

### ***VisiCalc—The First Spreadsheet***

*At the time the Apple 2 was introduced, no one expected it to become a key tool for economic analysis and business planning. But two programmers from Boston created the first automated spreadsheet program called VisiCalc. This program catapulted the Apple 2 onto many business desktops because it allowed easy exploration of many "what ifs."*

*Without knowing what the applications would be, Apple had provided a medium in which others could create a new category of software tools.*

From Chapter 5 of  
**Get Out of the Way!**  
How to Manage Development  
of Timely, Innovative, and Relevant Products  
by John V. Levy, Ph.D.