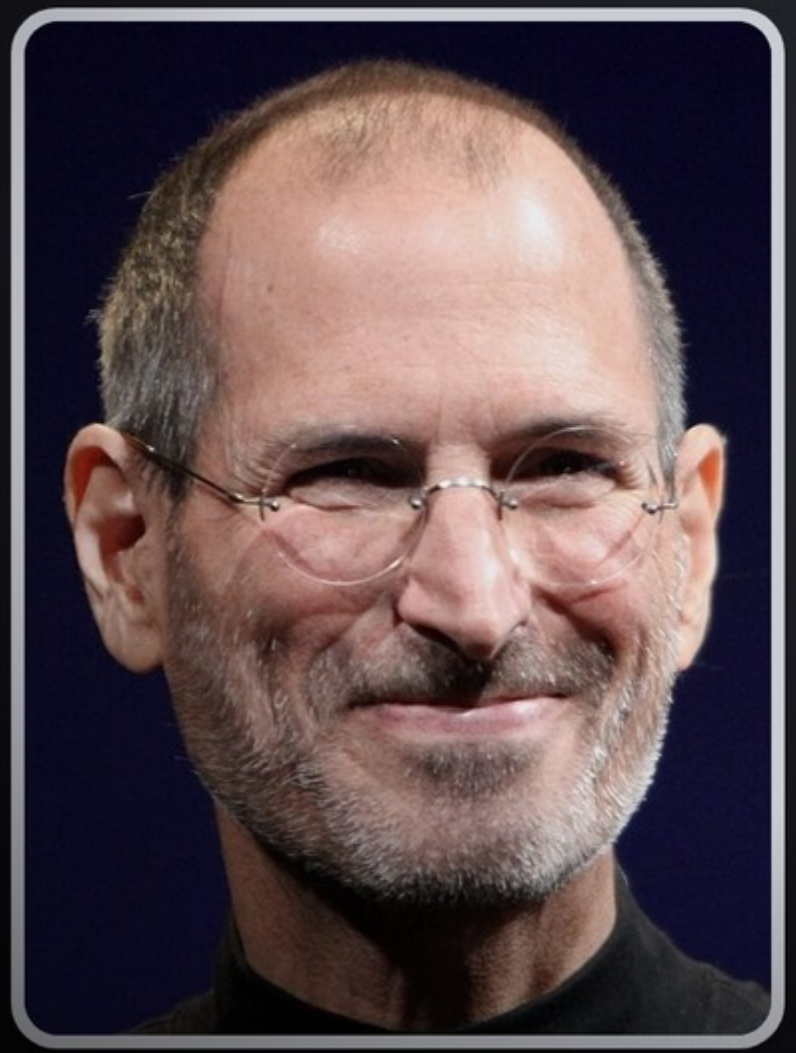
@MyWebUniversity

Steve Jobs



Apple, Darwin & the $1 Trillion Story

UNIX inside every Mac and iPhone

STAY HUNGRY · STAY FOOLISH

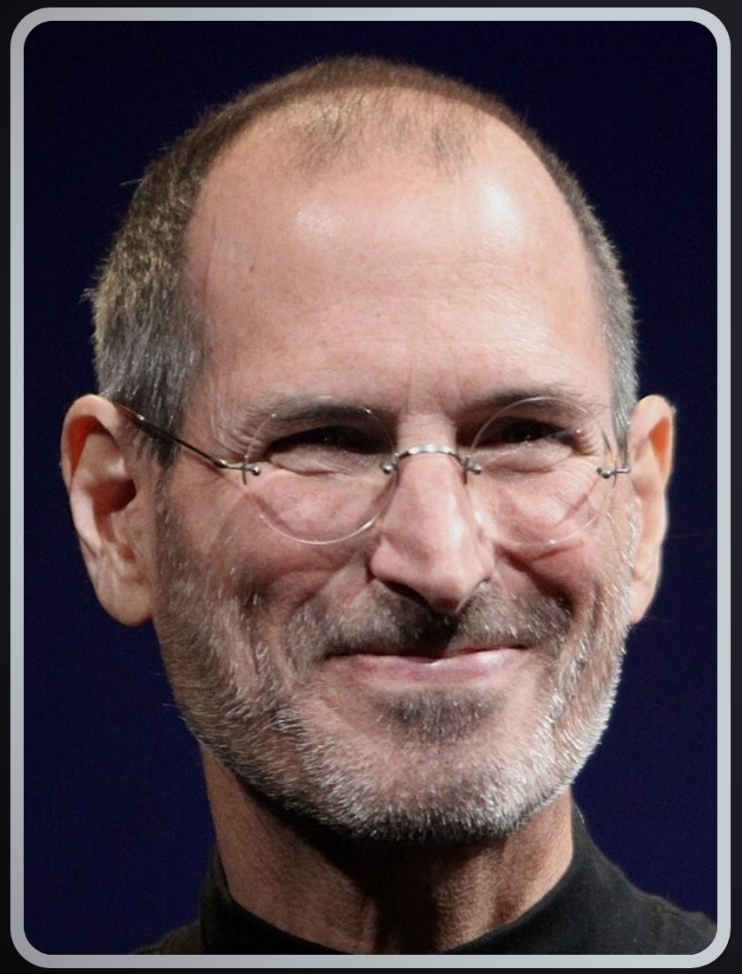
A MYWEBUNIVERSITY STORY

Steve Jobs

and Apple

From a Garage to a Trillion Dollars

NeXT · Pixar · Darwin · iPhone



Steve Jobs · 1955–2011

Photo: via Wikimedia Commons

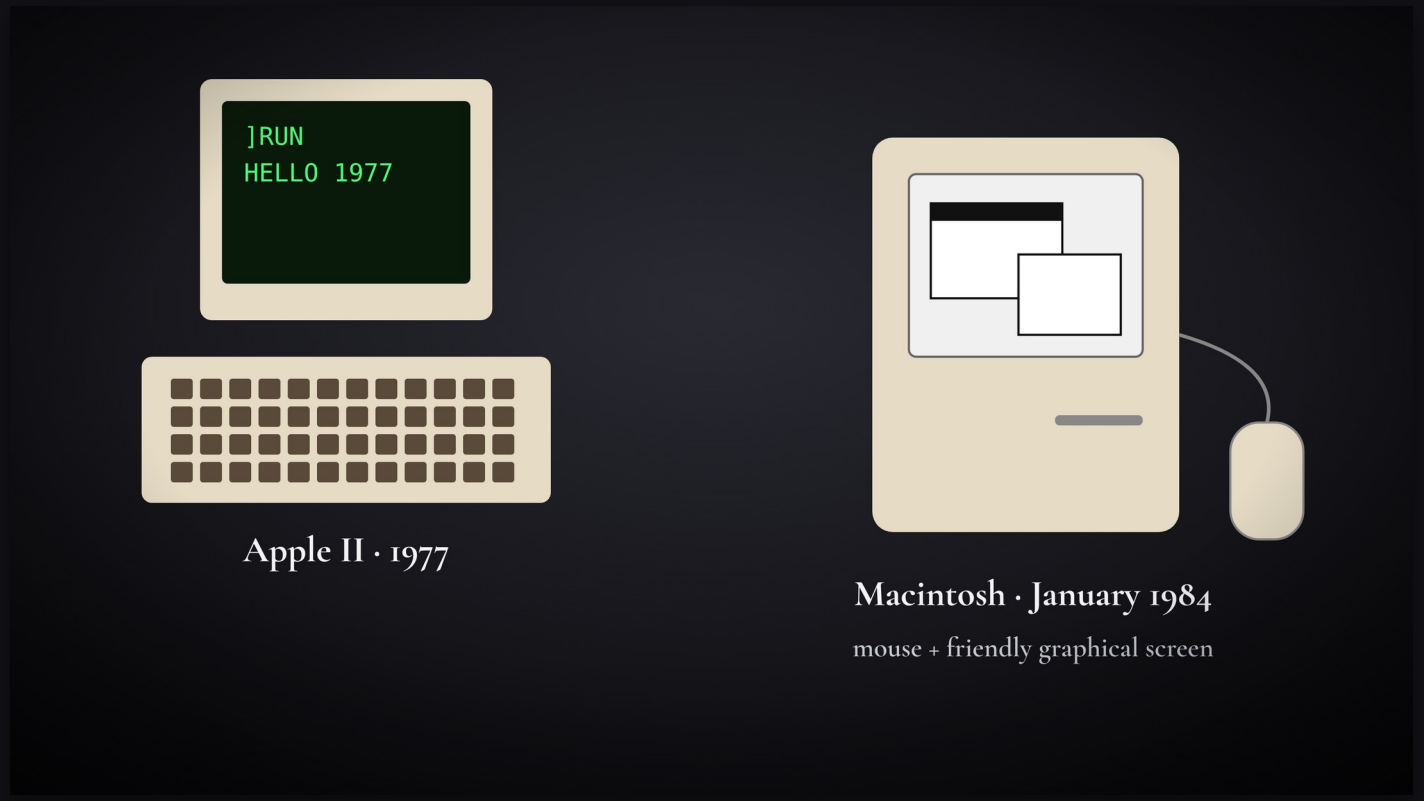
Two Steves in a Garage



- Steve Jobs: born 1955, San Francisco; adopted
- April 1, 1976: Apple founded with Wozniak and Ronald Wayne
- First computers built in the family garage

01

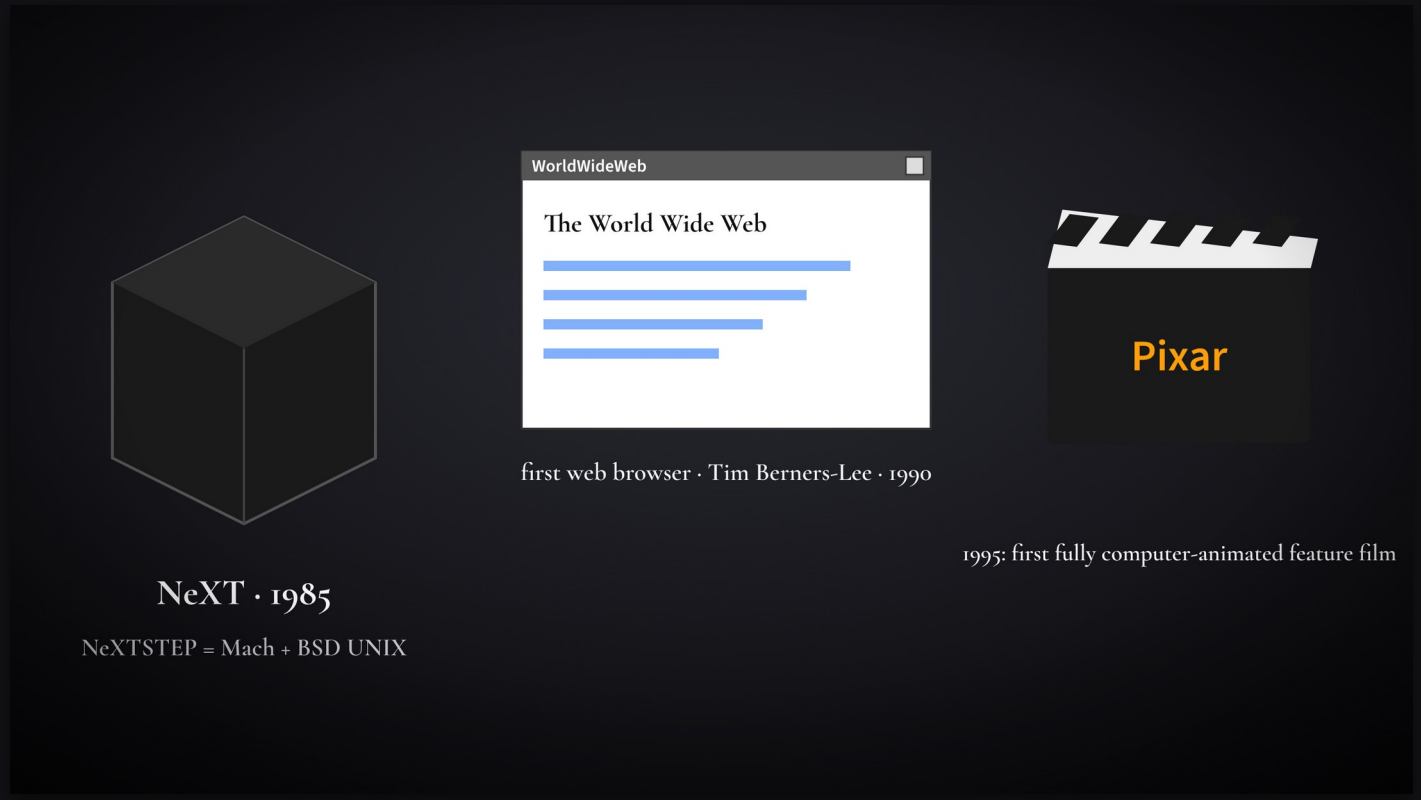
Apple II and the Macintosh



- 1977: Apple II, in homes and schools
- January 1984: the Macintosh
- Mouse + graphical screen for everyone

02

Fired, Then NeXT



- 1985: pushed out of Apple; founds NeXT
- NeXTSTEP: Mach kernel + BSD UNIX; first web browser made on a NeXT
- Pixar: Toy Story (1995)

03

The Return



- 1996: Apple buys NeXT
- 1997: Jobs becomes CEO again
- 1998: the colorful iMac

04

Darwin: UNIX Inside the Mac



- 2001: Mac OS X, built from NeXTSTEP
- Darwin: XNU kernel (Mach + BSD) + FreeBSD tools
- Certified UNIX · same core in iOS and iPadOS

05

The iPod and the iPhone



- 2001 iPod · 2003 iTunes Store
- January 9, 2007: iPhone
- 2008 App Store · 2010 iPad

06

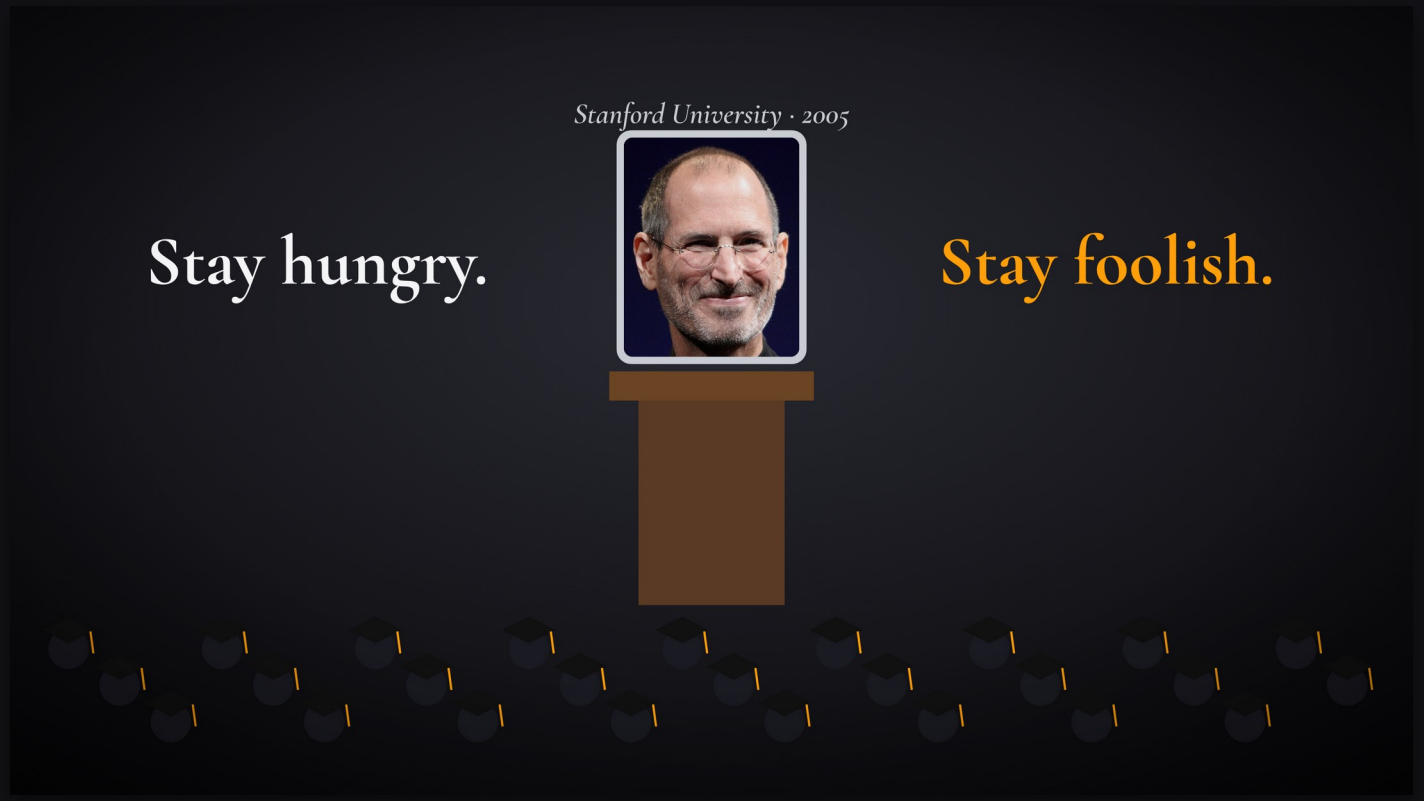
A Private Battle



- 2003: rare pancreatic neuroendocrine tumor
- 2004 surgery · 2009 liver transplant
- Aug 2011 resigns · died October 5, 2011, age 56

07

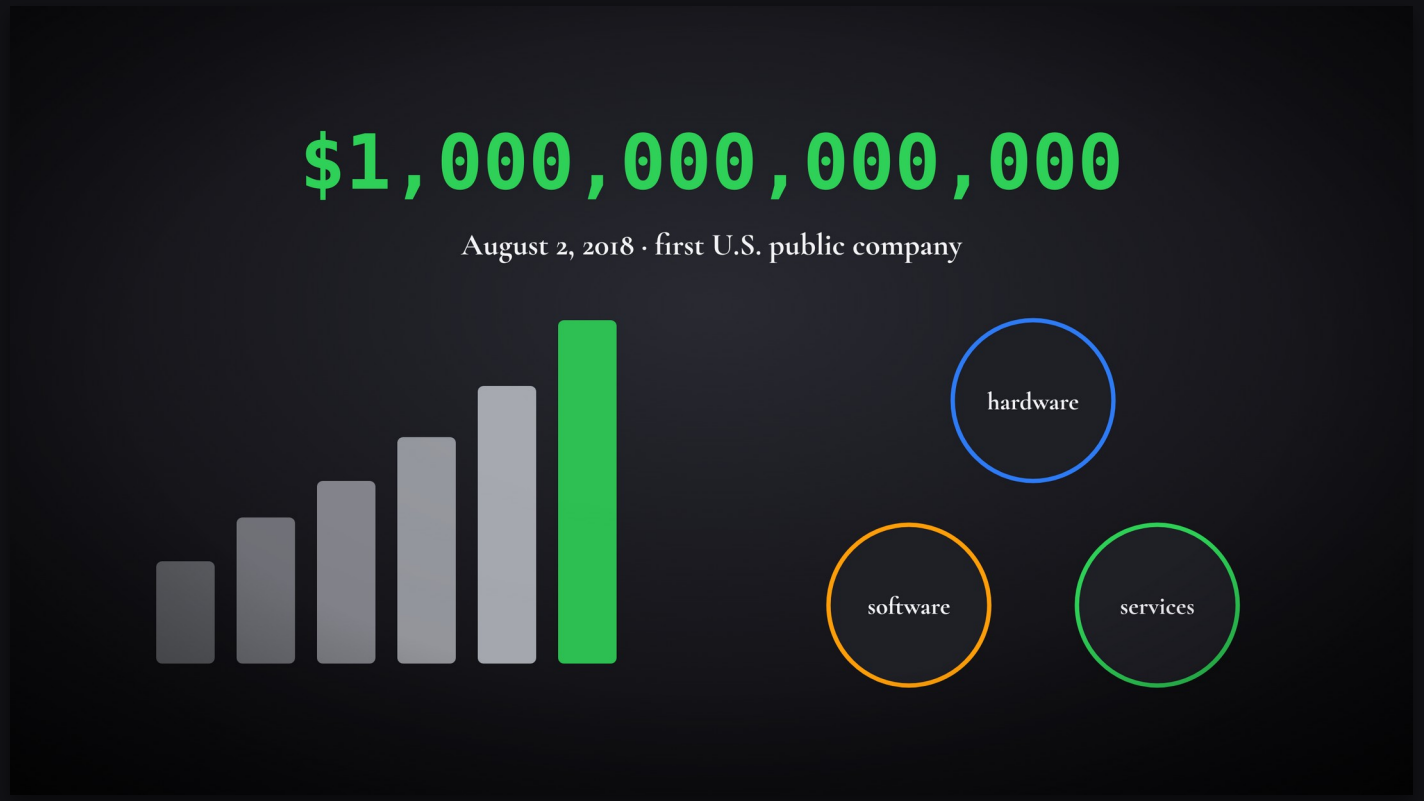
Stay Hungry, Stay Foolish



- 2005 Stanford commencement speech
- “Your time is limited”
- “Stay hungry, stay foolish”

08

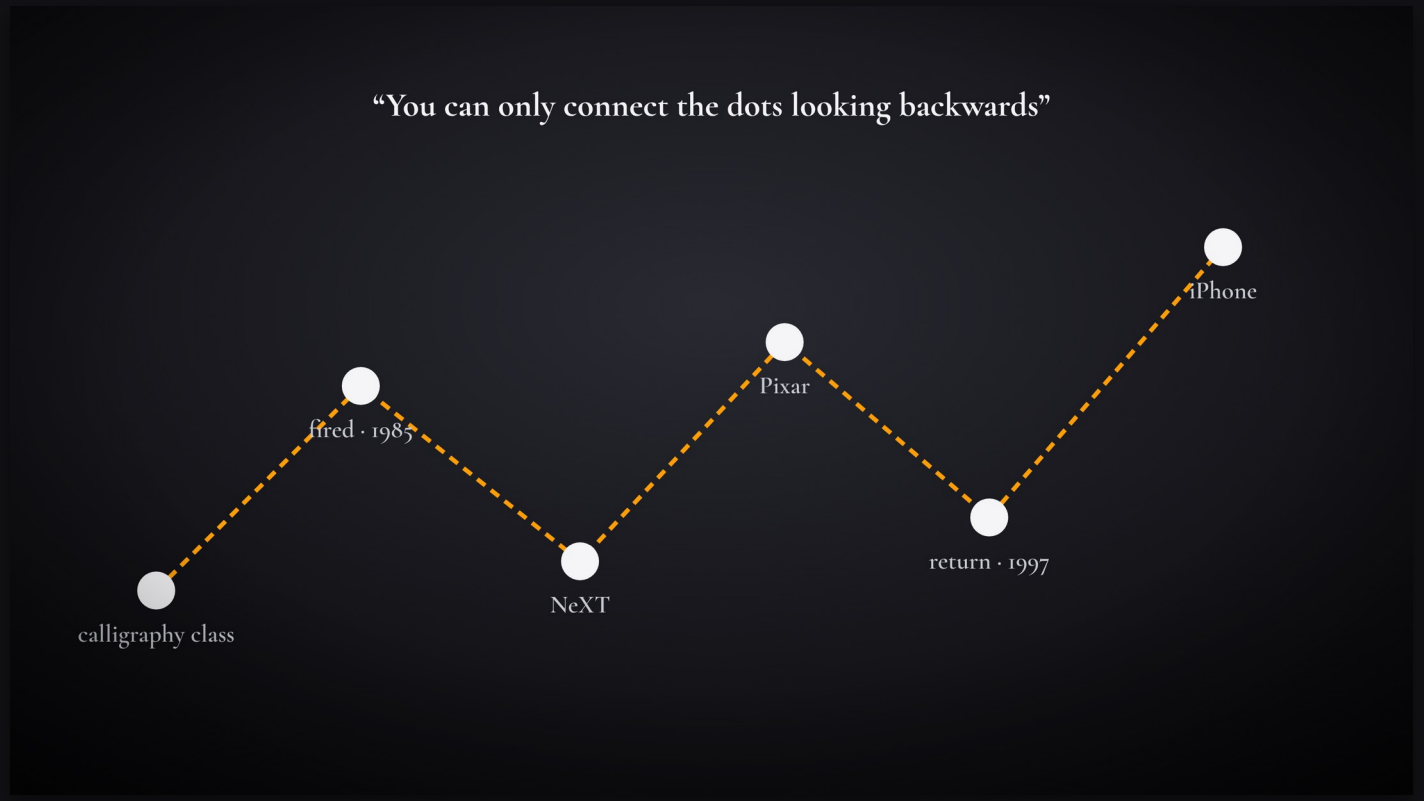
A Trillion-Dollar Company



- Tim Cook CEO since 2011
- Aug 2, 2018: first U.S. public company worth $1 trillion
- Strength: hardware + software + services together

09

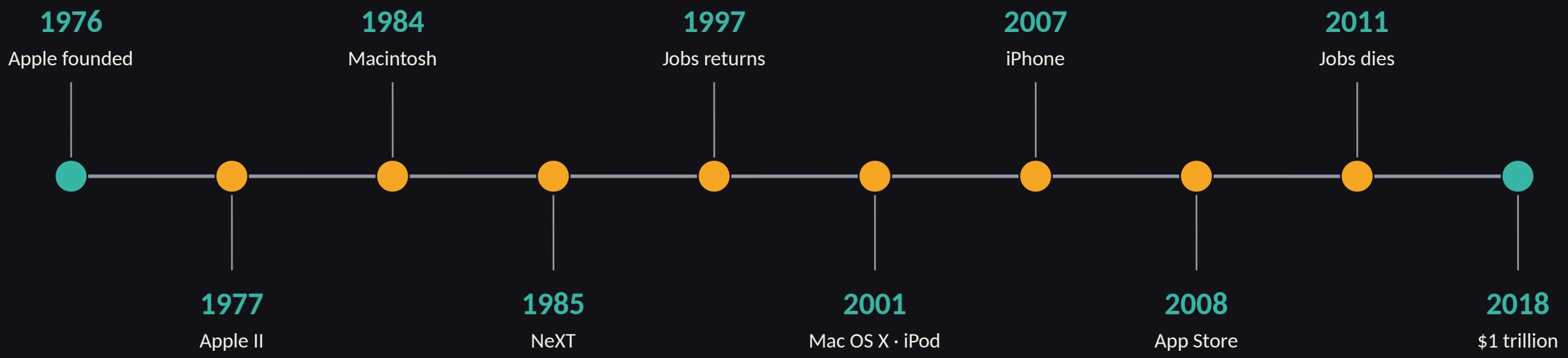
Connecting the Dots



- “Connect the dots looking backwards”
- Calligraphy, a firing, Pixar, NeXT’s UNIX
- Setbacks can become foundations

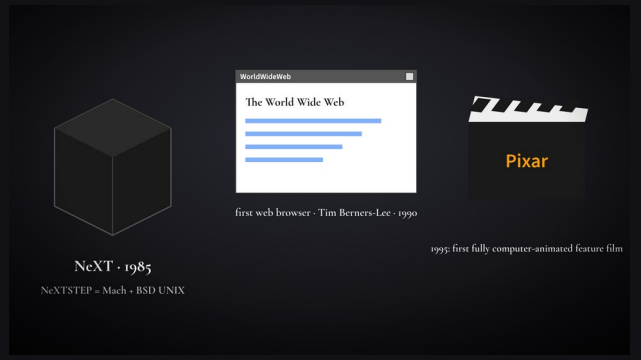
10

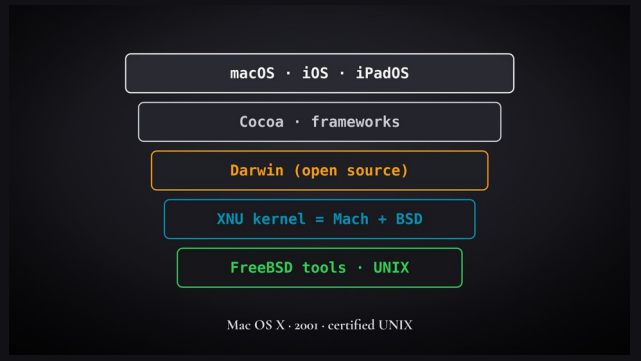
Timeline: 1976 to 2018



Sources and Further Reading

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2. Apple Open Source: Darwin and XNU — opensource.apple.com
3. The Open Group, UNIX 03 certified products register — opengroup.org
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5. Apple newsroom and press archive — apple.com/newsroom
6. Photos: Steve Jobs, Steve Wozniak, Tim Cook — via Wikimedia Commons (original authors and licenses listed there).





Thank you for watching

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