



Werdsmith Founder Story

In 2009, Nathan was 17 and aspiring to become a playwright.

"All my best writing ideas came to me on the go, but by the time I got home to work on them, the inspiration had disappeared. I wanted an app where I could capture my ideas and work on my projects when I had downtime, like waiting for a bus."

In 2011, he dropped out of university and taught himself to code using videos from iTunes U. Later that year he launched the first version of Werdsmith, which was positively reviewed by MacStories and featured in the App Store in over 100 countries. Since then, Werdsmith has been downloaded over 1.5 million times.

Nathan's focus has been on identifying the biggest obstacles for aspiring writers and building powerful features into Werdsmith to break through them.

"I was constantly suffering from writer's block and that made it really difficult to get into a rhythm of writing. I had the idea that when you're stuck on a piece of writing, an AI could write the next line for you – just to keep you moving. This feature is now used thousands of times a day."

Werdsmith's philosophy is to make a product powerful enough to help writers improve their craft and get their projects finished, but simple enough that it doesn't distract from what's most important – doing the writing.

"Ten years later, the app has dozens of unique features for aspiring writers, but to me it still feels as simple and focussed as version 1."

By making the writing process easier, Werdsmith hopes to help more aspiring writers pursue their passion of writing and expand the industry to be accessible for people of different backgrounds, especially younger people.

"Writing is hard, and breaking into the writing industry is even harder. Many people abandon writing because of that. Whatever we can do to make the writing process easier means more people following their dream of becoming a writer."