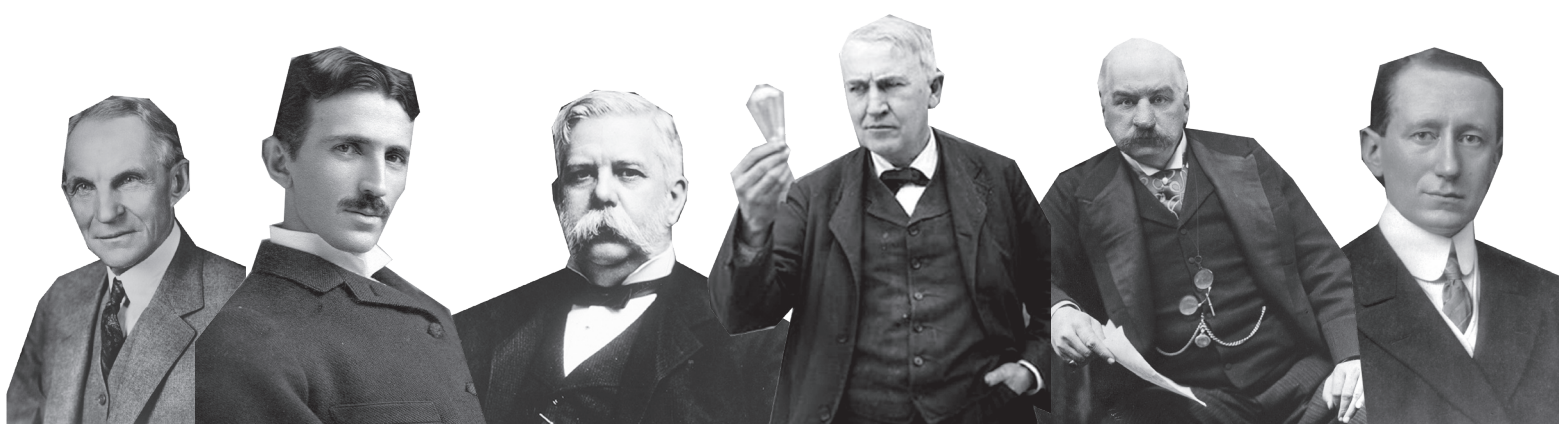


Inspiring Innovators

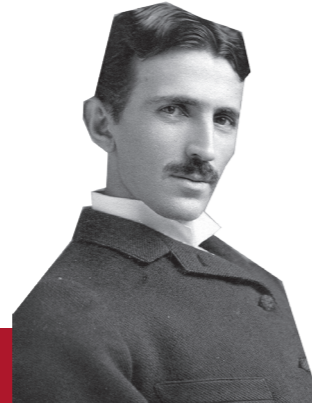
Electrification and digitalization



Inspiring Innovators

Electrification and digitalization

- Born in Serbia from orthodox priest father
- Studies engineering, mathematics, physics
- First job at a telegraph company, then at Edison's
- Solitary genius, not a good businessman
- Fight against Edison (war of currents) and Marconi
- Death bankrupt



Nikola Tesla

1856-1943



- Family moved to the US from Ireland
- Young mechanics enthusiast
- First job as PM at Edison
- Marketing and organization skills
- 200B\$ net worth

Henry Ford

1846-1914

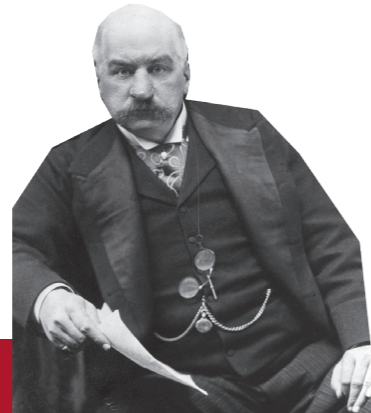
- 6th son of a working class family
- Young talent with machineries and business skills
- First inventions for railway industry
- Industrialized Tesla's inventions
- Labor relations leader: the gentle genius
- Net worth 120M\$

George Westinghouse

1846-1914

Genius is **hard work**
Innovation is **execution**
Find the **best people** to help you
Know your **market**
Embrace **change**
Serve a purposeful **mission**
Learn from **failures**

- Son of a rich family
- Business and networking talent
- Investments in railways, steel, gold
- Facilitator of EU investments in USA
- Art enthusiast, collector
- 118B\$ net worth



J.P. Morgan

1837-1913



- 7th child of a poor family
- School dropout, but very curious
- First job selling newspapers on trains
- Self-financed his first laboratory
- Business and market oriented
- 1.000+ patents developed by its team
- 170M\$ net worth

Thomas A. Edison

1847-1931

- Family of landowners. Irish Mom
- Homeschooled by several tutors
- His father was his first financier
- 22M\$ net worth

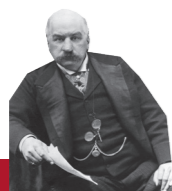


Guglielmo Marconi

1874-1937

J.P. Morgan

1837-1913



Nikola Tesla

1856-1943



1846-1914

Henry Ford



Guglielmo Marconi

1874 - 1937



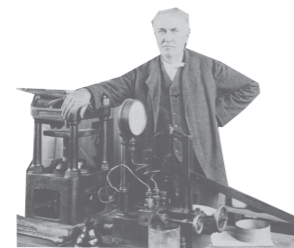
Thomas Edison

1847-1931



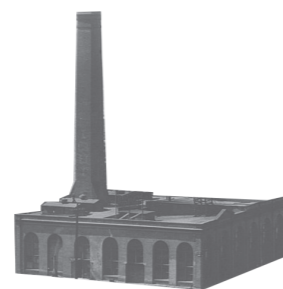
George Westinghouse

1846-1914



1870

Thomas Edison builds the **first DC generator**.



1878

Thomas Edison founds **Edison Electric Light Co.** in New York City.



1880

Thomas Edison and Joseph Wilson Swan patented the **filament lamp with carbon filament**



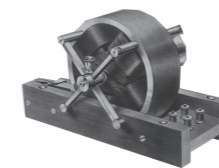
1882

Thomas Edison opens the Pearl Street Power Station in New York City. It was one of the **world's first central electric power plants** and could power 5,000 lights.



1883

Nikola Tesla invents the Tesla Coil, a transformer that changes electricity from low to high voltage. This makes it easier to **transport electricity over long distances**, and is an important part of Tesla's alternating current system.



1884

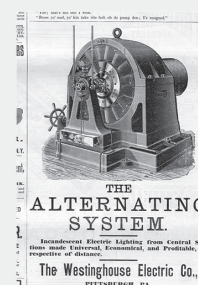
Tesla gets to the US and works at Edison Machine Works company.

He **invents the electric alternator, the first motor capable of generating an alternating current**.



1886

Tesla leaves Edison, and founds his company, **Tesla Electric Company**.



1888

George Westinghouse, the head of Westinghouse Electric Company, **buys the patent rights to the system**.



1888

Henry Ford was working under Thomas Edison at the Edison Illuminating Company as lead engineer.



1892

The General Electric Company was born from the merger of Edison with the Thomson-Houston Electric Company, an operation which was overseen by John Pierpont Morgan.



1893

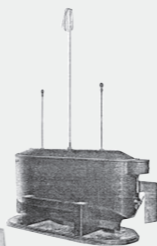
The Westinghouse Electric Company outbids Edison General Electric and uses an alternating current system to light the Chicago World's Fair.



1893

Nikola Tesla made the first remote transmission via radio waves.

J.P. Morgan helps rescuing the United States from a severe economic depression, founded the Federal Reserve.



1896

The two companies participate together in the tender for the construction of a hydroelectric power station on the Niagara Falls. While the technicians of Westinghouse Electric take care of the construction of the plant, those of General Electric (thanks to patents) built the transport line.



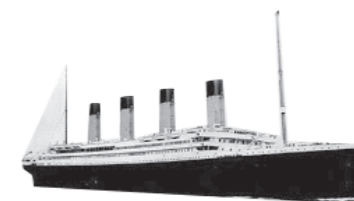
1901

Guglielmo Marconi the first wireless telegraph transmission across the Atlantic.



1903

Ford Motor Company is formed.



1912

Due to fever, J.P. Morgan does not get on the Titanic and so avoids the tragedy. Marconi is celebrated thanks to its technology that has made it possible to send the SOS from the ship.

LOCCIONI