@MyWebUniversity

Jeff Bezos



From a Garage to the Cloud

books · Prime · Kindle · AWS

THE REGRET TEST



Jeff Bezos

Photo: via Wikimedia Commons

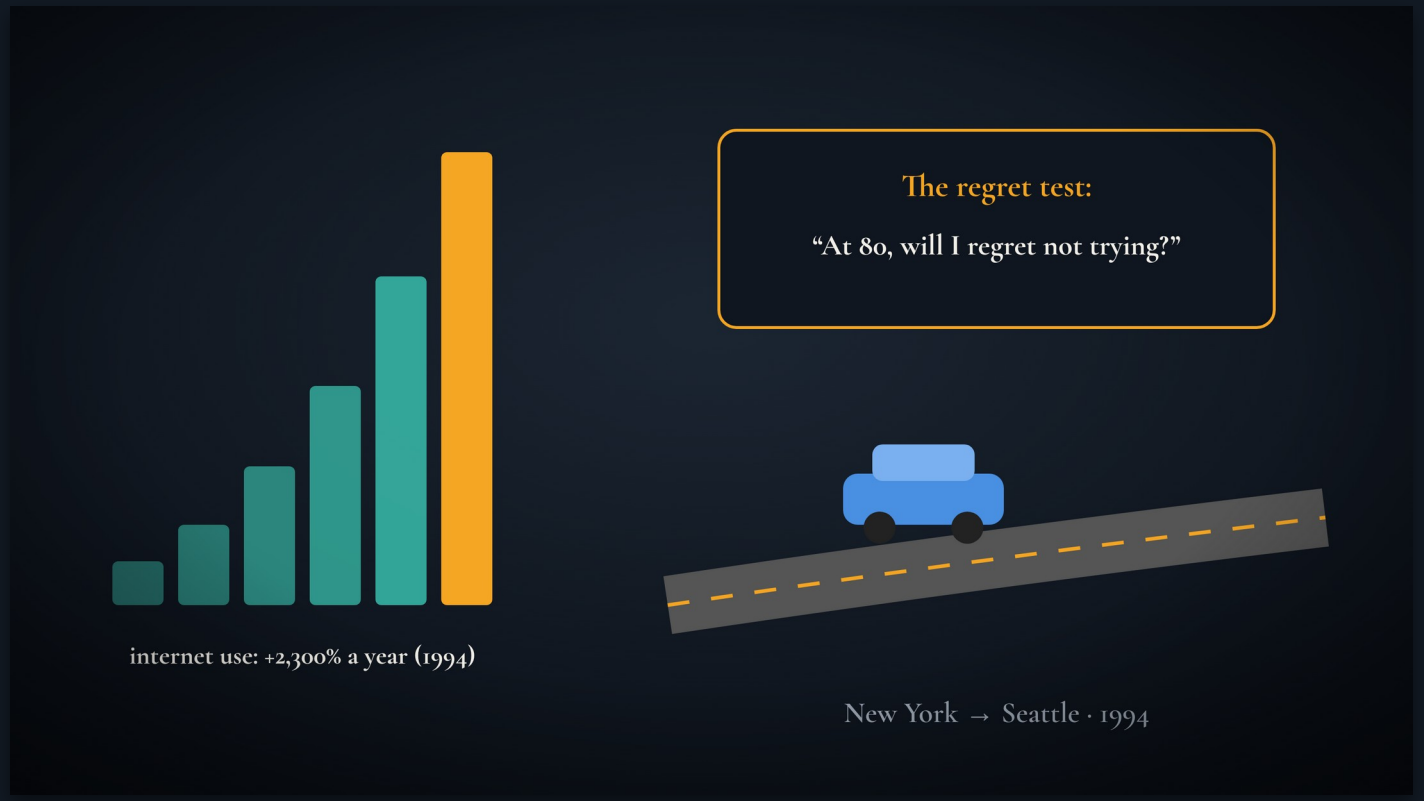
A MYWEBUNIVERSITY STORY

Amazon

From a Garage Bookstore to the Cloud

books · Prime · Kindle · AWS

The Regret Test



- 1994: Bezos reads internet use is growing 2,300% a year
- The “regret minimization” test
- Quits his New York job and drives west

01

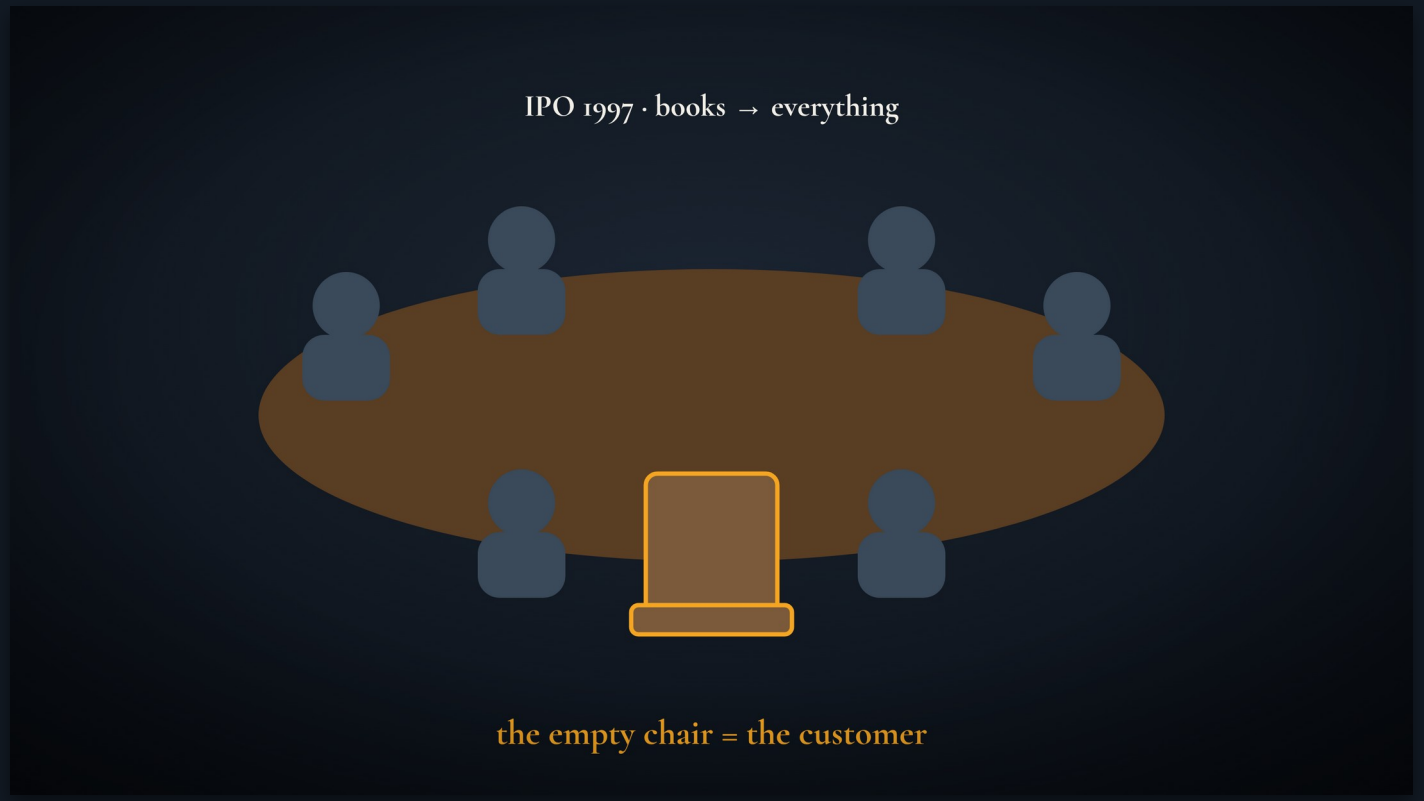
Cadabra in a Garage



- July 5, 1994: founded in a Bellevue garage
- Cadabra → Amazon, the world's largest river
- July 16, 1995: Amazon.com opens

02

Customer Obsession



- The empty chair = the customer
- 1997: public company
- Low prices · wide selection · fast delivery

03

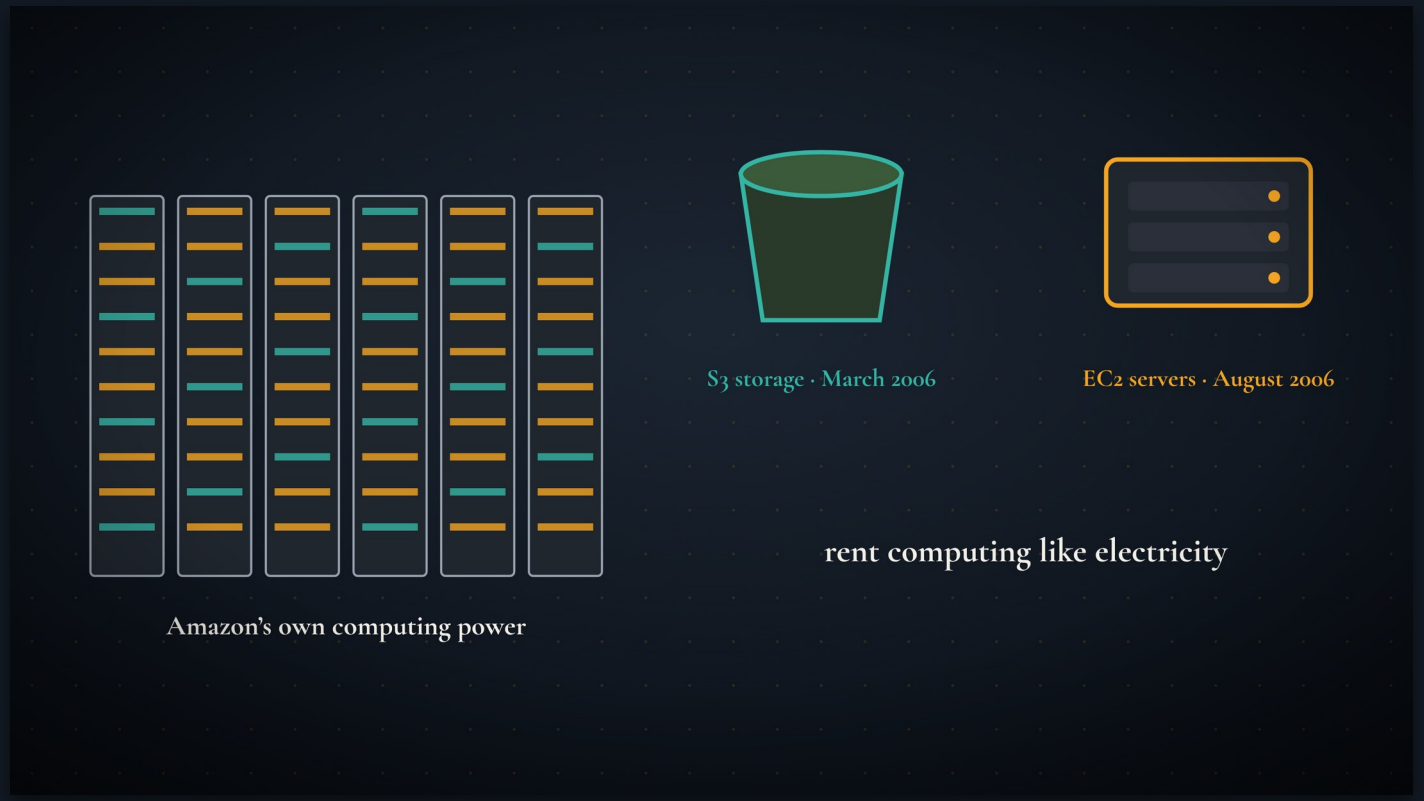
Prime and Kindle



- 2005: Prime, free two-day shipping
- Later: movies and music
- 2007: Kindle e-reader

04

Amazon Web Services



- Idea: rent Amazon's computing to everyone
- March 2006: S3 storage
- August 2006: EC2 virtual servers

05

The Cloud Leader



- Largest cloud provider in the world
- Startups, universities, hospitals, governments
- Linux server in minutes · pay for what you use

06

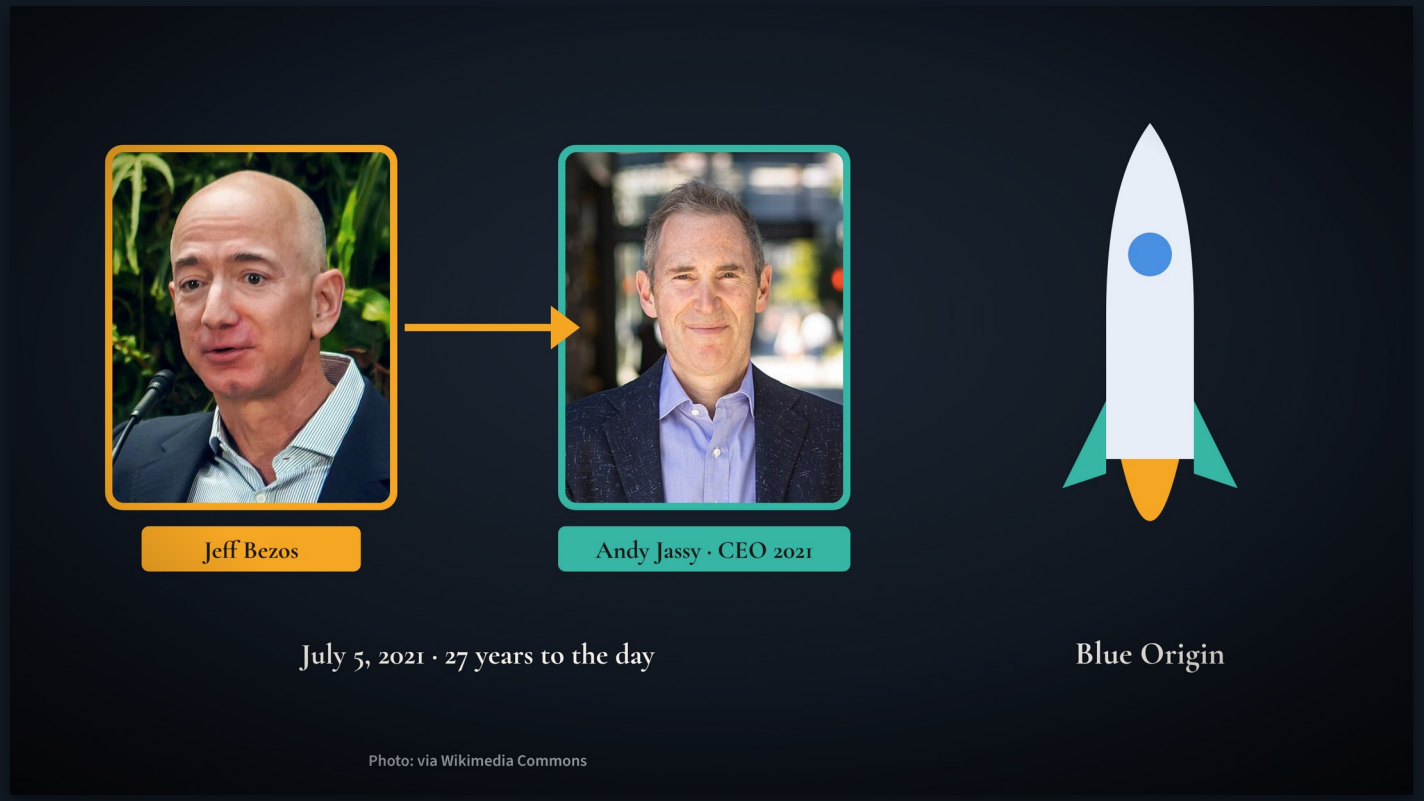
Alexa and Day One



- 2014: Echo speaker and Alexa
- “It’s still Day 1”
- Stay curious, act like a startup

07

Passing the Torch



- July 5, 2021: Andy Jassy becomes CEO
- Bezos: executive chairman
- Blue Origin and other projects

08

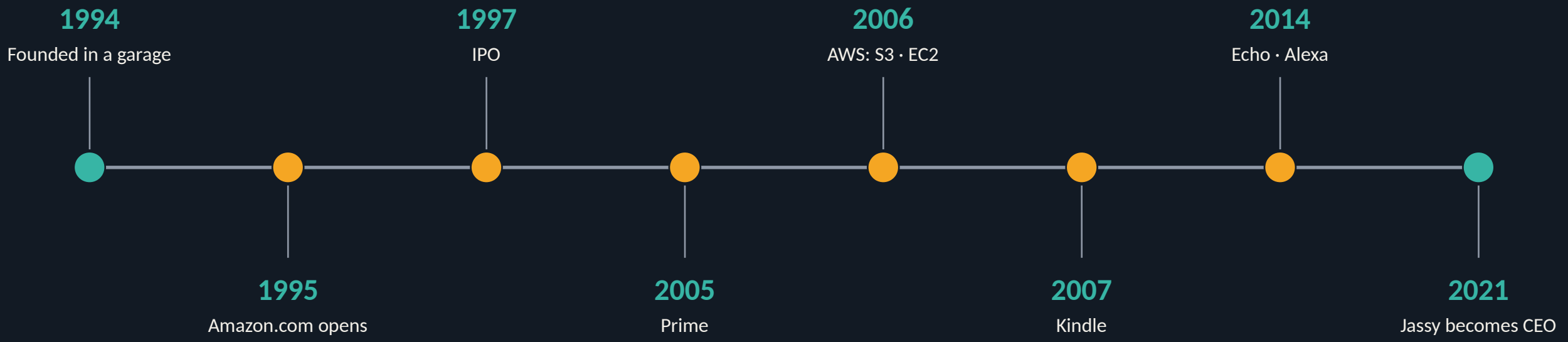
Think Long Term



- Years of losses while investing in the future
- Judge by the long term
- Patience · serve people · courage to try

09

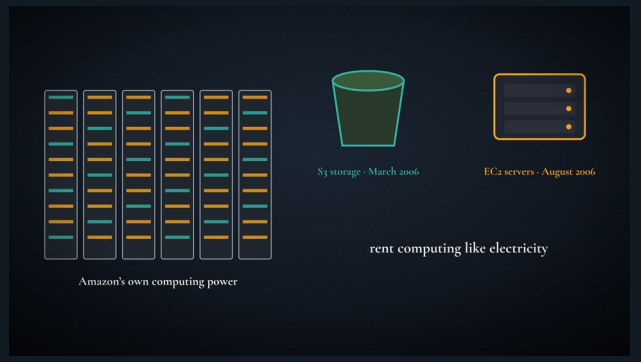
Timeline: 1994 to 2021



Sources and Further Reading

1. Amazon, “Our history” — aboutamazon.com
2. Jeff Bezos, 1997 Letter to Shareholders — aboutamazon.com
3. AWS, “Amazon S3” (March 14, 2006) and “Amazon EC2 beta” (August 25, 2006) announcements — aws.amazon.com
4. Brad Stone, The Everything Store (Little, Brown, 2013)
5. Photos: Jeff Bezos, Andy Jassy — via Wikimedia Commons (original authors and licenses listed there).





Thank you for watching

MyWebUniversity.com

Free technical education since 2000 — English and Dari

@MyWebUniversity · @MyWebUniversity-Dari