

# yahoo!

**Yahoo**

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1994 - 1995

1995

1995 - 1996

**YAHOO!**

**YAHOO!**

**YAHOO!**

1996 - 2009

2009 - 2013

2013 - 2019

**yahoo!**

2019 - NOW

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**The founder of Yahoo! is Jerry Chih-Yuan Yang. He was born in 1967 in Taiwan. His father passed away when he was 2 years old and his mother was a professor who taught English language and drama. When he was 10, he moved to San Jose, California with his mother and brother.**

**When he arrived in USA, his English command was very poor. He only knew one word which was “shoe”. With his diligence and hard work, he excelled in his studies. In 1990, he was accepted to Stanford University to pursue his studies in Electronic Engineering. California is known for the discovery of many talented people.**

**Jerry spent only four years to obtain a degree and masters in Electronic Engineering and performed excellently. However, he did not start working after he graduated as he felt that he lacked experience in the industry. Therefore, he remained in the university assisting David Filo for a research project. This was the beginning of their long term collaboration.**





**They enrolled for the PhD program together in the university and became good partners in time. Both of them were talented and they complemented each other well. Jerry had excellent thinking and social skills. He was the chairman of many university clubs and society events. Filo was an introvert; yet very knowledgeable and had an excellent working attitude. Jerry was glad to be part of such a reputable university as he not only gained knowledge but also a best friend and business partner. Although they were both stubborn in nature but they understood each other's needs and managed to compromise. Besides this, they both shared similar life perspectives.**

**Jerry and Filo's research was related to automation software. They discovered that this field was monopolized by a few companies. As a result, the prospect for further development was limited. Then, the first web browser was introduced where people could gain access to information easily on the web. The Internet changed human lives significantly.**



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With the help of web browsers, Jerry and Filo created their own web page. They spent days and nights surfing the internet. They put aside their PhD research work and occupied themselves collecting and exchanging interesting information from websites. As time passed, they discovered that the data management system on the web needed to be improved. They decided to create a database system that provided a more efficient data management system.

They created a simple web data and named it as Jerry's Guide to the World Wide Web. As the list of websites grew, they were forced to categorize the websites into different categories. Within a short period of time, there were many websites under each category. They then sub-divided the categories using the sub-dividing method that was practiced commonly among web developers.



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Initially, Jerry and Filo only shared the guide with their close friends. Eventually, more people started to use their guide. They slowly expanded the functions of the system and improved the efficiency of internet searches. The website developed into a very powerful and successful internet search engine.

The old name of “Jerry’s Guide to the World Wide Web” was too long and non-user friendly. They decided to rename their search engine. They checked the dictionary for suitable names. Since Jerry’s family name started with “Y”, they looked up the “Y” section of the dictionary. They had no intention to look for a commercial name as they just wanted something fun. Some interesting names like “Yama” and “Yawn” were on their minds until they came across the word “Yahoo”. “Yahoo” was the name of a group of primitive people which was adapted from the novel “Gulliver’s Travels” written by Jonathan Swift (UK).



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**Jerry recalled: “Yahoo means educating primitive people with no culture. We at Stanford University did not have proper work but instead hung around. So, we called ourselves Yahoo”.**

**In order to develop Yahoo!, Jerry wrote a business proposal to attract investors. His friends from the Harvard Business School helped him to prepare a business proposal and looked for potential investors who dared to take risks. Finally, they found Sequoia Capital who provided them with a capital of USD\$4 million. On 3rd July 1996, Yahoo! was listed in the share market and its market value peaked at USD\$850 million.**

**In the IT era, there are many possibilities; some with disappointments and down falls but there are also some made of pride and dreams. There are many billionaires that started from nothing such as Steve Jobs, Michael Dell and Bill Gates. Jerry only took two years to build his empire and was considered as an Asian entrepreneurial miracle.**





## **Food for Thought:**

- To start a business, one needs a good and understanding partner(s). With everyone's contribution, creating a new product will be easier, the route to success will be smoother and goals can be achieved quicker.
- The key factor to be successful in technological advancement is to work hard and master the latest technology. In addition, one must have keen observation and creativity.
- Other key conditions to be successful include the willingness to take risks and be able to utilize and manage human and financial resources effectively and efficiently.

