



Digging Deep with Cynthia Brian ... read on Page D12

## Meet Jules, a digital butler



Photos provided

Homeowner Lisa Parker looks on as WG tech Tyler Holston uploads data on the Jules app.

By Sora O'Doherty

Longtime tech entrepreneur and Lafayette resident Kent Godfrey today launched Jules, an application designed to help families manage their busy lives by using a cloud-based service to track many aspects of their homes, belongings and personal information.

Godfrey envisaged an application that would help families like butler Alfred Pennyworth helped Batman maintain the Bat Cave so that he could spend his time out crime fighting. He raised \$2 million in seed money, and started his company, HomeIQ, in early 2017. The company is based locally in Lafayette, although the team of programmers who created the application is based in Romania.

Godfrey has a track record in the tech area, having created and successfully sold two companies, including Liverail, a video ad tech startup sold to Facebook in 2015 for \$500 million. The Jules application, which is available from the App Store or Google Play, is a cloud-based database in which many items can be catalogued and which are then available to the user on any device. For example, information on a major appliance might include the date it was purchased, when it was installed, a copy of the receipt, the warranty information, service record or serial number. If the homeowner has a problem with the appliance, this information can be reviewed to see if the appliance is still under warranty, or with a click sent by email to a repair person to see if a repair can be effected. The app will also have the ability to alert the user to upcoming events, for example, when a vehicle is due for service or when property tax is due to be paid.

The app has been in development for about two years, and for the past six months has been beta tested by about 175 clients. As an example of how Jules can be of assistance, Godfrey said that his daughter was planning a trip abroad, but about three months before the event Jules reminded her that her passport was going to expire, allowing her to renew it before her trip.

The Jules database contains over 300 item types, from home appliances to personal items such as cars, jewelry and art. It also covers personal information, keeping track of passwords and important documents such as wills and trusts, in addition to items such as passports, drivers' licenses, social security numbers, and insurance policies. Documents and photographs can be attached. Data can be added to the app by the homeowner or the company also offers a "white glove" service where company staff will input the information for the homeowner.

... continued on Page D4