

Steven Paul Jobs (February 24, 1955 – October 5, 2011) was an American businessman, inventor, and investor best known for co-founding the technology giant [Apple Inc.](#) Jobs was also the founder of [NeXT](#) and chairman and majority shareholder of [Pixar](#). He was a pioneer of the [personal computer revolution](#) of the 1970s and 1980s, along with his early business partner and fellow Apple co-founder [Steve Wozniak](#).

Jobs was born in San Francisco in 1955 and adopted shortly afterwards. He attended [Reed College](#) in 1972 before withdrawing that same year. In 1974, he traveled through India, [seeking enlightenment](#) before later studying [Zen Buddhism](#). He and Wozniak co-founded Apple in 1976 to further develop and sell Wozniak's [Apple I](#) personal computer. Together, the duo gained fame and wealth a year later with production and sale of the [Apple II](#), one of the first highly successful mass-produced [microcomputers](#). Jobs saw the commercial potential of the [Xerox Alto](#) in 1979, which was [mouse-driven](#) and had a [graphical user interface](#) (GUI). This led to the development of the unsuccessful [Apple Lisa](#) in 1983, followed by [the breakthrough Macintosh](#) in 1984, the first mass-produced computer with a GUI. The Macintosh introduced the [desktop publishing](#) industry in 1985 with the addition of the Apple [LaserWriter](#), the first [laser printer](#) to feature [vector graphics](#).

In 1985, Jobs departed Apple after a long power struggle with the company's board and its then-CEO, [John Sculley](#). That same year, Jobs took some Apple employees with him to found NeXT, a [computer platform](#) development company that specialized in computers for higher-education and business markets, serving as its CEO. In 1986, he helped develop the [visual effects](#) industry by funding the computer graphics division of [Lucasfilm](#) that eventually spun off independently as Pixar, which produced the first 3D [computer-animated](#) feature film [Toy Story](#) (1995) and became a leading [animation studio](#), producing [over 27 films](#) since.

In 1997, Jobs returned to Apple as CEO after the company's acquisition of NeXT. He was largely responsible for reviving Apple, which was on the verge of bankruptcy. He worked closely with British designer [Jony Ive](#) to develop a line of products and services that had larger cultural ramifications, beginning with the "[Think different](#)" advertising campaign, and leading to the [iMac](#), [iTunes](#), [Mac OS X](#), [Apple Store](#), [iPod](#), [iTunes Store](#), [iPhone](#), [App Store](#), and [iPad](#). In 2003, Jobs was diagnosed with a [pancreatic neuroendocrine tumor](#). He died of [respiratory arrest](#) related to the tumor in 2011, and in 2022, was posthumously awarded the [Presidential Medal of Freedom](#).

Early life

Family

Steven Paul Jobs was born in [San Francisco, California](#), on February 24, 1955, to Joanne Carole Schieble and Abdulfattah "John" Jandali ([Arabic](#): عبد الفتاح الجندلي). Abdulfattah Jandali was born in a [Muslim](#) household to wealthy [Syrian](#) parents, the youngest of nine siblings. After obtaining his undergraduate degree at the [American University of Beirut](#), Jandali pursued a PhD in [political science](#) at the [University of Wisconsin](#). There, he met Joanne Schieble, an American Catholic of [Swiss-German descent](#) whose parents owned a [mink farm](#) and real estate. The two fell in love but faced opposition from Schieble's father due to Jandali's Muslim faith. When Schieble became pregnant, she arranged for a [closed adoption](#), and travelled to San Francisco to give birth.^[3]

Schieble requested that her son be adopted by college graduates.^[4] A lawyer and his wife were selected, but they withdrew after discovering that the baby was a boy, so Jobs was instead adopted by Paul Reinhold and Clara (née Hagopian) Jobs. Paul Jobs was the son of a dairy farmer; after dropping out of high school, he worked as a [mechanic](#), then joined the [U.S. Coast Guard](#). When his ship was decommissioned, he met Clara Hagopian, an American of [Armenian](#) descent, and the two were engaged ten days later, in March 1946, and married that same year. The couple moved to Wisconsin, then Indiana, where Paul Jobs worked as a [machinist](#) and later as a car salesman. Since

Clara missed [San Francisco](#), she convinced Paul to move back. There, Paul worked as a [repossession](#) agent, and Clara became a [bookkeeper](#). In 1955, after having an [ectopic pregnancy](#), the couple looked to adopt a child.^[3] Since they lacked a college education, Schieble initially refused to sign the adoption papers, and went to court to request that her son be removed from the Jobs household and placed with a different family, but changed her mind after Paul and Clara promised to pay for their son's college tuition.^{[3][5]}

Infancy

In his youth, Jobs's parents took him to a [Lutheran](#) church.^[6] When Steve was in high school, Clara admitted to his girlfriend, [Chrisann Brennan](#), that she "was too frightened to love [Steve] for the first six months of his life ... I was scared they were going to take him away from me. Even after we won the case, Steve was so difficult a child that by the time he was two I felt we had made a mistake. I wanted to return him." When Chrisann shared this comment with Steve, he stated that he was already aware,^[7] and later said that he had been deeply loved and indulged by Paul and Clara. Many years later, Jobs's wife Laurene also noted that "he felt he had been really blessed by having the two of them as parents".^{[8][page needed]} Jobs would "bristle" when Paul and Clara were referred to as his "adoptive parents", and he regarded them as his parents "1,000%". Jobs referred to his biological parents as "my sperm and egg bank. That's not harsh, it's just the way it was, a sperm bank thing, nothing more."^[9]

Childhood

Paul Jobs worked in several jobs that included a try as a machinist,^[11] several other jobs,^[12] and then "back to work as a machinist".

Paul and Clara adopted Jobs's sister Patricia in 1957,^[13] and by 1959 the family had moved to the [Monta Loma](#) neighborhood in [Mountain View, California](#).^[14] Paul built a workbench in his garage for his son in order to "pass along his love of mechanics". Jobs, meanwhile, admired his father's craftsmanship "because he knew how to build anything. If we needed a cabinet, he would build it. When he built our fence, he gave me a hammer so I could work with him ... I wasn't that into fixing cars ... but I was eager to hang out with my dad."^[15] By the time he was ten, Jobs was deeply involved in electronics and befriended many of the engineers who lived in the neighborhood.^{[16][page needed]} He had difficulty making friends with children his own age, however, and was seen by his classmates as a "loner".^{[16][page needed]}

Jobs had difficulty functioning in a traditional classroom, tended to resist authority figures, frequently misbehaved, and was suspended a few times. Clara had taught him to read as a toddler, and Jobs stated that he was "pretty bored in school and [had] turned into a little terror... you should have seen us in the third grade, we basically destroyed the teacher".^{[16][page needed]} He frequently played pranks on others at Monta Loma Elementary School in Mountain View. His father Paul (who was abused as a child) never reprimanded him, however, and instead blamed the school for not challenging his brilliant son.^[18]

Jobs would later credit his fourth grade teacher, Imogene "Teddy" Hill, with turning him around: "She taught an advanced fourth grade class, and it took her about a month to get hip to my situation. She bribed me into learning. She would say, 'I really want you to finish this workbook. I'll give you five bucks if you finish it.' That really kindled a passion in me for learning things! I learned more that year than I think I learned in any other year in school. They wanted me to skip the next two years in grade school and go straight to junior high to learn a foreign language, but my parents very wisely wouldn't let it happen." Jobs skipped the 5th grade and transferred to the 6th grade at Crittenden Middle School in Mountain View,^{[16][page needed]} where he became a "socially awkward loner".^[19] Jobs was often

"bullied" at Crittenden Middle, and in the middle of 7th grade, he gave his parents an ultimatum: either they would take him out of Crittenden or he would drop out of school.^[20]

The Jobs family was not affluent, and only by expending all their savings were they able to buy a new home in 1967, allowing Steve to change schools.^{[16][page needed]} The new house (a three-bedroom home on Crist Drive in [Los Altos, California](#)) was in the better [Cupertino School District](#), [Cupertino, California](#),^[21] and was embedded in an environment even more heavily populated with engineering families than the Mountain View area was.^{[16][page needed]} The house was declared a historic site in 2013, as the first site of Apple Computer.^[17] As of 2013, it was owned by Jobs's sister, Patty, and occupied by his stepmother, Marilyn.^[22]

When he was 13, in 1968, Jobs was given a summer job by [Bill Hewlett](#) (of [Hewlett-Packard](#)) after Jobs cold-called him to ask for parts for an electronics project.^{[16][page needed]}

The location of the Los Altos home meant that Jobs would be able to attend nearby [Homestead High School](#), which had strong ties to [Silicon Valley](#).^[10] He began his first year there in late 1968 along with [Bill Fernandez](#),^{[16][page needed]} who introduced Jobs to Steve Wozniak, and would become Apple's first employee. Neither Jobs nor Fernandez (whose father was a lawyer) came from engineering households and thus decided to enroll in John McCollum's Electronics I class.^{[16][page needed]} Jobs had grown his hair long and become involved in the growing counterculture, and the rebellious youth eventually clashed with McCollum and lost interest in the class.^{[16][page needed]}

Jobs underwent a change during mid-1970: "I got stoned for the first time; I discovered Shakespeare, [Dylan Thomas](#), and all that classic stuff. I read [Moby Dick](#) and went back as a junior taking creative writing classes."^{[16][page needed]} Jobs later noted to his official biographer that "I started to listen to music a whole lot, and I started to read more outside of just science and technology — [Shakespeare](#), [Plato](#). I loved [King Lear](#) ... when I was a senior I had this phenomenal [AP English class](#). The teacher was this guy who looked like [Ernest Hemingway](#). He took a bunch of us snowshoeing in Yosemite." During his last two years at Homestead High, Jobs developed two different interests: electronics and literature.^[23] These dual interests were particularly reflected during Jobs's senior year, as his best friends were Wozniak and his first girlfriend, the artistic Homestead junior [Chrisann Brennan](#).^[24]

In 1971, after Wozniak began attending [University of California, Berkeley](#), Jobs would visit him there a few times a week. This experience led him to study in nearby [Stanford University](#)'s student union. Instead of joining the electronics club, Jobs put on light shows with a friend for Homestead's [avant-garde jazz](#) program. He was described by a Homestead classmate as "kind of brain and kind of hippie ... but he never fit into either group. He was smart enough to be a nerd, but wasn't nerdy. And he was too intellectual for the hippies, who just wanted to get wasted all the time. He was kind of an outsider. In high school everything revolved around what group you were in, and if you weren't in a carefully defined group, you weren't anybody. He was an individual, in a world where individuality was suspect." By his senior year in late 1971, he was taking a freshman English class at Stanford and working on a Homestead underground film project with Chrisann Brennan.^{[25][26]}

Around that time, Wozniak designed a low-cost digital "[blue box](#)" to generate the necessary tones to manipulate the telephone network, allowing free long-distance calls. He was inspired by an article titled "Secrets of the Little Blue Box" from the October 1971 issue of [Esquire](#).^[27] Jobs decided then to sell them and split the profit with Wozniak. The clandestine sales of the illegal blue boxes went well and perhaps planted the seed in Jobs's mind that electronics could be both fun and profitable.^[28] In a 1994 interview, he recalled that it took six months for him and Wozniak to design the blue boxes.^[29] Jobs later reflected that had it not been for Wozniak's blue boxes, "there wouldn't have been an Apple".^[30] He states it showed them that they could take on large companies and beat them.^{[31][32]}

By his senior year of high school, Jobs began using [LSD](#).^[23] He later recalled that on one occasion he consumed it in a wheat field outside Sunnyvale, and experienced "the most wonderful feeling of my life up to that point".^[33] In mid-1972, after graduation and before leaving for [Reed College](#), Jobs and Brennan rented a house from their other roommate, Al.^[34]

Reed College

In September 1972, Jobs enrolled at [Reed College](#) in [Portland, Oregon](#).^[35] He insisted on applying only to Reed, although it was an expensive school that Paul and Clara could ill afford.^[36] Jobs soon befriended [Robert Friedland](#),^[37] who was Reed's [student body president](#) at that time.^{[16][page needed]} Brennan remained involved with Jobs while he was at Reed.

After just one semester, Jobs dropped out of Reed College without telling his parents.^[38] Jobs later explained this was because he did not want to spend his parents' money on an education that seemed meaningless to him. He continued to attend by auditing his classes,^[39] including a course on [calligraphy](#) that was taught by [Robert Palladino](#). In a 2005 commencement speech at [Stanford University](#), Jobs stated that during this period, he slept on the floor in friends' dorm rooms, [returned Coke bottles](#) for food money, and got weekly free meals at the local [Hare Krishna](#) temple. In that same speech, Jobs said: "If I had never dropped in on that single [calligraphy](#) course in college, the Mac would have never had multiple [typefaces](#) or proportionally spaced fonts".^[40]

Pre-Apple

In February 1974, Jobs returned to his parents' home in Los Altos and began looking for a job.^[42] He was soon hired by [Atari, Inc.](#) in [Los Gatos, California](#), as a [computer technician](#).^{[42][43]} Back in 1973, [Steve Wozniak](#) designed his own version of the classic video game [Pong](#) and gave its electronics board to Jobs. According to Wozniak, Atari only hired Jobs because he took the board down to the company, and they thought that he had built it himself.^[44] Atari's cofounder [Nolan Bushnell](#) later described him as "difficult but valuable", pointing out that "he was very often the smartest guy in the room, and he would let people know that".^[45]

Jobs traveled to India in mid-1974^[46] to visit [Neem Karoli Baba](#)^[47] at his Kainchi [ashram](#) with his Reed friend (and eventual Apple employee) [Daniel Kottke](#), searching for spiritual teachings. When they got to the Neem Karoli ashram, it was almost deserted because Neem Karoli Baba had died in September 1973. Then they made a long trek up a dry riverbed to an ashram of [Haidakhan Babaji](#).^[43]

After seven months, Jobs left India^[48] and returned to the US ahead of Daniel Kottke.^[43] Jobs had changed his appearance; his head was shaved, and he wore traditional [Indian clothing](#).^{[49][50]} During this time, Jobs experimented with [psychedelics](#), later calling his [LSD](#) experiences "one of the two or three most important things [he had] done in [his] life".^{[51][52]} He spent a period at the [All One Farm](#), a [commune](#) in [Oregon](#) that was owned by [Robert Friedland](#).

During this time period, Jobs and Brennan both became practitioners of [Zen Buddhism](#) through the Zen master [Kōbun Chino Otogawa](#). Jobs engaged in lengthy [meditation retreats](#) at the [Tassajara Zen Mountain Center](#), the oldest [Sōtō Zen](#) monastery in the US.^[53] He considered taking up monastic residence at [Eihei-ji](#) in [Japan](#), and maintained a lifelong appreciation for Zen,^[54] Japanese cuisine, and artists such as [Hasui Kawase](#).^[55]

Jobs returned to Atari in early 1975, and that summer, Bushnell assigned him to create a [circuit board](#) for the [arcade](#) video game *Breakout* in as few chips as possible, knowing that Jobs would recruit Wozniak for help. During his day job at HP, Wozniak drew sketches of the circuit design; at night, he joined Jobs at Atari and continued to refine the design, which Jobs implemented on a [breadboard](#).^[56] According to Bushnell, Atari offered \$100 (equivalent to about \$500 in 2022) for each [TTL](#) chip that was eliminated in the machine. Jobs made a deal with Wozniak to split the fee evenly between them if Wozniak could minimize the number of chips. Much to the amazement of Atari engineers, within four days Wozniak reduced the TTL count to 45, far below the usual 100, though Atari later re-engineered it to make it easier to test and add a few missing features.^[57] According to Wozniak, Jobs told him that Atari paid them only \$750 (instead of the actual \$5,000), and that Wozniak's share was thus \$375.^[58] Wozniak did not learn about the actual bonus until ten years later but said that if Jobs had told him about it and explained that he needed the money, Wozniak would have given it to him.^[59]

Jobs and Wozniak attended meetings of the [Homebrew Computer Club](#) in 1975, which was a steppingstone to the development and marketing of the first Apple computer.^[60]

According to a document released by the DoD, circa 1975, Steve Jobs claims he was arrested in [Eugene](#), Oregon after being questioned for being a minor in possession of alcohol. Jobs alleges that he "didn't have any alcohol", but police questioned him, and subsequently determined that he had an outstanding arrest warrant for an unpaid speeding ticket. Jobs claims he then paid the approximately \$50 fine. The arrest allegedly occurred "behind a store".^{[61][62]}

Apple (1976–1985)

By March 1976, Wozniak completed the basic design of the [Apple I](#) computer and showed it to Jobs, who suggested that they sell it; Wozniak was at first skeptical of the idea but later agreed.^[63] In April of that same year, Jobs, Wozniak, and administrative overseer [Ronald Wayne](#) founded Apple Computer Company (now called "[Apple Inc.](#)") as a [business partnership](#) in Jobs's parents' Crist Drive home on April 1, 1976. The operation originally started in Jobs's bedroom and later moved to the garage.^{[64][65]} Wayne stayed briefly, leaving Jobs and Wozniak as the active primary cofounders of the company.^[66]

The two decided on the name "Apple" after Jobs returned from the All One Farm commune in Oregon and told Wozniak about his time in the farm's [apple orchard](#).^[67] Jobs originally planned to produce bare [printed circuit boards](#) of the Apple I and sell them to computer hobbyists for \$50 (equivalent to about \$260 in 2022) each. To fund the first batch, Wozniak sold his [HP scientific calculator](#) and Jobs sold his [Volkswagen van](#).^{[68][69]} Later that year, computer retailer [Paul Terrell](#) purchased 50 fully assembled Apple I units for \$500 each.^{[70][71]} Eventually about 200 Apple I computers were produced in total.^[72]

A neighbor on Crist Drive recalled Jobs as an odd individual who would greet his clients "with his underwear hanging out, barefoot and hippie-like". Another neighbor, Larry Waterland, who had just earned his PhD in chemical engineering at Stanford, recalled dismissing Jobs's budding business compared to the established industry of giant mainframe computers with big decks of punch cards: "Steve took me over to the garage. He had a circuit board with a chip on it, a DuMont TV set, a Panasonic cassette tape deck and a keyboard. He said, 'This is an Apple computer.' I said, 'You've got to be joking.' I dismissed the whole idea." Jobs's friend from Reed College and India, [Daniel Kottke](#), recalled that as an early Apple employee, he "was the only person who worked in the garage ... Woz would show up once a week with his latest code. Steve Jobs didn't get his hands dirty in that

sense." Kottke also stated that much of the early work took place in Jobs's kitchen, where he spent hours on the phone trying to find investors for the company.^[22]

They received funding from a then-semi-retired [Intel](#) product marketing manager and engineer named [Mike Markkula](#).^[73] [Scott McNealy](#), one of the cofounders of [Sun Microsystems](#), said that Jobs broke a "glass age ceiling" in Silicon Valley because he'd created a very successful company at a young age.^[32] Markkula brought Apple to the attention of [Arthur Rock](#), which, after looking at the crowded Apple booth at the Home Brew Computer Show, started with a \$60,000 investment and went on the Apple board.^[74] Jobs was not pleased when Markkula recruited [Mike Scott](#) from [National Semiconductor](#) in February 1977 to serve as the first president and CEO of Apple.^{[75][76]}

For what characterizes Apple is that its scientific staff always acted and performed like artists – in a field filled with dry personalities limited by the rational and binary worlds they inhabit, Apple's engineering teams had passion. They always believed that what they were doing was important and, most of all, fun. Working at Apple was never just a job; it was also a crusade, a mission, to bring better computer power to people. At its roots, that attitude came from Steve Jobs. It was "[Power to the People](#)", the slogan of the sixties, rewritten in technology for the eighties and called [Macintosh](#).

—Jeffrey S. Young, 1987^{[16][page needed]}

After Brennan returned from her own journey to India, she and Jobs fell in love again, as Brennan noted changes in him that she attributes to [Kobun](#) (whom she was also still following). It was also at this time that Jobs displayed a prototype Apple II computer for Brennan and his parents in their living room. Brennan notes a shift in this time period, where the two main influences on Jobs were Apple Inc. and [Kobun](#).

In April 1977, Jobs and Wozniak introduced the [Apple II](#) at the [West Coast Computer Faire](#).^[77] It is the first consumer product to have been sold by Apple Computer. Primarily designed by Wozniak, Jobs oversaw the development of its unusual case and [Rod Holt](#) developed the unique power supply.^[78] During the design stage, Jobs argued that the Apple II should have two [expansion slots](#), while Wozniak wanted eight. After a heated argument, Wozniak threatened that Jobs should "go get himself another computer". They later agreed on eight slots.^[79] The Apple II became one of the first highly successful mass-produced microcomputer products in the world.^[80]

As Jobs became more successful with his new company, his relationship with Brennan grew more complex. In 1977, the success of Apple was now a part of their relationship, and Brennan, [Daniel Kottke](#), and Jobs moved into a house near the Apple office in [Cupertino](#).^[citation needed] Brennan eventually took a position in the shipping department at Apple.^[81] Brennan's relationship with Jobs deteriorated as his position with Apple grew, and she began to consider ending the relationship. In October 1977, Brennan was approached by [Rod Holt](#), who asked her to take "a paid apprenticeship designing blueprints for the Apples".^[citation needed] Both Holt and Jobs believed that it would be a good position for her, given her artistic abilities. Holt was particularly eager that she take the position and puzzled by her ambivalence toward it. Brennan's decision, however, was overshadowed by the fact that she realized she was pregnant, and that Jobs was the father. It took her a few days to tell Jobs, whose face, according to Brennan, "turned ugly" at the news. At the same time, according to Brennan, at the beginning of her third trimester, Jobs said to her: "I never wanted to ask that you get an abortion. I just didn't want to do that."^[citation needed] He also refused to discuss the pregnancy with her.^[82]

Brennan turned down the internship and decided to leave Apple. She stated that Jobs told her "If you give up this baby for adoption, you will be sorry" and "I am never going to help you".^[citation needed] According to Brennan, Jobs "started to seed people with the notion that I slept around, and he was infertile, which meant that this could not be his child". A few weeks before she was due to give birth, Brennan was invited to deliver her baby at the All One Farm. She accepted the offer.^[citation needed] When Jobs was 23 (the same age as his biological parents when they had him)^[82] Brennan gave birth to her baby, [Lisa Brennan](#), on May 17, 1978.^[83]

Jobs went there for the birth after he was contacted by [Robert Friedland](#), their mutual friend and the farm owner. While distant, Jobs worked with her on a name for the baby, which they discussed while sitting in the fields on a blanket. Brennan suggested the name "Lisa" which Jobs also liked and notes that Jobs was very attached to the name "Lisa" while he "was also publicly denying paternity". She would discover later that during this time, Jobs was preparing to unveil a new kind of computer that he wanted to give a female name (his first choice was "Claire" after [St. Clare](#)). She stated that she never gave him permission to use the baby's name for a computer and he hid the plans from her. Jobs worked with his team to come up with the phrase, "Local Integrated Software Architecture" as an [alternative explanation](#) for the [Apple Lisa](#).^[84] Decades later, however, Jobs admitted to his biographer [Walter Isaacson](#) that "obviously, it was named for my daughter".^[85]

When Jobs denied paternity, a [DNA test](#) established him as Lisa's father.^[clarification needed] It required him to pay Brennan \$385 (equivalent to about \$1,100 in 2022) monthly in addition to returning the welfare money she had received. Jobs paid her \$500 (equivalent to about \$1,500 in 2022) monthly at the time when Apple went public and made him a millionaire. Later, Brennan agreed to interview with [Michael Moritz](#) for *Time* magazine for its [Time Person of the Year](#) special, released on January 3, 1983, in which she discussed her relationship with Jobs. Rather than name Jobs the Person of the Year, the magazine named the generic [personal computer](#) the "Machine of the Year".^[86] In the issue, Jobs questioned the reliability of the paternity test, which stated that the "probability of paternity for Jobs, Steven... is 94.1%".^[87] He responded by arguing that "28% of the male population of the United States could be the father". *Time* also noted that "the baby girl and the machine on which Apple has placed so much hope for the future share the same name: Lisa".^[87]

In 1978, at age 23, Jobs was worth over \$1 million (equivalent to \$4.49 million in 2022). By age 25, his net worth grew to an estimated \$250 million (equivalent to \$805 million in 2022). He was also one of the youngest "people ever to make the [Forbes](#) list of the nation's richest people—and one of only a handful to have done it themselves, without inherited wealth".^{[16][page needed]}

In 1982, Jobs bought an apartment on the top two floors of [The San Remo](#), a Manhattan building with a politically progressive reputation. Although he never lived there,^[88] he spent years renovating it thanks to [I. M. Pei](#).

In 1983, Jobs lured [John Sculley](#) away from [Pepsi-Cola](#) to serve as Apple's CEO, asking, "Do you want to spend the rest of your life selling sugared water, or do you want a chance to change the world?".^[89]

In 1984, Jobs bought the [Jackling House](#) and estate and resided there for a decade. Thereafter, he leased it out for several years until 2000 when he stopped maintaining the house, allowing weathering to degrade it. In 2004, Jobs received permission from the town of Woodside to demolish the house to build a smaller, contemporary styled one. After a few years in court, the house was finally demolished in 2011, a few months before he died.^[90]

A Macintosh prototype, c. 1981

Jobs and the Macintosh, 1984

Jobs took over development of the [Macintosh](#) in 1981, from early Apple employee [Jef Raskin](#), who had conceived the project. Wozniak and Raskin had heavily influenced the early program, and Wozniak was on leave during this time due to an airplane crash earlier that year, making it easier for Jobs to take over the project.^{[91][92][93]} On January 22, 1984, Apple aired a [Super Bowl](#) television commercial titled "[1984](#)", which ended with the words: "On January 24th, Apple Computer will introduce Macintosh. And you'll see why 1984 won't be like [1984](#)".^[94] On January 24, 1984, an

emotional Jobs introduced the Macintosh to a wildly enthusiastic audience at Apple's annual shareholders meeting held in the [Flint Auditorium](#) at De Anza College.^{[95][96]} Macintosh engineer [Andy Hertzfeld](#) described the scene as "pandemonium".^[97] The Macintosh was inspired by the [Lisa](#) (in turn inspired by [Xerox PARC's mouse-driven graphical user interface](#)),^{[98][99]} and it was widely acclaimed by the media with strong initial sales.^{[100][101]} However, its low performance and limited range of available software led to a rapid sales decline in the second half of 1984.^{[100][101][102]}

Sculley's and Jobs's respective visions for the company greatly differed. Sculley favored [open architecture](#) computers like the Apple II, targeting education, small business, and home markets less vulnerable to IBM. Jobs wanted the company to focus on the [closed architecture](#) Macintosh as a business alternative to the IBM PC. President and CEO Sculley had little control over chairman of the board Jobs's Macintosh division; it and the Apple II division operated like separate companies, duplicating services.^[103] Although its products provided 85% of Apple's sales in early 1985, the company's January 1985 [annual meeting](#) did not mention the Apple II division or employees. Many left, including Wozniak, who stated that the company had "been going in the wrong direction for the last five years" and sold most of his stock.^[104] Though frustrated with the company's and Jobs's dismissal of the Apple II in favor of the Macintosh, Wozniak left amicably and remained an honorary employee of Apple, maintaining a lifelong friendship with Jobs.^{[105][106][107]}

Jobs with software developer [Wendell Brown](#), 1984

By early 1985, the Macintosh's failure to defeat the IBM PC became clear,^{[100][101]} and it strengthened Sculley's position in the company. In May 1985, Sculley—encouraged by Arthur Rock—decided to reorganize Apple, and proposed a plan to the board that would remove Jobs from the Macintosh group and put him in charge of "New Product Development". This move would effectively render Jobs powerless within Apple.^{[16][page needed]} In response, Jobs then developed a plan to get rid of Sculley and take over Apple. However, Jobs was confronted after the plan was leaked, and he said that he would leave Apple. The Board declined his resignation and asked him to reconsider. Sculley also told Jobs that he had all of the votes needed to go ahead with the reorganization. A few months later, on September 17, 1985, Jobs submitted a letter of resignation to the Apple Board. Five additional senior Apple employees also resigned and joined Jobs in his new venture, [NeXT](#).^{[16][page needed]}

The Macintosh's struggle continued after Jobs left Apple. Though marketed and received in fanfare, the expensive Macintosh was hard to sell.^{[108]:308–309} In 1985, [Bill Gates](#)'s then-developing company, [Microsoft](#), threatened to stop developing Mac applications unless it was granted "a license for the Mac operating system software. Microsoft was developing its graphical user interface ... for DOS, which it was calling [Windows](#) and didn't want Apple to sue over the similarities between the Windows GUI and the Mac interface."^{[108]:321} Sculley granted Microsoft the license which later led to problems for Apple.^{[108]:321} In addition, cheap [IBM PC clones](#) that ran Microsoft software and had a graphical user interface began to appear. Although the Macintosh preceded the clones, it was far more expensive, so "through the late 1980s, the Windows user interface was getting better and better and was thus taking increasingly more share from Apple".^{[108]:322} Windows-based IBM-PC clones also led to the development of additional GUIs such as IBM's TopView or Digital Research's GEM,^{[108]:322} and thus "the graphical user interface was beginning to be taken for granted, undermining the most apparent advantage of the Mac...it seemed clear as the 1980s wound down that Apple couldn't go it alone indefinitely against the whole IBM-clone market".^{[108]:322}