

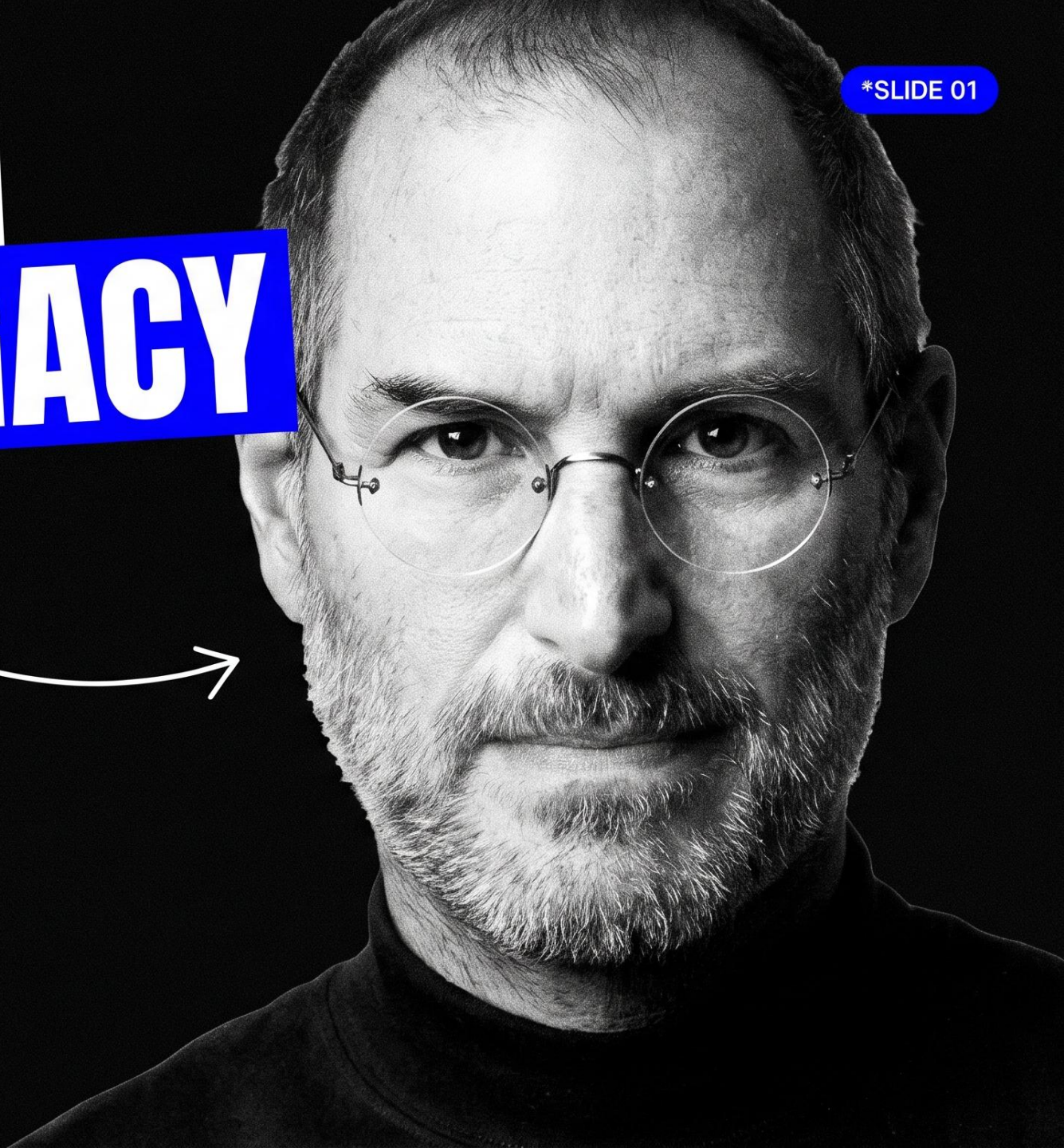
STEVE JOBS: LIFE AND LEGACY

*SLIDE 01

Co-founder of Apple and
the visionary who turned
technology into art.

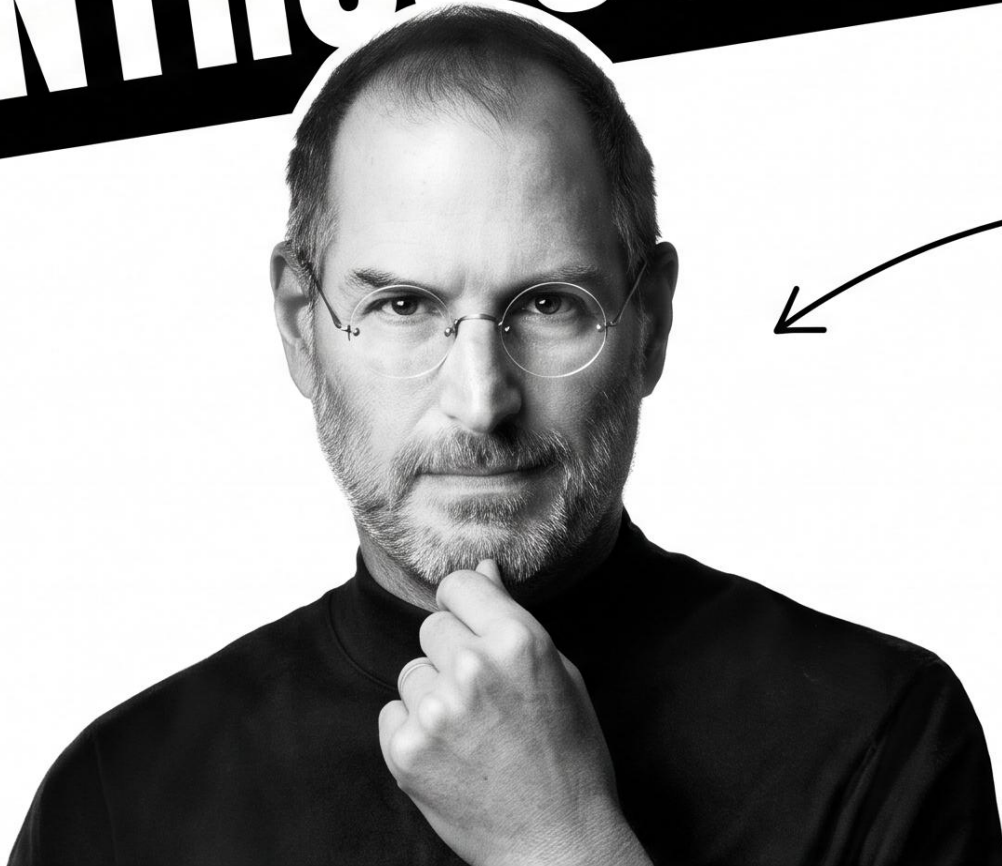


1955–2011



INTRODUCTION

*02



Steve Jobs was an American entrepreneur, inventor and one of the co-founders of **Apple**. He **transformed** personal computers, animation, music and mobile phones.

Under his leadership, **Apple** and **Pixar** gave the world products such as the Macintosh, iPod, **iPhone** and Toy Story.

In this presentation we look at Jobs's life, achievements, mistakes and legacy.

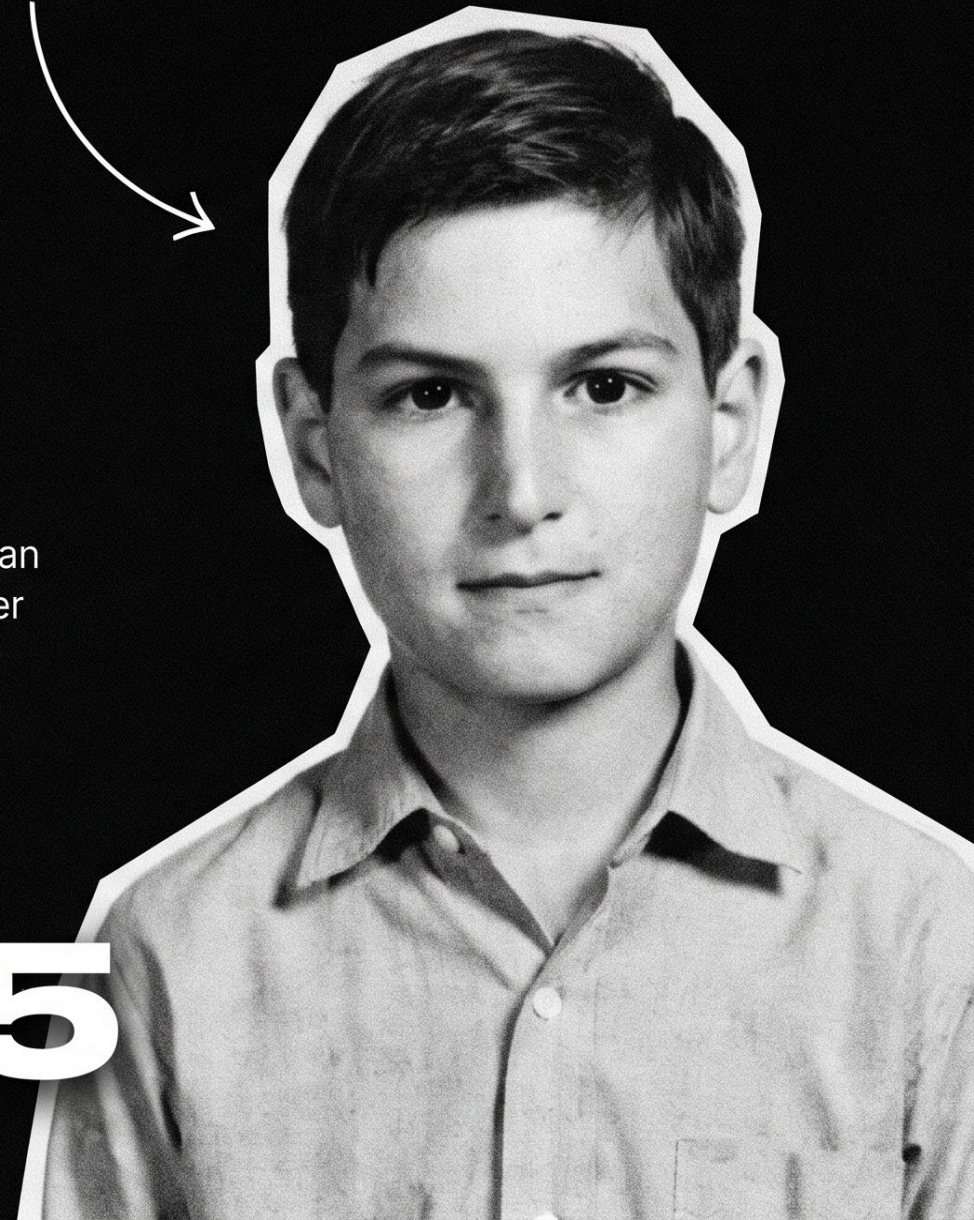
1955–2011

EARLY YEARS

*CHILDHOOD PHOTO

Steve Jobs was born in San Francisco on February 24, 1955, and was **adopted** as an infant by Paul and Clara Jobs. He grew up in Mountain View, California, in what later became known as **Silicon Valley**. At school he became fascinated by electronics and met **Steve Wozniak**. In 1972 he enrolled at Reed College, dropped out after one semester, but kept attending a **calligraphy** class.

FEB 24, 1955



1985-1996

*05

NEXT AND PIXAR

In 1985, after a clash with Apple's board, Jobs left the company. He founded the computer company **NeXT**, and in 1986 he bought the computer graphics division of Lucasfilm and renamed it **Pixar**. In 1995, Pixar's **Toy Story** became the first feature-length film made entirely **with computer animation**.

1985-1995



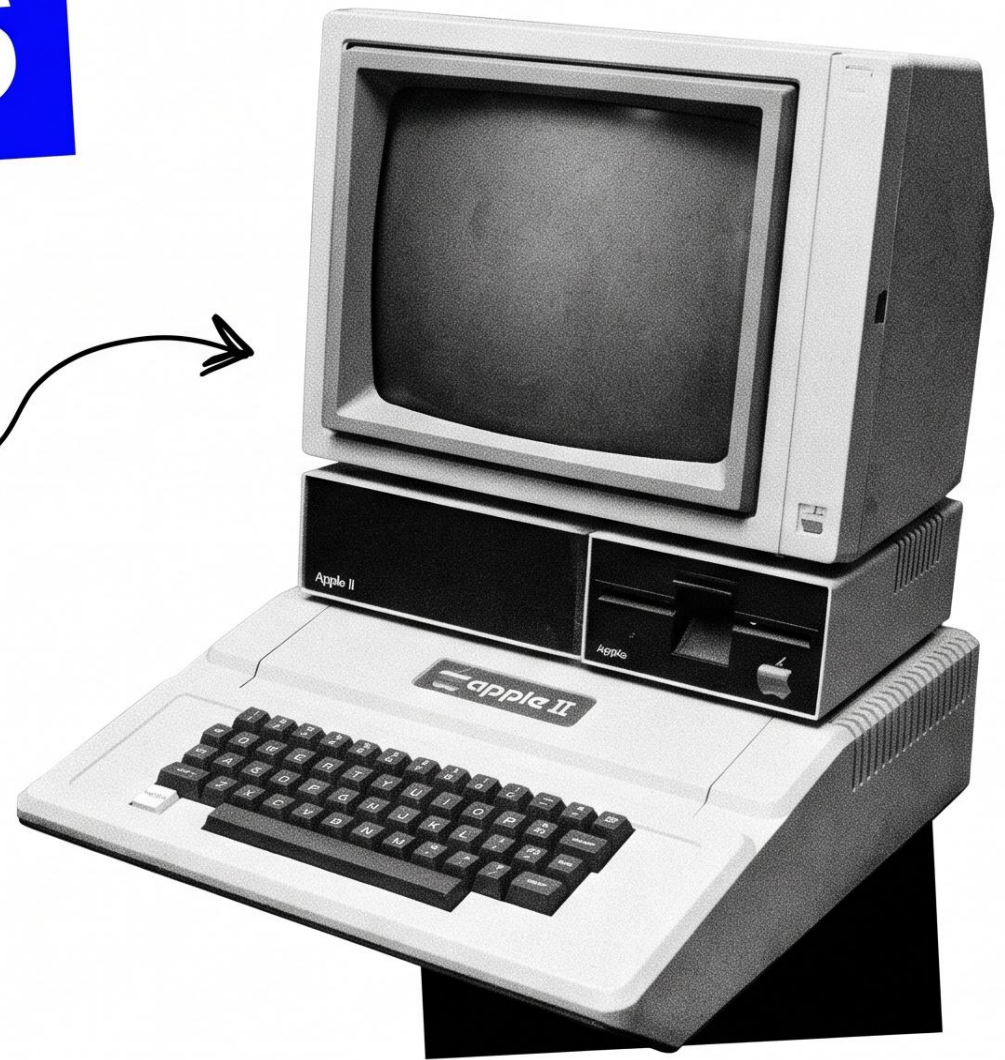
THE COMPANY

APPLE, 1976

* 04

On **April 1, 1976**, Steve Jobs, Steve Wozniak and Ronald Wayne founded Apple in a garage in Los Altos. The **Apple II**, released in 1977, became one of the first highly successful personal computers for the mass market. The company **went public** in December 1980. In 1984 came the **Macintosh**, with a graphical interface and a mouse.

1976



1997

THE RETURN

At the end of 1996, Apple bought Jobs's company **NeXT**, and Jobs came back. In 1997 he became interim CEO, sharply cut the number of products and launched the **"Think Different"** ad campaign. The **iMac**, released in 1998, pulled the company **out of crisis** and began a new era for Apple.

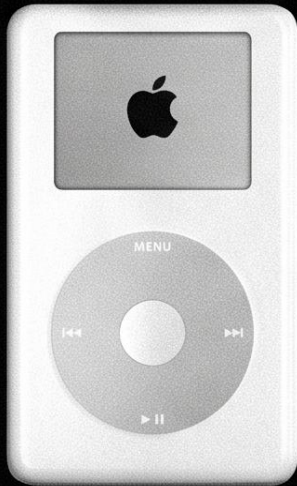


1997–1998

PRODUCT

REVOLUTION

* SLIDE 07



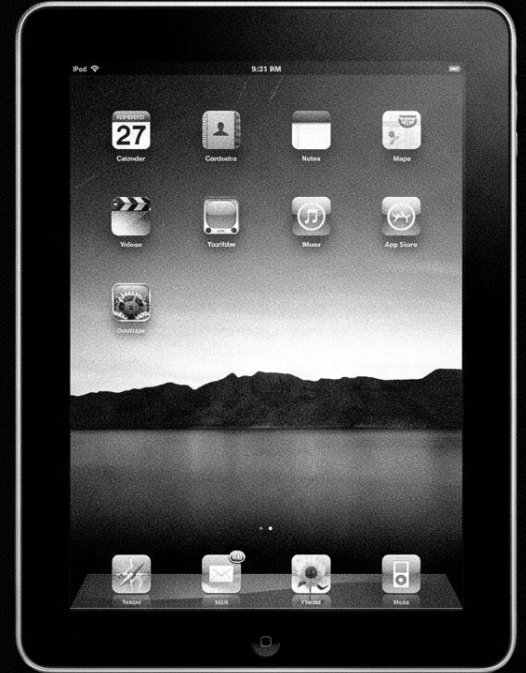
2001

iPod: 1,000 songs in your pocket.



2007

iPhone: a phone, an iPod and the internet in one device.



2010

iPad: the start of the tablet era.

iTunes Store launched in 2003, App Store in 2008.

PHILOSOPHY AND DESIGN

Simplicity: remove the unnecessary and keep what matters.

Build products at the intersection of technology
and the **liberal arts.**

Integrate hardware and software into **one whole.**

“Simple can be harder than complex.” — Steve Jobs



FINAL YEARS

*09

In 2003, Jobs was diagnosed with a neuroendocrine tumor of the pancreas. On June 12, 2005, he gave his famous commencement speech at Stanford University. In 2009 he had a liver transplant. On August 24, 2011, he stepped down as Apple's CEO for health reasons.

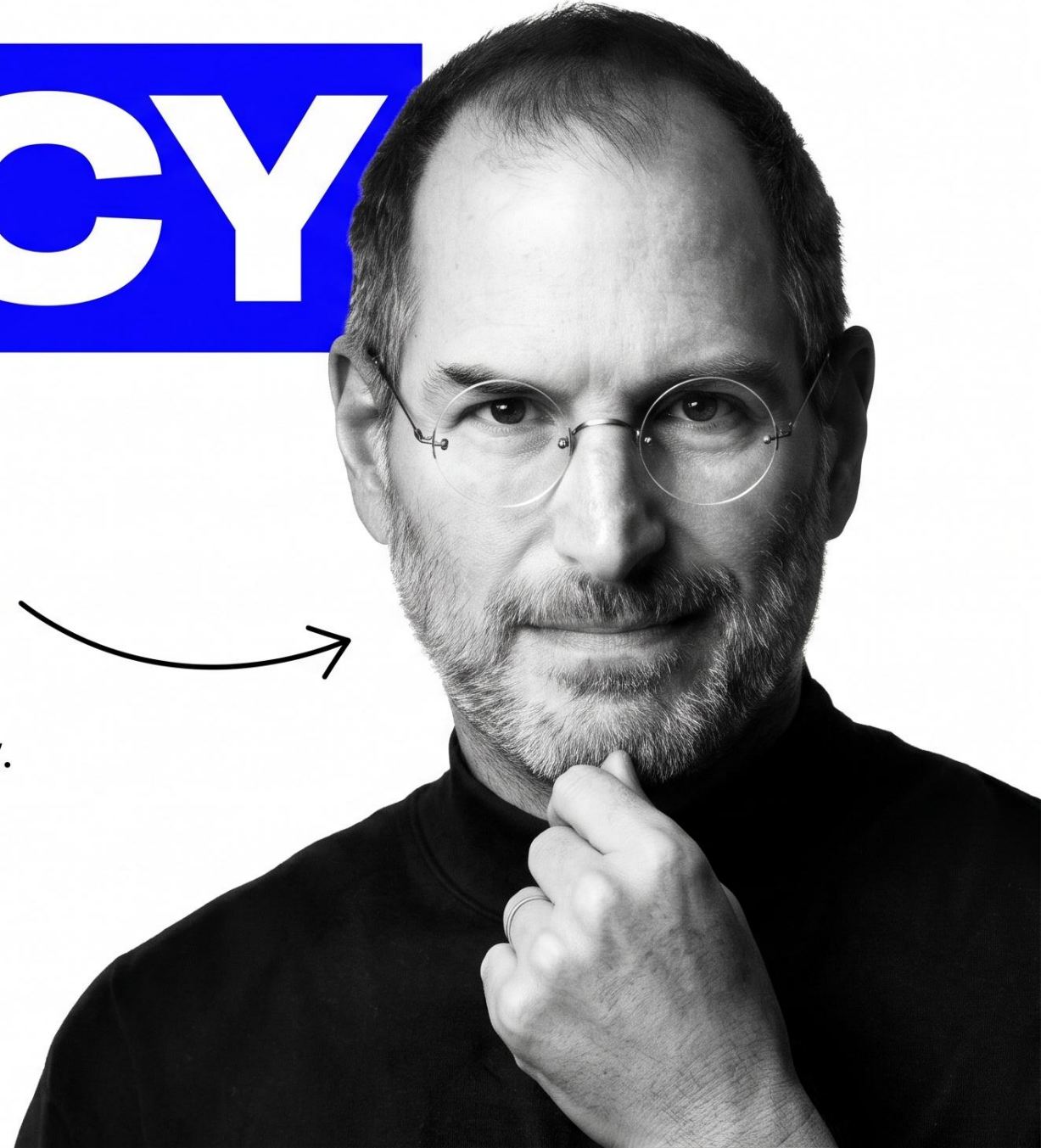
"Stay hungry. Stay foolish."

2003–2011



LEGACY

Steve Jobs died on **October 5**, 2011, at the age of 56, at his home in Palo Alto. He left behind **Apple**, **Pixar** and devices used every day by hundreds of millions of people. In 2018, Apple became the first US company worth **one trillion dollars**. Jobs taught us to **dream big** and stay devoted to quality.



PASSING

OCT 5, 2011