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# LEADERSHIP FORUM: THE VIEW FROM THE C-SUITE

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## His Education

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Later in his youth, although he failed his entrance exam twice, Jack Ma persevered and he attended Hangzhou Teacher's Institute and graduated in 1988 with a bachelor's degree in English.

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## Who is Jack Ma?

Jack Ma or Ma Yun, was born in October 15th, 1964. He is a Chinese entrepreneur and he is the Executive Chairman of Alibaba Group.



## Interests towards the Up and coming Internet

Ma first started building websites for Chinese companies with the help of friends in the US.



## Jack Ma on Entrepreneurship

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A great opportunity to start a business is to be explored, but it's always that you're not sure about your own idea. You have to be sure that you're not just following a trend, but you're creating something new. You have to be sure that you're not just following a trend, but you're creating something new. You have to be sure that you're not just following a trend, but you're creating something new.

## Jack Ma's Advice to entrepreneurs

1. Don't give up. 2. Don't be afraid. 3. Don't be lazy. 4. Don't be greedy. 5. Don't be arrogant. 6. Don't be dishonest. 7. Don't be selfish. 8. Don't be jealous. 9. Don't be angry. 10. Don't be sad. 11. Don't be lonely. 12. Don't be alone. 13. Don't be empty. 14. Don't be full. 15. Don't be happy. 16. Don't be sad. 17. Don't be angry. 18. Don't be jealous. 19. Don't be selfish. 20. Don't be dishonest. 21. Don't be greedy. 22. Don't be arrogant. 23. Don't be lazy. 24. Don't be afraid. 25. Don't give up.

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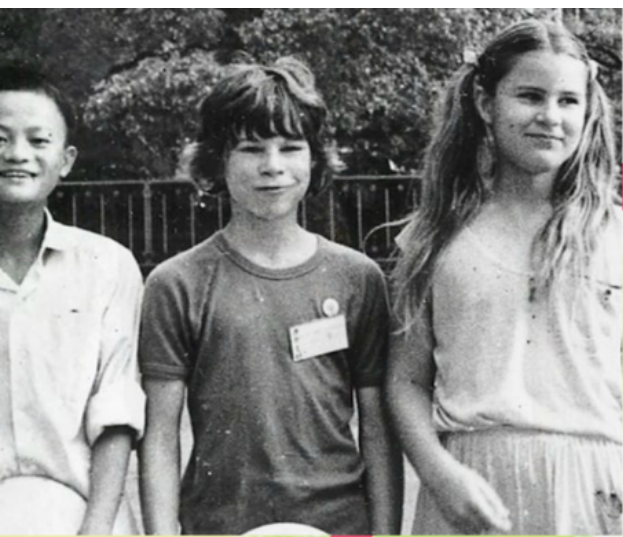


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## Early Years

At an Early age, Ma developed a desire to learn English, so he rode his bike for 45 minutes each morning in order to go to the nearby hotel and to converse with the foreigners. He would guide them around the city for free in order to practice and perfect his english





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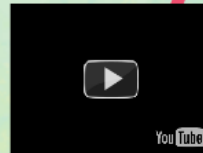
1990s

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in 1995, Ma founded China Yellowpages, widely believed to be China's first Internet- Based Company

From 1998 to 1999, Ma headed an information technology company established by the China International Electronic Commerce Centre, A department of the Ministry of Foreign Trade and Economic Cooperation

Jack Ma founded Alibaba in 1999, a China-based business-to-business marketplace site which currently serves more than 79 million members from more than 240 countries and territories





2000's

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In 2004, he was chosen by China Central Television and its viewers as one of the "Top 10 Business Leaders of the Year"

In 2005 Ma was selected by the World Economic Forum as a "Young Global Leader" and he was named one of the "25 Most Powerful Business people in Asia" by Fortune,

In 2009, Ma was honored by Time magazine with inclusion into the Time 100 list of the world's 100 most influential people

In 2010, Ma was selected by Forbes Asia as one of "Asia's Heroes of Philanthropy" for his contribution to disaster relief and poverty



# Jack Ma on Entrepreneurship

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1. A great opportunity is often hard to be explained clearly; things that can be explained clearly are often not the best opportunities.
2. You should find someone who has complementary skills to start a company with. You shouldn't necessarily look for someone successful. Find the right people, not the best people.
3. The most unreliable thing in this world is human relationships.
4. "Free" is the most expensive word.
5. Today is cruel, tomorrow will be worse, but the day after tomorrow will be beautiful.



## Jack Ma's Advice to entrepreneurs

1. The opportunities that everyone cannot see are the real opportunities.
2. Always let your employees come to work with a smile.
3. Customers should be number 1, Employees number 2, and then only your Shareholders come at number 3.
4. Adopt and change before any major trends or changes.
5. Forget the money; Forget about earning money.
6. Rather than having small smart tricks to get by, focus on holding on and persevering.
7. Your attitude determines your altitude.

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