JONAS FALK
CEO, ORGANICLIFE
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A passionate foodie, Falk attended Michigan State to study hotel and restaurant management, and his current venture grew out of a business plan he wrote as an undergraduate. The professor gave the paper a D (“probably a result of my writing”), but the real world is giving it an A+. OrganicLife already has 300 employees and $20 million in revenues and is growing rapidly. The idea? Provide students with healthy, restaurant-quality school lunches by hiring real chefs and refusing to serve any canned or processed foods. It seems to work: About twice as many kids choose to eat in an OrganicLife cafeteria as compared with their food-service-giant competitors. “We banked on the fact that more kids were going to come in to eat every single day if the food was great.”

JUDGES:
LEE SCHRAGER Vice president, Southern Wine & Spirits of America
DANNY MEYER CEO, Union Square Hospitality Group
RANDALL LANE Editor, FORBES magazine

JONAS FALK WEARS: TUXEDO ($2,295), SHIRT ($150), TIE ($150) AND SHOES ($500) BY BALLY; WATCH ($2,000) BY ROBERT DE LA RUE; BANGLE ($2,200) BY RAN WATANABE (COM);$10,000 BY ROBERT DE LA RUE (COM); CUFF LINKS ($1,000) BY RAN WATANABE (COM); BRACELET ($550) BY EPIC ATTIRE; OPTICALSG.COM.