



Please spend only 5 to 10 seconds on each answer.

Please provide Your name and that of your company

Steve Miller, Flip Flop Software

Sum your business up in a sentence.

Steve Miller is an early retiree that creates mobile apps and blogs in his spare time.

What's the business model?

Since Steve is financially independent, the apps and his blog supplement his retirement income.

Steve creates mobile apps that he personally enjoys using. For example, Steve travels a lot and likes to keep all of his passwords and digital information handy, so his [aMemoryJog app](#) does this. He also gets excited by counting down the days to his next big adventure and his [Count Us Down app](#) does this.

The business model that Steve uses is:

- * Develop apps using inexpensive off shore personnel
- * Create all website and marketing materials in house
- * Publish the apps to the major app stores
- * Use the blog and social media to spread the word
- * Use free analytic tools to determine app use and flow

Who are your competitors?

For aMemoryJog, it is LastPass, 1Password, and Keeper

For Count Us Down, it is Countdown! and a few others

What's your USP?

With aMemoryJog, it is to offer a free web edition with the purchase of the app. Our competitors charge separately for this. Our user interface is also a bit simpler to use and all data is automatically backed up to the cloud. Finally, if your phone is stolen or lost, all data can be remotely erased so that it does not fall into the wrong hands. Once you get a new phone or find your old one, you can restore the data.

With Count Us Down, the sharing capability is the USP. None of our competitors allow you to share a count down with other people. For example, if you are planning a vacation with friends or family, you can set up a vacation count down that everyone you invite can access – and you can all count down the days until the vacation together.

How have you funded it so far?

Internally funded.

What were you doing before?

I built and sold another software company, then retired in 2009. This new business keeps me busy a few hours a day and allows me to enjoy the retired life.

Where did the idea come from?

My ideas almost always come from a personal need.

What's the smartest thing you've done so far?

With Count Us Down, we setup a website that allows others to sign up for the beta. The app is still in development and we have about 150 beta testers already. These people will be a great testimonial for us upon launch.

What's the one thing you would do differently?

With aMemoryJog, we built every feature we could imagine from day one. With Count Us Down, we are building a minimal value product (MVP) with basic features. We will improve those over time as people and allow customer demand drive the product features.

If your business was a flavor of ice-cream, what would it be?

Pina colada, because it is laid back and fun. Flip Flops on – can you hear the sound of the ocean?

What outside ideas have inspired you?

I am often inspired by simple ideas. Dropbox, Apple devices, the Circle Back app – these are incredible yet simple ideas.

There is another product I've recently been introduced to called "The Trigger Box":

<http://www.TheTriggerBox.com>. It is similar to Dropbox but allows you to store documents that are triggered upon an event. For example, upon your death, you could have your estate documents automatically sent to your benefactors. It is a really cool idea and has lots of practical uses.

Where are you going to be in 12 months' time?

From a product perspective, I will have 2 apps in the app store (Count Us Down will be live by then). I will continue blogging and enjoying life.

What's the best financial advice that you have received, that you would like to pass onto our audience?

Only invest in low-cost mutual index funds and bond funds. Never invest in individual stocks, it's just too risky.

What 3 attributes are most important to you if were going to hire somebody?

Someone that hates to lose, a great communicator, and someone that uses analytics to help refine their activities.

Find out more about

Business Site: <http://www.FlipFlopSoftware.com>

Blog: <http://www.WeRetiredEarly.com>

Travel Blog: <http://www.WeBeTripping.com>