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## 2011: 52 FACEBOOK APPLICATIONS IN 52 WEEKS

### A Lofty Local New Year's Resolution

During the holidays, many are without a doubt looking to 2011 and coming up with New Year's resolutions. Some hope to spend more time with their families, some hope to start new diets, and some even hope to get out of debt. Still, college students, planning their futures, are coming up with more entrepreneurial New Year's resolutions.

A recent graduate of Medina High School that is now studying Computer Science at Case Western Reserve University has set quite an ambitious goal for himself. In the 52 weeks of 2011, Josh Schwarz plans to create 52 mini Facebook applications. Facebook, the social networking site, is known for its open development platform, allowing for anyone with ideas to create applications that can become a part of everyone's Facebook experience.

"One day, I want to start my own company like Google or Facebook and so I spend my time tinkering with new Internet technologies. Facebook just happens to have its own platform for applications so I've taken a look at it. I've worked on several projects in the past including an application called Friend Search Engine that lets Facebook users search through their friends' interests in order for them to find common links. Like that project, my progress on my New Year's resolution will be hosted on my web-site, Amagit.com," says Josh.

Facebook is home to popular games like "FarmVille" and other "quiz applications" that let users answer questions about their friends and read what their friends have to say about them. Like development for Apple's iPhone and Google's Android, Facebook development also seems to have found a home with aspiring college students. Nonetheless, these kids seem to think big because they are encouraged by their families to make a difference.

"My Uncle has been one of those people that has really fed my passion. He mails me the latest business magazines like Forbes and Entrepreneur, and other technology articles about the companies and topics that I'm interested in. Sharing those articles, we go on to have conversations about business and entrepreneurship," says Josh.

"To start a business, you need an idea with market appeal and the ability to follow a plan

that turns that idea into a tangible product.

By establishing stretch goals early on and taking the necessary steps to achieve them, Josh will be developing a resume that shows potential investors he has the ‘right stuff’ i.e., the drive, resilience and discipline to translate his own product ideas into reality,” says Richard Schwarz, Josh’s Uncle.

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If you require additional information, please feel free to contact me, Joshua Schwarz, by cell (removed) or by e-mail [josh@amagit.com](mailto:josh@amagit.com).

I am a Freshman at Case Western Reserve University and a recent graduate of Medina High School. I believe my News Year’s resolution particularly newsworthy and hope to start some conversations on my web-site concerning what I should create so that I have more ideas than just my own. I think our community should feature more news of this sort (i.e. what big things its young adults are working on).