

The Profile: The startup reading your genetic secrets & The man hiding in Elon Musk's shadow:

I read a [semi-disturbing article](#) this week about how the wellness movement has become a full-blown epidemic.

At first, I thought this was just a New York thing with its SoulCycles and its hot-meditative-sleep-inducing-stress-relieving yoga places, but it seems everyone (who has time + cash) is on an Eat, Pray, Love-type of journey. People are trying fecal transplants (yep, mhm, that's a thing), getting tested for adrenal fatigue, and worrying about systemic Candida.

Meanwhile, my Friday night consisted of eating Chinese food, drinking rosé, and listening to a podcast, so I'm obviously living my best life & hope you are too!

This week, we've got:

- [The man hiding in Elon Musk's shadow](#)
- [The solitary confinement prisoner adapting to freedom](#)
- [The tennis champion who doesn't like playing tennis](#)
- [The startup reading your genetic secrets](#)
- [The running company daring to do the impossible](#)

PEOPLE TO KNOW.

The man hiding in Elon Musk's shadow: At 15, Peter Beck built an aluminum bike from scratch. At 18, he learned how to make his own fuel (same), wrapped himself in plastic bags (yep), and strapped a rocket engine to his bike. And because that's not enough, now he's going after Elon Musk with his aerospace startup Rocket Lab. His next project involves taking YOU to space.

"It's so hard to get to space. I knew we had to make it easier and that I was going to build a rocket." [['At 18, He Strapped a Rocket Engine to His Bike. Now He's Taking on SpaceX.'](#) [Bloomberg](#)]

The solitary confinement prisoner adapting to freedom: Chelsea Manning, the Army intelligence analyst who sent secret military files to WikiLeaks, can't quite grasp the effect her actions have had on the world. When asked what she's learned, she says, "I don't have...Like, I've been so busy trying to survive for the past seven years that I haven't focused on that at all." In this profile, you learn Manning's life of extreme isolation began long before her time in solitary confinement.

“Isolation changes you; it makes you angry. You start to forget about the world outside — it’s not relevant or relatable anymore.” [[‘The Long, Lonely Road of Chelsea Manning.’ The New York Times](#)]

The tennis champion who doesn’t like playing tennis: Nick Kyrgios is the first player ever to defeat Roger Federer, Rafael Nadal, and Novak Djokovic in their first meetings. And he claims to hate playing tennis. Lol what? This is the story of a 22-year-old who has all the ingredients necessary to become the next Federer, but the most important one is missing: passion for the game.

“I don’t know about fully engaging and giving everything to it. It’s just a game. It’s just a sport. It’s such a small part of my life.” [[‘Nick Kyrgios, the Reluctant Rising Star of Tennis.’ The New Yorker](#)]

COMPANIES TO WATCH.

The startup reading your genetic secrets: If you’re indecisive, you’ll LOVE this startup. [Helix](#) analyzes your genes and makes all sorts of life recommendations. Imagine going to the store when your phone buzzes with a notification that reads: “Yo, you should get this wine because this gene you have says you’re predisposed to like it.” ... How do I invest?

“Imagine using your DNA sequence to plan your life.” [[‘Your DNA-Based Diet Plan? He’s Got an App for That.’ OZY](#)]

The running company daring to do the impossible: You know what’s crazier than rockets & DNA sequencing? A sub-two hour marathon. Like THAT is science fiction. In May, Nike’s star athlete Eliud Kipchoge was determined to make it reality only to fall 26 seconds short of the goal. 26 SECONDS. This is a story about a marathon, but it reads like a thriller.

“It’s not your legs that run. It’s your heart and your mind.” [[‘The Epic Untold Story of Nike’s \(Almost\) Perfect Marathon.’ Wired](#)]

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