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Glassboro native a golden boy

By Matthew Ralph

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GLASSBORO — People who know borough native Robert J. Moore refer to him as a kind of Renaissance man with the ability of Midas ability to make anything he touches turn to gold.

A quick look at *RobertJMoore.com* reveals highlights of the 22-year-old Princeton University senior's more recent accomplishments — from a successful Texas Hold 'Em Strategy Calculator known as the "Mooraculator" to satirical hip-hop project P-Unit that recently earned him an opening slot for Vanilla Ice.

And that's just the beginning.

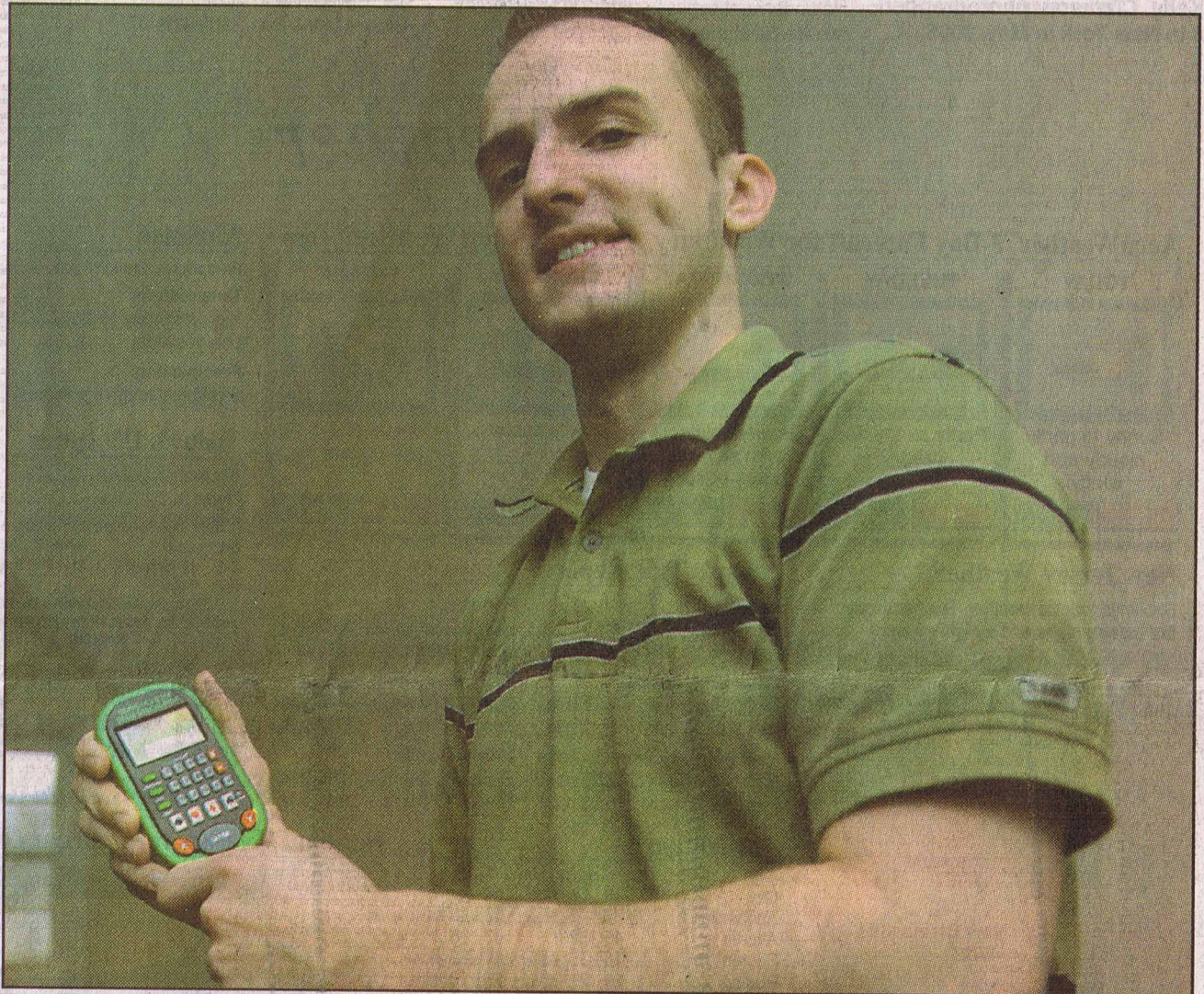
"I expect it now," said Mike Lucidonio, a fellow 2002 Glassboro High School graduate who remains in regular contact with Moore. "He calls me up two weeks ago to tell me he's opening up for Vanilla Ice. Random stuff like that; that's Bob."

Opening up for the early '90s pop icon more than a decade removed from the smash hit "Ice, Ice Baby" takes some luster off P-Unit's recent billing, but for Moore it's another story to tell of what has been a wild ride in the Ivy League.

And at times a well-publicized undergraduate career.

In just his freshman year, Moore developed a college consulting business out of a class specifically devoted to offering high school students advice on getting into some of the nation's top colleges. Called *YesLet-*

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Staff photo by Jonathan Wells

Princeton University student and Glassboro resident, Robert J. Moore, holds the device he designed for calculating odds in poker. The Texas Hold 'Em Strategy Calculator, known as the 'Mooraculator,' is only a part of this Renaissance man's successful endeavors. He has started Web sites and he will also open for rapper Vanilla Ice.

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ter.com, the business has been featured in *The New York Times* and *Newsweek* and continues to generate revenue.

With one success under his belt, Moore branched out again to develop *Whatsmyimage.com*, a wittier and perhaps more intellectual take on the popular picture rating Web sites. On the site, users answer random questions — “What do I do for a living?” for example — related to pictures of different people. Within months of launching the site, it had earned 100,000 votes.

That success gave way to the creation of P-Unit with college friend Nate Domingue for an English class on slander, satire and society. With the help of other popular college Web sites like *CollegeHumor.com*, P-Unit’s satirical raps caught on like wildfire.

But not everyone was amused. Noticing a huge spike in bandwidth from thousands of Internet users downloading from Moore’s site, the university’s technology department sent him a disciplinary warning.

“Apparently, my site was taking up more bandwidth than the Princeton home page,” Moore said.

Back home, Moore’s alter ego as a rapper was no secret. As a sophomore he freestyled at a pep rally and as a senior was crowned Mr. Glassboro on the strength of his original rap song.

Santina Haldeman, principal of Glassboro High School, still remembers the standing ovation his first public performance in front of the entire student body received.

“He was just an unbelievable student,” said Haldeman, who remembers first meeting Moore when he was a seventh-grader interviewing her for a school newspaper article.

Moore’s Web design skills and entrepreneurial enthusiasm actually hatched in the middle of the dot-com heyday while at Glassboro High School. Moore was so enthusiastic about learning Web design, he completed an entire semester’s worth of work for a graphic design class in six days. He spent the rest of the semester teaching himself the

ins and outs of design and soon after launched his first company, Quam Industries.

One of his first clients was Lucidonio’s father, owner of the popular South Philly eatery Tony Luke’s. In addition to his design and computer work, Moore immersed himself in after-school activities and used his skills to design a knock off of the video game Mike Tyson’s Punch Out, replacing the characters with likenesses of teachers.

“I think in most other schools, I would have been suspended for designing a game where kids could ‘punch out’ their teachers,” Moore said. “But the teachers loved it and everyone was really supportive.”

Though he’s come a way from rapping in school assemblies and getting teachers to pose as video game characters, Moore still visits the high school while he’s home, like he was last week on semester break, and speaks fondly of his 13 years in the borough school district.

“He hasn’t forgotten his roots,” said Lucidonio. “And he hasn’t let the attention go to his

head. He’s still more humble than I’ll ever be.”

With graduation approaching, Moore has already lined up connections in New York City with the venture capital firm Insight, for whom he worked last summer.

With a budding empire of businesses already under his belt — a Pennsauken company, MSR Imports, Inc., has licensed his Texas Hold ’Em software and sold more than 10,000 hand-held versions in major retail outlets — Moore is poised to have a bright future of being his own boss.

For the time being, he’s enjoying the ride. His latest project — “Grounds For Expulsion,” a sketch comedy show premiering soon on his campus television network.