBRAND THINKING HUMAN TRUTHS 5 / 5
FOUNDED 2019	ACHILLES HEEL BUILDING THEIR DATABASE	EXPERIENCES 2 / 5
TOTAL RAISED \$70 MILLION		ECONOMICS 3 / 5

WHATNOT



Goodbye, Sotheby's. Move over, eBay. The new kid on the block is named Whatnot — a community-driven marketplace that connects collectors and hobbyists via live-streamed auctions. Items available for purchase run the gamut from sports cards to sneakers to vinyl records and beyond. And these aren't just common resale items going for a few bucks — some objects land in the millions.

The founders are long-time collectors themselves, and they saw an opportunity to reinvent static marketplaces and empower sellers to share their passions via their smartphones. The app proved its selling credibility when the “LeBron

James Triple Logoman” basketball card, valued between \$3 and 5 million, was featured on a seller's live-auction. There are big names in the wings contributing funding, too — Andreessen Horowitz, Steve Aoki, and DeAndre Hopkins, to name a few.

Whatnot was recently selected by FAN EXPO to be its official livestream partner for 2022, and the brand recently expanded their app capability to allow users to resell non fungible tokens. With a utilitarian design approach that lets the content be the star of the show and a \$1.5B valuation, Whatnot is poised for an exciting future.



BASED
LOS ANGELES, CA

FOUNDED
2019

TOTAL RAISED
\$224 MILLION

CLAIM TO FAME
LIVE-STREAMING AUCTIONS

ACHILLES HEEL
UNDERDEVELOPED
BRAND IDENTITY

INTERBRAND THINKING
HUMAN TRUTHS 3 / 5

EXPERIENCES 2 / 5

ECONOMICS 3 / 5

YOUTHFORIA

The first rule of skincare is don't sleep in your makeup. But Youthforia is here to challenge that idea with edgy and experimental products that have quickly gone viral on social media. Wanting to upend the paradigm in the category, Founder Fiona Chan infused the makeup line with skincare ingredients that improve skin over time. To prove it, she and her husband slept in the makeup for two months during product development.

Named with the blissful feeling of youth in mind, Youthforia's design sense is inspired by the rise of maximalism in fashion and interior design. With bright product hues, neon packaging,

and a bold capital-lettered logo, the brand launched in 2021 with only two products: a non-sticky lip gloss and a color-changing blush oil that shifts in reaction to skin pH.

The company plans to expand its product line with a focus on green chemistry principles to protect the planet along with our skin — the products contain 90% renewable ingredients, a shift from the petroleum-based model of many makeup brands. Sold primarily direct-to-consumer, Youthforia will continue to experiment with textures and ingredients as it grows its product line. Youthful, inclusive, green, euphoric — you can't make this stuff up.



**YOUTH
FORIA**

BASED
SAN FRANCISCO, CA

CLAIM TO FAME
MAKEUP YOU CAN SLEEP IN

INTERBRAND THINKING
HUMAN TRUTHS 2 / 5

FOUNDED
2021

ACHILLES HEEL
STAYING ON TREND

EXPERIENCES 4 / 5

TOTAL RAISED
UNKNOWN

ECONOMICS 3 / 5

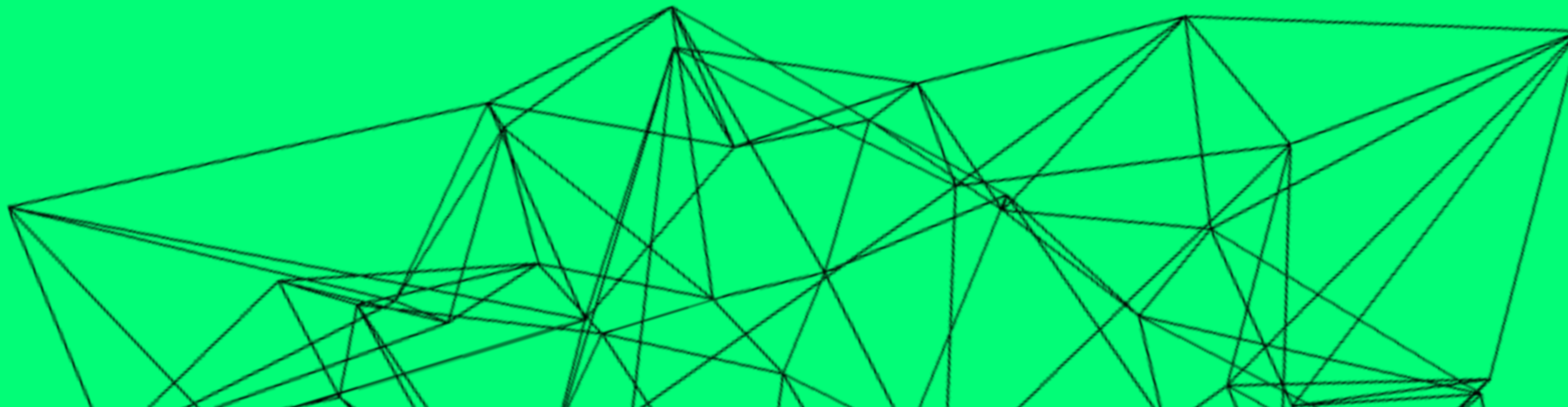
LOOKING AT OUR ALUMNI

A L U M N I

We believe our Breakthrough Brands have the vision and momentum to become Best Global Brands. As we reveal the 5th edition of Breakthrough Brands, we'd like to celebrate some of our alumni who have continued their exponential growth and cultural impact.

To understand their resonance, we partnered with Infegy Atlas, a leading social media analytics firm, to understand the sentiments, intensity (passion score), and emotions (Joy, Trust, Love, Anticipation) around each brand since being featured in our past reports.

The financial data (from Crunchbase) and social listening metrics included below analyze the brand from the year it was featured (2016, 2017, 2020, or 2021) until the present day (June 2022).



*Passion score – A value from 0-100 calculated using the Infegy Atlas intelligent linguistic platform that judges sentimental phrase intensity, subject focus, and overall passionate references to the brand in online conversations from its Breakthrough Brands featured date to present

**CAGR – Compounded Annual Growth Rate since being featured in our report

***% Increase – % Increase in funding since being featured in our report

HEADSPACE

(2016)



A first-edition Breakthrough Brand, Headspace was far ahead of the mental health and wellness technology boom, growing from \$40 million funding in 2016 to \$216 million today.

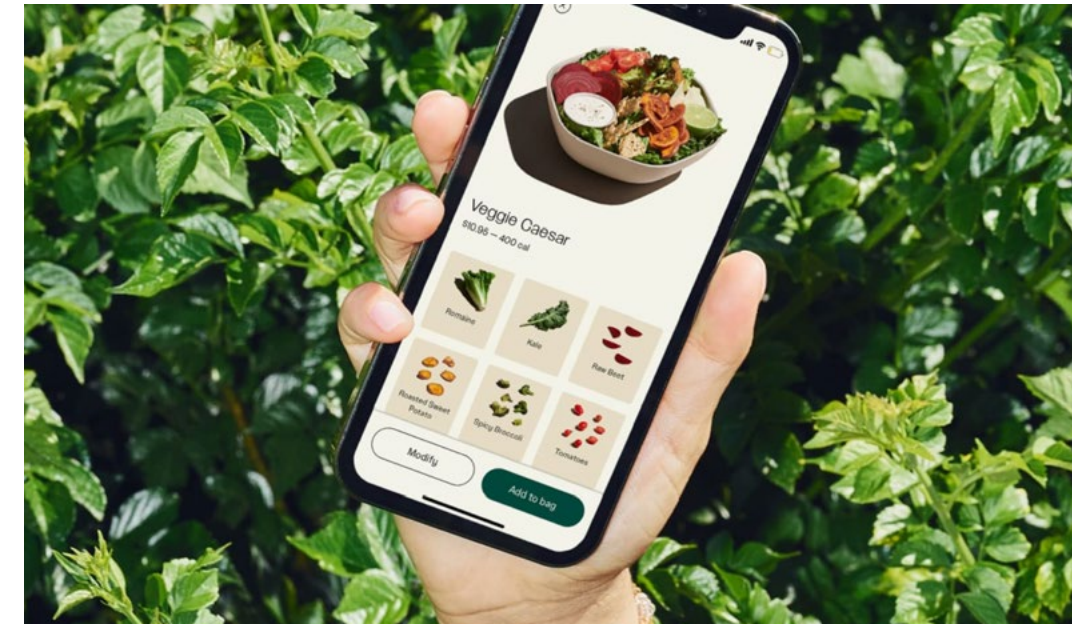
Since that time, the volume of social conversations around Headspace has jumped 54%, helped in part by their guided meditation stream in partnership with Netflix. Analysis reveals that 81% of the social conversations around Headspace are positive, with 21% of the total volume demonstrating Joy and large portions of the remaining conversation pointing to consumer Trust and Love for the brand.

In the past few years, Headspace has continued to scale by joining forces with on-demand mental health service Ginger, rebranding as Headspace Health in 2021. With a combined value of \$3 billion, Headspace Health now offers mindfulness and meditation tools in addition to cognitive behavioral therapy, coaching, therapy, and psychiatry to its 100 million users. As it looks to continue growth beyond its pandemic highs, the brand aims to expand its services with acquisitions of companies like Sayana, an AI-driven mental health and wellness company, to further its ability to provide personalized self-care content globally. Amidst all that growth, of course, there's still time for a deep breath.

PASSION SCORE	87
CAGR	35.4%
FUNDING % INCREASE	700%

SWEETGREEN

(2016)



Aiming to reach 1000 restaurants by the end of the decade, Sweetgreen has grown fivefold nationwide and ended 2021 as a newly public company with 150 stores. After a technology innovation spree this past year, Sweetgreen has rapidly grown its digital presence, leading to online ordering accounting for 66% of its first quarter revenue in 2022.

From a consumer perspective, 69% of posts have positive remarks towards the brand, its product, and its customer experiences. In recent years, we saw spikes in mentions and sentiment around key community moments. For instance, the passion score and positive sentiments increased when Sweetgreen delivered frontline workers free salads during the pandemic and peaked again in 2021 when the brand supported endorsement partner Naomi Osaka's decision to drop out of the French Open. "She stands up for what she believes in," co-founder Jonathan Neman said. "That's back to our core values."

With a vision "of being as ubiquitous as traditional fast food, but with the transparency and quality that consumers increasingly expect," Neman is fulfilling the green ambitions of his consumers. Sustainability has never tasted so sweet.

PASSION SCORE	71
CAGR	46.2%
FUNDING % INCREASE	171%

SLACK

(2017)



A leading collaboration hub for teams and networking, Slack's popularity has soared with the rise of remote work. Its refreshed visual system was revealed in 2019, uniting the brand with a cohesive, playful identity fit for scale — the Slack we all know and recognize today.

Since becoming a Breakthrough Brand, Slack's social conversations reveal that 72% of their buzz is positive, with an average passion score of 83 — demonstrating the affirmation and excitement consumers relate to the Slack brand.

After a colossal \$27.7 billion acquisition by Salesforce last year, Slack's integration into the Salesforce ecosystem will allow teams to quickly share and collaborate on sales updates and customer insights. And now, in an unexpected turn, the workforce is increasingly turning to Slack for a new purpose — job hunting — by joining networking channels to discover open roles and fast-track their recruitment process.

PASSION SCORE	83
CAGR	N/A
	Acquired by Salesforce for \$27.7 billion in 2021

SQUARE

(2017)



By rebranding from Square to Block late last year, CEO Jack Dorsey (formerly of Twitter) mirrored the Facebook-to-Meta rename, signaling the company's growth strategy and expansion into blockchain — far beyond its well-known payments business. While the Square business remains intact, Block and its subsidiaries will act as "an overarching ecosystem of many businesses united by their purpose of economic empowerment."

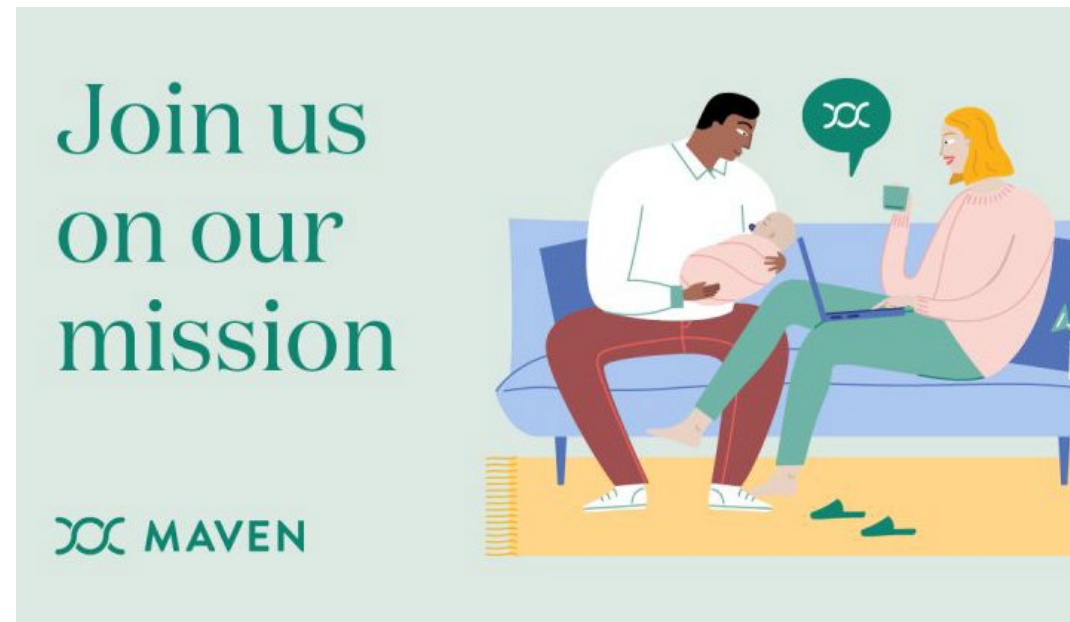
For Square, online conversations reveal a 119% increase in Love since becoming a Breakthrough Brand in 2017. High percentages of posts convey consumer Joy and Trust (30% and 29% respectively), which are indicators of strong brand health. Even today, small and medium business owners name the brand in posts to assure customers of safe and convenient online transactions — indicating that Square, now Block, continues to be an icon for trust and reliance in entrepreneurial spaces.

In the thirteen years since launch, Block has grown into a \$54 billion publicly-traded company by adding Cash App, TIDAL, and TBD54566975 to its roster. With Dorsey's experience and vision at the helm, the brand has spectacular potential for more growth.

PASSION SCORE	44
CAGR	N/A
	(IPO in 2015)

MAVEN CLINIC

(2020)



When Maven launched in 2014 to rethink healthcare for women and families, founder (may we call her a healthcare maven?) Kate Ryder was ahead of the curve, and the brand has reaped the benefits of being a category pioneer. Now the largest telehealth network for women and families globally, in 2021 Maven became the first female-focused health startup valued at over \$1 billion.

Across social media channels, we saw a massive 275% increase in Trust from January 2020 to date. This impressive statistic speaks to Maven’s continued cultural vitality and reliability as a brand.

Over the past year, Maven had a historic \$110 million Series D funding round, added 100 new clients — including Microsoft and four other Fortune 15 companies — and has grown to support over 10 million families in 175 countries. Maven’s growth was accelerated by the pandemic, and it shows no sign of slowing down.

PASSION SCORE	89
CAGR	76.5%
FUNDING % INCREASE	112%

A24

(2020)



When A24 pops up in the opening credits, it’s time to grab the popcorn and your favorite fuzzy blanket. The Oscar-winning indie production company behind *Uncut Gems*, *Midsommar*, *Lady Bird*, *Moonlight*, *Ramy*, and *Euphoria* has enjoyed a thrilling run of success, and investors are eager to climb on board.

Since joining our alumni in 2020, social listening data shows a passion score of 99 out of 100, indicating an extreme intensity of feeling, opinion, and sentiment around the brand. While the responses to A24’s films and documentaries might vary, 78% of the total volume of conversation remains positive. A24 also forged co-distribution partnerships with Apple TV, Showtime, and Amazon; in doing so, A24 has grown in relevance in the social scene.

A24’s latest release, *Everything Everywhere All at Once*, has already earned over \$60 million at the box office — outgrossing all its past releases. With more new films set for release this year, A24 is bound to bring more gutsy, inspirational content to its fans and continue to be a thorn in the side of its legacy competitors.

PASSION SCORE	99
CAGR	82.6%
FUNDING % INCREASE	22400%

ATHLETIC BREWING

(2021)



Awarded *Craft Brewery of the Year* in 2021 by Brewbound, non-alcoholic beer company Athletic Brewing is challenging its segment in just four short years on the market.

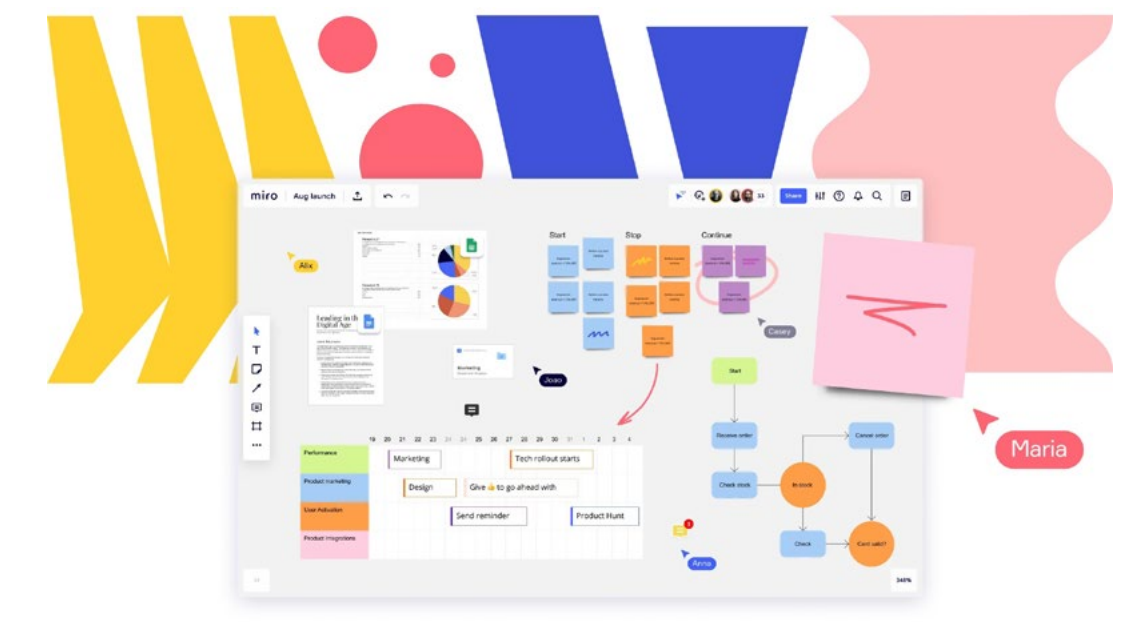
In online conversations, audiences expressed strong levels of Trust (30%) and Joy (26%) for Athletic Brewing. The quality of the product has a large part to play in the brand’s success, but their relationship with the alcohol community at large is what we’ve come to admire. Rather than burn bridges with the established industry, they’ve forged their unique identity from within the community of brewers, distillers, and alcohol retail — a stance that has tethered them to a larger social conversation.

After a record 2021 in which they sold more than 100,000 barrels, Athletic Brewing is now in the top 30 craft brewers by volume nationally. The brewery’s rapid growth is driven by modern, active consumers who want to live their social lives without the downsides of alcohol. The non-alcoholic beer market has been stagnant over the last 25 years; Athletic Brewing has unlocked an entirely new market and customer base in the \$116 billion beer industry, setting them on a strong trajectory for 2022.

PASSION SCORE	72
CAGR	62.5%
FUNDING % INCREASE	-38%

MIRO

(2021)



With over 30 million users and a \$17.5 billion valuation, Miro has blown away the competition as the world’s go-to visual collaboration platform. Since the start of the pandemic, Miro has grown its user base by 500%, with paying customer numbers leaping 550% from 20,000 to 130,000. Continuing its momentum into 2021, Miro doubled its headcount to just over 1,200 employees in 11 hubs around the world, including new ones opening in Berlin, Munich, London, Sydney, and Tokyo.

The buzz continues to prompt positive (74%) and Joy-filled (15%) online conversations. Most of these speak to its integration with Zoom and its superiority as a technology that nurtures collaboration, remote hybrid work, and online workshops.

Showcasing a keen attention to user experience and a toolset designed for the creative mind, Miro continues to release new tools to improve collaboration for hybrid work, with new features unveiled just last month. At Interbrand, we can attest to the success — all of our offices now use Miro.

PASSION SCORE	74
CAGR	800%
FUNDING % INCREASE	700%

METHOD-

Interbrand's 2022 Breakthrough Brands is the result of a rigorous and comprehensive evaluation of today's most progressive and innovative brands. The list is composed of 30 brands that best exemplify our tenets of brand growth: understanding human truths, creating exceptional brand experiences, and building from strong economic forecasts.

Our selection process involved analyzing 300+ brands gathered by both internal (across Interbrand Global offices) and external nominations (utilizing our website and social media accounts). Candidates had to have significant US presence and were selected based on their perceived disruption of cultural or category norms,

ability to draw media attention, and financial growth. Inputs to the analytical model included: brand audits conducted by Interbrand analysts across disciplines, social media data gathered in partnership with Infegy Atlas (a social media listening company), and financial data gathered via Apollo and Crunchbase. A custom research study was conducted in partnership with Vox Media (a global independent media company) and The Circus. The study was fielded among a Nationally Representative Sample of the Internet Population 18-60. N = ~1,500 respondents completed the survey.

All contending brands were assessed equally along these three dimensions

(Brand Experiences, Brand Economics, and Human Truths) in a series of voting sessions with a panel of senior Interbrand staff. Combining expert qualitative evaluations with quantitative performance measurements, our evaluation framework aims to provide a comprehensive picture of brand potential.

OLOGY

All valuation, funding and social media data featured in this report are sourced from Infegy and Pitchbook, and reflect information provided as of 6/15/22. Interbrand® is a registered trademark of Interbrand.

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PROGRAM LEADS

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NAEIRI ZARGARIAN STRATEGY, NEW YORK
RIYAD MAMMADYAROV STRATEGY, NEW YORK
TINA GOLDSTONE MARKETING, NEW YORK
ABBY BURETZ GROWTH, NEW YORK
WILSON TAYLOR VERBAL IDENTITY, NEW YORK

PROGRAM SUPPORT

ALI YUR ANALYTICS, NEW YORK
ROBERT ROSENBERG IMPLEMENTATION, NEW YORK

DESIGN

FRANCES GAGLIARDI DESIGN, NEW YORK
MATTHEW KOVAL DESIGN, NEW YORK
LIORA CHER DESIGN, NEW YORK

WITH THANKS

DIMA LINNIK LINNIKOV, UKRAINE
MARIANA HRYB LINNIKOV, UKRAINE
MARIA BAREA GLOBAL MARKETING, NEW YORK
GRACE COX WEBSITE, LONDON
MIGUEL RIVERA IMPLEMENTATION, NEW YORK
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AND OUR PARTNERS

VOX MEDIA



THE
CIRCUS

ABOUT INTER- BRAND

C O N T A C T

Interbrand Group is made up of Interbrand, the world's leading brand consultancy, and C Space, the global customer agency. Interbrand has been a world leading brand consultancy for over 45 years — having pioneered iconic work and forged many of the brand building tools that are commonplace across the industry today.

We know that in an age of unprecedented abundance of choice and speed of innovation, customers' expectations are moving faster than business. While incremental change is still essential, it is no longer sufficient. It takes bold moves to leap ahead of customers and competitors. We call these moves Iconic Moves.

In collaboration with the world's leading brands, our global team of thinkers and makers are pioneering the future of brand building. By turning customers into active participants, we help our clients strengthen their brands on an ongoing basis — our approach gives them confidence to make Iconic Moves that spark desire and create utility, driving extraordinary results.

Interbrand is a part of the Omnicom Group (NYSE: OMC). For more information, please visit www.interbrand.com.

If you'd like any further information on this or any other Interbrand reports and services, please contact:

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