

# Google separates from “moonshot” ideas

Google is reorganising under a new name, *Alphabet*, a holding company that gives its web operations independence from “moonshot”<sup>\*</sup> ventures such as driverless cars or a pill that can detect cancer



**Larry Page**

*Alphabet CEO*



# Alphabet

**New umbrella company**



**Sergey Brin**

*Alphabet President, Google X CEO*

## Google

Ads, Android, Apps, Gmail, Maps, Search, YouTube

## Google [x]

“Moonshots” like self-driving car, internet balloon, and smart contact lens

## nest

“Internet of Things” device manufacturer

## Calico

Fights age-related disease

## sidewalk

LABS

Develops technology to solve urban problems

## Google fiber

Super-fast internet service currently in nine U.S. cities

Google  
**capital**

Google  
**ventures**

Investment arms

<sup>\*</sup>Term Google gives to experimental products that make little or no money – worrying to investors

Sources: Google, wire agencies

Pictures: Associated Press

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