

X (company)

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This article is about the semi-secret research subsidiary of [Alphabet Inc.](#). For the Canadian television series, see [X Company](#). For the online banking company, [X.com](#), see [PayPal](#). For other uses, see [X \(disambiguation\)](#).

X Development LLC. (formerly **Google X**) is an [American](#) semi-secret research and development facility and organization founded by [Google](#) in January 2010,^{[1][2]} which now operates as a subsidiary of [Alphabet Inc.](#)^[3] X has its headquarters about a mile and a half from Alphabet's corporate headquarters, the [Googleplex](#), in [Mountain View, California](#).^{[4][5]}

Work at X is overseen by entrepreneur scientist [Astro Teller](#), as CEO and "Captain of Moonshots".^{[6][7][8]} The lab started with the development of [Google's self-driving car](#).^[8]

On October 2, 2015, after the complete restructuring of Google into [Alphabet](#), Google X became an independent Alphabet company and was renamed **X Development LLC.**


On 25 October 2018, *The New York Times* published an exposé entitled "Google's Secret Lab, X, Is a Mystery to Many Employees". The company subsequently announced that "48 employees have been fired over the last several months for alleged misconduct".^[9] A week after the article appeared, Google X executive Rich DeVaul resigned pursuant to a "company policy of self-reflection".

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X Development LLC.



Formerly	Google X (2010–2015)
Type	Subsidiary of Alphabet Inc.
Industry	Research and development
Founded	January 2010; 8 years ago (as Google X , under Google) October 2, 2015; 3 years ago (as X , under Alphabet Inc.)
Founders	Sebastian Thrun Yoky Matsuoka Astro Teller
Headquarters	Mountain View, California , United States <div> <div><div>Key people</div></div> <div>Astro Teller (CEO, "Captain of Moonshots")</div> </div>
Products	Artificial intelligence Computational neuroscience Health care Biotechnology
Parent	Google (2010–2015) Alphabet Inc. (2015–present)
Subsidiaries	Subsidiaries [show]
Website	x.company 

- Von Google 2010 gegründete, teils geheime Forschungseinrichtung
- CEO: Astro Teller
- Erstes Projekt war das „Selbstfahrende Auto“

Astro Teller, Ted Talk 2016

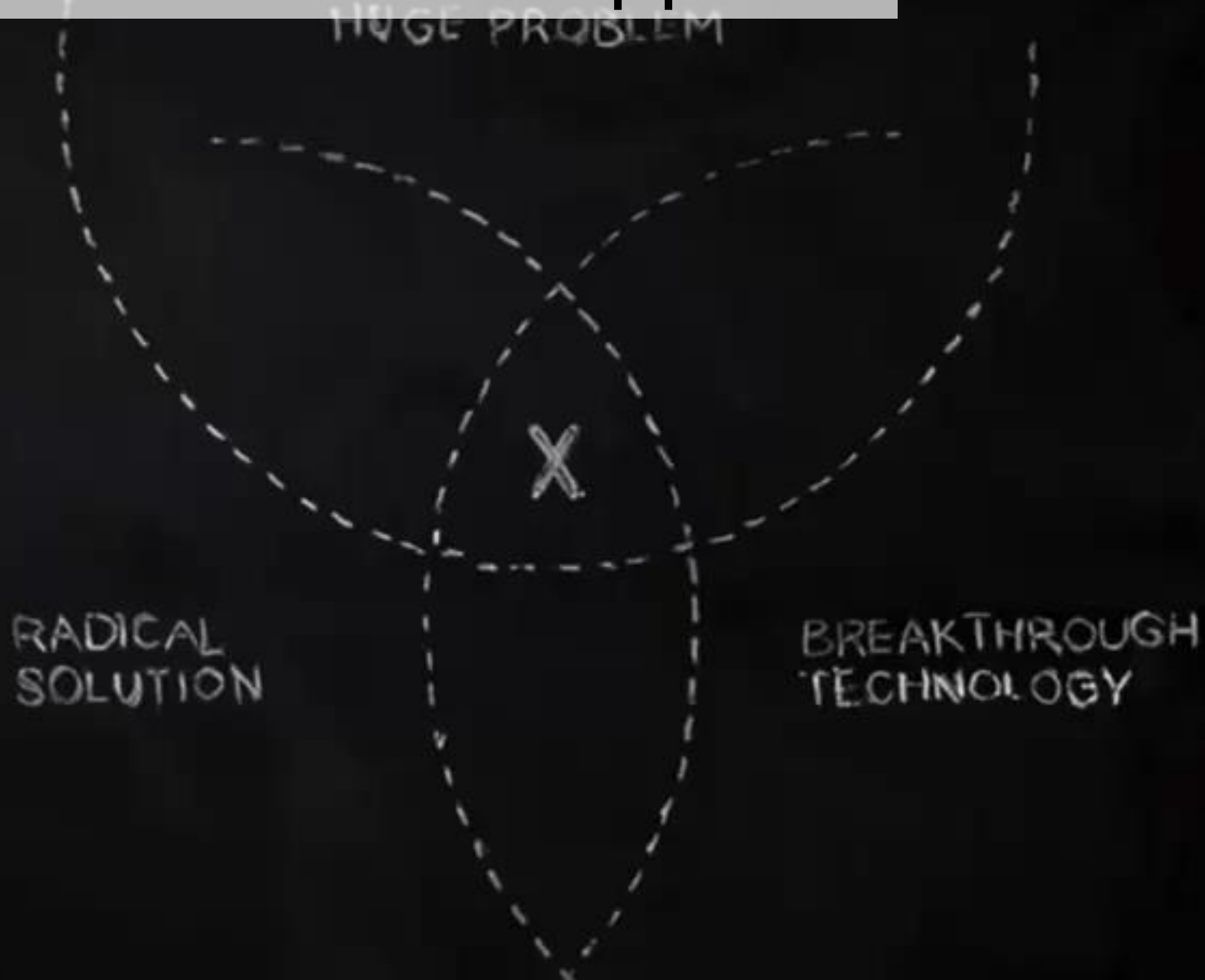


Astro Teller: Moonshot Blueprint?

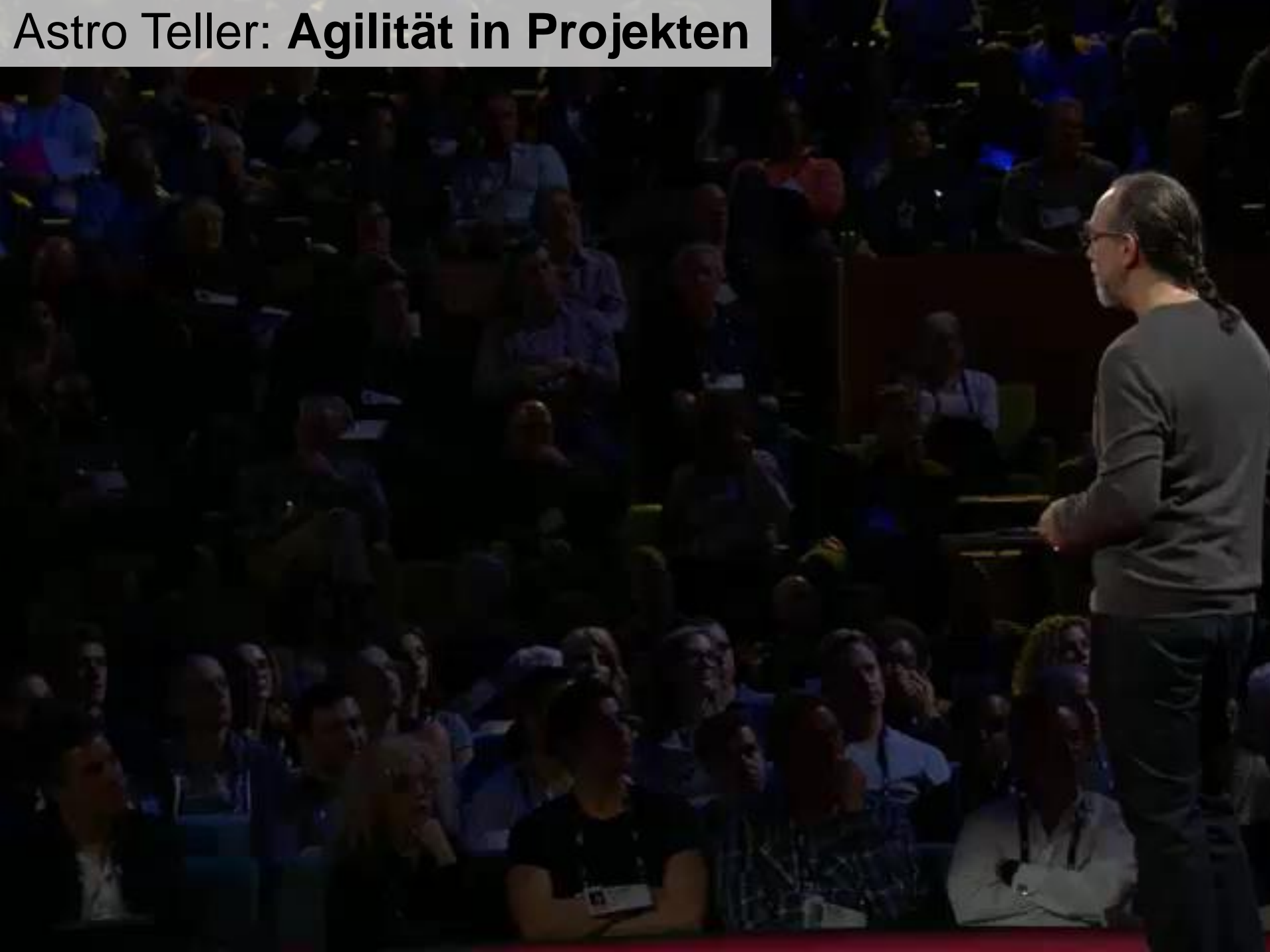


concrete plans to make them real.

Astro Teller: Fokus auf das Hauptproblem



Astro Teller: Agilität in Projekten



Astro Teller: **Self-Driving Cars**



This is our fully self-driving vehicle prototype,

Astro Teller: Änderungen im Projekt




Astro Teller: **Agilität im Projekt**



Astro Teller: **Projekt Loon**



Astro Teller: die ersten Versuche

Astro Teller is standing on a stage, gesturing with his right hand. He is wearing a grey long-sleeved shirt and dark pants. The background is a red wall with a large, stylized 'E' logo. The stage is lit with red light, and there are some silhouettes of people in the foreground.

Could we get balloons the size of a house
to stay up for more than 100 days,

Astro Teller: die Genauigkeit der Steuerung



Astro Teller: Lessons Learned

Run at all the **hardest parts of the problem first**.
Get excited and cheer, "Hey! How are we going
to **kill our project** today?"

... Being audacious and working on big, risky
things **makes people inherently uncomfortable**.

... The only way to get people to work on big, risky
things and have them **run at all the hardest parts of
the problem first**, is if you make **that the
path of least resistance** for them.

