

Famous ENTrepreneur Paper

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One of the most famous, successful and impactful entrepreneurs of all time is undoubtedly the founder of Apple, Steve Jobs. Many stories and even movies about his life have been produced, such as the movie aptly titled *Steve Jobs* released in 2015 by director Danny Boyle. Steve Jobs and Steve Wozniak, his business partner, created Apple from nothing, with the company's first computers being built in his garage, and now Apple is a household name the world over and is the biggest company in the entire world. Much of this success is due to the business acumen of Steve Jobs, both his genius and also his ruthlessness, with his business sense saving the company from near bankruptcy in the late nineties. His impact not only on Apple as a company but on the entire world is immense and can still be felt in many facets of everyday life to this day, in fact the very device that I am writing this paper on has been influenced by him.

The beginnings of Steve Jobs' life and the start of Apple would go on to heavily affect how Steve Jobs would do business. Steve Jobs was born on February 24th 1955 in Seattle Washington. His birth parents did not want a child and as such decided that he would be put up for adoption, which is when he was adopted by his parents, Paul and Clara Jobs. Steve Jobs was a smart but unruly child, an aspect that would follow him throughout his life, though in highschool he would meet Steve Wozniak, the man who would go on to co-found Apple alongside Steve Jobs. Steve Wozniak would come to design a personal computer, something Steve Jobs saw potential in, and so the first Apple computer, the Apple 1, would be the start of their new company Apple and the beginning of their long history in the production and innovation of personal computers.

Personal computers at the time of Apple's founding were not as ubiquitous as they are today, with the vast majority of people not having a personal computer, something only hobbyists such as Steve Wozniak had at the time. All this changed with Apples second computer, the Apple 2 released to great success. This was mostly thanks to its introduction of a keyboard and its substantially improved ease of use. This allowed for the common person to

use the computer, not only hobbyists, which opened up the market for the computer and led to the widespread success of the Apple 2. All of this success made the company grow far beyond the small business that it started as, unfortunately for Steve Jobs, the two following computers the Apple 3 and Apple Lisa failed to gain as much traction, and competing companies started to gain more traction on the market.

Some of this misfortune would be turned around by Steve Jobs with the release of the Apple Macintosh in 1984, which was intended to sweep the personal computer market. The Macintosh introduced a very intuitive graphical user interface, which alongside the use of a mouse allowed for the computer to be used by anyone, not just those who knew a lot about computers. The Macintosh was a major advancement in personal computers, however it was not as successful as Apple had hoped, for either the general public or for companies needing computers. Though it wasn't as successful as Steve Jobs and the company had hoped, the Macintosh is still one of the most innovative and impactful personal computers ever made, influencing all computers that came after it and introducing aspects of computers that are still in use to this day. Unfortunately for Apple, that didn't result in sale, and Apple's board of directors was not happy with only the massive innovation that the Macintosh brought. It was due to the Macintosh's failure as well as Steve Jobs' repeated clashes with the board of directors, clashes owing to his ever present unruly personality, that he was forced to step down from the company that he founded in 1983.

Once Steve Jobs was ousted from Apple, he decided that he wouldn't quit there, and it was a good thing he didn't because his work following this point is what earned him his fortune and later worldwide acclaim. After being forced out of Apple, he started another computer company, neXT inc. The very same year he was removed from the company. This company also sold new and innovative computers, making it a direct competitor to Apple, though much like previous computers that Steve Jobs created, the computers made by neXT were extremely expensive and thus didn't take off as well as was hoped, with neXT later shifting to software

development. He then decided to buy an animation studio by the name of Pixar Animation Studios, which he would then use to partner with Disney in the creation of Toy Story, which went on to become a massive success.

As Steve Jobs was making his fortune with neXT and especially Pixar, Apple was struggling, with the commercial failure of the Macintosh combined with the creation of Windows own graphical user interface on far cheaper computers, Apple was quickly losing market share. In a bid to get Apple back on track, Apple purchased neXT inc. and appointed Steve Jobs to the board of directors, bringing Steve Jobs back to Apple. Before long, the CEO of Apple would step down due to Apples continued struggles, leaving Steve Jobs to effectively take the role of CEO of Apple for himself, placing Steve Jobs at the head of the company once again in 1997.

It is following this return that Steve Jobs and Apple made their major successes, taking the company from a computer company in the brink of bankruptcy to the largest company in the entire world. Following his rise to CEO, Steve Jobs led the company in its creation of the iMac, a computer which achieved the dream of the original Macintosh. The iMac was both advanced as well as affordable, finally allowing Apple to achieve the success in sales that they desperately needed to turn their fortunes around. This success alongside other popular products like the iPod launched Apple back into success. It was following the success of the iMac that Apple started developing undoubtedly their most successful and impactful product, the iPhone.

The iPhone was the first ever smartphone, creating features such as the touchscreen, internet access and more. The smartphone and its impacts on the world has become a defining aspect of the modern era, and it all started with Steve Jobs delivering the famous unveiling of the first iPhone on January 9th 2007 at a tech conference in San Francisco. The iPhone debuted at that conference, fast forward to 2023 and reports show that ninety seven percent of adults in the United States own a smartphone of some kind according to research analyst Olivia Sidoti of the Pew Research Center. The smartphone will forever be the defining legacy of both

Apple and Steve Jobs, and its creation is the main reason why Apple has achieved the level of success that it has.

Unfortunately, following such monumental success, Steve Jobs would receive very bad news in regards to his personal health. He had already been diagnosed with pancreatic cancer in 2003, something that he decided to treat not with modern medicine or surgery but with alternative medicines including a vegan diet and herbal remedies until finally undergoing a surgery in 2004. After the surgery he continued to lead Apple until his cancer returned in 2008, worsening as time went on. Ultimately the cancer ended up causing his death on October 5th 2011, when Steve Jobs was only 56 years old. If he had only sought immediate assistance for his cancer he may have survived it, as according to Alice G. Waltman in her Forbes article *Steve Jobs' Cancer Treatment Regrets*, "the form of pancreatic cancer from which Jobs suffered (a neuroendocrine islet tumor) was one of the 5% or so that are slow growing and most likely to be cured.". Had he been cured of his cancer, he may still be alive today, making even more innovations that affect the entire world.

The impacts and successes of Steve Jobs can not be denied, as his influence over the field of technology continues to be felt in massive ways to this very day. The revolutionary advances in computer technology and availability of personal computers has led to massive shifts in how people learn, work and communicate, and the smartphone lists among the most important inventions of the modern era, alongside the likes of social media and artificial intelligence (Cuthbertson & Griffon, 2021). It's no wonder why Apple grew to the size that it is today, benefiting greatly from being not only the first company to produce smartphones but also continuing to be a leader in the smartphone industry, particularly in the United States where they have 58.81% of the market share as of June 2024, with the younger generations also tending to favor Apple devices over Android, Apple's greatest competitor in the market (Howarth, 2024). Throughout his long career it can not be denied that Steve Jobs was and still is one of the most prolific and impactful entrepreneurs not only of the modern era, but of all time.

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