

## The Profile: The female billionaire taking on Elon Musk & the moonshot factory

Good morning, friends.

I'm currently on my way to Aspen for *Fortune's* Brainstorm Tech conference. It'll be a whirlwind of VCs, CEOs, and entrepreneurs. In other words, I am only there so I can write, and apparently, hike (read: sweat profusely) alongside our nation's finest executives. See the agenda [here](#) & follow me on [Twitter](#) for the latest.

(Yes, this means I'll miss the World Cup final today. No, I am not happy about it. Let me know who wins. #GoCroatia)

Here are this week's reads:

- [The world's youngest \(potential\) billionaire](#)
- [The female billionaire taking on Elon Musk](#)
- [Stormy Daniels' attention-grabbing lawyer](#)
- [Elon Musk's nightmare factory](#) (\*\*HIGHLY RECOMMEND\*\*)
- [The moonshot factory](#)
- [The VC firm trying to break out](#)

### PEOPLE TO KNOW.

**[The world's youngest \(potential\) billionaire](#):** In less than three years, Kylie Jenner's makeup empire has catapulted her net worth to \$900 million. At 21, Jenner is on pace to become the youngest billionaire ever — male or female. With almost no overhead costs, the outsize profits of Kylie Cosmetics go straight into Jenner's pocket. This story speaks to the power of social media & the far-reaching impact of the Kardashian empire.

*"Social media is an amazing platform. I have such easy access to my fans and my customers."*

**[The female billionaire taking on Elon Musk](#):** Since arriving in America in 1981, Eren Ozmen has gone from the janitor (!) to the billionaire co-owner of defense company Sierra Nevada. The company is now the largest female-owned government contractor in the country, with \$1.6 billion in 2017 sales — and it's about to rake in even more. Sierra Nevada and its competitors Orbital ATK and SpaceX will split a NASA contract worth up to \$14 billion to carry cargo to and from the International Space Station. The American Dream is alive and well. [Tweet this.](#)

*"Look at the United States and what women can do here, compared to the rest of the world. That is why we feel we have a legacy to leave behind."*

**[Stormy Daniels' attention-grabbing lawyer](#):** In representing porn star Stormy Daniels, lawyer Michael Avenatti thinks he can bring down a president — one cable-news appearance at a time.

Since March, Avenatti has been interviewed more than 200 times on TV. His strategy? Vindicate his client in the court of public opinion. Much in the same manner as the president, Avenatti leverages Twitter as a place to goad, a venue for self-aggrandizement, and a direct conduit to an adoring base of supporters. [Tweet this.](#)

*“We have Avenatti because the left so desperately desires an anti-Trump: A person who can elicit the same dopamine reaction in his supporters that Trump can from his.”*

## COMPANIES TO WATCH.

**[Elon Musk’s nightmare company:](#)** Tesla CEO Elon Musk has been sleeping on the floor of the electric car factory as part of a companywide push to get out of “production hell” by manufacturing at least 5,000 of Tesla’s new Model 3 sedans in a week. With \$10B in debt, Tesla is on an extremely tight deadline to get the Model 3 right. Who would’ve thought that mass producing a car is, in some ways, harder than building rockets? [Tweet this.](#)

*“This is like—I tell you—the most excruciatingly hellish several months that I have ever had.”*

**[The moonshot factory:](#)** Seven years after its secretive launch, Alphabet’s moonshot factory, called X, is starting to spawn mind-blowing companies. Critics already call Google a monopoly. Just wait till it dominates the way we travel, the food we eat, the goods we order, and how we interact with healthcare. This profile delves into what an ever-expanding Google means for the world. [Tweet this.](#)

*“Google today wields heavy influence over the parts of our lives embedded in our phones. Are we ready to let it in everywhere else?”*

**[The VC firm trying to break out:](#)** Reddit co-founder Alexis Ohanian and ex-Y Combinator partner Garry Tan are the duo behind early-stage venture firm, Initialized Capital. Initialized was an early investor in Coinbase and Polychain Capital, with goals to double to down on backing blockchain & crypto projects. This profile goes deep into the firm’s origins and its desperate attempt to differentiate itself from other VC firms. [Tweet this.](#)

*“The thing that is most toxic in all of venture is how reflexive it is.”*