

## Roni Lieberman

Memory



“ I saw an opportunity to develop a new kind of software for small companies. ”

<b>COUNTRY</b>	Uruguay
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	50
<b>YEAR SELECTED</b>	2001
<b>WEBSITE</b>	<a href="http://www.memory.com.uy">www.memory.com.uy</a>

### COMPANY SNAPSHOT

Driven by entrepreneurial passion, Roni left college early to start Memory Computacion (MC). The firm focuses on an unfilled market need in accounting and management software for small companies with a core product: an integrated, user-friendly management and accounting system for small businesses and individuals. MC has opened operations throughout Latin America, established strategic alliances, and signed technological cooperation and market development agreements with multinational corporations, ensuring the continued growth of the business.

Roni has been featured on “CNN en Español” and in an MIT case study. Since selection by Endeavor, the number of jobs at Memory has grown by 224%.

### ENDEAVOR AND MEMORY

In addition to local mentoring in expansion, finance, and corporate governance, Roni has benefited from introduction to key players in the software industry. He has also benefited from the eMBA and Ernst & Young Fellows program, and numerous Immersion Tour and Entrepreneur Summits.

Roni has demonstrated commitment by serving on the Endeavor Uruguay board, and as a mentor and panelist.