



Walter Elias Disney

# Walter Elias Disney

## Business Development and Expansion

When Walt Disney's Kansas City animation studio signed a contract with a California production company, he sold his camera to purchase a one-way train ticket to Los Angeles.

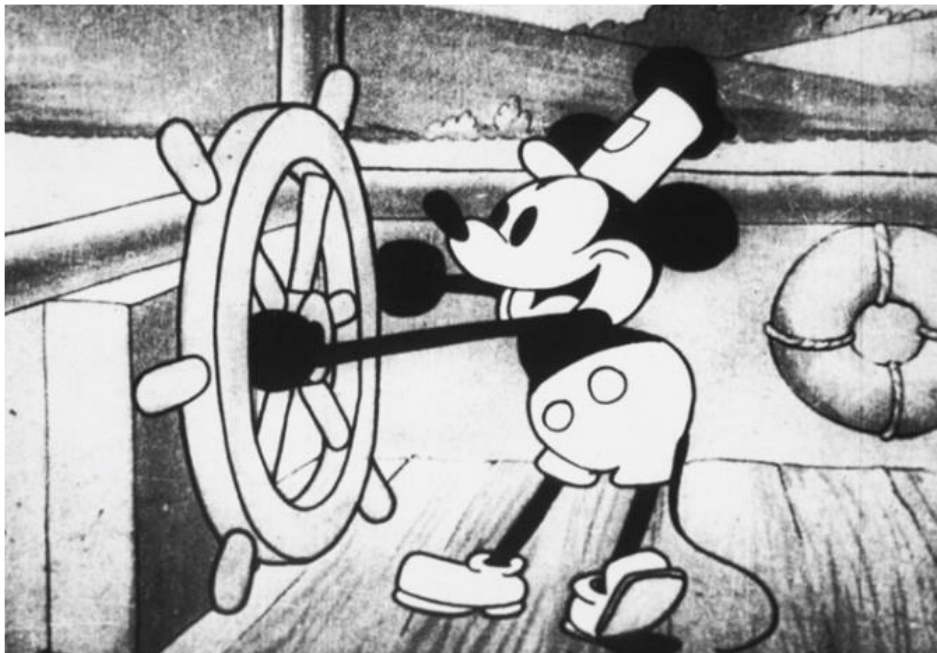
Walt arrived in California with \$40, a few drawing materials, and a cardboard suitcase with a coat and a pair of trousers that did not match.

## Creativity, Innovation, and Risk-Taking

Walt Disney is credited with pioneering several industry standards, including: synchronized sound cartoons, storyboards, full-color cartoons, animated feature films, stereophonic theater sound, three-dimensional cartoons, and Theme Parks.

## Challenges, Opportunities, and Achievements

Walt Disney has personally received more **Academy Awards®** than any other individual in history.



Mickey Mouse

# Mickey Mouse

## Business Development and Expansion

Walt Disney granted permission for Mickey Mouse to appear on the cover of a writing tablet in 1929. Since then, Mickey has appeared in comic strips, on television, in films, on merchandise, in interactive media, in stage shows, and online.

## Creativity, Innovation, and Risk-Taking

Mickey Mouse made his world premiere in **Steamboat Willie**, the first cartoon to use synchronized sound. Walt Disney directed the film and provided the voice for Mickey Mouse—which he continued to do for the next twenty years.

## Challenges, Opportunities, and Achievements

Walt Disney created Mickey Mouse on a train ride from New York to California after losing the rights to his featured character. Walt received an **Academy Award®** for creating Mickey Mouse.