



final:



pitch

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Steve Jobs

&

Elon Musk

Character 1: Steve Jobs

Subject

1. Icon in both culture - iTunes (music) and App Store (entertainment) and technology (Apple)
2. Someone I admire and know a lot about

Fun Facts

1. Pescetarian and his favourite food was fish. He also liked carrots and fruits and spent some time as a fruitarian, meaning he only ate fruits, nuts, seeds, vegetables, and grains.
2. Attended Reeds College for just 18 months. He continued his education by informally auditing classes. In Reeds, the course that attracted him the most was calligraphy.
3. Steve Jobs final words were monosyllables that he repeated thrice "Oh wow. Oh wow. Oh wow".
4. Jobs has a dedicated team to study the excitement and emotion behind opening a box and finding the products inside. This emotion is very common with Apple products today.
5. Steve Jobs had close to 300 patents under his name. The glass staircase at the Apple store is one such patented attraction that pulls passers-by into the store.

Free Writing

1. Visionary
2. Apple Co-Founder
3. Design for all aspect of a product - design thinking
4. Stay hungry, stay foolish
5. Aesthetics

Character 2: Elon Musk

Subject

1. Visionary in electric vehicles, solar energies and space exploration
2. Someone I admire and know a lot about

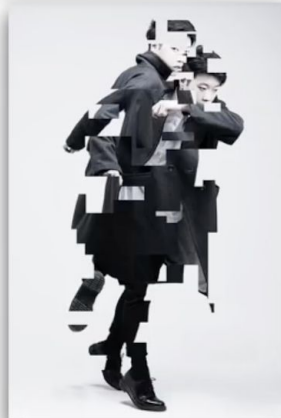
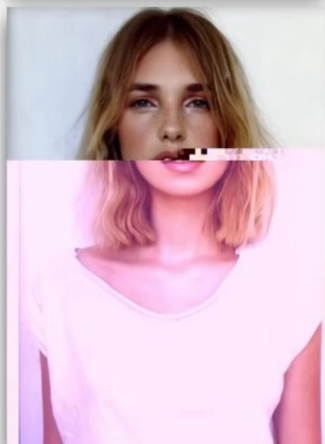
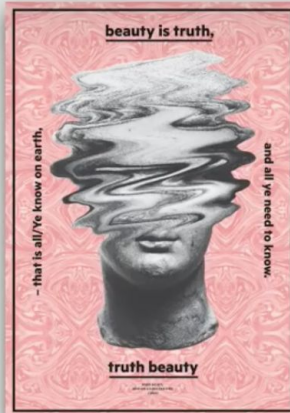
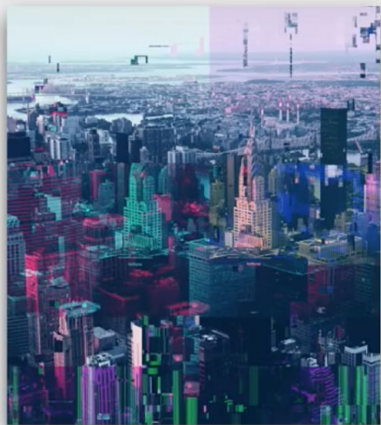
Fun Facts

1. Elon Musk was born in South Africa in 1971.
2. Musk provided a large amount of inspiration for the Hollywood character Tony Stark (a.k.a. Iron Man).
3. The Falcon rocket gets its name from Star Wars' Millennium Falcon.
4. Despite his enormous recent success, both his flagship companies (SpaceX and Tesla Motors) came alarmingly close to failing.
5. Elon Musk has signed the Giving Pledge, in which pledges promise to donate the majority of their wealth to philanthropic efforts. The Giving Pledge has also been signed by Bill Gates, Sir Richard Branson, Warren Buffett, and Mark Zuckerberg, among others.
6. Musk has reduced the cost of reaching the International Space Station by 90%

Free Writing

1. Iron Man
2. Successful in 3 Areas
3. Hardware/Manufacturing
4. Ferocious learner
5. Sustainable rockets (self-landing rockets), Falcon 9

Mood Board



Music

[by David Cutter Music](#)

Style Frames

1

Steve Jobs



Apple Co-Founder

Jobs and Wozniak co-founded Apple in 1976 to sell Wozniak's Apple I personal computer.

Pixar CEO

After Jobs was ousted from Apple in 1985, he bought Pixar (at the time called Graphics Group) from Lucasfilm for \$5 million.

Steve Jobs was

Fact



SpaceX CEO

In 2001, Musk conceptualized "Mars Oasis", a project to land a miniature experimental greenhouse on Mars.

Fact

Was Fish.

Steve Jobs was a pescetarian and his favourite food was fish. He also liked carrots and fruits and spent some time as a fruitarian, meaning he only ate fruits, nuts, seeds, vegetables, and grains.

The book details his occasional tendency to eat only one or two foods, like carrots or apples, for weeks at a time. Besides developing a sunset-like hue

Apples & Carrots

Fruitarianism (*/fruːˈtɪəriənɪzəm/*) is a diet that consists entirely or primarily of fruits in the botanical sense, and possibly nuts and seeds, without animal products. Fruitarianism is a subset of dietary veganism.

Fruitarianism may be adopted for different reasons, including ethical, religious, environmental, cultural, economic, and health reasons.

Fact

02

His final words were

“Oh wow. Oh wow. Oh wow. Oh wow.”

Monosyllables & Mystery

Mona Simpson, a novelist, gave the eulogy at the Memorial Church of Stanford University on October 16. She said Jobs looked at her, then his children, then his wife and then beyond them all, saying: “Oh wow. Oh wow. Oh wow.”

“Steve’s final words were monosyllables, repeated three times,” Simpson said according to the eulogy printed in the New York Times.

“Before embarking, he’d looked at his sister Patty, then for a long time at his children, then at his life’s partner, Laurene, and then over their shoulders past them, before saying his final words.”

Jobs, the founder of Apple and the man who transformed consumer technology, died on Oct 5 at the age of 56.

SpaceX CEO

In 2001, Musk conceptualized “Mars Oasis”, a project to land a miniature experimental greenhouse on Mars.

Fact

01

South
1971,
oved to

The Cowboy

At the age of 17, Musk was accepted into Queen’s University in Kingston, Ontario, for undergraduate study.

In 1992, after spending two years at Queen’s University, Musk transferred to the University of Pennsylvania, where in May 1997 he received a Bachelor of Science degree in physics from its College of Arts and Sciences, and a Bachelor of



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