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1
"Cover is on Theranos, the startup that's trying to change the blood testing industry. It's received a lot of praise but is now being questioned over the efficacy of its technology."

"Silicon Valley is a cruel, cruel mistress. Who's the CEO?"

"Elizabeth Holmes. She's been photographed for *Fortune*, *Forbes*, *Inc.*, *T*, *Glamour*, *WSJ*, *New Yorker*, and *Time*. Usually with a neutral expression, wearing a black turtleneck, on a plain background."

"OK, well, *Businessweek* is known for doing things differently while rejecting the status quo and breaking the mold. We're going to shoot her in a biker jacket—but over a formal gown, on a red motorcycle, and the motorcycle will be smashing through old-school blood testing machinery, and she'll be fist-pumping as money rains down over her."

"I'm ready to be blown away."



2
"Neutral expression, in a black turtleneck, on a plain background."

"So, no motorcycle, but it's a good photo. This is also why God invented wiggly typography. The noblest of all typographical gestures: Wiggleness."

