

The Question

What is Apple?

What are they known for?

- The Golden Standard
- Decades of innovation
- Tech that changed The World



The Products that defined a generation



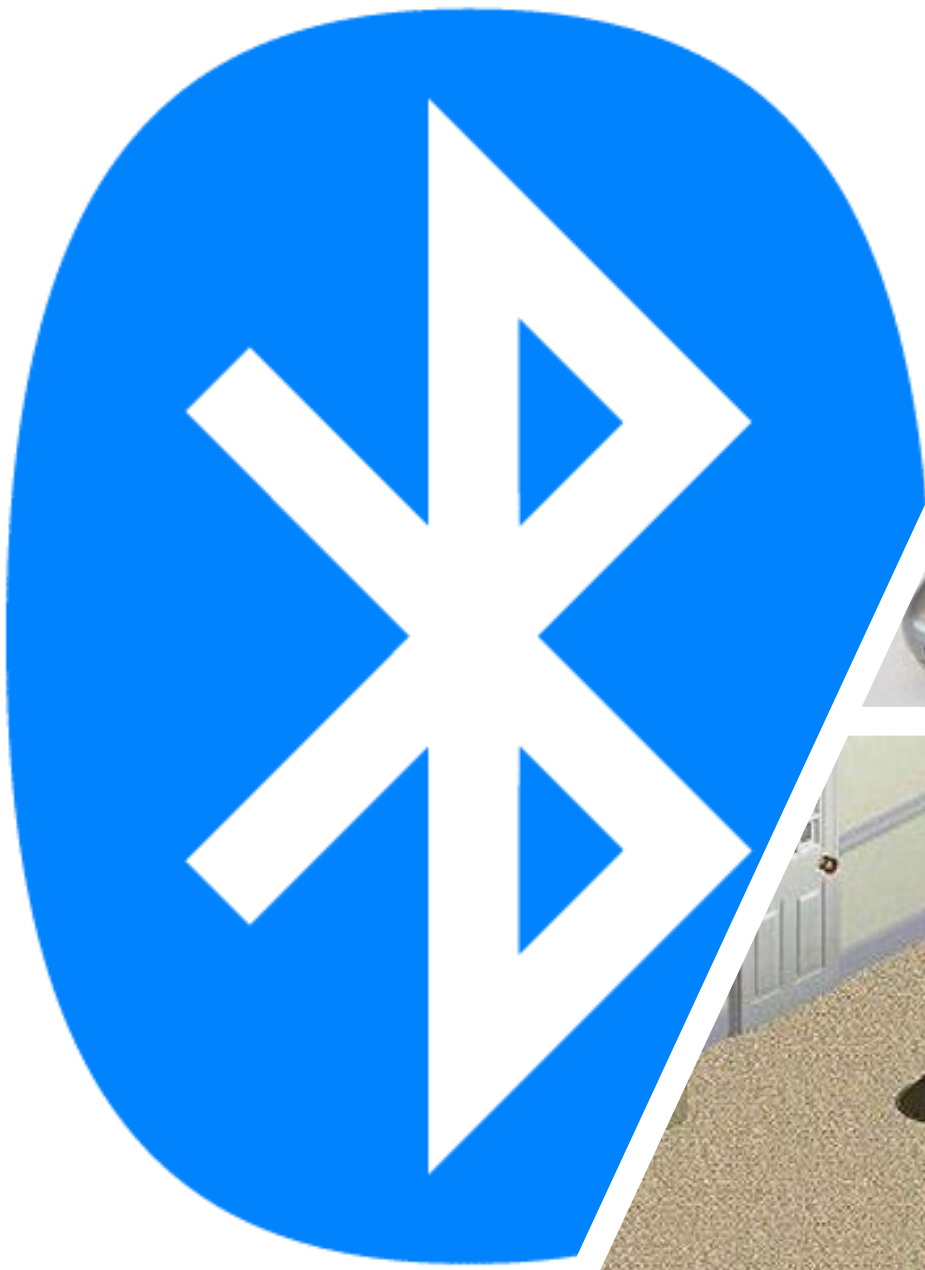
Think different.

What's This About?

- A bigger narrative
- Products that were superior to anything created in recent history
- IS NOT about Steve Jobs as a person

Turning back Time...

- Technology in the year 2000
- Important steppingstones
- Products still had countless flaws



The Problems *with Tech*

- The music industry faces a new world
- The introduction of The Internet
- Lack of connection between products
- No message or true meaning

The Artist's Touch

- Jobs returns to Apple after experiencing failure
- Regained sense of Creativity
- Establishment of a plan and a goal
- “The Plan to Change the World”
- Three Phases

Phase 1: Time to Face the Music

- The Problems:
 - Non-Existent industry leader
 - “Portable” Media Players
 - Collection of music never in one place

Phase 1:

“Simplicity is about subtracting the obvious and adding the meaningful”

- iTunes and the iPod
 - Music in one place
 - A digital hub for Apple products
 - Sleek, simple portable music player design with incredible advances in tech

Phase 1: 1000
Songs in your
pocket

- iTunes and iPod is released in 2001
 - Revolutionary and practically perfect
 - The start of the “Plan” to change the world

Phase 2: The Phone, but better

- Steve's quest to reinvent The Phone
 - Multi-Touch
 - OS 10
 - A Phone, an Internet browser, and an iPod

Phase 2: The World, Remade

- The iPhone releases on June 29th, 2007
 - Cherished by the masses
 - A device unlike anything ever seen before
 - The Phone had officially been reborn

Phase 3: iPod, iPhone, iPad, iPraise

- The iPad releases on April 3rd, 2010
 - Apple hits it Out of the Park yet again
 - Features adapted and advanced from the iPhone
 - The completion of Apple's trilogy of innovation
 - The Digital Hub finally realized

Where are we now?

- Steve Jobs passes away on October 5th, 2011
 - The news of his death shocks millions
 - Apple left in the position to move on without It's key innovator
 - Products including the Apple Watch, AirPods, and versions of the iPad and iPhone still in production

One Man's Legacy

- Why does this matter?
 - Creativity, art, hope, and genius lies within, no matter the circumstance
 - Technology created not just for tasks, but for expression
 - “Make a dent in The Universe”

Steve Jobs

1955-2011

