

Finance University under the Government of the Russian
Federation

KODAK'S HISTORY



By Kurkin Kirill
F1-18U(s)

Moscow
2013

More than 120 years ago, in 1888, a man named George Eastman founded a small company - Eastman Kodak Company



«You press the button, we do the rest»



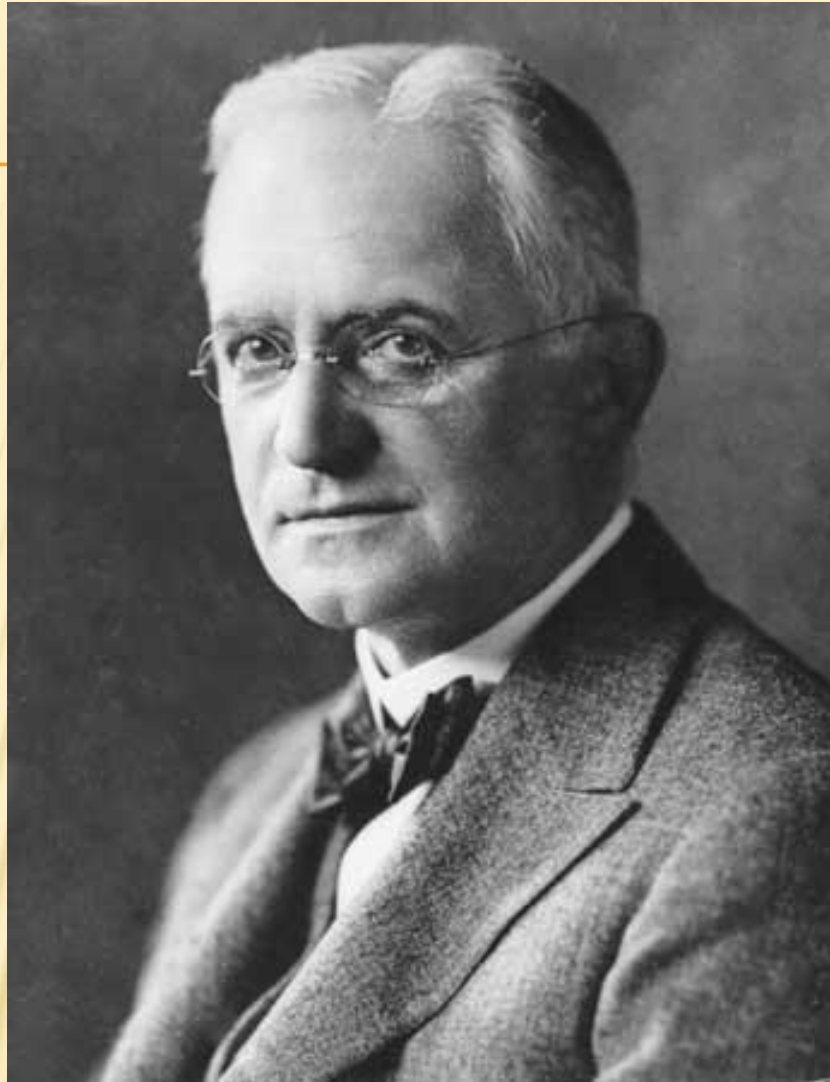
Eastman got involved in business when he was only 14 years old. He dropped out of high school and began working as an do-all boy in an insurance company, because his family needed the money. He was a hard working guy, enthusiastic and very motivated.

When Eastman was 24, he had plans to go on a trip to Santo Domingo. He wanted shoot his vacation and he bough a camera to do this.





He had big ambitions, his idea was to make cameras as broadly used as pencils. He spent his last dollar improving the technology and finally achieved a success. Instead of using glass for the plates, he substituted it with paper rolled on a holder.



George Eastman is a bright example of entrepreneurial spirit. He was a hard working guy, chasing his dreams.

Thank you for your attention