

# facebook

MARK ZUCKERBERG

## **EARLY LIFE**

- Jewish
- Born and raised in Dobbs Ferry, NY
- Attended Ardsley High School and the Phillips Exeter Academy (boarding school)
- Recruited by Microsoft and AOL in his senior year
- But choose to go to Harvard

#### HARVARD

- Harvard did not distribute a student directory
- He hacked into the school's records and put up Facemash which was similar to Hot or Not
- He got into a lot of trouble from the admins
- Still it was the precursor to Facebook

## ART HISTORY CLASS

- 2 days before an art history final he realized he didn't know the 500 images he was suppose to
- He set up a site and put the images online
- All of his classmates commented on the images and they all had the notes for the class

#### **BUSINESS STARTED**

- He tried his face book concept again with thefacebook.com (Feb 4, 2004)
- This time it was voluntary
- Within 2 weeks half of Harvard had signed up
- Within a few months it has spread to other universities

#### EARLY YEARS OF BUSINESS

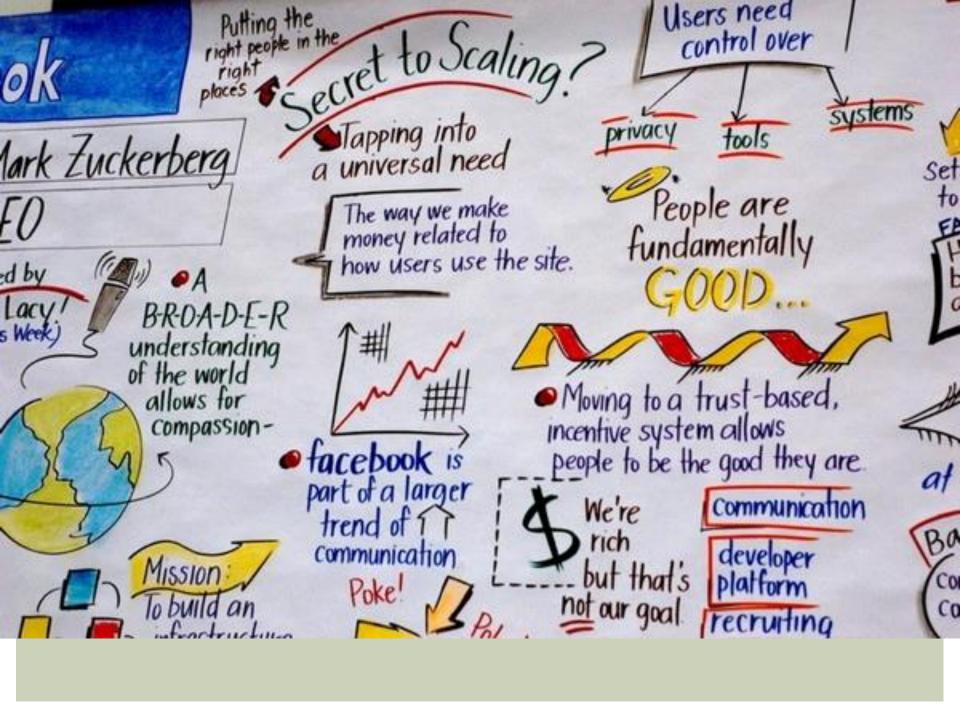
- At the end of Sophmore year Mark moved out to Palo Alto into a rented apartment near Stanford
- He ran into and roomed with Napster co-founder Sean Parker who introduced him to the ways of the Valley
- Parker introduced Mark to Facebook's first major investor PayPal co-founder Peter Thiel

# **GROWTH AND SUCCESS**

- Mark decided to leave Harvard and work on Facebook full time
- The moved around from office to office just barley getting by
- By fall 2005, they received \$12.7 million more financing and had 5 million monthly active users

# **MAKING MONEY**

- Advertising
- Sponsorships
- Sometimes misguided attempts like the Facebook Beacon
- Or "social advertising" Are being sued for using someone's name in an ad



# SUCCESSFUL CHARACTERISTICS

- Motivated
- Has technical experience
- Determined
- Creative
- Persistent