



Gold Coast entrepreneur Maria Magi has created The Memory App. Picture: Nigel Hallett

QLD Business

Maria Magi develops The Memory App to help make information recall easier

Elayne Smith, The Courier-Mail

June 11, 2017 5:18pm

 Subscriber only

CONFRONTED by an inability to remember where important data or photos were stored, emerging entrepreneur Maria Magi developed an app to tackle her problem.

“The Memory App is like a search engine for everything in your head,” Ms Magi said.

“Anything you’ve ever wanted to remember, you can put it there and find it in an instant.”

While other password-storing apps generate predetermined categories, The Memory App allows users to create personalised tags to file data. “Other apps don’t work the way memory works,” Ms Magi said. “I think (The Memory App) can apply to so many people from different walks of life.”

The app, first launched in December 2015 for iOS platforms, uses cloud storage and encryption methods through Amazon servers.

Since launching, the app has been downloaded more than 3000 times in 42 countries. It is a free download, but after a 30-day trial, a monthly subscription plan kicks in. Ms Magi hopes it spreads to more countries and will have an Android version within the next few months.

Originally from Estonia, Ms Magi moved to Queensland in 2007. She has a background in finance and insurance, but said she always loved technology. After coming up with the idea three years ago, she joined with BIGBIG Digital in order to develop the technical aspects.

She used a loan from a friend to process development fees, but has been self-funded since launching. She received an R&D Tax Incentive from the Queensland Government to help with her research and development costs. “The way that Queensland is supporting tech companies is amazing,” Ms Magi said.

Mark Sowerby, Queensland Chief Entrepreneur, met Ms Magi and discussed the app.

“There is a real groundswell of activity in Queensland’s start-up space at the moment,” Mr Sowerby said. “People like Maria are motivated and want to take control of their life – that’s what entrepreneurship is all about.”