

STEVE JOBS

Thinking different



MISSION

To rejoin Apple and take all I've learned in the 11 years since I left to save the company and turn it into something remarkable

ENTREPRENEURIAL EXPERIENCE

CEO

Pixar

📅 1986 - Ongoing 📍 Emeryville, CA

- Turned a small division of Lucasfilm into a powerhouse studio
- Led the company while it created the groundbreaking film Toy Story

CEO

NeXT

📅 1985 - Ongoing 📍 Redwood City, CA

- Led the creation of the revolutionary Unix-based NeXTSTEP OS
- Created computers that were five years ahead of their time

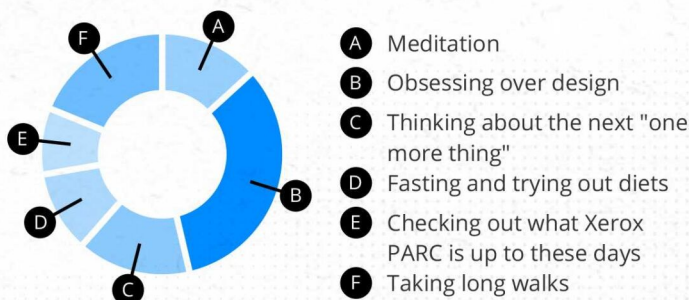
Co-Founder

Apple

📅 1976 - 1985 📍 Los Altos and Cupertino, CA

- Built Apple into the second biggest manufacturer of small computers
- Pushed the company towards the future of computing with technologies like GUI, the mouse, and fanless designs
- Led one of the most successful IPOs of all time, gaining 32% in value and creating 40 millionaires on the first day

MY TIME



STRUGGLES I LEARNED FROM

Dropping out of college

📅 1972

I dropped out of a college my parents couldn't afford but discovered I could learn in other ways

Launching failed products

📅 1978 - 1985

The Lisa and Macintosh taught me the danger of releasing technically advanced products that are essentially still prototypes and don't adequately solve user needs

Failing to identify a customer

📅 1987 - 1993

We never figured out who the customer was for the NeXT computer because I didn't adequately learn the lessons of Lisa and Macintosh

MOST PROUD OF



Becoming an autodidact

I've never stopped teaching myself



Persevering

Nothing has stopped me from pursuing my passion for building better products



Saving NeXT

After NeXT failed to find its market, I sold the company and its technology to Apple, turning a defeat into a victory



Letting Pixar find itself

Even when my dream to turn it into a hardware company failed, I gave it space to create Toy Story and ultimately, the entire computer animated film industry