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# Andrew Keidel



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**A** Andrew L. Keidel died suddenly on January 13 in San Francisco at the age of 37. He was born in Buffalo, New York and raised in suburban Philadelphia. A graduate of Germantown Friends School and Yale University, Andy was an engineer and entrepreneur who co-founded two companies: Mod My Life, an internet reality show, and Funzio, a mobile gaming company that was sold to the Japanese firm Gree in 2013.

Andy was known for his curiosity, energy, and humor. He loved to explore, to build, and to understand the world around him. He brought a thrill for adventure to everything he did, and he was a joy beyond measure to all who knew him.

Andy was a dear son, brother, friend, and colleague whose memory will be cherished. He is survived by his parents, Robert and Carole Keidel, and his sister, Carly Keidel.

A memorial service will be held on January 29, from 4:00 to 7:00 pm, at 111 Minna Gallery in San Francisco.

In lieu of flowers, donations in his name may be made to a [charity of your choice](#).

Published by San Francisco Chronicle from Jan. 24 to Jan. 26, 2015.



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**MEMORIES & CONDOLENCES  
FOR ANDREW KEIDEL**

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## 13 Entries

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Never Met Andy but was a beta tester on one of his games. When I found a bug in his game, I never expected him to respond and help me with it. Sent him a LinkedIn request and he accepted (also to my surprise). Just learned today of his passing. My deepest condolences to his family. His work gave me hours of entertainment and his dedication and humility surprised a complete stranger.

**Michael W**

March 4, 2016

Andy, I met your friends last night and found out about your passing. It breaks my heart that you are gone. I emailed you a couple times not hearing back and now I know. I wish I could have gone back to that day and chose to come to San Fran instead of my journey to Boston. I always thought of you in the past years and you were the first I tried to reach out to returning back to the West Coast hoping to visit you. I feel I met your friends for a reason, like it was a message from you. You will always have a special place in my heart. Thank you for being there for me in 2011 and just overall giving me the most positive advice/feedback/talk. I wish I could have been there for you vice versa. Andy, I will forever always continue to think of you. My deepest sympathy for your family. To know you are in a better place and to know you are no longer in pain reassures me you are forever safe. I love you, Andy and thanks for being such a beautiful friend. I am glad we crossed paths in NY and I am forever glad we met.

CHEERS, MY LOVE

**Sanah K**

October 8, 2015

4 years since we first met. i imagined you to be still here. i miss you...

**JJ**

June 29, 2015



Baby im awake again. Last night I was so tired. I did not get sleep for 3 days, I was so exhausted that I can even say a word because my body's giving up. I said this is a good idea to be too tired like this, That way my head will stop asking me questions about you. I even thought that my body is too tired that when I fall as sleep, I will not wake up anymore. So I fell asleep for 30 mins, then I couldnt sleep anymore after that, I feel like you are beside me. I finally woke up and started thinking of you and crying again. Theres just so much denial, anger, heartache, Its so hard for me to accept. Wherever I go to places we have been when you were in the Philippines, it remind me of you and it hurts. I cant no longer eat. I dont feel hungry. I need a cure of my depression, and that cure is you. Rememeber whenever I get anxiety, you always hug me and give me positive words. Can you please do that again? I think about you every second that it is so hard to do the normal things I used to do. When you left, its just do hard for me to trust people now. I dont have energy at all. I feel so empty right now. I miss you so much. I am seeking for spiritual adviser who can force me accept that youre already in heaven. I am very selfish but I rather you be here next to me and not anywhere. I wish you gave me the chance to show you how much i loved you, rememeber before? i always ask you, baby? do u feel that i love you and its genuine. And you always say yes. And you told me that you loved me as well but then why did you leave me? didnt you even see us together next 10-20 yrs from now? you left me alone and im all empty now. Gosh I miss you. As much as I want to stay strong I just cant. I know your in heaven now, But will you wait for me? I will also come see u soon when Cody And Cass already settled. You will be the only person I want to be with and will never love anyone but you. So wait for me and soon we will continue what we started. I love you so much and I miss you.

**Van**

February 19, 2015



baby, I need you to help me move on. I know its tough for everyone, for Carly and for your parents but I just feel so weak. Its so hard to get sleep when my mind and heart if filled with your thoughts. Our memories together when you are still living. I rememeber waking up with you beside me. Its hard to accept that its not gonna happen anymore. Sometimes, I ask god, will you let me sleep even 2 hours today? that way I can forget about how lonely and sad i am because everytime im awake, Its alot of tears and pain. Baby I miss u so much. I miss your face, your lips, your smell, your voice and everything about you.I know we are not married but that is what you made me feel atleast when we are together. Last time I saw you was January 3, you didnt wake me up because u want me to get longer sleep, can we go back to that day? because that day is the last time i hugged and kiss you. OMG love, Please just if your soul is travelling now, come and let me feel it, because i need you. I love you Andy, and I also know that im the last girl that you loved. I will love you now and forever. I want to hold your hands now, because you are the only one who can cure my pain.You are the only one who can make me smile and strong again, I need you to help me move on. I miss you my love. I love you and thank you for

**Vanessa Van**

February 18, 2015

I dont know what to say and how to put all my words together when my heart is crying. This was really unbelievable. i spent most of my time with Andy last year 2014 until first of of january 2015 together with my family and two kids. This was hard for me to accept that I will not see you again. It hurts so much, Im so sorry. I regret that I did not get the chance to tell you how much I love you when youre still here. andy im so hurt. why this fast? why did god let me spend long months with you and then love you and you will leave? love im so hurt. come back and i need you :(

**V Van**

February 18, 2015

Bob and Carole, my deepest sympathies. Life is so fragile

**larry hirschhorn**

February 9, 2015

Dear Carol, Robert and Carly,

Ralph and I send our deepest sympathy to you.

I remember meeting Carol at the Old York Road Skating Club. We had just moved to Philadelphia from D.C. and a friend had given you our name. What a coincidence that we should meet by chance. Then we had G.F.S. in common. I was so glad that Lauren and Andy became friends and even went to the prom together. I remember Andy as such a kind young man. He had a wonderful sense of humor, was so bright and even spoke to adults.

Our thoughts are with you.

**cheryl Pinkus**

February 8, 2015

Dear Carole,

My heart breaks for you and for your family. Please know that you have my most sincere sympathy and prayers. May Andrew rest in peace; and may God bless all of you and bring peace to you and your family. We all send our love.

To the Keidel Family-

I first taught Shotokan karate to Andy Keidel when he was 7 years old. I vividly remember him as a little child coming to class with his mom, Carole, and his little sister, Carly as if it were yesterday's dream. Shotokan karate is a very difficult endeavor to learn. The main objective is to develop the individual mentally, physically, and spiritually. Most of all the ultimate aim is the development of one's character. My memories of Andy and his family are that they fit into the ideals that we at the Glenside Karate Club were trying to convey.

When I first came to the Glenside Karate Club, Andy was one of two or three children out of about eighty or more that made brown belt. He persevered through many trials. His Mom persevered to bring him as she and his little sister waited for class to end. Andy trained in the adult class to get more time in and he trained the advanced class as the only child in the group. Just before he made black belt, we made a special rule that children had to do a certain amount of calisthenics. They had to do 25 push-ups, 50 sit-ups, and 25 squat kicks. A grueling test for your arms, stomach, and legs. Most children could not do even half of these requirements and it took serious practice. After several months, I remember testing Andy in these calisthenics and he ended up doing more than he had to in each category. I couldn't believe it! But he practiced and was getting stronger and stronger. A short time after that Andy and his family went to the main dojo at 45th street to take his shodan test (first degree black belt). He passed the test unanimously!! After 2 more years of hard training he tested for nidan (second degree black belt) and passed that the same way. Nidan was the highest ranking he could get for his age.

It was so gratifying for me as an instructor to watch and experience Andy's journey through karate. I lost touch with Andy when he went away to college by saw him several times when he came to visit. Some of my fondest memories of Andy outside of karate class are when he, his mom and little sister would make christmas cookies and bring them to the dojo for everyone. Those cookies were so delicious, with different varieties and the decorative arrangement so artistic. Another memory of Andy is when his dad wrote an article about karate explaining the benefits and deeper meaning of developing one's self that we try to convey. He is much better at writing than I am and I thank him for the effort.

After Andy went away to college we had posted a picture of him doing kiba-dachi stance at the front of the dojo to inspire the other members. Andy's form was so perfect it could've/should've been in a karate book. Did I mention Andy was about 10 years old in that photo? I still have that picture somewhere and I'll keep searching til I find it. For most of his childhood life, Andy Keidel came to Glenside and I am grateful to have known him. Together we shared experiences and he truly inspired me with his spirit. I think he used this spirit in his daily life to be



Joe Faracchio

**Joe Faracchio**

February 6, 2015

This is absolutely heartbreaking. I knew Andy in high school. He was brilliant, funny, talented, and kind. His was a bright light and the world is a bit dimmer without him. My deepest sympathies to his family. Please know I share in your sorrow. I will remember him, and remember him fondly.

**A friend from long ago**

February 5, 2015

To the Keidel family,

I remember Andy as a little boy training in karate at Glenside Shotokan Karate Club. I used to train and teach there back in those days. I seem to remember little Carly playing in the waiting area while Carole waited patiently for class to end.

I remember many a sweaty adult advanced class, looking down the line of students and seeing the lone child - Andy, keeping pace with the adults. The instructors never gave him any slack simply because he was a child. He never ceased to amaze me. At a club where less than five out of a hundred adults trained and persevered long enough to reach Shodan (first degree black belt), here was a young boy who earned Nidan (second degree).

I lost track of Andy when he went off to college, but I always assumed (rightly as it turns out), that the remarkable boy would grow into a remarkable man. He is gone from this world much too soon. Please accept my deepest sympathies at his passing.

Bob Amato

February 5, 2015

To the family of Andrew, you have my deepest sympathy and I'm sure you miss him very much. I hope you may find comfort with the possibility of being reunited with Andrew in the near future, under peaceful, righteous conditions. John 17:7

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Please consider a donation as requested by the family.



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**25** 3:00 p.m. - 5:00 p.m.

Friends Center

1501 Cherry Street, Philadelphia, PA

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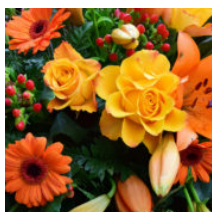
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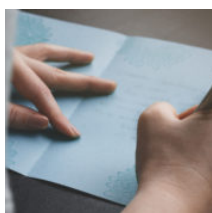
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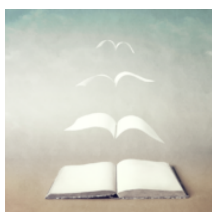
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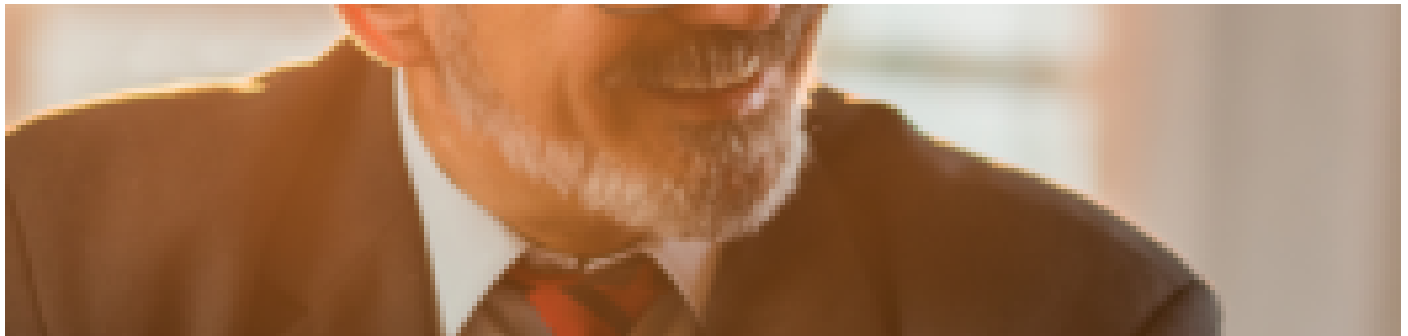
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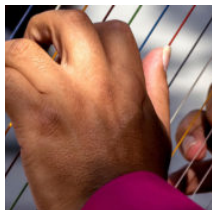
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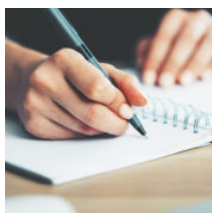
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