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Comparative analysis of entrepreneurial portrait of Bill Gates and Steve Jobs

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Abstract

The study was conducted to analyze and compare the startup process of Bill Gates and Steve Jobs. Both are the world's most influential figures in the computer industry. Leaving university to pursue a passion for technology is extremely

risky and risky. The ir motivating impact on the young generation in the society is huge. Therefore, it is inevitably to consider, analyze and compare the startup process of Bill Gates and Steve Jobs.

Keywords: Start up, Entrepreneurship, Bill Gates, Steve Jobs

1. Introduction to the research problem

Promoting entrepreneurship is considered an objective and at the same time a means to realize Vietnam's three strategic breakthroughs, including institutions, infrastructure and human resources. Earning a living, enriching and serving the society by starting a business are especially important to government organizations, mass organizations, political and social organizations, development organizations, associations, and universities. heart.

Referring to Bill Gates, everyone know that he is an American celebrity, philanthropist, author and chairman of Microsoft Corporation, the giant software company that he and Paul Alen founded. He is always on the list of the richest people in the world. At Microsoft, he served as the CEO and chief software architect for the company's development. In addition, he is the author and co-author of several books. Gates is one of the most famous entrepreneurs of the personal computer revolution

As for Steve jobs, he is an American businessman and inventor. Co-founder, chairman and former CEO of Apple Corporation, the most modern electronic technology company today. He previously served as the CEO of the animation studio Pixar. Later became a member of the board of directors of the Walt Disney Company. Jobs is also an executive producer on the film, and he is also one of the most commercially successful personal computers ever.

However, not everyone knows that in order to have the success like today, these men had to put in their best efforts with bold and breakthrough thoughts. They worked with all their passion and enthusiasm. And the following article will help us better understand the life as well as compare the start-up process of these two most influential figures in the world.

2. Theoretical basis

2.1 Overview of startups

Startup is a term that refers to companies that are in the start-up stage in general (Startup company), it is often used in a narrow sense to refer to technology companies in the start-up stage. A startup is an organization designed to deliver products and services under the most uncertain conditions.

To start a business, we need to innovate and create. The essence of a startup is to disrupt to create something that is not available in the market or create a better value than what is already available, such as being able to create a new segment in the market. manufacturing, a new business model, or a new type of unique technology.

Starting a business and startup are two different categories. We can understand that starting a business is a form of building a business by setting up a private business or a family business such as opening a restaurant, restaurant, or shop (barbershop, coffee shop).

Entrepreneurship means creating value that benefits people for society or the startup group, for shareholders of the company, for employees, for the community and the state. Starting a business by establishing a business will create economic growth and to some extent participate in economic and social development.

Starting a business is when we are both an employee and a boss or higher, we set up own business and then recruit employees

to work together. So starting a business is also when we start to own it. And starting a business also involves creating products and selling them to the market to have an income. That's why it's often called entrepreneurship.

2.2 Start-up in high technology

Bill Gates' life and career

Bill Gates is an American business magnate and computer programmer who is the co-founder of Microsoft, the world's largest PC software company. Since founding the company in 1975, Gates has held a number of positions including those of president, CEO and chief software architect. One of the most famous entrepreneurs of the revolution. personal computer network, he has consistently ranked among the richest people in the world starting in 1987. Born the son of a successful lawyer, Bill Gates was encouraged from a young age to be competitive, Quick and inquisitive, he became interested in computers while still in school and wrote his first computer program as a young teenager. After completing his studies, he enrolled in the prestigious Harvard School. though he wasn't there long enough to finish his studies. Gates dropped out of school to pursue his passion for computers and teamed up with Paul Allen, a former classmate, to found Microsoft. The company proved to be very successful and within a few years Gates became an internationally renowned businessman. and is currently the second richest person in the world (in 2018).

Bill Gates and Paul Allen teamed up to found Microsoft (originally called Micro-Soft) in 1975. They originally adapted BASIC, a popular programming language for use in computers. It proved to be a success and they continued to develop programming language software for various systems. In 1980, the duo was approached by International Business Machine (IBM) with a proposal that Microsoft write a BASIC interpreter for IBM's upcoming personal computer, the IBM PC. Microsoft created the PC DOS operating system, which they delivered to IBM in exchange for a one-time fee of \$50,000. Soon, Microsoft operating systems became very popular, and the company introduced an operating environment called Windows on November 20, 1985, as a graphical operating system for MS-DOS. In the following years, Windows dominated the personal computer market in the world, capturing more than 90% of the market share. The company has seen phenomenal financial success and as its largest individual shareholder, Bill Gates has amassed a large fortune.

In March 1986, Bill Gates took Microsoft public with an initial public offering (IPO) of \$21 a share, making him an instant millionaire at the age of 31. Gates holds 45 % of the company's 24.7 million shares, or \$234 million at the time. In 1987, Bill Gates became a billionaire when the stock hit \$90.75 a share. Since then, Gates has topped, or at least near the top, of Forbes magazine's annual list of the 400 richest people in America. Microsoft introduced Microsoft Office in 1989. The package integrates several applications such as Microsoft Word and Excel into one system that is compatible with all Microsoft products. The success of MS Office gave Microsoft a virtual monopoly on operating systems for PCs. In the mid-1990s as internet usage spread across the globe at an alarming rate, Gates focused Microsoft on developing consumer and enterprise software solutions for the Internet. The Windows CE operating system platform and the Microsoft Network were among the innovative solutions developed during this time. In 1995,

Windows 95 was released, setting new standards and features for operating systems. This version of Windows is the backbone of all future versions from Windows 2000 to the latest XP and Vista.

Steve Jobs ' life and career

Steven Paul Jobs was born in San Francisco, California, USA, to his father and mother, Abdulfattah Jandali and Joanne Schieble. He was adopted by an American couple, Paul Reinhold Jobs (1922–1993) and Clara Jobs (1924–1986). Jobs attended Cupertino High School and Homestead High School in Cupertino, California. After school, he often goes to Hewlett-Packard Company in Palo Alto, California. He was quickly hired and worked alongside Steve Wozniak as a summer seasonal employee. In 1972, Jobs graduated from high school and enrolled at Reed College, one of the top 10 colleges in the United States in Portland, Oregon. Although Steve Jobs dropped out after just one semester because the private university tuition was too high, he continued to attend classes at Reed while sleeping on friends' floors, changing cans soft drinks to pay for meals and free meals each week at the Hare Krishna temple. Jobs later expressed, "If I hadn't attended that private calligraphy class in college, the Mac would never have had it. many typefaces or fonts have such proportions

In the fall of 1974, Jobs returned to California and began attending Homebrew Computer club meetings with Wozniak. He worked as an engineer for Atari, a video game maker, and saved money for a pilgrimage in India. Jobs then went to India with Daniel Kottke, a friend at Reed School (later the first employee of Apple), in search of spiritual enlightenment. He returned as a Buddhist, shaven and dressed in traditional Indian clothing. During this time, Jobs experimented with drugs, stating that the LSD experience was "one of the two or three most important things I've ever done in my life." Jobs asserted that, for those around him who did not want to share his cultural roots, they would not be able to understand his thinking.

a. Developed countries

- America is the most dynamic society in innovation, they always have an urgent need to start a business to turn new inventions and inventions into goods. For every successful entrepreneur in America, many have tried and failed, countless have failed many times to succeed, and those who have succeeded continue to innovate and start new companies.
- In American culture, individual interests and personalities are considered the most important. They honor those who dare to do it on their own. When successful, they are admired as a talented entrepreneur, recognized in high positions in society. When they fail, it is seen as a natural and necessary stage in preparation for eventual success. So that those who fail are supported by the whole society, continue to stand up and start again. This makes American society more competitive, always leads to higher achievements, and is a great motivation to create dynamic new companies and abundant wealth.

Besides, Americans are also adventurous and adventurous. They invest in even the "craziest plans". But it is because of that dynamism, "youth in thinking" that they are successful and rich.

- The US is also home to the largest and most efficient venture capital funds in the world; This is the source of funding for bold business ideas and has brought success not only in the US but around the world. We have a very good example of the entrepreneurial spirit, willingness to take risks to succeed in the US Presidential campaign of billionaire Donald Trump. A 70-year-old businessman, with no experience in political, military or diplomatic leadership, won over a horny politician, Secretary of State Hillary Clinton with the campaign slogan "Make America great again".
- The country with the strongest entrepreneurial spirit in the world over the past few decades is Israel. They drew on three direct causes of successful startups: having the right government policy, civic dynamism, and the contribution of the military environment. The most profound and fundamental contributing factor to Israel's entrepreneurship is education, which is the process of creating the "basic genes" for entrepreneurship in every citizen. Israelis believe that the will to start a business and innovate will form right from infancy. Therefore, children are encouraged to live with nature, develop curiosity, learn everything in nature and life. In kindergarten, children are used to making friends and creating relationships. At a young age, learn to live independently, take responsibility for themselves, for what they want to do and learn to accept risks and failures. To be a teenager, is to build camaraderie and friends; learn how to act quickly, boldly decide to take over the goal, ready to face difficulties and dangers. By the age of 17-18, is to understand and practice the mission for the survival of the country and nation in addition to the responsibility to the family. Entering the army, they learn to practice responsibility to the country. Israelis respect those who do more than their assigned responsibilities.

b. Developing countries

- Vietnam is a developing country compared to friends in the world, which is an agricultural country, but Israel, Thailand, and Japan and that is an example, an inspiration for us to study and follow, from there. creating businesses of the same level with their noble and sacred missions. It is important that we make smart choices, suitable to our own conditions, know how to promote our strengths, to also do meaningful things. In order to catch up with friends in the world, it is necessary to approach the 4.0 revolution, people have more and more easy access to scientific advances and specialized knowledge that were previously difficult to access or hidden. that master their work, from which to achieve more outstanding results.
- Vietnam's neighbor Thailand is also a developing country, but in contrast to Vietnam, the Thai government has promoted startups towards the industrial revolution 4.0 as an important task. Government initiatives have become key to incubating startups and facilitating the growth of the startup ecosystem in general by providing capital, expert advisors, and reducing costs. tax. In 2018, the Thai startup market may become more competitive thanks to the inflow of capital into the fields of artificial intelligence, machine learning and healthcare technology. Meanwhile, a series of untapped

opportunities lie in the aviation, agriculture, tourism and other sectors. In agriculture, potential areas are new farming systems, supply chain technology and agro-technology.

3. The core success factor for entrepreneurs

Some people will argue that there is no specific formula for successful startups, but for entrepreneurs there is always a secret to getting there. With the rapid advancement of technology and communication methods, entrepreneurship has become a popular means of survival over the past decade, according to a 2003 article from Life Tools for Women. Here are some factors that contribute to the success of an entrepreneur:

- The first is the ability to come up with a concept, envision what it might look like, and execute it effectively This process, known as innovation, is essential for any successful business owner and entrepreneur. When entrepreneurs come up with an idea, they have to think about what they love to do. Then analyze the competition, do market research to see if there's a need, and figure out how to make the idea work. This takes talent, initiative and creativity.
- Second is money this is what keeps a business venture growing. It is also an essential part of purchasing inventory, paying employees, marketing the business, buying or repairing business tools, and paying yourself. A successful businessman knows how to manage his money. From the outset, it takes dedication and self-control to not make a bad financial decision or spend a company's money prematurely, especially in a lone venture. Plus, he knows when to hire help, when he can afford the office rent and pay his bills on time - all while running his company.
- Third, planning is essential to starting and running a successful business. From the initial stage - researching the market and writing a business plan - to the later stage - hiring, firing and retaining - a successful entrepreneur must think ahead, analyze each business decision and continuously compiled data. Another aspect of planning is setting goals, outlining how to achieve them, and achieving them. Short-term and long-term goals help motivate and remind entrepreneurs of their passions and aspirations.
- Finally, is adaptation in the success of an entrepreneur necessary. This element comes in various forms and is crucial to the start and life of a new company. Entrepreneurs must learn to adapt during the business planning stages. During the process, whether in market research, coming up with an idea, or writing a business plan, everything changes and then an entrepreneur must have a change of idea or plan to suit the circumstances. Another form of this factor is adapting technology to your industry. With a huge emphasis on technology in all major industries, if you don't keep up, you can't succeed. Entrepreneurs must constantly study industry standards so they can keep up with their competitors.

4. Research results and discussion

4.1 Comparative analysis of leadership capacity

Gates is one of the most famous entrepreneurs of the personal computer revolution. Gates is one of the most famous entrepreneurs of the personal computer revolution. Despite his many admirers, many of his competitors have

criticized his business tactics, which they consider unfair or monopolistic competition, and his company has suffered a number of lawsuits, litigation. Near the end of his career, Gates pursued a number of philanthropic endeavors, giving and donating large sums of money to charities and scientific research through the Bill & Melinda Gates Foundation, founded was established in 2000.

Stelve Job is an American businessman and inventor. He is the co-founder, chairman, and former CEO of Apple, one of the most influential people in the computer industry. Previously, he was the CEO of the animation studio Pixar, then became a member of the board of directors of the Walt Disney Company in 2006, after Disney's acquisition of Pixar. He was also the executive producer of the film Toy Story (1995).

Comparison of leadership capacity

▪ **Bill Gates**

Bill Gates is considered an ideal monument not only of leaders but also of everyone. He is an ingenious captain who needs to firmly steer Microsoft through many difficulties and go through long and thorny roads. Make your employees feel at home. Appreciate the opinion of the staff. Hiring the right and talented people – People are the deciding factor.

▪ **Steve Jobs**

A person with a simple style, more eloquent speech, and most importantly, talented leadership with a big vision - what helped revive Apple from near bankruptcy to glory. today. Steve is also known for his "give it up" motivational style. To him, every mistake deserves punishment. Steve can outright fire an employee in the elevator if this person commits a serious mistake. He also had a revolutionary vision, a charismatic eloquence and a natural talent.

4.2 Comparative analysis of entrepreneurial capacity

Steve Job is an extraordinary innovator. It's because the Apple founder can excel at developing new technology products. Before that, Jobs was fired from the company he founded because of his attitude underperformed, though he returned not long after. Steve's non-Apple projects such as the NeXT computer company also did not have any significant success, and were later bought by Apple for \$ 400 million to bring the operating system they developed. Only the Pixar studio was Steve Jobs's profitable project, but in reality, Pixar was primarily managed by John Lasseter and Ed Catmull. When Jobs returned to Apple, he began to achieve great things. But at that time, the company was still small and he worked with the intention of saving Apple from the brink of bankruptcy. Therefore, it can be said that Steve Jobs' creative design is the biggest turning point in history, but the executive ability has not yet been completed. As for Bill gates, right from the very beginning of the software company, Gates has always wanted and set a goal to turn his small company into a world-famous giant. The core of Microsoft's success is the vision and strategic vision of Bill Gates about the decisive role of information technology and communication, of computers and the Internet in the entire socio-economic life. future society of mankind. Thanks to his deep understanding of technology and his unique data aggregation method, he has demonstrated an exceptional ability to identify future trends

and direct the strategy for Microsoft. Gates to understand that, passion and success always go together, as long as we know how to seize the opportunity and bravely set foot on a new path. Of course, not everyone understands this, and it's not always true for everyone. An academic career also has its own advantages and before you drop out, you need to carefully consider the consequences. Bill Gates has gone against tradition and has been successful on the chosen path. Second, Bill Gates has a great vision and he links all of Microsoft's resources to that vision. "Every business and every household must have a computer and must run it with Microsoft software." That was his vision. Besides, Bill Gates is highly appreciated because he focuses on making the device useful in managing users' photos and videos, but in terms of music, the function is somewhat lagging. Personal computer users download their own music and then make their own CDs. iMac can't do this. "We thought we missed it," he admitted.

But instead of trying to follow suit by upgrading the hard drive of his iMac, he decided to create an integrated system to change the music industry. The result: iTunes and iPod's music store, enables users to buy, share, manage, store, and play music better than any other device. Even after the iPod hit, Jobs wasn't happy for long. Instead, he began to worry about what might threaten its success. Maybe the mobile phone companies will add better music playback to their devices. So, he focused on iPhone development: "If we don't know how to eliminate ourselves, someone else will. His way of doing things" He always behaves in a way that conventional principles cannot apply. useful to him, his enthusiasm for work, his focus and the emotion he brings to everyday life are also incorporated into the products he creates. His temper as well as patience were part of his perfectionist personality.

4.3 Comparative analysis of external factors affecting the start-up process

▪ **For Steve Jobs**

In 1985 Jobs was turned away by the employees of the company he founded, when most of them sided with John Sculley (who was invited by Jobs to Apple from Pepsi Company). At this time, Apple is in a rather difficult situation while Jobs and John Sculley have different operating directions. With a strict and uncompromising attitude, Jobs firmly disagreed with John Sculley while always looking for ways to solve the problem of declining sales, causing dissatisfaction within the company, ultimately leading to results. he had to leave Apple.

▪ Although he left Apple, but Jobs did not give up, he started again by buying the graphic studio Lucasfilm (later Pixar Studios), quickly became a billionaire with a series of famous animated films, even winning awards. Oscar. Meanwhile, Apple continues to reel in the crisis. Once again, people see the importance of Jobs to Apple in particular and the computer field in general. Many people say Jobs hindered Apple's growth, but the truth is that without him, Apple was in a great crisis. Apple slipped without stopping and at the same time, giants like HP and Dell took the opportunity to develop and increase sales. The dizzying development of both Dell and HP caused Apple to struggle, uncontrollably. Ten years later, Apple had to

go back to its "father" for help and Jobs returned to take over the leadership position of the company.

▪ **For Bill Gates**

From a young age for Bill Gates, he was told that Bill Gates started to have a passion for computers since he entered middle school. At the age of 12, he saw his first computer. Born and raised in a well-to-do intellectual family, since childhood, Bill Gates had a dream of becoming a lawyer like his father. But it was not until he came into contact with computers that he really found his life's true passion for programming: "It is difficult to separate me from the computer when I can clearly demonstrate success. from it". From the very beginning of the software company, he has always wanted and set a goal to turn his small company into a world-famous giant. Of course, Bill Gates is not perfect, He was also not immune to bitter failures. Even at the farewell to Microsoft, he still did not forget to admit that: "Not realizing the power of the Internet" was one of his biggest mistakes.

- However, he always learns from his failures. One of his famous sayings is "Success is a bad teacher. It makes smart people think they can't fail." This is evident in the way Microsoft employees deal with failure. In the company there is an unwritten rule that bad news must be spread and announced quickly for everyone to learn from. After each project is completed, Microsoft holds a project review meeting to discuss everything that has been done and what could be done better.

5. Conclusions and recommendations

5.1 Conclusion

In short, the path of starting a business in the current context of deep international integration is often very fierce and risky, but if you are not committed, bold, and dare to face challenges, you cannot start a successful business. It is certain that once the spirit of entrepreneurship, the culture of entrepreneurship flourishes among all classes of the population, especially among the young Vietnamese generation, it will truly become the strongest and most important driving force promoting develop the economy, develop the society, move the country forward.

5.2 Recommendation

About the formation of the environment

The entrepreneurial process originates from the intentions cherished in the living environment of the family, school and community. It contains factors that form negative or positive entrepreneurial intentions. Negative intention considers the purpose of a startup only to bring benefits, make a lot of money for themselves without caring about society. Positive intention considers entrepreneurship as the process of creating products and services that bring benefits not only to themselves but also to society. At that time, negative entrepreneurial intentions are formed and one day they will become jerk entrepreneurs, making money by harmful tricks to society. people in society get rich by creating products, services, or labor for those who accept payments; At the same time, this behavior brings benefits and civilization to society. At that time, a genuine desire to get rich will be formed in each person, promoting the birth of a class of entrepreneurs who actively contribute to the civilization of society.

The creation of a legal environment ensures the principle that all money-making activities are exchanged by creating benefits for the payers and bringing progress to society. This principle is maintained throughout the promulgation of legal documents and control of law enforcement. The creation of a legal environment ensures the principle that all money-making activities are exchanged by creating benefits for the payers and bringing progress to society. This principle is maintained throughout the promulgation of legal documents and control of law enforcement.

The school can design tours and experiences at production enterprises for students to discuss, share, have an overview and apply on a virtual model. Thereby helping them to be aware of investment, production and business activities that bring benefits to society. That soon stimulates the incubation of positive entrepreneurial intentions. When creating an environment that promotes everyone to respect the law, parents' parenting will also be more positive.

To speed up this process, mass organizations, families, and schools need to step up the propagation of the awareness of true enrichment among all classes of people; as well as strongly condemn the acts of making money grabbing, causing harm to society. This is the root of the long-term startup strategy.

About building the foundation for the startup ecosystem in Vietnam

In 2018 Topica Founder Institute (TFI) annual report on start-up investment situation, in 2018, Vietnamese startups received USD 889 million in investment in 92 deals with investment funds in and overseas, 3 times higher than in 2017 (same number of deals) and 6 times more in 2016. Currently, Vietnam's startup ecosystem is developing with more than 40 active venture capital funds, increasing by a factor of four. double compared to 2015. Many large domestic corporations have participated in venture investment such as FPT, Viettel, Vingroup, CMC, CenGroup. Along with that, there are more than 40 incubators, business promotion organizations and 60 coworking spaces across the country.

In 2018, many large corporations increased investment in the startup ecosystem. However, compared to other countries in the region, Vietnam's startup ecosystem is still relatively young and not closely connected with each other. The factors that make up the success of a startup including infrastructure, institutions and policies, finance, investment capital, market and culture continue to be improved step by step. However, Vietnam's startup ecosystem has begun to attract great attention from venture capital funds in the world and in the region. Innovation activities associated with growth and development of Vietnam are still not commensurate with the potential, there is still a lot of untapped and untapped space for development. Therefore, it is necessary to have many policies to perfect the innovation ecosystem and create the most favorable conditions for innovation to develop: Focus on building quality human resources for the innovation economy. Creativity, Support innovation activities in enterprises, Unlock capital for innovation activities. Innovative start-ups can become fast-growing mature businesses that make practical contributions to the economy, Vietnam needs to develop a dynamic creative startup ecosystem with linkages and cooperation. the closeness of all the above elements in the ecosystem.

The industry reviews and considers submitting to the competent authorities the preferential content for innovative start-ups in the direction of abolishing the procedures for registration of capital contribution, purchase of shares, and capital contribution in case the capital contribution or purchase shares, capital contributions do not increase the foreign investor's ownership ratio in the enterprise or in previously licensed fields or areas not restricted or prohibited by Vietnamese law. Thereby, it will open up opportunities for exchange and cooperation at a higher and more regular level between the Government, startup investors and the startup community in an effort to persistently connect, interact and share the spirit of innovation. open innovation, helping the Vietnamese creative startup community reach out to the world and the international startup investment community to Vietnam.

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