

## On June 29, 2007, the first iPhone was released.

It is not a story of success but about tough and nerve-racking moments that not many can endure.

Steve Jobs and his confidant Steve Wozniak were dumb enough to believe that they can change the world from a small garage. They weren't affluent inventors but there was something for sure, they were simply voracious enough to act and sally forth to face the challenges to the consternation of big and famous companies.

Jobs and Wozniak were two precocious cofounders of a multi-billion company which really was founded in job's parents' garage. Their first product was a computer. They tried really hard to sell it but nobody showed interest. They tried harder and produced a new one. They went from one company to the other and most engineers after a perfunctory glance at their product to their chagrin, simply said "no".

So far so bad. It is in these moments that people wake up from the dream they are having. People understand that sometimes it is impossible to compete with companies like IBM from a garage. But jobs didn't know when to quit. Instead of giving up they decided to produce a computer which would measure the intelligence of perverse computer engineers in IBM and other companies who liked to deride the efforts of two phenomenal geniuses.

To do big things you need to do so many little things. After five years Apple was one of the biggest companies not only in America but also in the world.

There is always a fall after the summer! Some in the company started to disparage job's laudable achievements and he got fired from the company he had founded, which he called this incident a fiasco.

And at the same time he was diagnosed with pancreatic cancer so he had to eschew masticating on steaks and become a vegetarian. It couldn't have been worse, it was a traumatic experience. Unbelievably this awkward incident turned out to be a character building experience and he founded a new company "PIXAR". He hired some voluble engineers and they did something spectacular. They made "**toy story**".

You cannot connect the dots looking forward: you can only connect them looking backwards.

Eventually, Apple bought PIXAR so jobs came back to his company. Back then Apple was infamous for its rapid obsolescence of its products but when jobs became the CEO "**the think different campaign**" got started which changed the way people thought of cellphones. When in 2007 the first "iphone" came out even the most dubious people were caught off guard because the product was spectacular.

And since then it's been Apple era...