

TACEB



Natural selection: Adapting
to the online world

Tesla's unique approach

Sudden increase in Bitcoin

Data and Palantir

Zoom's history

How has Elon Musk's worth
skyrocketed while everyone
else's plunged



Why does Musk excel at every sector he is in?

There is one direct answer: passion. When giving a tour in his Tesla headquarters, he knew all the process going on and could name every single part of the car, one interviewer reports in awe. Not everyone has that kind of passion for their companies. Once you have it, everything becomes much easier.

It would be a surprise that a man with this kind of passion for engineering wouldn't be successful. This year, while every sector was in disaster, Musk's net worth increased by \$160 billion, mainly from the increases of Tesla shares, making the 49-year old South African the second richest man.

If Musk's \$160 Billion Increase came Mainly from Tesla, Then What Makes Tesla so Successful?



This could be attributed to the innovation the company made in the automobile industry. The reason why most businesses fail is that they tend to repeat what's already been done. None of Musk's companies is like that. Look at the comparison of Ford Motor Company and Tesla shares: In 1999, Ford Motor Company was at its peak, with \$90 per share, but the company couldn't make any innovations since then, resulting in a share price of \$8 in 2021. When looked at Tesla, however, its share prices

are in steady increase, from \$3 a share in 2010 to \$685 a share in 2021, because of how innovative the company is in the 21st century. Germany's main car producers, Audi, Mercedes, and BMW even fastened their all-electric automobile production after Tesla's success. Another factor playing a role in Tesla's success is how interactive the company is with the Tesla users. With its constant updates, Tesla manages maximum satisfaction.

Natural Selection: Adapting to Digital Age

It is no secret that digital footprint is at its most in 2021, but the recent COVID-19 lockdowns proved how crucial it is to adapt to this new information era. Witnessing many local businesses closing, job opportunities for the entertainment sector declining, schools closing, we could conclude that it is a must to live digitally.



To clarify "living digitally", here is an example: Local cinemas are probably generating their lowest revenue since their opening. However, Netflix, which is based on the same concept as cinemas

but literally in the digital world, is generating its highest revenues, even in this crisis. Here's another example, in Turkey, local restaurants that couldn't make it into Yemeksepeti are probably declaring bankruptcy, but those that are on the platform, which is "digital" may compensate for that loss in orders. Adapting to the digital age also accounts for job prospects: most jobs we have won't be needed in 10 years.

Digital/Information Age's Effect on Careers

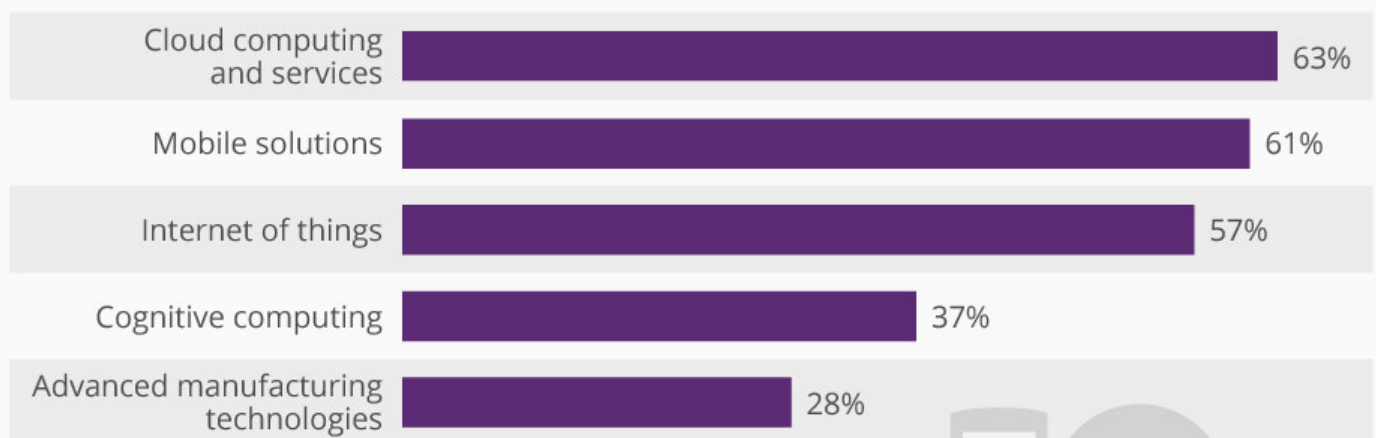
Now we can't say "do this job" or "do that job", but make sure to have in mind the question "will this job keep up with the rapid growth of the Internet".



We are sure that careers that have no relation whatsoever to the Internet or technology won't exist. Secretaries are a great example. Since apps like Notes, Calendar, and much more remind users efficiently, there won't be a need to hire a person to do what an app can do.

These Technologies Will Shape the Near Future

% of CxOs thinking these technologies will be particularly important in the next 3-5 years



getir: a success story

Founded in 2015 by Nazım Salur, getir has experienced its biggest revenues in its 5-year history. Quarantining opened up the biggest opportunity for getir, proving our idea of the importance of adapting to online.



Salur reported that ever since the first case of COVID-19, the downloads for the app increased by 60%, making the active user number over 2 million. "Normally our users were between the ages 17-25, but with the pandemic, it's even reached to +70.", he remarked.



Getir is planning on expanding into major cities such as London and Mexico City. With various investments valued over \$70 million various investors, including Silicon Valley's prominent investor Michael Moretz, it seems plausible getir will build upon its success.

Cryptocurrency: Bitcoin's Steady Growth as Technology Develops



Now, we said this a million times, but this rapid increase in cryptocurrencies, specifically in Bitcoin, could be attributed to the development of technology and the internet. As the accessibility of cryptos gets easier with the information age, the demand for them also increases,

resulting in an increase in price.

Basic economics: as demand increases, the price also increases. PayPal, with over 400 million users, also allowed Bitcoin transactions recently, making accessibility much more easier.



App that changed our way of living: Zoom

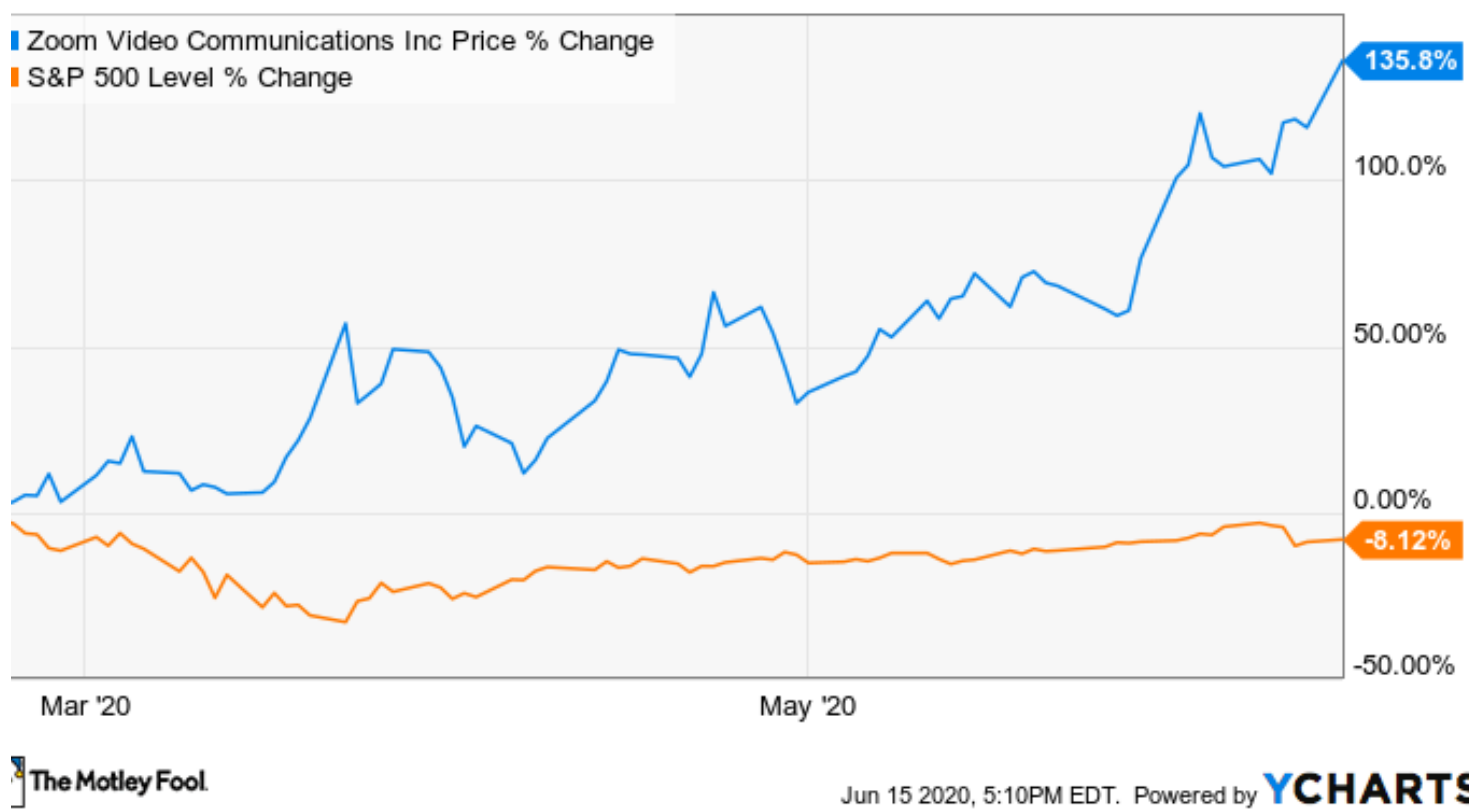
Coronavirus pandemic affected nearly every human being around the globe and made everyone's lives harder, yet it is undeniable that this crisis caused a lot of opportunities. Eric Yuan, CEO and founder of Zoom, is one of those who exceeded. Eric Yuan came to the United States in the mid-nineties to pursue the "internet boom." Yuan's journey to States was extremely troublesome as his visa application was denied eight times. When he came to the United States, he worked for a startup for a while.



Ceo and founder of Zoom Eric Yuan



Then, in 2012, he launched Zoom. Like most of the startups, Zoom's first years were not the best financially. After many hardships, Yuan considered selling Zoom. In 2020 when the pandemic started, everything changed. Zoom has become one of the fastest-growing companies. Many who learned the story of Eric Yuan questioned how could United States strict immigration policies may have resulted in the government losing millions of tax money.



In May, zoom outperformed most of the companies. Their stock increased by more than one hundred and thirty percent. Even though Zoom's stock is currently struggling recently, it is still significantly higher than before the pandemic number and deserves a huge appreciation.

Uber's Return to Turkey




After one and a half years of absence uber is back to its 4.5 million users. Decision prohibiting Uber from emerging as an alternative to the traditional taxi service in Turkey returned from the appeal court. The appeal court finds the first instance court's decision to ban inaccurate.

Eyüp Aksu, the head of the Istanbul Taxi Drivers Chamber of Commerce, is preparing to bring the case to the new court.

Uber Has 4.5 Million Downloads

Uber, which started to work in Instabul in 2014, has been downloaded by more than 4.5 million people. This is nearly equal to 1/3 of the population of Istanbul. Before the access block to the Uber application, it had 14 500 taxi users.



Uber Türkiye 
@Uber_Turkiye



Türkiye'de Uber'e gelen erişim engelinin İstinaf kararı ile iptal edilmesine çok mutluyuz. Uygulamamız sarı taksilerle İstanbullular'a hizmet vermeye devam edecek. Türkiye'deki kullanıcılarımızla yeniden buluşacağımız için heyecanlıyız. Birlikte güzel bir geleceğe!

[#Uberyeniden](#)

ÖÖ 11:07 · 24 Ara 2020



Uber Turkey has tweeted after the decision of the appeal court. The tweet says that they are happy with the decision and glad to back to Turkey to serve their users in yellow taxis. They used the hashtag #uberyeniden that has an exact translation of again uber.

Taxi drivers are getting ready to apply to the judiciary

Unpleasant Eyüp Aksu, the head of the Istanbul Taxi Drivers Chamber of Commerce, made a statement to Sputnik Turkey saying that they are not going to protest like the last time, they are going to apply and only seek their rights in the legal field. When his opinions asked he said that this company of foreign origin should not work in Turkey, it should be national and domestic.

Innovation Over Money?

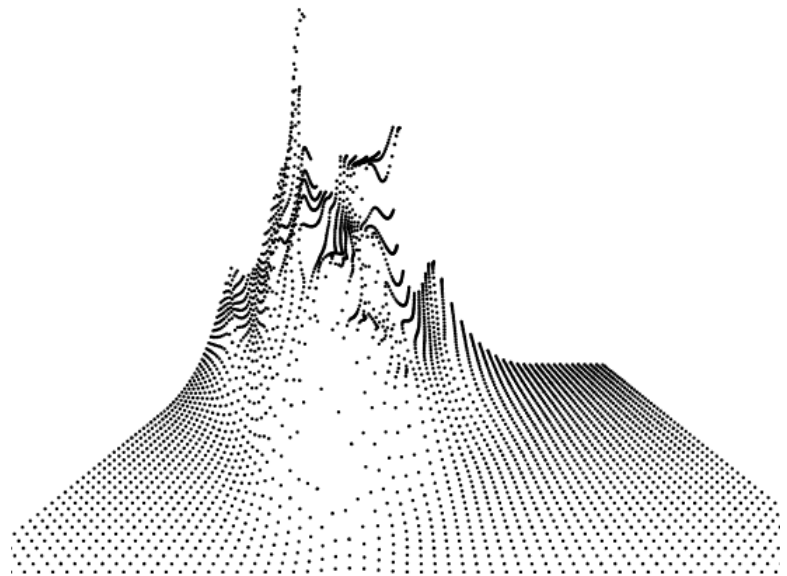
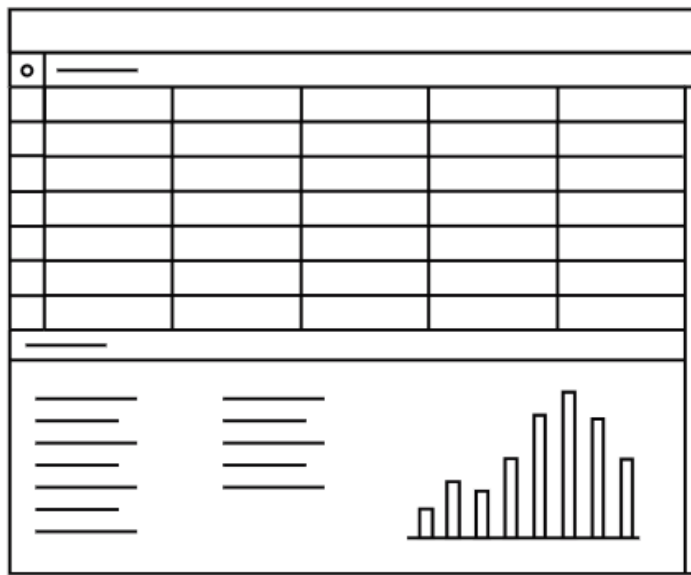


Palantir Technologies has experienced massive losses since its establishment in 2003. However, now the company is on the track to become one of the most profitable and innovative companies in the 21st century.

What does the company do?

Palantir is a software company that uses data to augment human intelligence and make the world a better place to live in. It is a platform where complex data is transformed into a form everyone could understand and benefit from according to their needs. Analysts at Palantir analyze the data and give insight to the consumers.

Data is more important than ever, and it has the potential to change the flow of the world. As the author of *Sapiens*, *Homo Deus*, and *21 Lessons for 21st Century*, Yuval Noah Harari, recalls: "Whoever controls the data controls the future." Palantir definitely knows this, but rather than using it for self-interest and profit, the company focuses on how it could use data to make an impact on the world.



From Formula 1's Scuderia Ferrari to COVID-19, Palantir provides data-driven insights to various companies. A solution Palantir had its hands on was the 16.9 million reports of child abuse reported to NCMEC (National Center for Missing & Exploited Children). With analysts going through tens of thousands of reports a day, they built software to support finding missing and exploited children in partnership with NCMEC. The company currently has three main projects: Palantir Gotham, Palantir Foundry, and Palantir Apollo. Each has different specializations, but the main thing all projects have is using data to solve the world's largest problems. With this approach, Palantir has the potential to become one of the largest companies.

Top of the pyramid: FAANG Companies



Big Tech, also known as FAANG, companies, are the most sought after companies in the job industry. Thousands of people, whether it be fresh graduates or experienced people, give their most to get a place in one of these companies. However, there is a problem: when they get their places, despite the high salaries, they quit. This could be attributed to the size of these companies: most of them tend to be very large and employees do not feel they're valuable and could make an impact on the companies' future. People nowadays also value job satisfaction to salaries, shifting their decisions from large companies like Netflix, Amazon, Google to smaller companies to feel a sense of community. When they feel their roles are important, they tend to enjoy their careers more, a survey points out.



Combinator: A Head Start for Start-ups

Finding a start-up is easier than ever thanks to the development of technology, also, Y Combinator. In 2005, when it was founded, Y Combinator was a start-up itself whose aim was to fund early-stage companies. Y Combinator helped many start-ups succeed, including Twitch, Reddit, Airbnb, and Dropbox.

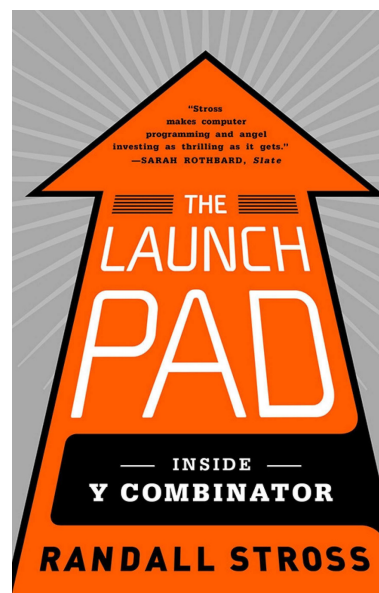
It gives money to start-ups, but how does Y Combinator itself make money?

Y Combinator gives \$ 125k to hundreds of start-ups in a year. To continue the service it gives, the company has a 7% stake in all companies it funds.

Program for Students who Are Interested in Entrepreneurship

Alongside money, many companies also seek advice from Y Combinator. To extend its services, the company has created an online "Start-up School" specifically for young learners who are interested in how building a company works. To learn about Y Combinator and entrepreneurship more

the book "The Launch Pad, Inside Y Combinator" by Randall Stross is highly recommended.



The History of Blue Ribbon Sports, or Nike, As We All Know



Phil Knight, the founder of Nike, when at university had an assignment to find a business plan. He was then into running and running shoes, obviously, and his assignment was also about creating a shoe company unsurprisingly. His plan wasn't impressive to any of the class, but he saw potential: he wanted to be the distributor of the coveted Onitsuka Tiger shoes in the US. On a trip to Japan, headquarters of Tiger Shoe Company, he introduced himself as a famous shoe supplier in the US. The company agreed to send shoes to him and just like that, Knight would be the first to sell Japanese shoes in the US. However, there was a problem:

Phil Knight didn't have an actual store to sell the Tiger shoes. He initially sold some on-street to friends; then, he opened its first store. Just after the opening, the company stopped sending him shoes. Knight was furious: he eventually learned that Tiger had found another person for distribution.



The Tiger Shoe Company and Phil Knight went on to court. A huge company versus an individual who faked his identity to sell their shoes in his country. Who do you think won? Knight! Now he had some stores named Blue Ribbon but no shoes to sell, so Knight and his running coach, Bill Bowerman, decided to build their own shoes. Since Bowerman was an expert on running shoes, crafting them on paper wasn't that hard. Finding a factory to get the shoes as cheaply as possible was the actual challenge. During this time the Blue Ribbon name changed to Nike and the logo to the famous "Swoosh". A champion runner of Bowerman wore Nikes during his run, where he achieved a great result. Attention was on his feet, and the Nikes nobody knew. Later, Nike signed many athletes, and came to the spot we all know today.



Bill Bowerman working on the prototype of Nike Waffle

More than %2700 Increase



It is the first sponge factory of Anatolia, which was established in Kayseri in 1976 by 3 close relatives. The adventure that started with the production of mattresses, continued with the production of home textiles and furniture. Yataş, which was the first brand of the sector that opened stock marketing in 1996, was hit by the 2001 crisis. The company entered the restructuring process after 2008, separated furniture and bed production from each other and established Yataş Bedding-Sleep World and ENZA Home brands in 2010. Entering the recovery and breakthrough process in 2012, Yataş grew rapidly with the first 5-year development plan it implemented.

If You Were To Invest 10,000₺, You'd Now Have 270.000₺

Yataş Group has seen gains in its stock value by %2,700 over a 10 year period.

This is one of the biggest increases in the Turkish stock market. Now it has a market value of 2,2 billion ₺.