

Executive Team

Steven - Engineer

Background in video games, meditation, Indian buffets

Sean - Design

Background in art, naturopathy, soccer

Noah - Marketing

Background in social anthropology, extreme eating, travel

We each have other jobs to support us while we develop our initial apps. Our dream is to make our little company financially viable so that we can quit our jobs and do what we love - making apps that are fun and functional.

For inquiries please contact:
Alan at alan@steah.com
or 559-906-1923

Target Audience

- Our app, *Roll Your Own*, is targeted to people who smoke tobacco, herbs or even nothing at all.
- And it is for those who are appreciative of the ritualistic practice of rolling that has permeated cultures worldwide for thousands of years.
- From a quality of life perspective, this app can be a real boon to those with medical marijuana prescriptions - particularly for people who may be unfamiliar with the methods of using it.
- Further, it is for those wanting to leave the world of corporate-owned machine-manufactured cigarettes that cost far too much money.
- And finally, it is for those wanting to celebrate life by rolling one up and passing it around for all to share.

So what is the app about?

- *Roll Your Own* is a state-of-the-art mobile application that allows you to roll your own on the go
- It walks you through video, photo and written instructions on various rolling techniques
- It explains the differences between various preparation techniques including mixtures, papers, crutches and packing
- The app allows you to email questions if you're having problems and also to email friends who may be interested in the app

Competition

- There is currently no one else providing instructional rolling techniques on mobile application platforms.
- An existing iPhone app called *Roll it up* acts as a virtual rolling and smoking simulator that, at the touch of a button, allows users to virtually ‘roll up’ and ‘smoke’ a cigarette. However there are no clear, concise or visual instructions on how to roll your own favorite smokes.
- Indirect competition exists with numerous websites and magazines that offer “how-to-roll” instructions; however due to the nature of ‘mobile,’ and the quality and specificity of *Roll Your Own*, we see ourselves as visionaries in this field.

The End Result

Given the astronomical increases in cigarette prices and the long-term, wide-spread and growing phenomenon of medicinal and recreational smoking, we believe that this app will be of significant interest to a wide range of people, not only in the US, but internationally as well.