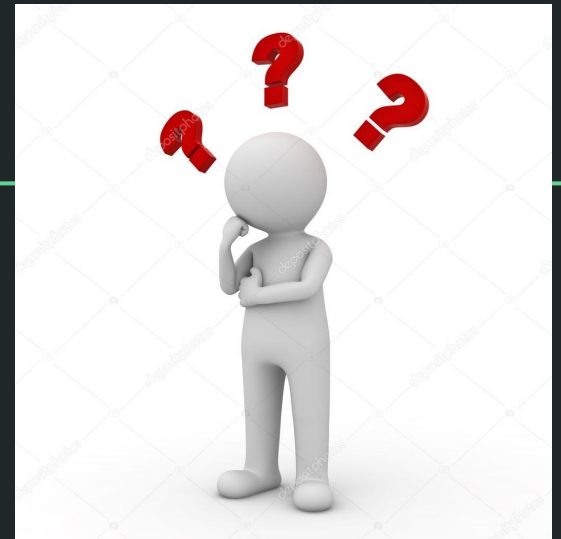


Which characteristic should  
have a good advisor?



# Good communicator

- express his ideas in a clear, convincing, and concise way



iPhone presentation 2007

# Good communicator

- express his ideas in a clear, convincing, and concise way



iPhone presentation 2007

# Out-of-the-box thinker

- Cannot be driven only by the public opinion
- Going against the flow



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# Out-of-the-box thinker

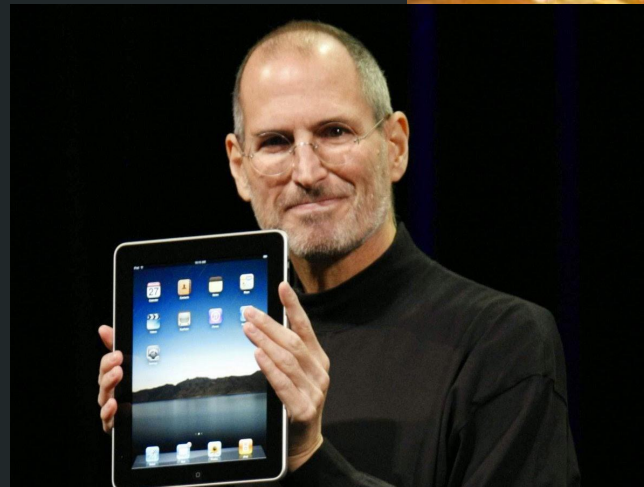
- Cannot be driven only by the public opinion
- Going against the flow



iPhone presentation 2007... again

# Wide vision

- Cross ways to different fields
- Global view



# Empathetic

- Understand people's needs that the population doesn't know to have



iPhone presentation 2007... again

# Empathetic

- Understand people's needs that the population doesn't know to have



iPhone presentation 2007... again



# Informed about technology

- Innovation through the current state-of-the-art
- Reusing technology



iPhone presentation 2007... again

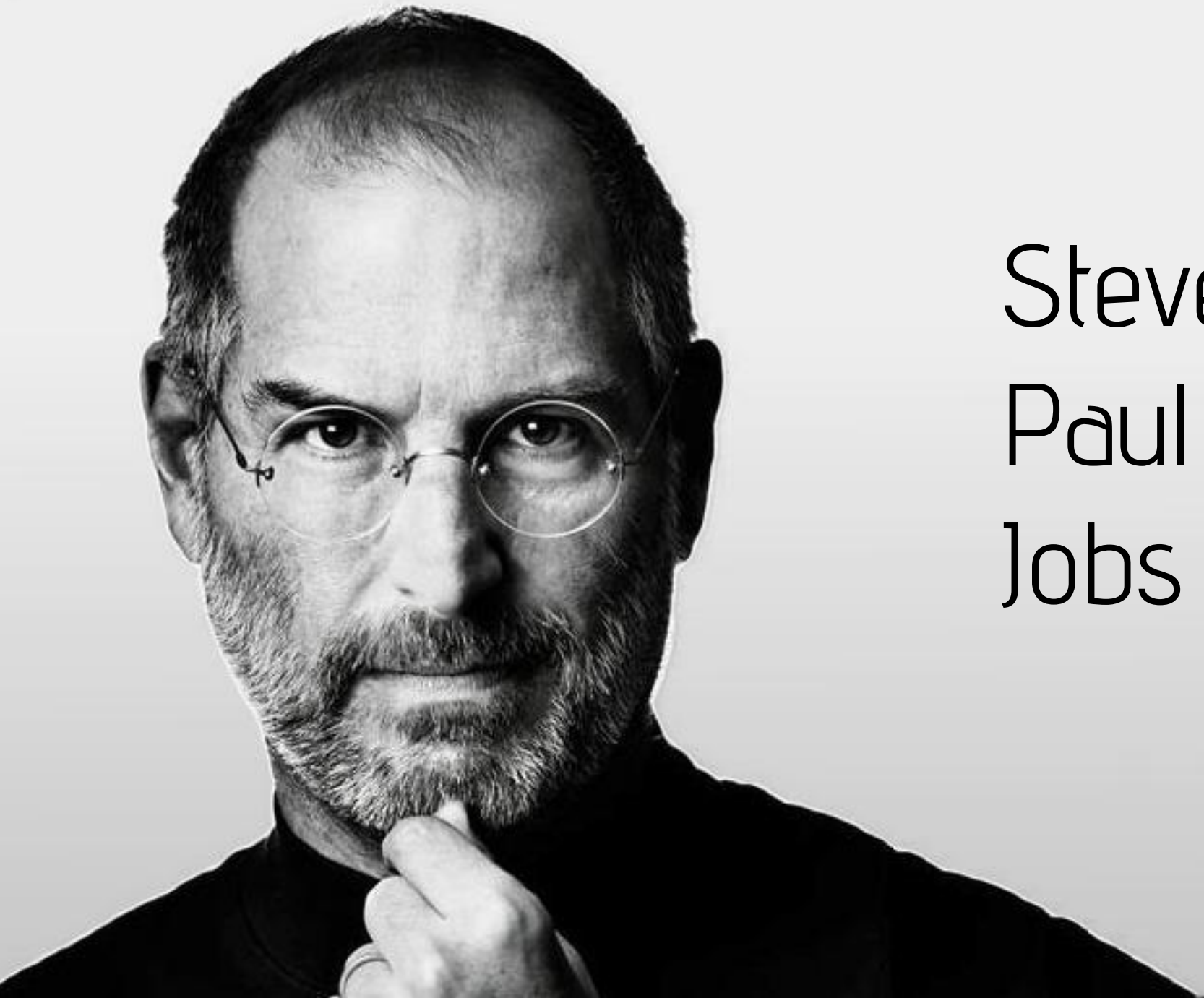
# Informed about technology

- Innovation through the current state-of-the-art
- Reusing technology



iPhone presentation 2007... again

One more thing...



Steven  
Paul  
Jobs

# Courageous Entrepreneur

- Co-founder of Apple
  - Big success: Apple I and Apple II
  - Bigger innovation: Apple Lisa and Macintosh
- Founder of NeXT Computer
  - NEXTSTEP: base for OS X
- Founder of Pixar
  - First film totally computer-animated

# Pervasive innovator

- Wide vision
  - Bold and right decisions about the future
- Innovation he brought
  - iPod
  - iPhone

We used to dream about this stuff.  
Now we get to build it. It's pretty great.

Steve Jobs