THINK LIKE AN ENTREPRENEUR
Business News for Kids
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FROM AN IDEA TO ... APPLE

DARING TO THINK DIFFERENT

Founders: Steve Jobs & Steve Wozniak | **Founded:** 1976 | **Headquarters:** Cupertino, California

Steve Jobs was born on February 24, 1955, to a Syrian father and American mother. He was put up for adoption as a baby and adopted by Paul and Clara Jobs. Growing up in California, Steve struggled on many levels. He was bullied by kids and had difficulty at school and found most subjects boring. But Steve had a passion for engineering, electronics, and technology, and naturally thought differently about how they should work and look.

After dropping out of college, Steve partnered with his friend Steve Wozniak (better known as "Woz"). Woz was brilliant at building computers, and Steve saw a business opportunity. Together they raised $1,300 and started Apple on April 1, 1976.

Steve and Woz built their first computer, the Apple I, in the Jobs family garage. A local store ordered 50 computers, becoming Apple's first customer. From 1976 to 1985, Apple continued to grow with the launch of the Apple II and the Macintosh.



Steve Wozniak (left) and Steve Jobs with the Apple I

But success didn't last forever. In 1985, Woz left Apple. Then, after a big disagreement with some leaders, Steve Jobs was pushed out of the company he founded. But Steve didn't give up. He started a new computer company called NeXT and also acquired Pixar, the animation company that went on to make *Toy Story*.

Meanwhile, Apple struggled without Steve Jobs. By 1997, the company was running out of money. So, Apple bought NeXT and brought Steve Jobs back. As Apple's new CEO, Steve focused on making a few great products that were both beautiful to look at and easy to use.



The iMac launched in 1998, a revolutionary new desktop computer. In 2001, the iPod changed how we listen to music and white earbuds soon appeared everywhere. In 2007, Jobs introduced the iPhone, which was "an iPod, a phone and an internet communicator" all in one. People lined up for days to buy it.

Jobs died in 2011, and Tim Cook was named the next CEO. In 2018, Apple became the first U.S. company worth $1 trillion. In 2026, Apple turned 50 and welcomed John Ternus as the new CEO.

APPLE'S GREATEST HITS

1976	1984	1998	2001	2007	2010	2015	2016
Apple I Built by hand in a garage	**Macintosh** Made the computer mouse popular	**iMac** A colorful computer that helped save Apple	**iPod** "1,000 songs in your pocket!"	**iPhone** A phone, music player and internet in one	**iPad** A big touch screen to carry anywhere	**Apple Watch** A tiny computer on your wrist	**AirPods** Wireless earbuds that took off

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CLASSROOM ACTIVITY

Design Your Own App!

Steve Jobs wanted to design technology that was simple, beautiful, and easy to use. Today, millions of people build apps for iPhones and iPads. Now it's your turn!

1. **Problem.** What problem will your app solve, or what benefit will it deliver? Who will use it?

   _____

   _____

2. **Function.** Describe what your app does and its coolest features.

   _____

   _____

3. **Design.** On a separate sheet of paper, draw your app's icon and what its main screen will look like.

Bring it to life! With a teacher or adult, try a free tool made for kids, like Apple's Swift Playgrounds, MIT App Inventor or Code.org's App Lab. Adults can also ask an AI assistant like Claude to help turn your drawing into a working app.

Share it with Lowey! Ask a teacher or parent to email a photo of your app design to **Think@LoweyBundySichol.com**

BUSINESS 101

The Store Everyone Said Would Fail



Distribution is how a company gets its products to customers. In the 1990s, Apple computers were sold in big electronics stores, where they were often stuck in an aisle of the store and salespeople didn't know much about them. Steve Jobs wanted to better control Apple's distribution strategy and how customers experienced Apple products. So, on May 19, 2001, Apple opened its first two Apple stores. Experts predicted they would fail within two years. Instead, more than 7,700 people visited the two stores during their first weekend! Shoppers liked how they could try Apple products before buying them and get help from the Genius Bar. Today, there are more than 500 Apple Stores in 27 countries.

FUN FACT!

When designer Rob Janoff was creating the Apple logo, he didn't want it to be confused with a cherry. So, he took a bite out of the apple and drew that!

FUN FACT!

The Apple I cost $666.66. Woz picked that price because he liked numbers that repeated.

FUN FACT!

The famous iPod ads showed silhouettes of dancers with bright white earbuds and a long wire. The ads became one of Apple's most famous and effective marketing campaigns!

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