

Entrepreneurial ID «venture leaders» 2009



Matthias Sala

matthias@gbanga.ch, +41 43 536 67 01

«**Gbanga**»: Gbanga, story-telling software for your mobile and the web, turns bothersome daily situations such as commuting in jam-packed underground railways or listening to boring presentations into very exciting moments with interactive stories on-site, challenging on-the-go missions and uplifting chats with fellows near-by.



Industry: interactive entertainment & ICT

The venture leader

Matthias was born and raised near Basel in Switzerland. Two decades later, he moved to Zurich to study ubiquitous computing, distributed networks and pervasive games. He also needed his computer science students as a teaching assistant to graduate with an MSc in Computer Science from the ETH Zurich in spring 2006. During his studies, he invented an RFID-enhanced recycle system, worked on smart vacuum cleaners and gave life to gossiping domestic refrigerators at Siemens Corporate Technology (CT) in Munich. After graduation, he then reflected on activity-based information targeting on the mobile phone at the Palo Alto Research Center (PARC) in the Valley. Today at Gbanga, he blurs the boundaries between the virtual and real world – also his very own. Besides this, he loves to throw parties such as SuperHappyDevFlat and StartupCamp Switzerland.

The company / project

Think of Gbanga as a playground that is open to everybody. This playground provides certain functions such as a map and an instant messenger service- everything is available on your cell phone and on the web. Additionally, there are a few rules to hold everything together. In Gbanga, you will interact with other participants and automated robots in many ways - similar to video games. However, as in real life, your actions will always influence your surroundings.

Gbanga is story-telling software for your mobile and the web. Gbanga can turn bothersome daily situations such as commuting in jam-packed underground railways, waiting for too long at the bus stop or listening to boring presentations into very exciting moments with interactive stories on-site, challenging on-the-go missions, dramatic puzzles and uplifting chats with fellows near-by. Gbanga adapts to your context to blur the boundary between your reality and the virtual world. It tries to find out your current location, local time and local weather. It connects with your friends and people nearby that are in idle time. Gbanga can also show up in other media than the mobile phone and the web: it is why the stories become even more interactive and suspenseful.

Gbanga is leading-edge technology with location-aware mobile clients, a centralized social story-telling server that is connected to real-world feeds such as local weather information and a real-time map website. The platform is open to user-contributed content through our powerful Puppet Master API. Everybody can 'mash-up' self-developed stories.

Up to now, entertainment media such as games are restricted to one type of media (eg. the computer screen) and offer closed editorial content only. Other narratives like in books are mainly static. Gbanga is multi-media, open and dynamic. There is no explicit goal, but it suits your different interests. The only limit is the fantasy and creativity of the participants.

The Swiss based start-up studio started in April 2007. The result is Gbanga – crafted by crazed game developers, fanatical artists (Chris Solarski, Mary Leidescher, Mhill Krasniqi), the nerdiest of computer scientists (Julio Perez, Zlatko Franjic, Eliane Stoll), sharp-sighted marketers (Philipp Winteler) and penny-pinching accountants (Werner Sala). Gbanga is currently being stealthily tested.

By 2012, Gbanga is to be the largest, most active global community of mobile players, connecting 10 million people from different cultural and social backgrounds by way of virtual and real-world entities.

We are looking for sexy partners to enrich Gbanga with cool stories and to spread Gbanga to all devices out there.