

JSS ACADEMY OF TECHNICAL EDUCATION

Department: Information Science and Engineering

Topic: case study on Entrepreneurs

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Mark Zuckerberg



Mark Elliot Zuckerberg is an American media magnate, internet entrepreneur, and philanthropist. He is known for co-founding Facebook, Inc. and serves as its chairman, chief executive officer, and controlling shareholder.[3][4] He also is a co-founder of the solar sail spacecraft development project Breakthrough Starshot and serves as one of its board members.

Early life

Zuckerberg was born on May 14, 1984, in White Plains, New York.[14] His parents are Karen (née Kempner), a psychiatrist, and Edward Zuckerberg, a dentist.[15] He and his three sisters, Randi, Donna, and Arielle, were brought up in Dobbs Ferry, New York, a small Westchester County village

about 21 miles (34 km) north of Midtown Manhattan.

At Ardsley High School, Zuckerberg excelled in classes. After two years, he transferred to the private school Phillips Exeter Academy, where he won prizes in mathematics, astronomy, physics, and classical studies. In his youth, he also attended the Johns Hopkins Center for Talented Youth summer camp. On his college application, Zuckerberg stated that he could read and write French, Hebrew, Latin, and ancient Greek. He was captain of the fencing team.

Software developer

Early years

Zuckerberg began using computers and writing software in middle school. His father taught him Atari BASIC Programming in the 1990s, and later hired software developer David Newman to tutor him privately. Zuckerberg took a graduate course in the subject at Mercy College near his home while still in high school. In one program, since his father's dental practice was operated from their home, he built a software program he called "ZuckNet" that allowed all the computers between the house and dental office to communicate with each other. It is considered a "primitive" version of AOL's Instant Messenger, which came out the following year.

College years



The New Yorker noted that by the time Zuckerberg began classes at Harvard in 2002, he had already achieved a "reputation as a programming prodigy." He studied psychology and computer science and belonged to Alpha Epsilon Pi and Kirkland House.[11][16][28] In his sophomore year, he wrote a program that he called CourseMatch, which allowed users to make class selection decisions based on the choices of other students and also to help them form study groups. A short time later, he created a different program he initially called Facemash that let students select the best-looking person from a choice of photos. According to Arie Hasit, Zuckerberg's roommate at the time, "he built the site for fun." Hasit explains:

Following the official launch of the Facebook social media platform, the three filed a lawsuit against Zuckerberg that resulted in a settlement. The agreed settlement was for 1.2 million Facebook shares.

Zuckerberg dropped out of Harvard in his sophomore year in order to complete his project. In January 2014, he recalled:



On May 25, 2017, at Harvard's 366th commencement Day, Zuckerberg, after giving a commencement speech,[37] received an honorary degree from Harvard.

Career

Facebook



On February 4, 2004, Zuckerberg launched Facebook from his Harvard dormitory room.[41][42] An earlier inspiration for Facebook may have come from Phillips Exeter Academy, the prep school from which Zuckerberg graduated in 2002. It published its own student directory, "The Photo Address Book", which students referred to as "The Facebook". Such photo directories were an important part of the student social experience at many private schools. With them, students were able to list attributes such as their class years, their friends, and their telephone numbers.

In 2010, Steven Levy, who wrote the 1984 book *Hackers: Heroes of the Computer Revolution*, wrote that Zuckerberg "clearly thinks of himself as a hacker". Zuckerberg said that "it's OK to break things" "to make them better".[50][51] Facebook instituted "hackathons" held every six to eight weeks where participants would have one night to conceive of and complete a project.[50] The company provided music, food, and beer at the hackathons, and many Facebook staff members, including Zuckerberg, regularly attended.[51] "The idea is that you can build something really good in a night", Zuckerberg told Levy. "And that's part of the personality of

Facebook now ... It's definitely very core to my personality.



On October 1, 2012, Zuckerberg visited Russian Prime Minister Dmitry Medvedev in Moscow to stimulate social media innovation in Russia and to boost Facebook's position in the Russian market.[56] Russia's communications minister tweeted that Prime Minister Dmitry Medvedev urged the social media giant's founder to abandon plans to lure away Russian programmers and instead consider opening a research center in Moscow. In 2012, Facebook had roughly 9 million users in Russia, while domestic clone VK had around 34 million. Rebecca Van Dyck, Facebook's head of consumer marketing, claimed that 85 million American Facebook users were exposed to the first day of the Home promotional campaign on April 6, 2013.



Zuckerberg was the keynote speaker at the 2014 Mobile World Congress (MWC), held in Barcelona, Spain, in March 2014, which was attended by 75,000 delegates. Various media sources highlighted the connection between Facebook's focus on mobile technology and Zuckerberg's speech, claiming that mobile represents the future of the company. Zuckerberg's speech expands upon the goal that he raised at the TechCrunch conference in September 2013, whereby he is working towards expanding Internet coverage into developing countries

Zuckerberg receives a one-dollar salary as CEO of Facebook.[67] In June 2016, Business Insider named Zuckerberg one of the "Top 10 Business Visionaries Creating Value for the World" along with Elon Musk and Sal Khan, due to the fact that he and his wife "pledged to give away 99% of their wealth — which is estimated at \$55.0 billion."

In January 2019, Zuckerberg laid plans to integrate an end-to-end encrypted system for three major social media platforms, including Facebook, Instagram and WhatsApp.[69] On August 14, 2020, Facebook integrated the chat systems for Instagram and Messenger on both iOS and Android devices. The update encouraged cross-communication between Instagram

and Facebook users.

Wirehog

A month after Zuckerberg launched Facebook in February 2004, i2hub, another campus-only service, created by Wayne Chang, was launched. i2hub focused on peer-to-peer file sharing. At the time, both i2hub and Facebook were gaining the attention of the press and growing rapidly in users and publicity. In August 2004, Zuckerberg, Andrew McCollum, Adam D'Angelo, and Sean Parker launched a competing peer-to-peer file sharing service called Wirehog, a precursor to Facebook Platform applicatio



Internet.org

In a public Facebook post, Zuckerberg launched the Internet.org project in late August 2013. He explained that the primary aim of the initiative is to provide Internet access to the five billion people who are not connected as of the launch date. According to Zuckerberg, Internet.org would also create new jobs and open up new markets using a three-tier strategy. He stated in his post:

Politics



In 2002, Zuckerberg registered to vote in Westchester County, New York, where he grew up, but did not cast a ballot until November 2008. Santa Clara County Registrar of Voters Spokeswoman, Elma Rosas, told Bloomberg that Zuckerberg is listed as "no preference" on voter rolls, and he voted in at least two of the past three general elections, in 2008 and 2012.

On February 13, 2013, Zuckerberg hosted his first ever fundraising event for New Jersey Governor Chris Christie. Zuckerberg's particular interest on this occasion was education reform, and Christie's education reform work focused on teachers unions and the expansion of charter schools.[155][156] Later that year, Zuckerberg hosted a campaign fundraiser for Newark mayor Cory Booker, who was running in the 2013 New Jersey special Senate election.

On April 11, 2013, Zuckerberg led the launch of a 501(c)(4) lobbying group called FWD.us. The founders and contributors to the group were primarily

Silicon Valley entrepreneurs and investors, and its president was Joe Green, a close friend of Zuckerberg.[161][162][163][164] The goals of the group include immigration reform, improving the state of education in the United States, and enabling more technological breakthroughs that benefit the public,[165][166] yet it has also been criticized for financing ads advocating a variety of oil and gas development initiatives, including drilling in the Arctic National Wildlife Refuge and the Keystone XL pipeline.



A media report on June 20, 2013 revealed that Zuckerberg actively engaged with Facebook users on his own profile page after the online publication of a FWD.us video. In response to a claim that the FWD.us organization is "just about tech wanting to hire more people", the Internet entrepreneur replied: "The bigger problem we're trying to address is ensuring the 11 million undocumented folks living in this country now and similar folks in the future are treated fairly."

Zuckerberg placed a statement on his Facebook wall on December 9, 2015 which said that he wants "to add my voice in support of Muslims in our community and around the world" in response to the aftermath of the November 2015 Paris attacks and the 2015 San Bernardino attack. The statement also said that Muslims are "always welcome" on Facebook, and that his position was a result of the fact that "as a Jew, my parents taught me that we must stand up against attacks on all communities."

On February 24, 2016, Zuckerberg sent out a company-wide internal memo to employees formally rebuking employees who had crossed out

handwritten "Black Lives Matter" phrases on the company walls and had written "All Lives Matter" in their place. Facebook allows employees to free-write thoughts and phrases on company walls.

Zuckerberg has funded a state-level ballot initiative for the 2020 general election that would raise taxes by altering California's Proposition 13 to require the tax assessment of commercial and industrial properties in the state at market rate.

Personal life

Raised Jewish, Zuckerberg once identified as an atheist but has since revised his views. In 2016, he said: "I was raised Jewish and then I went through a period where I questioned things, but now I believe religion is very important."



In September 2010, Zuckerberg invited Chan, by then a medical student at the University of California, San Francisco, to move into his rented Palo Alto house. He studied Mandarin in preparation for the couple's visit to China in

December 2010. On May 19, 2012, they married in his backyard in an event that also celebrated her graduation from medical school.

On July 31, 2015, Zuckerberg announced that they were expecting a baby girl . On December 1, Zuckerberg announced the birth of their daughter, Maxima Chan Zuckerberg ("Max"). The couple announced in their Chinese New Year video that Maxima's official Chinese name is Chen Mingyu (Chinese: 陈明宇). They welcomed their second daughter, August, in August 2017. Their Puli dog, Beast, has over two million followers on Facebook.



Lakshmi Mittal



Lakshmi Niwas Mittal (Hindi: [ˈləkʃmi nɪˈʋaːs ˈmɪtːəl] (About this soundlisten); born 15 June 1950) is an Indian steel magnate,

based in the United Kingdom. He is the chairman and CEO of ArcelorMittal, the world's largest steelmaking company.[8] Mittal owns 38% of ArcelorMittal and holds an 20% stake in Queens Park Rangers .



Early life and career

Mittal was born in a Baniya Family. He studied at Shri Daulatram Nopany Vidyalaya, Calcutta from 1957 to 1964. He graduated from St. Xavier's College, affiliated to the University of Calcutta, with a B.Com degree in the first class. His father, Mohanlal Mittal, ran a steel business, Nippon Denro Ispat.



In 1976, due to the curb of steel production by the Indian government, the 26-year-old Mittal opened his first steel factory PT Ispat Indo in Sidoarjo, East Java, Indonesia. In 1989 Mittal purchased the state-owned steel works in Trinidad and Tobago, which were operating at an enormous loss. He turned them into profitable ventures in a year.

Until the 1990s, the family's main assets in India were a cold-rolling mill for sheet steels in Nagpur and an alloy steels plant near Pune. Today, the family business, including a large integrated steel plant near Mumbai, is run by his younger brothers Pramod Mittal and Vinod Mittal, but Lakshmi has no connection with it.

Social work

Sports

After witnessing India win only one medal, bronze, in the 2000 Summer Olympics, and one medal, silver, at the 2004 Summer Olympics, Mittal decided to set up the Mittal Champions Trust with \$9 million to support ten Indian athletes with world-beating potential.[27] In 2008, Mittal awarded Abhinav Bindra with Rs. 1.5 Crore (Rs. 15 million), for getting India its first individual Olympic gold medal in shooting. ArcelorMittal also provided steel for the construction of the ArcelorMittal Orbit for the 2012 Summer Olympics.[28]

For Comic Relief he matched the money raised (~£1 million) on the celebrity special BBC programme, The Apprentice.

Education

In 2003, the Lakshmi Niwas Mittal, Usha Mittal Foundation and the Government of Rajasthan partnered together to establish a university, the LNM Institute of Information Technology (LNMIIT) in Jaipur as an autonomous non-profit organisation.[citation needed]

In 2009, the Foundation along with Bharatiya Vidya Bhavan founded the Usha Lakshmi Mittal Institute of Management in New Delhi.[citationneeded]

SNDT Women's University renamed the Institute of Technology for Women (ITW) as Usha Mittal Institute of Technology after a large donation from the Lakshmi Niwas Mittal Foundation.[citation needed]

He completed his Primary and Secondary school from Nopany High

formerly known as Shri Daulatram Nopany Vidyalaya.

Medical

In 2008, the Mittals made a donation of £15 million to Great Ormond Street Hospital in London, the largest private contribution the hospital had ever received. The donation was used to help fund their new facility, the Mittal Children's Medical Centre.[30]

COVID-19 pandemic



He made a donation of ₹100 crores to PM cares fund during the COVID-19 pandemic in India in 2020.

Personal life



Mittal was born on 15 June 1950 in Rajasthani marwari family in Sadulpur, Rajasthan. He is married to Usha Mittal. They have a son Aditya Mittal and a daughter Vanisha Mittal.

Lakshmi Mittal has two brothers, Pramod Mittal and Vinod Mittal, and a sister, Seema Lohia, who married Indonesian businessman, Sri Prakash Lohia.[1][2] His residence at 18–19 Kensington Palace Gardens—which was purchased from Formula One boss Bernie Ecclestone in 2004 for £67 million (US\$128 million)—made it the world's most expensive house at the time.[43] The house is decorated with marble taken from the same quarry that supplied the Taj Mahal.[44] The extravagant show of wealth has been referred to as the "Taj Mittal".[45] It has 12 bedrooms, an indoor pool, Turkish baths and parking for 20 cars.[46] He is a lacto-vegetarian.[47]

Mittal bought No. 9A Palace Greens, Kensington Gardens, formerly the Philippines Embassy, for £70 million in 2008 for his daughter Vanisha Mittal

who is married to Amit Bhatia, a businessman and philanthropist. Mittal threw a lavish "vegetarian reception" for Vanisha in the Palace of Versailles, France.[47]

In 2005, he also bought a colonial bungalow for \$30 million at No. 22, Dr APJ Abdul Kalam Road, New Delhi, one of the most exclusive streets in India, occupied by embassies and billionaires, and rebuilt it as a house.



In December 2013, Mittal's niece Shrishti Mittal got married in a three-day celebration that is said to have brought Barcelona to a standstill and cost up to £50 million. Some 200 butlers, cooks and secretaries were reportedly flown into Spain from India and Thailand while the 500 guests were made to sign confidentiality agreements.

Personal wealth

Lakshmi Mittal third wealthiest in world: Forbes



According to the Sunday Times Rich List 2016, Mittal and his family had an estimated personal net worth of GB£7.12 billion, a decrease of \$2.08 billion on the previous year. Meanwhile, in 2016 Forbes magazine's annual billionaires list assessed estimated Mittal's wealth in 2016 at as the 135th-wealthiest billionaire with a net worth of US\$8.4 billion. Mittal's net worth peaked in 2008, assessed by The Sunday Times at £27.70 billion, and by Forbes at US\$45.0 billion, and rated as the fourth-wealthiest individual in the world.

Wealth rankings

Legend

Icon Description

Steady Has not changed from the previous year's list

Increase Has increased from the previous year's list

Decrease Has decreased from the previous year's list

Awards and honours

<u>Year of Award or Honour</u>	<u>Name of Award or Honour</u>	<u>Awarding Organisation</u>
2008	Padma Vibhushan	Government of India
2008	Forbes Lifetime Achievement Award	Forbes
2007	Fellowship	King's College London
2007	Bessemer Gold Medal	IOM3
2004	European Businessman of the Year	Forbes
2004	Entrepreneur of the Year	The Wall Street Journal
2004	8th honorary Willy Korf Steel Vision Award	American Metal Market and World Steel Dynamics
1996	Steel Maker of the Year	New Steel

Books

- Tim Bouquet and Byron Ousey – Cold Steel (Little, Brown, 2008).



- Navalpreet Rangi – Documentary Film (The Man with a Mission, 2010).



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