

CASE STUDY PRESENTATION

Steve Jobs & Apple

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The Early Years (1976 - 1985)

- 🍀 **Humble Origins:** Founded in a garage at age 20. Sacrificed personal assets (VW Van & HP Calculator) to fund Apple I.
- 📈 **Rapid Growth:** Within 10 years, grown into a \$2 billion company with 4,000+ employees.
- ⚠️ **The "Lisa" Failure:** An expensive setback against IBM PCs, but a vital learning prototype for future OS design.

KEY PHILOSOPHY

"Insanely Great" — Jobs' uncompromising standard for the Macintosh team, signified by the pirate flag flown over their development building.

The "Post-Apple" Years

THE BEST THING

"Getting fired from Apple was the best thing that could have happened to me... It freed me to enter one of the most creative periods of my life."

- 📦 **NeXT Step:** Focused on workstations for higher research. While commercial sales were low, the software became Apple's future foundation.
- 🎬 **Pixar:** Produced "Toy Story", the first computer-animated film. This success made Jobs an instant billionaire.

Ideation & Problem Solving



SOCIAL IDEATION

Utilizing the **Homebrew Computer Club** as a sounding board. Innovation was a collaborative social process, not just a solo act.



ANALOGICAL THINKING

The name "**Apple**" was an analogy to the simplicity and friendliness of an orchard, breaking the cold, technical image of IBM computers.



RULE-BREAKING

Flying the **Pirate Flag** encouraged a culture of "rebel engineers" who felt empowered to ignore industry norms to create something new.

| Design Thinking Application

- ♥ **Empathy:** Identifying that IBM's PC was too complex. Jobs designed for the *human*, not the machine.
- ↪ **Prototyping:** Continuous iteration between the failure of Lisa and the triumph of the Macintosh.
- ✂ **Ideation Execution:** Moving from NeXT software to the catalyst of Apple's comeback in 1996.

Under his return leadership, Apple used Design Thinking to launch the **iPod**, restoring the company to profitability.

Jobs' Final Advice

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work.

Don't settle."

**Stay Hungry.
Stay Foolish.**