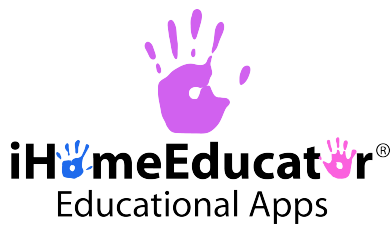


iHomeEducator

California Family Finds Apps Make Great Educational Tools.



Quick Look

Founded in 2009

Company size:
1-10 employees

CEO: Arlene Lee

Over 40 apps in the iTunes
App Store

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Getting kids to have fun learning can be one of the biggest challenges parents face. Most of us don't fondly recall our math lessons. Rote learning is hard work! The parents of Abby Lee decided to change that.

Abby was having problems tackling word problems in math. With backgrounds in teaching and marketing, Andy and Arlene Lee were looking for a way to keep their eldest daughter engaged in the learning process. They noticed how fascinated she was with their iPhone and a light bulb went on.

Writing software for the first time since his youth, Andy created an iPhone educational app. Whenever his daughter correctly answered a series of word problems, she got to watch a documentary-style short video about African wildlife.

The Lees recognized something well known to parents with DVD players: kids fixate on video stimuli. "All our apps blend photos, videos, and problems around a theme which helps to engage students with different interests," said Arlene.

After two years moonlighting as app developers, the Lees incorporated as iHomeEducator in January, quitting their day jobs to devote their full attention to the growing business. Following up on the success of their initial app, the Lees teamed up with a group of educational content companies to produce a series of apps to make math, grammar and history learning fun.

The Lees' success can best be described as a family affair. "While Arlene and I manage the content of the apps, our children play integral roles in their development," said Andy. "Our middle school Product Manager comes up with the ideas, 'Dad can you build this?' Our first grader is our Quality Manager, 'Dad can I help test?' And our Pre-K is the Program Manager, 'Dad where is my app?'"

As iHomeEducator has grown, the Lees have hired coders, graphic artists and content providers to provide assistance beyond the abilities of their children. The investment has paid off as iLiveMath was honored as 2010 Best Math App by the I Education App Review community.

Next up for the Lees? iHomeEducator is introducing a lesson planner. Hopefully their newest app keeps teachers engaged. No indication yet whether videos are included.