



# Apple Inc.: From Garage Start-up to Global Tech Giant

A journey of innovation, resilience, and visionary thinking that transformed the technology landscape forever

1976

# The Humble Beginning: 1976 Garage Founding



**Steve Jobs, Steve Wozniak, and Ronald Wayne founded Apple Computer on 1st April 1976 in Jobs' family garage in Cupertino, California. This modest beginning would spark a technological revolution.**

**The venture was funded by selling personal possessions: Jobs sold his Volkswagen van whilst Wozniak parted with his beloved HP calculator. Their first creation, the Apple I, was a hand-built personal computer kit that laid the groundwork for everything to come.**



 **BREAKTHROUGH**

# Apple II: The Computer That Changed Everything

Colour  
Graphics  
Pioneer

Revolutionary  
colour display  
capabilities and  
open architecture  
design that invited  
innovation

Market  
Success

Became one of the  
first highly  
successful mass-  
produced  
microcomputers in  
history

Education  
Leader

Achieved  
remarkable early  
success in  
education and  
small business  
markets  
worldwide

1984

# The Macintosh Revolution

## A New Era of Computing

Launched with the iconic "1984" Super Bowl commercial directed by Ridley Scott, the Macintosh introduced the world to personal computing as we know it today.

It was the first personal computer featuring a graphical user interface (GUI) and mouse, making technology accessible to everyone—not just programmers and enthusiasts.

The Macintosh set entirely new standards for user-friendly computing and elegant design.





# The Dark Years and Jobs' Departure

1

1985: Jobs Leaves

**Internal power struggles and boardroom conflicts led to Steve Jobs' dramatic departure from the company he co-founded**

2

1990s: Struggling

**Apple faced a series of product failures, declining market share, and mounting financial difficulties**

3

1997: Near Collapse

**The company teetered on the brink of bankruptcy, desperately needing new direction and innovation**

# Steve Jobs Returns and the iMac Revolution

## A Triumphant Comeback

Jobs returned to Apple after the company acquired his new venture, NeXT, in 1997. It was a homecoming that would save the company and reshape the entire technology industry.

In 1998, he introduced the colourful, translucent, all-in-one iMac—a bold statement that revitalised Apple's brand identity. The iMac marked the beginning of Apple's unwavering focus on sleek, minimalist design and seamlessly integrated hardware-software experiences.





# The iPod and iTunes: Disrupting the Music Industry

01

## iPod Launch (2001)

**Revolutionised portable music with its elegant interface, massive storage capacity, and the promise of "1,000 songs in your pocket"**

02

## iTunes Store (2003)

**Pioneered legal digital music sales, transforming how people discovered, purchased, and enjoyed music worldwide**

03

## Beyond Computers

**Established Apple as a dominant force in consumer electronics, expanding far beyond its computer origins**

# The iPhone Era: Redefining Mobile Technology



## Three Devices, One Revolution

Introduced in 2007, the iPhone brilliantly combined a mobile phone, iPod, and internet device into one revolutionary product.

### Multi-Touch Interface

Introduced intuitive gesture controls that made technology feel natural

### App Store Ecosystem

Created an entirely new economy for developers and transformed software distribution

### Industry Transformation

Sparked the smartphone revolution, reshaping communications, entertainment, and commerce globally

# Apple Today: Innovation and Market Leadership

\$3T

## Market Valuation

World's most valuable company as of  
2026



**Expanding Ecosystem**  
iPad, Apple Watch,  
AirPods, and Apple  
Silicon Macs continue  
pushing boundaries

2B+

## Active Devices

Installed base worldwide across all  
products



**Services Growth**  
Apple TV+, Apple Music,  
iCloud, and Apple Pay  
drive recurring revenue

100%

## Carbon Neutral

Commitment to environmental  
sustainability by 2030



**Privacy First**  
Leading industry  
commitment to user  
privacy and data  
security



# The Legacy of Apple: Innovation, Design, and Culture

## Enduring Vision

Steve Jobs' philosophy of simplicity, elegance, and user-centric design continues to drive every Apple innovation

## Seamless Ecosystem

Apple's integrated approach creates fluid, intuitive experiences that connect billions of users worldwide

## Global Influence

Inspires innovation across technology, design, and business, setting standards that competitors follow

The story of Apple is a testament to creativity, resilience, and visionary thinking—proving that with passion and perseverance, even a garage startup can change the world.