

# THE MOST POWERFUL WOMAN IN THE WORLD

**Barbie makes a bid for the White House this year and the presidential hopeful has a new look created by fashion designer Chris Benz (one of Michelle Obama's favorites). But does the latest incarnation of Mattel's "I Can Be..." Barbie series translate to girl power? Benz and Jessica Valenti, founder of the blog Feministing, offer two sides of the story.**



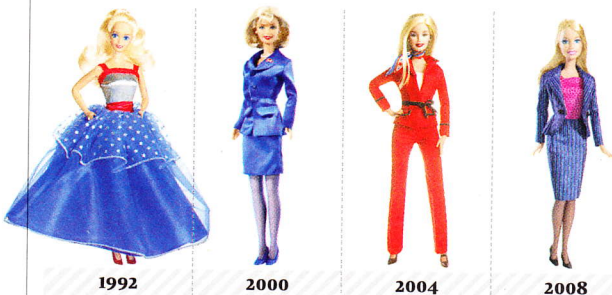
**BENZ:** "Her hair and jewelry aren't outrageous. It strikes the right balance between fashion forward and confident."  
**VALENTI:** "Women in politics are judged by their looks, and this says they need to look a certain way."

**BENZ:** "Pink is a part of the Barbie identity, but this is modern."  
**VALENTI:** "This sends the message that being docile and cute are the only acceptable female powers."

**BENZ:** "I designed this print with the First Lady in mind."  
**VALENTI:** "Michelle Obama is amazing. But if you're modeling a presidential Barbie off of the First Lady, what does that say about women in power?"

**BENZ:** "For the first time, she can stand on her own. It's a cool milestone."  
**VALENTI:** "We're supposed to be grateful for that?"

FORMER PRESIDENTS OF THE UNITED STATES, AS IMAGINED BY MATTEL



**THE RECOMMENDER**

What are you loving this month?



**ANTHONY WOOD**  
CEO, Roku

**The Mad Scientists' Club:** "This young-adult book by Bertrand R. Brinley is from the '60s, but maker and hacker enthusiasts of today will love it."

**Poirot:** "I can't stop watching this on Netflix. I love the 1930s atmosphere and witty humor—but it's a bit hard to follow after a few drinks."

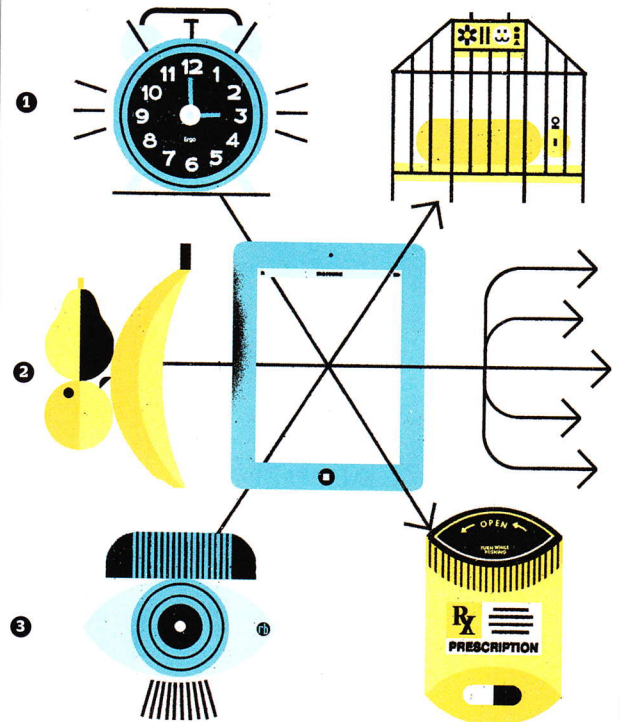


**RACHEL BOTSMAN**  
Author, *What's Mine Is Yours: The Rise of Collaborative Consumption*

**Visual.ly:** "This is one of the best tools to create, share, and get feedback on data visualizations. I think they could become the Instagram for sharing data."  
**Reputation aggregators:** "Startups such as Connect.me, Legit, and Peertrust are trying to aggregate reputation data across marketplaces. Reputation is going to become a currency more powerful than credit history."

# Will the Next Mark Zuckerberg Please Stand Up?

**As the Microsoft Cup hits Sydney, 400 student software-design finalists will face off for a piece of Microsoft's \$3 million investment. We check out three brainiac U.S. teams.**



**1. REMINDAVAX**

Not following the doctor's orders (taking medication on time, scheduling follow-up appointments) causes 125,000 preventable deaths each year and costs the U.S. health-care system \$290 billion. Students from **MIT and Harvard** created a two-way system of web and phone apps, which pings patients with reminders and tracks adherence. It's already used in 12 clinics in India and has helped boost maternal vaccination rates 10%.

**2. FLASHFOOD**

Nationwide, nearly 15% of people struggle to put food on the table, and many don't qualify for government assistance. This **Arizona State University** team created FlashFood, a real-time mobile food-recovery system: Restaurants and grocers use the app to alert volunteers of excess food, which is then picked up and delivered to food banks. Families in need receive an automatic text when food is available for pickup.

**3. CLOUD MONITOR**

Sudden Infant Death Syndrome is the leading cause of death for infants under the age of one and the third-leading cause of all infant mortality in the U.S. This **Winona State University** team created a thin sleeping pad, called the Cloud Monitor, which measures a baby's breathing and heartbeat. Data are synced to a computer system that analyzes the information; the app alerts parents if the baby's data are abnormal.

