



Company
report

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Iceland

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Executive summary

Mission statement

Memor wants to help students with their studies and provide them easy to use study software.

Our goal is to evolve our software to be the leading study tool for people.

Product

Our product is easy to use flash card software. Simply input your questions with answers and Recall will quiz you on them. Recall 2008 has a built in feature that automatically focuses attention on the cards you don't know.

You can let Recall exam quiz you and if there are cards you don't know you can take them directly to study mode and learn them. This helps people to learn many things very fast and efficiently.

Other features included:

- Text editing
- The option to add pictures and sounds
- Printout your flash-cards
- Easy to share with others
- Language selection

Summary of financial results

Our main cost was going to be hiring the programmer to put our idea into attractive, efficient software. From the beginning, our goal has been to reach as many people as possible and therefore we made the decision offer the software at a low cost for the public. We were lucky to find a hard working and capable software designer who was not very expensive. It's hard work to develop user friendly software, but when the software is complete we won't require much money to produce it.

We had researched the market before we began working on the product. Our research showed that people want to use products like Recall and are willing to pay for it. Everything worked out and we could maintain our operational costs at a minimal level.

Summary statement of company performance

When we began this semester at the beginning on January, 2008, few of us knew each other and knew what we were actually going to do in this competition.

At the first meeting we sat down and brainstormed and soon we knew that we wanted to make something useful for students because all of us knew, from experience, what hard working students need. The first weeks were the most difficult because we didn't know if we could finance this idea or even put it on paper.

This was a very hard but positive challenge for us and it helped to have enthusiastic team members who believed in the idea. Whenever someone started to lose faith in Memor and thought the project was too difficult, there was always a team member ready to help him or her regain their faith in the undertaking. Encouragement from fellow team members was instrumental in the success of the project. The outcome was our dream to make Recall 2008 a reality and win the Icelandic competition.

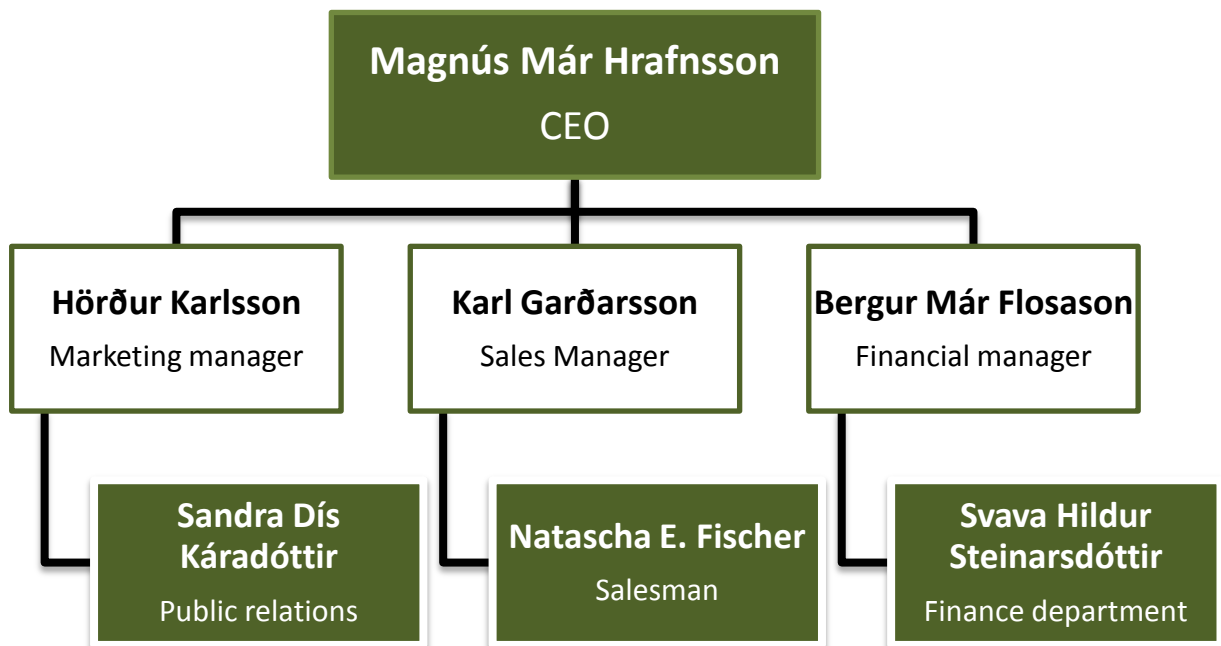
About Memor

Memor is a company that was founded on January 19th, 2008 by innovative students at the Comprehensive College of Ármúli.

Memor operates as a software company specializing in learning software and document sharing for students in all stages of learning. It was decided to name the company Memor in Latin, which means memorizing, and that reflects the company's mission statement.

In the beginning we were no more than a social security number and an idea. But, we had yet to find a way to get the idea out of the classroom. The past couple of years have shown that school environments have become more computer-friendly and we saw an opportunity to assist students to study more efficiently. What we at Memor intend to achieve as a company is to provide a service for students to help them study and maintain and organize their notes all in one place with Recall 2008.







Here below is our organization chart:



Employees

There are seven employees currently working at Memor. Each one of them is committed to making Memor a success. This team will continue to evolve and produce quality products for students.

Each team member has written down his most valuable experience since participating this competition.

	Bergur Már Flosason <i>Financial manager</i>	<i>"My experience is that you have to be very organized and take action to achieve results. I have gained more confidence and have more faith in myself."</i>
	Hörður Karlsson <i>Marketing manager</i>	<i>"To be a part of something like this was amazing. I learned to work with different people at all age. I have learned that you can do whatever you want to do if you really put your mind to it."</i>
	Karl Guðni Garðarsson <i>Sales manager</i>	<i>"Combining books with real work has thought me valuable lesson which will definitely help to overcome difficult obstacles in the future."</i>
	Magnús Már Hrafnsson <i>CEO</i>	<i>"The experience of being a part of a team and building a company from an idea on paper is priceless. This has helped me to believe that a dream can come true."</i>
	Natascha E. Fischer <i>Salesman</i>	<i>"First of all this was and is a great experience taking part in a project such as this one. Getting a feel for what it means to have responsibility and getting back only what you've worked for."</i>
	Sandra Dís Káradóttir <i>Public relations</i>	<i>"I've not only learned how to build a company in a short period of a time but I've also learned how to do it with a group of people and make it work. This has been one of the greatest experiences of my life."</i>
	Svava Hildur Steinarsdóttir <i>Financial department</i>	<i>"My strong side has always been with numbers and calculations. My place with the finance department has prepared me a lot for my summer job."</i>

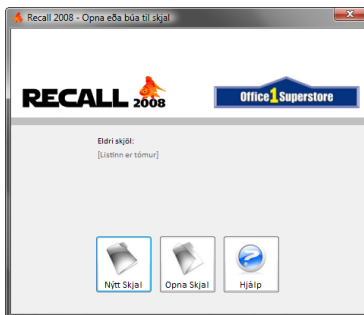
We have learned as a team that we sometimes you have to make difficult decisions. With good team spirit and regular meeting we would quickly come to an understanding what decisions should be made. All decisions where mutual and always in the best interest for the company. The outcome is a strong team with dedicated members who have a dream to make a future for Memor.

Recall 2008 – Study software

RECALL 2008



Recall is easy to use study software which is used to help students memorize questions and answers from their studies.

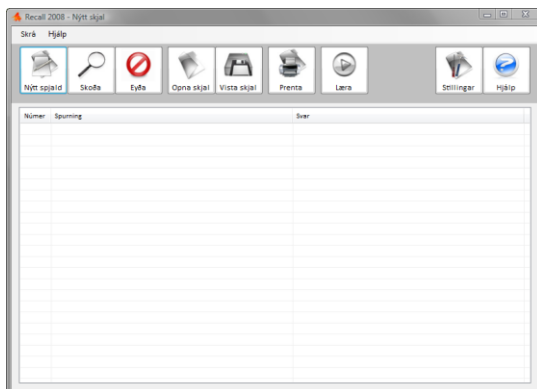


The user writes in all of his/her questions and answers into Recall 2008 and then the software helps the student to rehearse his questions and learn them quickly and easily.

The first window that pops up when the user starts Recall gives the user the options to create a new file, open a file, or pick a recently used document.

The help button is always nearby and there the user can access all the necessary information to successfully use the software.

Recall provides a video tutorial which guides the user through the program and shows him or her how to use the software more efficiently.

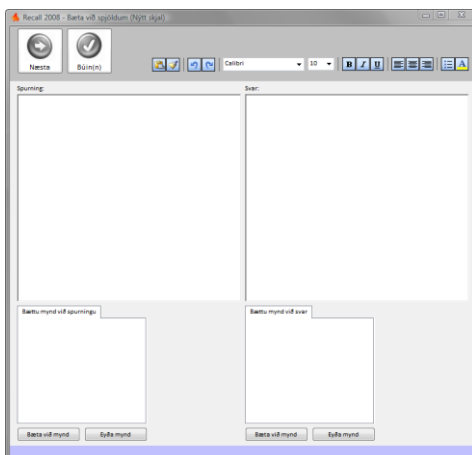


When the user decides to either create a new document, or open a previously created one, he or she gets the overview window.

This is where the user can see a list of all his/her questions and quickly look through it to find the information needed.

In the top menu we have the new stylish ribbon bar.

The ribbon provides the user an easy to understand and use commands with a picture attached to it.



To start using the program the user clicks the “insert card” button.

He/she will be presented with new windows where questions and answers can then be typed. Recall offers a modern word processor which enables the user to perform all of the most common function; i.e. change the font, resize text, align text, etc.

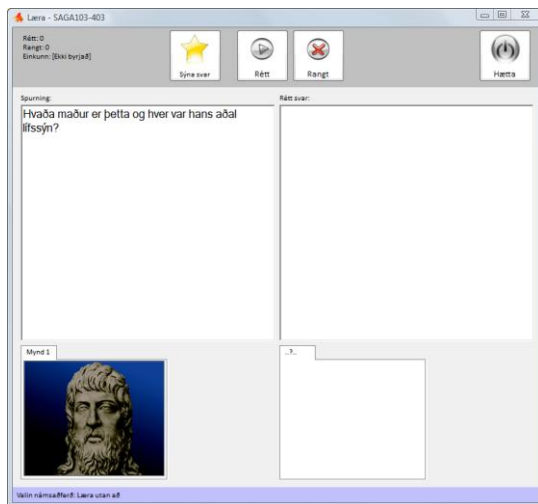
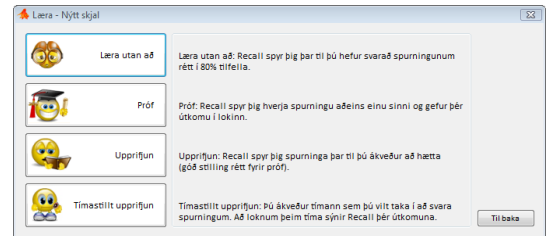
Other functions, such as adding pictures, are no

problem - you either copy and paste your picture into Recall, or select to browse for the picture on the computer.

When the user has completed the input of questions he/she will be presented again with the overview menu with a list of all of his questions.

To start learning the answers to questions the user clicks the “study-mode” button. The user will then be presented with four options.

- Learning mode – the software automatically focuses on the cards you don’t know.
- Review mode – the software asks the user all questions randomly. This is repeated until the user chooses to stop.
- Timed review mode – same as above but with chosen time limit.
- Test mode – user will be quizzed and given results.



The most commonly used mode is the study mode. The mode quizzes the user with the question on the left side of the screen. When the user has recalled his answer he clicks the “show answer” button and is able to view the correct answer.

The user then decides if he/she has answered correctly and selects “correct” or “incorrect”.

This enables Recall to count the number of correct answers and quiz the user until 80% of the answers are correct. Recall will also place focus on the cards the user doesn’t know.

Share your flash-cards with friends.

Recall 2008 makes it easy for users to share their work with friends. Simply attach the file you want and send it off.

Users can work together with Recall by combining the files. This enables users to save time and work together.

Printing your flash cards is easy. Just press the print button and out they come. This feature can come in handy if the user only has temporary access to a computer.

Language settings

Users can change the default language and chose from Icelandic, English or Swedish.

Marketing

Target market

Those who are likely to benefit from the use of our product are learners who strive to master a particular subject.

Distribution

Recall will be in every Office1Superstore in Iceland by the end of July 2008. Memor will also offer their potential clients to buy the software via our website.

Memor will concentrate on the online sales system because this enables us to keep our production costs at their lowest.

Since our product is computer software it is easy to produce multiple copies and send quickly to any place in the world.

Price level

Our goal is to have our product price at a reasonable price for students. We will offer schools a special price for their students.

Publicity and advertising

Our product will be displayed in every Office1Superstore in Iceland. We will lead a sales campaign at the beginning of each semester to introduce Recall to as many students as possible.

Our users will regularly be notified on our website and by email when updates are available for download. This will keep our customers happy and satisfied. We will keep in mind that a happy customer is the best advertisement a company can get.

The Internet will be our main venue for reaching people. By putting banners at popular websites we can get people to click on them and transfer directly to our site.

Global market

Memor has already secured an advertisement contract with Office1Superstore, which puts their logo on the startup screen when Recall is launched and links it directly to their website. It is our hope that the Icelandic contract will open up new possibilities for Recall in Office1Superstores in other countries. Office1Superstores operates and distributes products to 32 countries on 5 continents.

We aim to present our product to nearby Office1Superstores in Europe. These countries are: Ireland, the Netherlands and Poland. With our experience negotiating with Office1Superstore in Iceland we should be able to make a contract with them.

World Wide Web promotion

There are many popular websites that help software companies promote their software for the public.

www.download.com is probably the largest download site and it offers companies to upload their software for a small fee. All software at download.com are categorized so people can easily find software that suits their needs.

Tucows.com, softpedia.com and many other websites offer the same service to help software companies promote themselves.

Competition

Our competition at the moment mainly consists of websites with similar products. Recall 2008 is an innovation and it won't be long until there will come more companies with similar products. We intend to be the leader within this market. Our goal is to offer a superior product.

Sales report

Estimated sales numbers in Iceland:

- We estimate that Office1Superstore will sell 1,000 copies in the year 2008.
- Memor aims to sell 4000 copies on our website in the year 2008.
- Memor now has 200 users in only 3 days of selling.
- We are going to use all the attention that we get in Stockholm, Sweden to put Recall 2008 on market in Europe.

Finance

Sponsors

At first we started selling stocks to the people in the company, then later on we sold to friends and families. More money was needed so we talked to other companies for some finance support, these companies had the same, or a similar, market group.

Process

We started by searching for companies who might be interested in supporting us and contacted them via e-mail or telephone. The next step was to present the Junior Achievement project and the Recall product itself. To begin with, it was hard to convince them that the idea was feasible and that it not just on paper, but in fact possible to produce.

The company (Memor)

In order for the business to work there has to be at least four employees working approximately 20 – 30% part time. The money flow has to be at a minimum of 300.000 Icelandic krona per month in order to cover the cost of salary and other costs. One of our main goals is to expand our product, which would include investing in the global market. To enable us to do so, profits need to increase.

Orders

With our advertising contract with Office1Superstore and their believe in our product we got an order to ship to them 400 copies of Recall by the end of June 2008.

They also ordered another 520 copies to offer in every Office1Superstore in Iceland by the end of July 2008.

Here below we have displayed our statement of earnings since we funded the company this January.

Statement of earnings

Earnings 2008

Sales	423.160 kr.
Other income	870.854 kr.
	<u>1.294.014 kr.</u>

Operating expenses

Expenses of sold product	76.225 kr.
Salary	37.269 kr.
Other operating expense	586.387 kr.
Sale and market expense	70.000 kr.
	<u>769.881 kr.</u>
Year profit	<u>524.133 kr.</u>

Balance sheet

Capital position

Debtor	438.400 kr.
Bank	53.692 kr.
Cash account	25.297 kr.
Stock-in-trade	45.699 kr.
ASSETS	<u>563.088 kr.</u>
Stocks	38.955 kr.
Retained earnings	524.133 kr.
LIABILITIES	<u>563.088 kr.</u>

Potential future of Memor

What we at Memor intend to achieve with our product is providing a service for students to help them study, maintain and organize their notes, and keep them in one place.

The product that we are offering is educational software which can give a person an exam on his or hers own notes. This function of the software will grade that person at the end of the exam to give him/her a better overview of his or her status in any subject.

What started out as an idea has now become a sellable product on an open market. The potential of this software is endless, all the features that can be added gives us multiple opportunities to improve our product and ourselves as a company.

We will use our website (www.memor.is) to expend internationally and establish a connection with students in other countries. There, people all around the world will be able to contact us and use our services. Along with Internet distribution our goal is to have our product available in stores in more than one country, starting with Europe.

Language modifications have been made to further expand our distribution and service possibilities to other countries.

We know that by attending the JAI-YE competition in Stockholm our vision of the market will expand and we will gain vital experience.