

I LAUNCHED AN IPHONE APP

VICTORIA MOORE, 39, launched an iPhone app, Legacy Organiser, earlier this year with her friend Morag Cormack. She lives in Harpenden, Herts with her husband and children, aged four and two.

THE IDEA Mo – who runs her own events company – and I met as neighbours. Last year, when I was working as an in-house lawyer for a London start-up, we got chatting about new ventures, and around the same time, I had my will drawn up. I was 38 with a young family, and I suddenly felt a sense of responsibility to make sure they were provided for if something happened. I realised there was nowhere to leave details about how I'd like to have my life remembered and celebrated. Mo and I came up with the idea of storing it all on a mobile app called Legacy Organiser – a place to record photos, songs and information in a 21st-century format.

WHAT HAPPENED NEXT Neither of us had an IT or new media background – we didn't even own iPhones! So we did some market research, compiling a questionnaire that we circulated to family members and friends. We had an idea about recording and sharing important info about your life, and we wanted to see if there was an appetite for this in a country where talking about death is often taboo. The feedback was positive – people did want to record information, from what drink to serve at their funeral to the soundtrack of their life, but not necessarily share it before their death. The app allows people to record and store the information. We formed a limited company, registered domain names and over six months, I gradually spent less time on the in-house legal job to work with the app developers. It was all new to us, but we did as much research online as we could, put together a brief and invited two companies to pitch. We picked one, and once the app was ready, we sent it to Apple to approve. Within two weeks, we got the go-ahead. We'd allowed £12,000 from our own savings for build costs, travel expenses and ongoing technical support, and we came in pretty much on budget.

WHERE I AM NOW The app was released globally by Apple in May last year, to purchase and download through iTunes. It costs £1.49, 30% of which goes to Apple. We're currently working out costings for PR and social media promotion agencies. We both draw a salary of £25,000 a year – Mo is still working on her business as well, so we pro rata it depending on how many hours we've done. It's less than my previous salary, but ultimately I hope to match that.

GLITCHES Building the app with no technical background whatsoever was

a real challenge, but I was so proud when it was released by Apple. My friends couldn't believe it. Neither can I.
MY TIPS Expand business through third-party affiliations. For us, that may mean life assurance companies, travel companies for bucket list ideas, or funeral and events planners, who we'll agree a kickback commission arrangement with. >>

BUSINESS IN FIGURES

LAUNCHED 2011

START-UP COSTS £12,000

CURRENT TURNOVER £250,000

projected for this year

legacyorganiser.com

“We couldn't even use an iPhone – now Apple has released our app worldwide”

