

name was Jobs. The older Steve was shorter but also with unkempt hair. This Steve was quieter and more reserved. He spoke to the point. He was practical, efficient, and had a keen engineering mind. His last name was Wozniak. Both Steves shared enthusiasm and grit. Each Steve had a big vision for the future. But neither Steve had experience in business nor a coherent plan on how to make their ambitions come to fruition.

As it would ironically turn out, their very first business venture together involved phones. Steve Wozniak engineered a device he called a "blue box." The blue box allowed people to make a long-distance call at no cost. Wozniak thought the invention was clever, which it was. Only he had no idea how to sell it. But Steve Jobs loved talking to people. With his gift for gab, Jobs sold two hundred blue boxes, and he and Wozniak split the profits. Yet it wasn't telecommunications that got the two Steves most excited. It was household computers.

In 1975, a meet-up of computer hobbyists gathered for the first time in a garage in Menlo Park, California. The group coined themselves The Homebrew Computer Club, and they began gathering regularly. Their meetings were serious but casual, with members discussing the latest info and developments in computer technology. Jobs and Wozniak were an enthusiastic and active part of the Homebrew contingent.

Inspired by the discussions at Homebrew, Wozniak designed and built his own computer. It was the first of its kind, a complete ready-built circuit board that did not require its owner to put it together. Wozniak thought his current employer, Hewlett Packard, would surely love this invention. He eagerly demonstrated his prototype to his bosses. They had no interest. He pitched it to them four more times. Each time they turned him away. But Steve Jobs thought Wozniak's invention was fantastic. Always the assured salesman, Jobs told Wozniak that he should stop shopping his invention around and they should go into business together. Wozniak agreed. Soon after returning from a fruit orchard in Oregon, Jobs named their new company Apple.

Wozniak took his computer to The Homebrew Computer Club and demonstrated his invention to the group. One of the members owned a retail chain store and placed an order for fifty computers on the spot. In order to pay for the production of these circuit boards, Wozniak sold off his fancy programmable calculator, while Jobs sold his Volkswagen minibus. The store quickly sold the first fifty computers and ordered a hundred and fifty more. Jobs and Wozniak were now officially in business, and Apple had its first successful product pilot. Wozniak's computer would become the Apple I.

Wozniak and Jobs had huge dreams. They envisioned Apple computers in every home across the country. But they had no roadmap for growing Apple. They knew Apple would require money, but more than just capital, they lacked a plan. Just as this book can guide you towards the treasures I have hidden, Wozniak and Jobs needed direction.

The first person to invest in their new company was Mike Markkula. Markkula had worked at Intel and Fairchild Semiconductors as a marketing