

## Entrepreneurial ID «venture leaders» 2008



**Barbara –Yersin**

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**Mingle Makers:** Mingle Makers offer autonomous and interactive characters evolving in an online virtual world accessible with all devices. Our service addresses a mass market, offering an ideal environment for connecting people, e-commerce, and advertisement.

*Industry:* Internet

### *The venture leader*

My passion is Computer Graphics. I am a PhD candidate at the Virtual Reality Laboratory of EPFL since 2005, and I love my job: simulating crowds of autonomous virtual humans in real time. But I want to go further. I know I can go further.

Finding a stable job and settling is not for me. I want to create something, build it with my own hands, from scratch, and make it grow, become my own boss. I am organized, I like to talk in public and I am not afraid.

By the end of year 2008, we will create a company and make it reach the stars. I can work days, nights, weekends (and actually am already doing so) to make it work, I am not afraid of sweating to get it. Of course, I am not an experienced entrepreneur, and so I can only hardly imagine how difficult the road ahead is. But what I do know quite well is myself. With my ambition and determination. I will be pushed back a lot, I will fall more than once, but I know I will always stand up again and go on.

### *The Company / project*

#### *Add a new dimension to online virtual worlds*

Our company in creation, **Mingle Makers**, proposes a unique solution to provide *autonomous interactive avatars* in online virtual worlds. You can take possession of such an avatar, called *Mingler*, customize him as you wish, and feed him with information about you. When you log off, your Mingler takes back his autonomy and resumes his own life, just like you go on with yours. His behavior will be directly influenced by the information you provide him.



- Put Minglers to work ! They are present all the time, so give them missions while you are away !
- Organize huge events ! We can display thousands of Minglers at the same time at the same place.
- Directly benefit from existing social networks ! Mingle Makers base their worlds on existing social graphs.
- Keep in touch anytime anyplace ! Any device that can access the internet can access your Mingler.

We are developing an underwater prototype that will soon become public, where autonomous fishes mingle with their friends based on a real user base. This application is the first one ever to offer an actual visualization of an existing social network.

We will start our company by the end of 2008, and based on the success of our prototype, either make a first round of fund raising, or obtain a grant to further develop the technology and approach businesses to offer them the creation and hosting of virtual worlds dedicated to their brands.

We are looking for motivated people who would like to invest in Mingle Makers in a near future (2009).