

## **The Profile: The secret billionaires driving addiction & the couple building trust with terrorists**

Good morning (or is it afternoon now?), friends!

I read a story in the NYT today [that the Newseum is seriously struggling](#). It's my favorite museum in D.C. — it features the front pages of every major newspaper in the world following the 9/11 attacks and it houses a part of the Berlin wall,.

But it owes \$300 million on its new building and it's running out of money. Sigh, media. On the bright side though, there's some really good journalism below.

Here's what we got:

- [The secret billionaires driving addiction](#) **[\*\*HIGHLY RECOMMEND\*\*]**
- [The couple building trust with terrorists](#)
- [The investor with a championship ring](#)
- [The company profiting from your hangover](#)
- [The real estate empire selling dreams](#)

### **PEOPLE TO KNOW.**

[The secret billionaires driving addiction](#): Previously, the secretive family behind OxyContin has stayed out of the spotlight. While countless patients have become addicted to the pain medication, the Sacklers has made billions of dollars in profits. In order to benefit from the addiction-fueled cash machine, the family members must first swear by a single oath: Never comment publicly on the source of the family's wealth.

*"The Sacklers have hidden their connection to their product. They don't call it 'Sackler Pharma.' They don't call their pills 'Sackler pills.' And when they're questioned, they say, 'Well, it's a privately held firm, we're a family, we like to keep our privacy, you understand.'"*

[The couple building trust with terrorists](#): Laurence and Emily Alison are a husband and wife team working alongside police to analyze hundreds of interviews with suspected terrorists. Their goal is to revolutionize how military and law enforcement conduct interrogations. It should come as no surprise that the data shows it's easier to get the truth when you're not physically torturing someone. This one is for you if you're into crime, drama, and psychology.

*"As the interviewer, you're bound to have an emotional response," he said. "What you want to say is, 'You're the one in the fucking seat, not me. He's trying to control you, so you try and control him. But then it escalates.'"*

**The investor with a championship ring:** Kevin Durant is known as a multi-faceted basketball player, but he's really a multi-faceted human. While he was winning NBA championships, he was also quietly becoming one of the most active angel investors in the league. He has surrounded himself with some of Silicon Valley's elite: Ron Conway, Chamath Palihapitiya & Ben Horowitz. Now, it just remains to be seen if his investments pan out as successfully as his basketball career.

*"Sometimes I'll be like, 'Yo, Kobe just did this,' or 'Carmelo got in on that.' Or I'll hear that Maverick Carter"—LeBron's business partner—"had dinner with X, and I'll go, 'Shit, that means I've got to go have dinner with those motherfuckers too.'"*

## **COMPANIES TO WATCH.**

**The company profiting from your hangover:** You may remember Waffle House as the last stop during a night of drinking or the first stop when you wake up with a hangover. Either way, this Southern staple has been feeding people and building communities for decades. What you don't know is there's a method to the madness, which includes manuals, playbooks and a level of discipline that can only come from the former college football players running the place.

*"Its warm, yellow glow, a beacon of hope and salvation, inviting the hungry, the lost, the seriously hammered all across the South to come inside, a place of safety and nourishment."*

**The real estate empire selling dreams:** WeWork CEO Adam Neumann has dazzled investors into pouring crazy amounts of cash into his business. Why? Neumann claims WeWork is "a physical social network," not a real-estate company. Sound a little suspicious? That hasn't stopped WeWork from receiving a \$20B valuation validated by Softbank's \$4.4 billion monster investment. There is very little a charismatic CEO can't do.

*"Let's give him some money and he'll figure it out," said Mr. Dunlevie, the Benchmark partner in charge of the deal.*