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Steve Jobs Report

Steven Paul Jobs was born on February 24, 1955 in San Francisco, California. His unwed biological parents, Joanne Schieble and Abdulfattah Jandali, put him up for adoption. Steve was adopted by Paul and Clara Jobs, a lower-middle-class couple, who moved to the suburban city of Mountain View a couple of years later. Steve Jobs grew up in a neighborhood of engineers working on electronics and other gizmos in their garages on weekends. This shaped his interest in the field as he grew up. At age 13, he met one of the most important persons in his life: 18-year-old Stephen Wozniak, an electronics wiz kid, and, like Steve, an incorrigible prankster.

Five years later, when Steve Jobs reached college age, he told his parents he wanted to enroll in Reed College an expensive liberal arts college up in Oregon. Even though the tuition fees were astronomical for the poor couple, they had promised their son's biological parents he would get a college education, so they relented. Steve spent only one semester at Reed, then dropped out, as he was more interested in eastern philosophy, fruitarian diets, and LSD than in the classes he took. He moved to a hippie commune in Oregon where his main activity was cultivating apples. A few months later, Steve returned to California to look for a job. He was hired at the young video game maker Atari, and used his wages to make a trip to India with one of his college friends, in order to 'seek enlightenment'. He came back a little disillusioned and started to take interest in his friend Woz's new activities.

Woz, whose interest in electronics had grown stronger, was regularly attending meetings of a group of early computer hobbyists called the Homebrew Computer Club. They were the real pioneers of personal computing, a collection of radio jammers, computer professionals and enlightened amateurs who gathered to show off their latest prowess in building their own personal computer or writing software. The club started

to gain popularity after the Altair 8800 personal computer kit came out in 1975. The knowledge that Woz gathered at the Homebrew meetings, as well as his exceptional talent, allowed him to build his own computer board — simply because he wanted a personal computer for himself. Steve Jobs took interest, and he quickly understood that his friend's brilliant invention could be sold to software hobbyists, who wanted to write software without the hassle of assembling a computer kit. Jobs convinced Wozniak to start a company for that purpose: Apple Computer was born on April 1, 1976.

The following months were spent assembling boards of Apple I computers in the Jobses' garage, and selling them to independent computer dealers in the area. However, Wozniak had started work on a much better computer, the Apple II — an expandable, much more powerful system that supported color graphics. Jobs and Wozniak knew deep down it could be hugely successful, and therefore Jobs started to seek venture capital. He eventually convinced former Intel executive turned business angel Mike Markkula to invest \$250,000 in Apple, in January 1977. Markkula was a big believer in the personal computing revolution, and he said to the young founders that, thanks to the Apple II, their company could be one of the Fortune 500 in less than two years.

On January 24 1984, after Apple had run a very memorable TV commercial for the SuperBowl ('1984'), Steve Jobs introduced Macintosh at the company's annual shareholders meeting. The product was launched in great fanfare and for the first few months, it was very successful. However, by early 1985, sales were plummeting, but Steve Jobs refused to acknowledge it and continued to behave as if he had saved Apple. This created a lot of tension within the company, especially between Steve and the CEO, John Sculley, who used to be very close but now stopped talking to one another. In May 1985, Steve Jobs started trying to convince some directors and top executives at Apple that Sculley should go. Instead, many of them talked to Sculley, who took the matter to the board of directors. The board sided with Sculley and a few days later, announced a reorganization of the company where Steve Jobs had no operational duties whatsoever — he was only to remain chairman of the board. Steve was aghast: Apple was his life, and he was effectively kicked out of it. After four months spent traveling and trying out new ideas, he came back in September with a plan: he would start a new computer company aimed at higher education, with a small group of other

ex-Apple employees. When Apple learned of the plan, they declared they would sue him as he was taking valuable information about the company to compete with it. As a result, Steve Jobs resigned in September 1985, and sold all but one of his Apple shares, in disgust. He went ahead with his plan anyway, and incorporated NeXT. Apple dropped its lawsuit a few months later.

Business wasn't all sunshine and roses at Apple. In the decade following Steve's departure, the computer maker had milked all the cash it could from the Macintosh and its successors, surfing on the wave of the desktop publishing revolution that the Mac and the laser printer had made possible. But in 1995, after Microsoft had released Windows 95, which was a pale but working copy of the Mac OS, sales of Macintosh computers started plummeting. A new CEO, Gil Amelio, arrived in early 1996 to save the company. He cut costs, got rid of a third of the workforce, and decided that instead of writing a new, modern operating system from scratch to compete with Windows, it was better for Apple to acquire one. Eventually, Amelio chose to buy NeXTSTEP, NeXT's operating system — and Steve Jobs convinced him to buy the whole company, for a whopping \$400 million. The deal was made in December 1996: Steve Jobs was back at the company he founded. The Amelio-Jobs cooperation didn't last long, though: Apple lost \$700 million in the first quarter of 1997, and the board decided to get rid of its CEO. Jobs effectively organized a board coup with the complicity of his billionaire friend Larry Ellison, and after a tenure that lasted exactly 500 days, Amelio was gone. In August 1997, Jobs took the stage at Macworld Boston to explain his plan for Apple: he had gotten rid of the old board of directors, and made a deal with Microsoft to settle patent disputes and invest \$150 million in the struggling Silicon Valley icon. One month later, on September 16, 1997, Jobs accepted to become Apple's interim CEO.

The first digital music player that people loved, iPod was a commercial success from the day it debuted. It was released, of course, as Mac-compatible only, because its goal, just like iMovie or iDVD, was to help sales of Macs. But it came at a time when a lot of people needed a good MP3 player, and despite its rather high price tag, a lot of PC users ended up buying it too, hacking it so they could use it on their machines. This had Steve Jobs and his team think a great deal: should they keep making a Mac-only iPod, or should they open it to Windows, too? Although Jobs was opposed to the latter idea, he eventually relented, and the

first Windows iPods were introduced in July 2002 at Macworld New York. iPod made Steve Jobs realize that Apple could become the greatest consumer electronics company on the planet. Around 2003, he started a secret project to develop a tablet. But in 2004-2005, he realized that the technology that this group had developed, including a revolutionary touch-screen technology, could be used in a phone rather than a tablet. After two more years of development, including a harsh internal competition to prove that it was possible to make Mac OS X run on the phone, iPhone was introduced at Macworld on June 9, 2007. Unfortunately, while he had never been so successful professionally, Steve Jobs had to start fighting cancer with renewed intensity. January 9, 2007. This keynote is often considered the best and most memorable of all of Steve Jobs's career.

In late 2003, he had been diagnosed with pancreatic cancer of a rare kind, that could potentially be cured by surgery. However, against everyone's advice, he refused to have the surgery for nine long months. Instead, true to the ideals of his youth, he tried alternative diets and treatments, including acupuncture and seeing a psychic. Only in July 2004 did he agree to have the surgery. He looked healthy for the next five years, and spoke publicly of being 'cured' of cancer at his famous Stanford speech in 2005. Yet at the WWDC keynote in June 2008, few observers failed to notice how thin he appeared on stage, and concerns about his health started popping up again. They became increasingly frequent until December 2008, when Apple made a shocking announcement that Jobs would not be the keynote speaker at Macworld 2009, and that he was taking a medical leave of absence for six months. Although he publicly denied it, the truth was of course that his cancer had come back. He was actually weeks away from death when he received a liver transplant in April 2009. But he came back to Apple, as planned, in late summer 2009, healthier though still very frail in appearance. He was eager to bring the finishing touches to a new project very dear to his heart.

The resurgence of Steve's cancer was a painful reminder that it was time to 'put his affairs in order' before his passing — and he did. He made sure that Apple was ready to operate without him: in late 2008, he hired the dean of the Yale School of Management to create 'Apple University', a sort of internal business track to groom future Apple executives by exposing them to the Apple ways of doing business, through actual case studies in the history of the company. He also consolidated his executive team and agreed with the board that his natural successor would be his second in command, COO Tim Cook. Finally, at his last public appearance in June 2011, he unveiled his plans for the future Apple campus in Cupertino, a huge

spaceship-sized building in the shape of a perfect circle. All of this was in place when, because of his increasingly deteriorating health, he resigned as Apple CEO on August 24, 2011. Jobs also prepared his personal legacy. In 2009, he finally started giving interviews to journalist Walter Isaacson to prepare for his first and only authorized biography, giving him his perspective on his life and career. He also spent his last days designing a boat for his family on which he hoped to travel the world. Unfortunately, death took him too soon, and he died peacefully at home on October 5, 2011, surrounded by his family — the day following the introduction of the iPhone 4S, an Apple event that he watched from his deathbed.