

## The Profile: The founder who 'broke democracy' & the pet startups mistreating humans

Good morning!

Over the weekend, I saw [Three Identical Strangers](#), which is the insane true story about three guys who accidentally meet only to discover they were triplets separated at birth. And then it gets sinister when they discover why. It's a jaw-dropping story that shows that sometimes life is more unbelievable than fiction. ([Watch the trailer here.](#))

### LINKS

- [The founder who 'broke democracy'](#) **[\*\*HIGHLY RECOMMEND\*\*]**
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### PEOPLE TO KNOW.

**[The founder who 'broke democracy':](#)** More than 2.2 billion people, about a third of humanity, log in to Facebook at least once a month. Facebook CEO Mark Zuckerberg is currently at the center of a debate about the moral character of Silicon Valley & the conscience of its leaders. The question he's dealing with is: "Should my company be the arbiter of truth and decency for two billion people?" In a rare conversation, *The New Yorker* spoke with the embattled CEO about Facebook's problems, the ongoing investigations, and his underlying views on technology and society. This one is a must-read.

*"[Zuckerberg is] a ruthless execution machine, and if he has decided to come after you, you're going to take a beating."*

**[The music legend sharing the Beatles' secrets:](#)** At 76 years old, Paul McCartney could retire on an island, sip margaritas all day, and count his money. But he's as driven as ever and still making music. This profile is full of stories you've never heard before, including quite a few NSFW details about the Beatles' sex escapades, how he talked John Lennon out of drilling holes in his head, and what actually happened when he worked with Kanye West. It's McCartney uncensored.

*"You can't be so straitlaced to not expose yourself to experiences in life."*

**[Bitcoin's one-hit wonder:](#)** Olaf Carlson-Wee turned \$14,502 into \$150 million by going all-in on cryptocurrencies right before Bitcoin became a household name. His fund, Polychain Capital, earned investors a staggering 2,303% last year, after fees, which is among the best showings for a billion-dollar investment firm in history. But things have gone downhill since then. Polychain has shed around 40% of the \$800 million it made for clients last year. Now, Carlson-Wee must prove he isn't a one-hit wonder.

*“This is going to be such an epic adventure either way. Like, if this whole thing collapsed, that would be crazy, you know?”*

## **COMPANIES TO WATCH.**

**The most underrated company in tech:** Pinterest CEO Ben Silbermann rejects Silicon Valley’s typical unicorn formula of moving fast, breaking things, chasing growth at all costs and bragging about every victory. Yet despite his approach — or maybe because of it — the company is worth \$12.3 billion and growth is accelerating. If Pinterest continues its trajectory, it could change the narrative of what it takes to build a successful company in Silicon Valley.

*“He is so comfortable being misunderstood and underestimated.”*

**The pet startups mistreating humans:** You were scratched, bitten, or injured during your pet-walking job? Pet care startups Wag and Rover couldn’t care less. Much like companies that operate in the gig economy, they don’t offer coverage for their workers, who operate as independent contractors. Uber and Lyft have come under fire for similar policies — are dog-walking companies next?

*“I understand they can’t give us health insurance, but it didn’t feel good that not only would the company not protect the walkers on the job, I was actually laughed at for asking.”*

## **THROWBACK:**

**The mixed-up brothers of Bogotá:** After a hospital error in which a nurse accidentally swapped two newborns, two pairs of Colombian identical twins were raised as two pairs of fraternal twins. One pair was raised on a remote farm in a rural region while the other pair was raised by middle-class parents in the city. This is a long one, but it’s one of my all-time favorite profiles.

*“I don’t care who they are. You’re my brother, and you’ll be my brother until the day I die.”*