Yoyn Interactive

“In our Monopoly game, you can ‘really’ be walking down Park Place”

Company
Yoyn Interactive

Founder
Rik van der Linden

Started
2009

FTEs
1

Patents
No

Spin-off of
Industrial Design
Industrial Engineering and Management Science

In 2007 Rik van der Linden enrolled in the CTE program at TU/e, a certificate program that specifically targets entrepreneurship. For one of his courses, he was eager to write a business plan for some discovery made at TU/e, to see what the market opportunities were. He eventually teamed up with Unito40 (see Page 18), a startup that was working at the time on developing Yoyn. Van der Linden thought it would be interesting to write about the commercial possibilities.

“Yoyn is an interactive board game platform. We can detect, for example, when a player has moved his pawn,” van der Linden explains. “The computer records this and then it can add sound and visuals to the game. In Monopoly, for instance, you can ‘really’ be walking down Park Place or see yourself in jail.”

Yoyn’s idea is to use the technology to bridge the generation gap between parents and their children. “Parents like the idea of sitting down to a board game with their children; kids prefer to play computer games. This way, they can combine their interests,” offers van der Linden.

Five years from now:
“I hope I’ve found a new challenge. You can learn a lot here – the knowledge gained is invaluable. In five years, I hope I can be applying it to something else. By that time, Yoyn will, of course, already be on the market.”