

Flash cards—from your iPhone

Throughout his life, Jake Nolan — now a junior at Gulliver Preparatory School (Florida) — has used old-fashioned flash cards to study for his classes. Now the 16-year-old Pinecrest resident is bringing that retro homework technique into the 21st century.

Together with classmate Marika Wei, a senior at Gulliver, Nolan has launched Flash-Me™, an innovative mobile application that allows students to download sets of flash cards to their Apple iPhones and iPod Touches.

“Flash-Me makes it much easier to study while on the go,” says Nolan. “I’m an entrepreneur and investor as well as a student. With more than 30 million iPhones and iPods in the world, I see this as a great market opportunity.”

For his innovative application, Nolan was recently recognized with the *Miami Herald’s* Business Entrepreneur Award for grades

9–12 for Miami-Dade and Broward counties and was featured on the May 18 cover of “Business Monday.”

Nolan, who began attending Gulliver in pre-kindergarten, says he first used flash cards to memorize words in elementary school. “It’s always been a great way for me to learn things,” he says. “The problem is that making flash cards takes a lot of time.”

He saw an opportunity to create an online content library where users could create and share decks of flash cards on many different subjects and at all age levels. “Say you’re a high school student studying chemistry,” Nolan says. “You

could create cards for the key terms in chapter seven of your textbook and share those cards with others.”

That’s the concept behind Cramberry (www.cramberry.com), an online flash card site created by Pennsylvania developer Lateral Communications, Inc.

Cramberry allows users to share their own sets of flash cards on topics ranging from math to zoology. Nolan liked the site but wanted to make it easier for students to access their flash cards at times when they didn’t have access to a desktop or laptop computer. Last fall, he began collaborating with Wei, an accomplished web designer and programmer.

“I am a student by day who writes programs at night,” says Wei in her online bio. “Occasionally, I call myself creative director (typography, web graphics, prints), and my works are published under Miphol Studio.”

In the spring of 2009, Nolan and Wei negotiated agreements with Apple and Lateral Communications that allow them to offer mobile flash card access through their own website, flashme.miphol.com.

For \$3.99, a student can download the Flash-Me application to an iPhone or iPod Touch and then access as many sets of flash cards as desired. “Flash-Me makes it simple to add new cards and edit them on the go,” says Nolan.

In the first month, Flash-Me had nearly 1,000 paid downloads, and is already generating a stream of revenue. They are now updating their application and the option of multiple-choice flash cards. Later this year, Nolan is hoping to build partnerships with leading textbook and online educational publishers. That would allow Flash-Me to offer an even wider range of flash cards, such as SAT preparation quizzes.

Over the summer, Jake Nolan studied economics and business at Brown University. His business and personal mantra? “No one can ask more of you than you do yourself.”



Flash-Me™ creators
Jake Nolan and Marika Wei.