



Fun Factory Apps

About Fun Factory Apps

Fun Factory Apps strives to build mobile social experiences that customers can enjoy with the whole family. Founded in March 2012 in New Jersey, Fun Factory Apps is built on a reliable and scalable cloud infrastructure. By focusing on developing innovative user experiences built on leading-edge industry standards, Fun Factory Apps hopes to create long-lasting products that amuse and surprise customers.

The Story Behind iACTaFOOL

Founders Hani Shabsigh and Ibrahim Khaddash have been friends since middle school, but it wasn't until Ibrahim mentioned an idea for a "video charades" app that a iACTaFOOL was born. Initially, Ibrahim didn't think much of it when Hani said "that's a fun idea, let me see what I could come up with." What Ibrahim hadn't realized, is he had caught Hani at a critical time in his life, a time in which Hani had been looking for an idea that would challenge him to learn a wide variety of programming skills to transition his career in a new direction. Two months later, when Hani texted Ibrahim a few screenshots, all of a sudden the idea of iACTaFOOL became serious. Expanding on the idea of video charades, iACTaFOOL evolved to be a mini-social network in which users could gain fame by amassing social interactions. Nine months later, iACTaFOOL was released on the iTunes App Store on December 16th 2012.

Founders

Hani Shabsigh - CEO

Hey fools! Let me tell you a bit about myself. Born in Houston, Texas I moved to New Jersey at the ripe age of 5. From that time on, my New Jersey accent and the animated use of my hands has become part of my character (my friends sometimes compare me to George Constanza from Seinfeld...I'm not sure how I feel about that...). Starting in 2004, I had the privilege of attending Johns Hopkins University where I majored in Chemical & Biomolecular Engineering and minored in Entrepreneurship & Management. In college I quickly realized I never wanted to work in a lab, luckily after graduation I landed a great job at Deloitte Consulting helping large government agencies implement more efficient budgeting systems.

Deloitte was a great job, but since I was five years old my parents repeated one phrase over and over again - "when you wake up in the morning, don't think about what you can consume today, focus on what you can create today!" To say the least, that phrase has stuck with me throughout my life.



Everyday at Deloitte (luckily they never noticed) I would read VentureBeat or Business Insider with envy of the great entrepreneurs that were building companies that brought value to both the consumer & enterprise markets (Amazon, Dropbox, GroupMe, HootSuite, Bitly...I could go on for days about awesome companies). At the age of 25..with no mortgage, no wife, no kids..I felt it was time for me to quit the day job and take a risk. I was ready to give up everything to 'create' something.

I'm a geek at heart, so I knew I wanted to be in the mobile industry. I bought many programming books, scoured the web for tutorials, took online courses at all the awesome (and free!) online education sites such as Coursera and Codecademy, and taught myself how to program in nine short months. In those nine months, I created iACTaFOOL - an app where friends can play video charades from iPhone to iPhone. Originally, iACTaFOOL was a 'learning project', but I quickly realized it could become the foundation for a real product.

In March 2012, with a close friend as my angel investor, I founded Fun Factory Apps to bring iACTaFOOL to market. Venturing into the mobile apps industry has proven a great learning experience. iACTaFOOL was a perfect project to learn a wide variety of entrepreneurial skills (mostly out of necessity! lol). From a technical perspective it was the perfect project for me - although the original concept was simple, the app developed into a mini social-network with a reasonably complex backend (at least for a newbie like me!). In addition, as every successful entrepreneur knows, I had to learn about EVERYTHING necessary to build a startup: analytics, trademarks, taxes, public relations, social media, etc..

I'm thankful for the opportunity to pursue this dream & thankful to have the support of friends & family! :)

Ibrahim Khaddash - Angel Investor

Hey fools! Let me tell you a bit about myself...I was born in Doha, Qatar and moved to New Jersey at the young age of 6. I received a bachelor of science in Biology and a minor in history at Seton Hall University in South Orange, NJ. After realizing I wasn't going to be a professional hockey player, I went on to receive my medical degree at Ross University. I spent the first two years learning basic science on the beautiful Island of Dominica before coming back to complete my clinical training in hospitals across the US. Currently, I'm completing my residency training in Internal Medicine. My friends don't think I'm a good actor...so I'll stick to medicine and just act a fool on my iPhone!

Acknowledgements

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