

Why Risk Cleaning Another Gutter?



✓ PROBLEM

Traditional gutters clog with leaves and debris, damaging your roof, foundation, fascia and landscaping.



✓ RISK

Cleaning out gutters is dangerous — falls are the number one cause of accidental death and injury around the household.



✓ SOLUTION

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LABOR*

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The application poets

HPHS grads create mobile application business Appoet

NICKI KOETTING, Assistant Editor

Josh Fisher is many things: Coder. CEO. Writer. Poetry aficionado.

The 2005 Highland Park High School graduate has managed to combine the different hats he wears into his start-up, another amalgam: Appoet.

Appoet, which is a combination of two words, “app” and “poet,” is a mobile application developer and publisher focused on augmented reality and hyper-local technologies.

Fisher founded the Chicago company in 2012, and the company has produced three mobile applications so far: the poetry apps “What We Mean” and “The Poet’s Almanac,” and a new app, “Infused.”

Fisher got into the technology business in a roundabout way — through creative writing.

He was drawn to writing after a brief interest in painting.

“Growing up, I was always the artistic kind of kid,” Fisher said. “I used to do a lot of painting. Then I realized that I was kind of a crummy painter, and I got into writing. Someone read it and said it was pretty good. Then I started writing more.”

Fisher ended up attending Illinois State University, where he earned his bachelor’s degree in English and poetry. After graduating from college in 2009, Fisher decided to sell all of his possessions and work as a farmer and shepherd in Portugal, then decided to teach at an elementary school in South Korea for a few years.

When Fisher came back to Chicago for a summer, he attended a lecture at Columbia College Chicago on the publishing industry’s changes over the years.

“They were talking about wanting to turn books ... to be less focused on the writing, and more focused on the actual, physical artifact,” Fisher said. “I thought, well that’s really awesome for publishers and book designers, but the writers are really going to lose out. So I raised my hand and asked, ‘Do you ever consider making sort of e-books that are almost on steroids, [using] all the functionality of a mobile device to tell a story, to help bring the story to life. They laughed and said, ‘No.’”

When Fisher left the lecture, he thought, “Well if you guys aren’t going to do it, then I’m going to do it.”

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Highland Park High School 2005 graduate Josh Fisher is the CEO of Appoet, a mobile applications developer and publisher in Chicago, which he started in 2012. PHOTOS SUBMITTED



Jeremy Applebaum, also a HPHS 2005 graduate, is the Chief Technology Officer at Appoet.