

I was made in 2010.  
in this

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**ASSIGN  
BUSTER**

I am going to write my essay about the most successful entrepreneur and businessman- Mark Zuckerberg and his Facebook. I am pretty sure that there is nobody who does not know him or has never heard about this widely used Facebook program. Who is Mark Zuckerberg? Mark Elliot Zuckerberg, one of the five co-founders of Facebook, was born on May 14, 1984, and grew up in the suburbs of New York, Dobbs Ferry. He is the only son in the educated family. His father, Edward Zuckerberg, was a dentist and had his own dental center.

His mother, Karen Zuckerberg, was a psychiatrist and worked before birth of her children. Mark got curiosity in programming yet in elementary school. His father taught him ATARI BASIC programming and thanks to him, Mark used this program and created a messenger, which was called "ZuckNet". When he created this messaging app, he was about 12 and it was considered to be the first and one of the most important success of him. This program connected different computers and let them transfer messages between each other using this app. Mark is good at not only creating such kind of programs, but also developing games. I watched a film about him, which is called "Social Network" and was made in 2010. In this film, he said that he developed games and gave them to Microsoft free, because he was doing it just for having fun.

Later, Mark Zuckerberg studied at the Academy of Phillips Exeter. He showed high results therein different subjects and activities, but he still had interest to coding and making new programs. He became known in developing software and some companies want him to join them. In 2002,

after graduating Phillips Exeter, Mark Zuckerberg entered Harvard University. His most successful years began at this university, while living in dormitory.

I am going to write about how his life was in Harvard and how he created Facebook during study years through the film, which I watched about him. At this university, there were many students from different rich families and Mark called them the cream of society. They were joining to various clubs, hobby groups and so on. Mark wanted to make a program to draw their attention to him. In 2003, once summer evening, after broke up with his girlfriend, Mark was drunk and suffered from insomnia in his dormitory room.

He decided to create a program, in which all pictures of students at Harvard could be found. He hacked the database of Harvard, downloaded all pictures and made a program called FaceMash. This program randomly selected two pictures of female students, and put them next to each other, giving the option for voting. During only for hours, a lot of students clicked to this program and due to exceeding the limit, Harvard server was crashed.

Mark Zuckerberg was accused of computer hacking and for sure, nobody said " Good job!" to him and he received a six months academic distance.

Although this was a problem for him, but thanks to this program, Mark had noticed that such kind of things cause a huge interest in society.

After making FaceMash, Mark was already known in Harvard and Divya Narendra, who was co-founder of Harvard Connection, and his two partners, Tyler and Cameron Winklevoss decided to work with him in order to create a social network, which for Harvard students. In conversation with Mark, Divya

Narendra explained that they wanted to make a program, in which students could share their photos, personal information and some useful links.

The only needed thing was to make a program and creating a special code that would let the system work as quickly as possible. After meeting with them, Mark decided to join them and began to work on Harvard Connection. While working on that, he found out a fantastic idea for his own social network.

In February 2004, Harvard undergraduate Mark Zuckerberg and two of his roommates built Facebook as an alternative to Harvard Directory. It differed from other sites, because initially only Harvard students, who had “. edu” e-mail address, could register. The domain name was TheFacebook. com, now known throughout the world as Facebook.

com. Mark noticed that people had interest to whom they knew in real life. Facebook let them find each other, communicate online and had fun together. It was something new. “ Add me on Facebook” was the most used word in Harvard during first weeks. Within a month of the site’s launch, almost three quarters of Harvard students had registered.

“ Facebook spread rapidly and by June 2004, it was serving about 30 colleges and more than 150,000 users” (“ Facebook Stares Down Success,” , Fortune Magazine, November 28, 2005) This was the unexpected success for Mark and his friends. After Zuckerberg and his partner Eduardo Saverin noticed that people who registered on Facebook increased day by day, they decided to hire new programmers. One of them was a Mark’s neighbor,

Darren Moskowitz, who opened the Facebook service to students at Columbia University, Stanford, and Yale.

At that point, Mark decided to drop out of university and moved to California to pursue Facebook full time. (Cassidy, "Me Media.") Around the same time after the IPO, Zuckerberg owned 503.6 million shares.

And now Zuckerberg controls nearly 60% of the company's votes, 35% - Eduardo Saverin, and 5% went to the newcomer Moskowitz. Another friend of Mark, Chris Hughes, was assigned as the Press Attache of Facebook. (Mark Zuckerberg, "Success story of Facebook Founder", [astrumpeople.com](#))

Sometime later, the registration was opened to all students. The main thing was the availability of an email address in the .edu zone, which also indicated a person's belonging to the education sector, without depending on kinds of university.

"The site was expanded to more than 800 college networks in the United States" (Facebook, "Company Timeline," Facebook press room) It must be said that at first this worked out nicely. The project attracted audience attention. When a user signed up, he had to add detailed information about himself, and in addition to the email address in the .edu zone, it was demanded to add a real profile picture. If people used different pictures instead of real ones, their profiles were deleted. Facebook became more popular and grew rapidly, that's why Mark already needed new investors. To finance him, Mark received first investment from Peter Thiel, who was the co-founder of PayPal. He invested 500,000 dollars and that amount was sufficient for Facebook purposes.

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But Facebook evolved rapidly and for further development of it, more investors were needed. In May 2005, Facebook raised another 12.7 million dollars from Accel Partners and Thiel at a rumored 100 million dollars valuation. Eleven months later, the company obtained an additional 27.5 million from Greylock Partners, Meritech Capital Partners, Accel and Thiel at a valuation reported to be about 500 million dollars. (Cassidy, "Me Media.

") By 2005, all students had an access to Facebook in all universities and educational institutions of USA. However, Mark realized that not only students, but also all people besides students had interest to this social network. That's why he decided to make an accessible registration for everybody in September 2006, and with that "Facebook epidemic" started. However, Facebook had many scandals after being famous among people.

Twin brothers Cameron and Tyler Winklevoss and their partner- Divya Narendra accused Mark Zuckerberg of stealing their idea. They claimed that in 2003, they hired Mark Zuckerberg to help them to complete the establishment of the social network HarvardConnection.com. According to them, Zuckerberg did not respond to their e-mails and always postponed to meet with them, saying he was busy and never provided them with the results of his work, but used the original source code to create Facebook. In the same year, Narendra and the Winklevoss twins launched their own network renamed to ConnectU. And they continued to attack on Mark Zuckerberg, complaining Harvard administration and The Harvard Crimson newspaper.

Initially, Mark Zuckerberg pressed journalists not to publish their investigation: he showed them what supposedly he did for HarvardConnection, which responds he wrote them and explained that those developments did not have any relation to Facebook. But very unexpectedly, another Harvard student - John Thomson - in personal conversations started saying that Zuckerberg stole one of his ideas for Facebook. Subsequently, the newspaper decided to publish these complaints, and it offended Mark Zuckerberg very much.

All these conversations were shown in the film as well. Zuckerberg took revenge on The Harvard Crimson. According to Silicon Alley Insider, in 2004, he broke the mailboxes of two journalists from The Harvard Crimson, using Facebook. He found users who were involved in the newspaper and browsed their logs (i. e.

history) of incorrectly entered passwords in Facebook.

Zuckerberg's expectations were met: two employees of the newspaper absentmindedly tried to log in Facebook with passwords from their mailboxes. Silicon Alley Insider wrote that Zuckerberg got lucky: he had a chance to read the correspondence about him between the editorial office and HarvardConnection. The Winklevoss twins and Narendra filed a lawsuit against Mark Zuckerberg, but the court rejected their claim.

They were persistent and filed another lawsuit. This time, the court examined the code sources to understand whether they were actually stolen. But the truth was still not clear. The examination results were not announced. In 2009, Zuckerberg agreed to pay \$45 million (\$20 million in cash, and the

remaining amount in Facebookshares) ConnectU as part of the court settlement.

The case was closed. By thattime ConnectU had less than 100, 000 users, Facebook boasted about 150 millionusers. The Winklevoss twins yet did not calm down and filed apetition in the U.

S. Court of Appeals, but they were denied a retrial. According to their lawyer Jerome Falk, the appellate court refused to take areview of the case based only on the parties' settlement agreement, whichstates that members of the trial after the signing of the document does nothave the right to resume the trial. In counsel's view, the decision wasillegal, as Mark Zuckerberg in a proceeding in 2008 provided false informationabout the company's value. On May 17, 2011, Cameron and Tyler Winklevoss filedanother lawsuit against the owner of Facebook Mark Zuckerberg to the U.

S. Supreme Court. That was the latest attempt by the brothers to make thecourt reconsider the case.

In 2007, themost important thing happened on Facebook. Microsoft acquired 1. 6% equity stakein Facebook for an impressive amount of \$240 million dollars. On this basis, anumber of analysts suggested that the total value of Facebook reached \$15billion. Quite good results for the company, whose income did not exceed \$200million a year.

After the deal, Bill Gates created an account on Facebook. He used to spend severalhours a day to communicate through Facebook with everyone, but after a timedecided to close his account for some time, because there were



too many people willing to chat with him. Physically, he was not able to chat with all of them.

However, Gates provided a major PR campaign for Facebook worldwide. This is of particular importance for Microsoft, given that it had an exclusive advertising agreement with the social network until 2011. The main key attribute that Zuckerberg acquired was his creativity. He is a person, who can easily draw conclusions from what he hears. According to the film that I watched, I decided so. Once his friend came to him, and asked about one girl that he liked and did not know she had a boyfriend or not.

After that Mark decided to add "Relationship" part into Facebook. In 2005, Facebook added photo sharing features which allowed to all users to share their photos with their friends. In 2006, Facebook added News Feed as well, which showed what your friends were doing. For example, if somebody shared a photo or became a friend with another person, or update a status, every friend of him saw these news in their mainpage of Facebook.

In 2011, Mark added "Facebook Timeline" which showed all information about a person. If somebody wanted to know something about one of his friend, he entered his timeline and saw all activities which he added to his Facebook.