



# BIOGRAPHY

## ISAIAH KING PROFILE

SAN DIEGO – In some ways, Isaiah King, a software entrepreneur and “always active” college senior, is his own ideal client.

“I love driving, and I don’t like being still or simply doing nothing. I feel that I always have to be active, productive, always doing or reading or creating something,” said the 26-year-old communications major at Point Loma Nazarene University. He certainly stays busy. In addition to the 18 units of courses and leading the campus Speech and Debate team, King has a demanding full time job working at Costco.

That packed schedule means he is on the road frequently, and answering dozens of text messages everyday from friends, colleagues, classmates.

“I think I get 60 text messages a day,” he said.

Last spring, King’s world was turned upside down. One of his closest friends got in a car accident because he was momentarily distracted by a text message. A split second changed that young man’s life, and King saw the opportunity for a life-saving smartphone application that could automatically answer incoming text messages.

He named it BamBam, after a childhood nickname. The name, he said, evokes the idea of a quick back and forth or a question and answer.

“BamBam makes me think of instant communication. Bam!” he said.

As a member of Generation Y, King says he understands the temptations of texting while driving. That became even clearer after his friend’s accident – which prompted King to create a simple, effective solution. That is King’s broader goal: to develop software applications that make life safer and more convenient for people.

“I’m looking to make innovative products and services by taking day to day situations and challenges and finding creative and fun ways to solve them,” he said.

A San Diego native, King has seven years of experience in the wireless mobile industry. Working with companies including AT&T and Cingular, where he generated over \$500,000 in revenue and received numerous customer service awards.

“I got my first cell phone job right out of high school,” King said. “I love this industry because

(Cont.)



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it's always evolving. With each generation of new users, there's a list of new phones that go with it and a whole set of experiences that connect users of those phones. There was the Razr, then the iPhone, now it's the Android. Now, that same cycle is being replicated on a smaller development cycle with applications. Every few years, an app comes out that unites people and makes their life a little better.”

Will today's smartphone users be known as the BamBam generation? King hopes so – for the sake of America's roads and drivers.

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