

# Assignment

Business



Summary of Business Article al Affiliation Summary of Business Article The article en d “ Facebook Creates Team to ‘ Beam’ Internet Everywhere on Earth” written by Reed Albergotti and published online in the Wall Street Journal presented relevant information which disclosed the ongoing plans of Mark Zuckerberg, the founder and CEO of Facebook, to launch Connectivity Lab, described as a team of scientists whose aim is to bring the Internet to remote places (Albergotti, 2014). The team was reported to be composed of about twelve people from different backgrounds and expertise. Some of these members were noted to be scientists by profession in the fields of aeronautics and communications. Likewise, the formation of this team was disclosed to be part of Zuckerberg’s Internet. org initiative, which allegedly aims to bring connections to parts of the world where access to the Web has not yet been reached. Therefore, to enable connections to be made possible, it was disclosed that new technologies would have to be invented, which, accordingly would necessitate working with drones, satellites and lasers (Albergotti, 2014).

Concurrently, Albergotti (2014) also revealed that Facebook has made other business ventures and acquisitions to expand its organizational sphere. As noted, Facebook had reportedly agreed to purchase “ Oculus VR, a maker of virtual reality goggles, for \$2 billion... (and) announced a \$19 billion deal to acquire WhatsApp, a mobile messaging service” (Albergotti, 2014, p. 1). As indicated, these business ventures fare lesser in scope and amount of investments when compared to the launching Connectivity Lab. The manner by which connections to remote places would be accessed was described as “ sending infrared light beams to the earth, using satellites for rural areas and solar powered aircraft for more suburban areas that lack Internet

connections” (Albergotti, 2014, p. 1). These future plans evidently indicates that Facebook has made advanced thrusts to capture opportunities in currently remote areas towards the organization’s outlook for unprecedented growth through technological innovations.

#### Reference

Albergotti, R. (2014, March 27). Facebook Creates Team to Beam Internet Everywhere on Earth. Retrieved from The Wall Street Journal: [http://blogs.wsj.com/digits/2014/03/27/facebook-creates-team-to-beam-internet-everywhere-on-planet/?mod= Tech\\_newsreel\\_3](http://blogs.wsj.com/digits/2014/03/27/facebook-creates-team-to-beam-internet-everywhere-on-planet/?mod=Tech_newsreel_3)