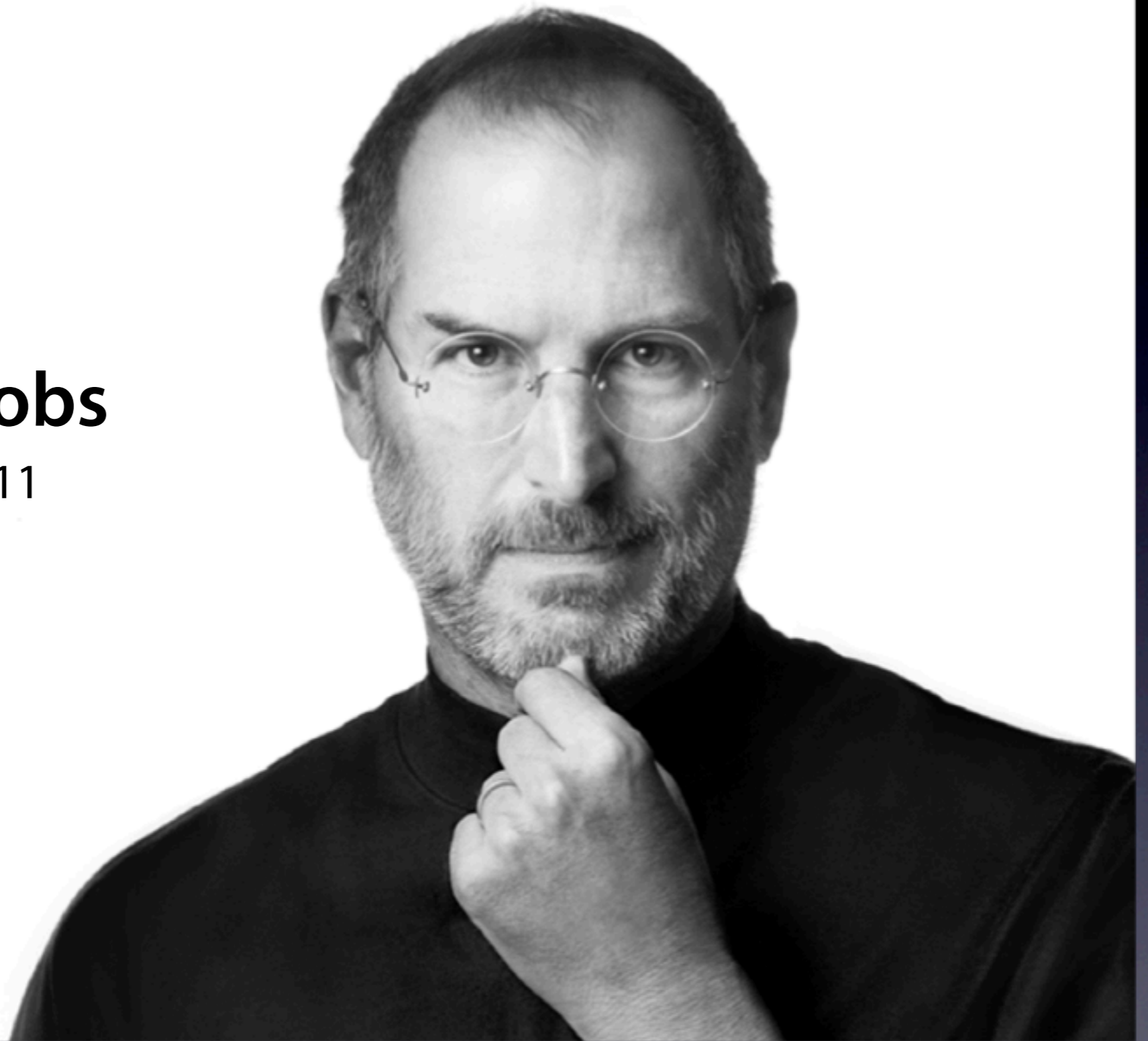


Steve Jobs

1955-2011



**“Experts” are
clueless**

**“I think there is a world market for
maybe five computers.”**

***Thomas Watson, Chairman, IBM,
1943***

“This telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.”

***Western Union internal memo
1876***

“There is no reason why anyone would want a computer in their home.”

***Ken Olsen, Founder
Digital Equipment Corp.
1977***

**Customers cannot tell
you what they need**

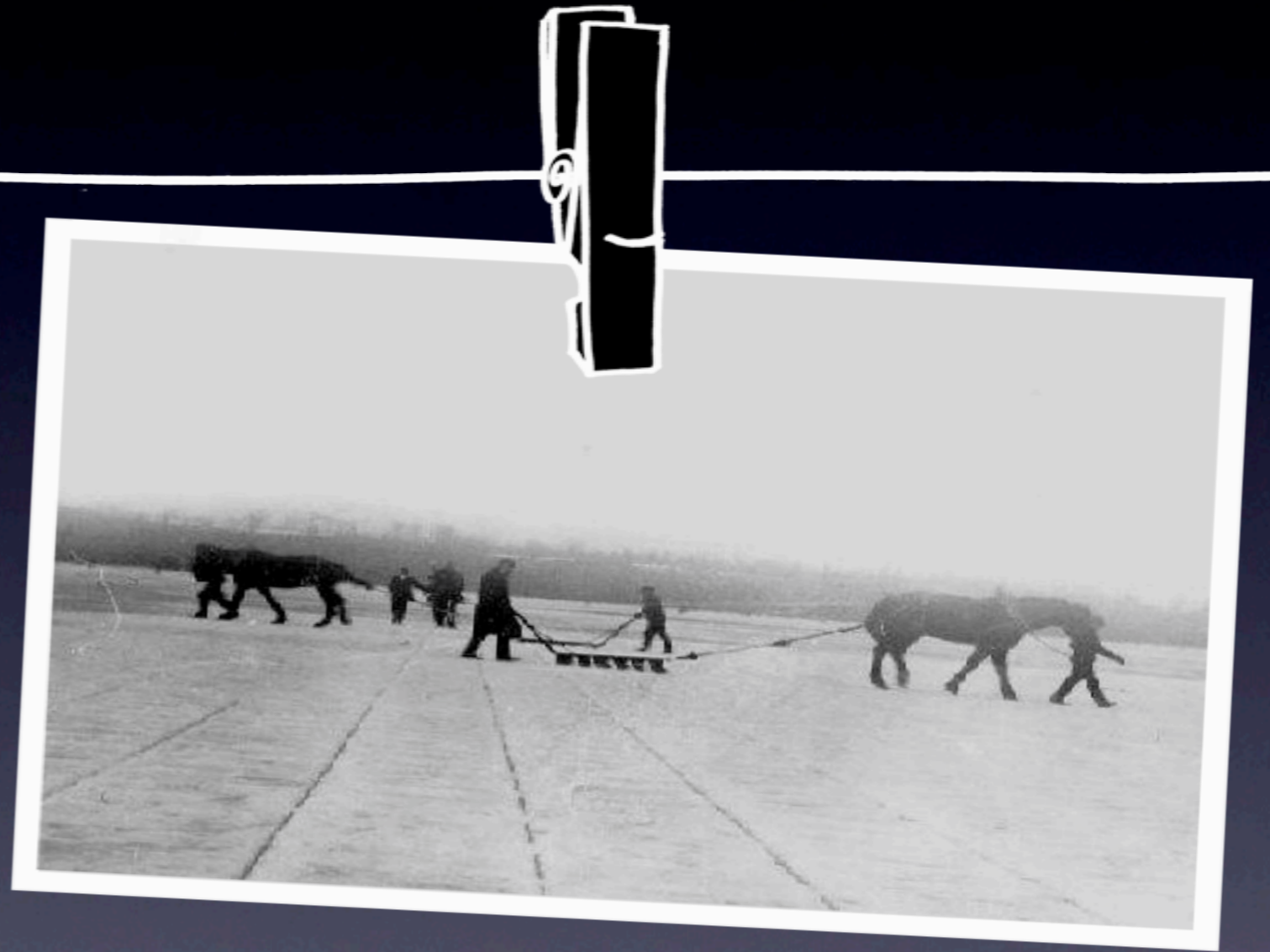




Jump to the next curve

Ice 1.0

Harvester



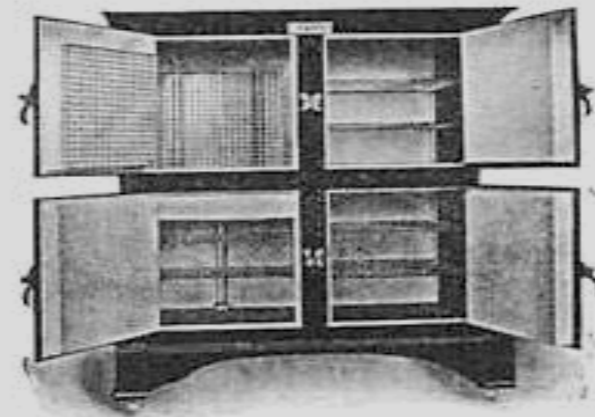
Ice 2.0

Factory



Ice 3.0

Refrigerator



**Herrick Dry Air System Refrigerators
for the Home.**

Highest Quality—Economical and Convenient.

HERRICK REFRIGERATOR CO.

**Biggest challenges
beget the best work**

Welcome, IBM. Seriously.

Welcome to the most exciting and important marketplace since the computer revolution began 35 years ago.

And congratulations on your first personal computer.

Putting real computer power in the hands of the individual is already improving the way people work, think, learn, communicate and spend their leisure hours.

Computer literacy is fast becoming as fundamental a skill as reading or writing.

When we invented the first personal computer system, we estimated that over 140,000,000 people worldwide could justify the purchase of one, if only they understood its benefits.

Next year alone, we project that well over 1,000,000 will come to that understanding. Over the next decade, the growth of the personal computer will continue in logarithmic leaps.

We look forward to responsible competition in the massive effort to distribute this American technology to the world. And we appreciate the magnitude of your commitment.

Because what we are doing is increasing social capital by enhancing individual productivity.

Welcome to the task.



Design counts



**Use big graphics
and big fonts**



iTunes

The best Windows app ever written



**Changing your mind
is a sign of intelligence**

“Our innovative approach, using Web 2.0-based standards, lets developers create amazing new applications while keeping the iPhone secure and reliable.”

Steve Jobs, June 11, 2007

“Apple Executives to Showcase Mac OS X Leopard and OS X iPhone Development Platforms at WWDC 2008 Keynote”

Apple press release, May, 2008

“Value” ≠ “price”



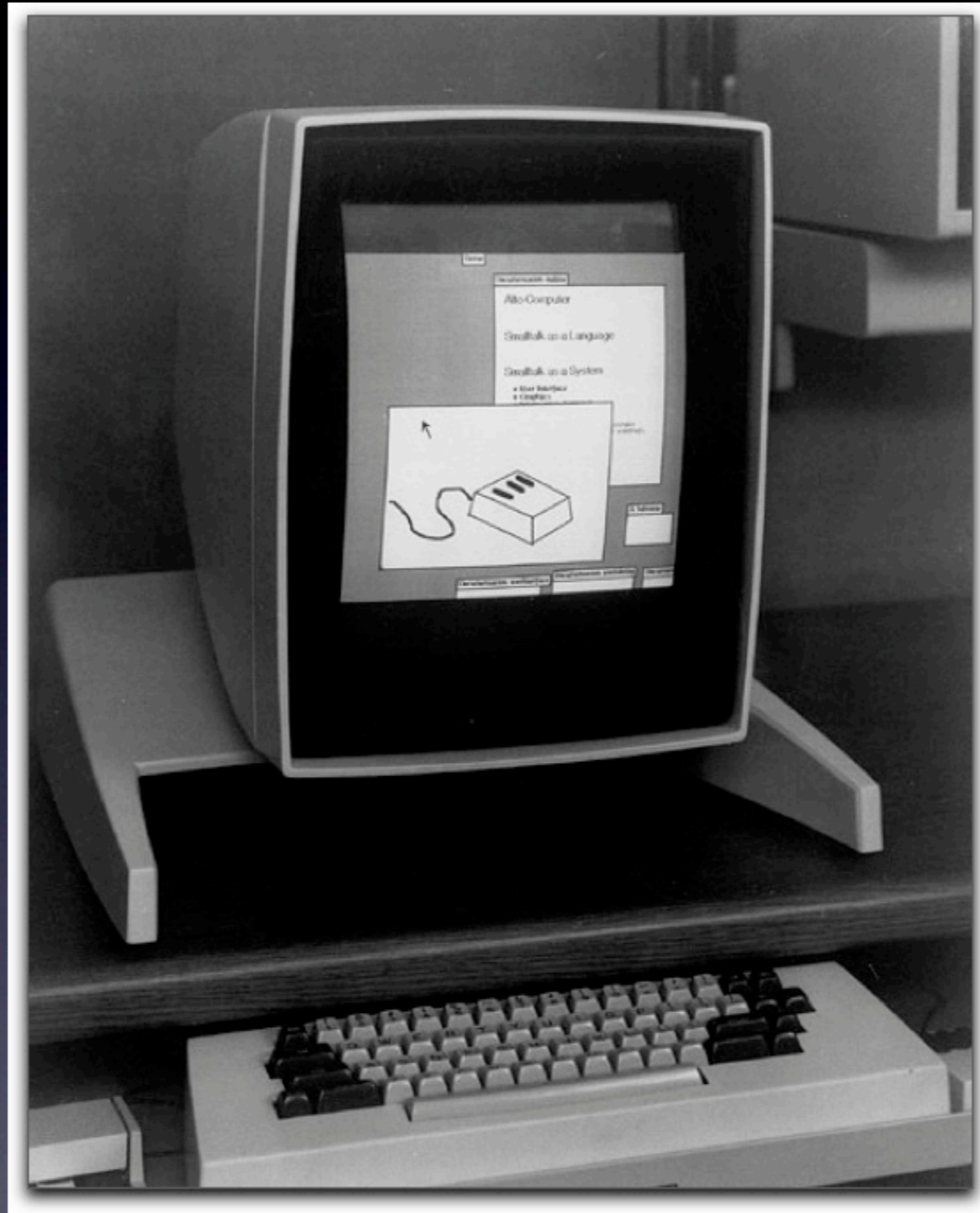
A players hire A+
players



Real CEOs demo



Real entrepreneurs ship



Marketing = unique value

Unique



Value

Bonus:

**Some things need to
be believed to be seen**