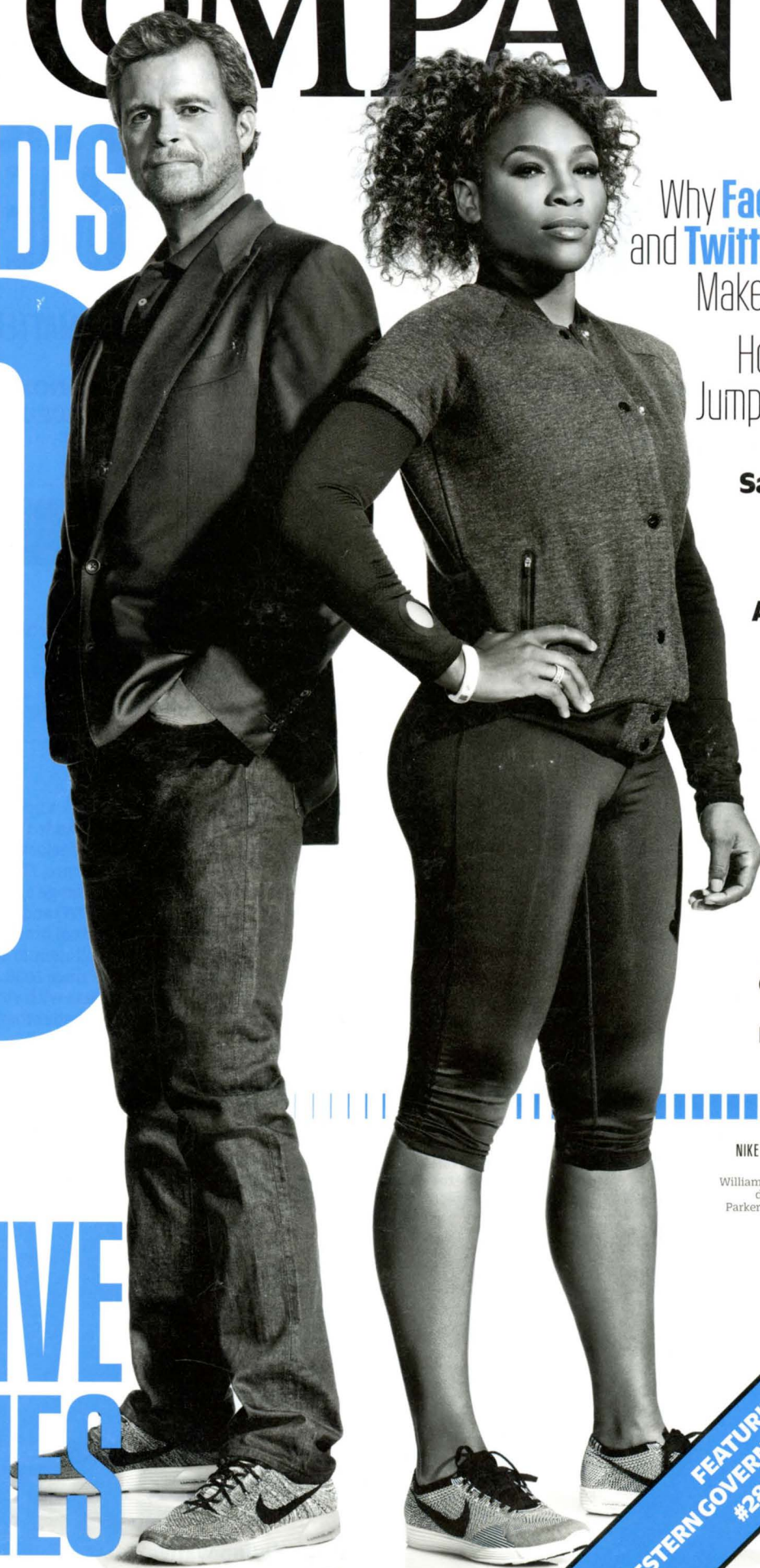


FAST COMPANY

THE WORLD'S 50 MOST INNOVATIVE COMPANIES



Why **Facebook** and **Twitter** Didn't Make the List

How **Nike** Jumped to #1

Can **Samsung** Catch **Apple**?

Will **Amazon** Deliver?

- PLUS:
- Target**
 - Nasty Gal**
 - Google**
 - Uber**
 - GitHub**
 - Tumblr**
 - Fab**
 - Tencent**
 - Airbnb**
 - Yelp**
 - Pinterest**
 - Coca-Cola**
 - Tesla**
 - BuzzFeed**
 - Splunk**

NIKE CEO MARK PARKER & SERENA WILLIAMS
Williams wears a FuelBand during competition; Parker has been known to wear two at once.

MARCH 2013
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#28 IN 2013

THE WORLD'S 50 MOST INNOVATIVE COMPANIES 2013

OUR ANNUAL GUIDE TO THE BUSINESSES THAT MATTER MOST

→ OUR ANNUAL GUIDE TO THE STATE OF INNOVATION IN OUR ECONOMY, FEATURING THE BUSINESSES WHOSE INNOVATIONS ARE HAVING THE GREATEST IMPACTS ACROSS THEIR INDUSTRIES AND OUR CULTURE AS A WHOLE.

25 D-Rev

For bringing a design ethic to third-world health care.

26 Rovio

For making apps the new source for big entertainment franchises.

27 Ford

For turning a car company into a software leader.

28 Western Governors University

For showing public schools another way to do business.

29 Droga5

For giving brands a startup buzz.

30 Yelp

For being the local leader.

28 Western Governors University

FOR SHOWING PUBLIC SCHOOLS ANOTHER WAY TO DO BUSINESS

Full college degrees in months! It sounds like an email scam, but it's a new philosophy in higher ed being driven by ... the government? In 2012, the online, not-for-profit institution, founded by 19 U.S. governors, became the nation's leading provider of master's degrees (and the fourth largest of bachelor's) in math education. The low-cost, self-paced WGU focuses on skills that lead to better jobs in teaching, health care, IT, and business. "We measure learning, not time," says Bob Mendenhall, the school's president. Students (average age: 37) pace themselves through material designed with input from corporate board members (such as AT&T) and with help from mentors. Starting in 2010, the governors of Indiana, Washington, and Texas each endorsed virtual branches integrated with (and financially independent of) their public universities—boosting WGU's enrollment to 40,000. And while public university tuition was rising by about 5% a year, WGU's has held steady at \$6,000 since 2008. It keeps the fees so low through technological efficiencies, such as replacing in-person test centers with virtual ones. And it obsessively tracks metrics like this one: 95% of employers say WGU grads are as good as or better than those from anywhere else.

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