



Hans te Maarsseu adopts the global lotus position. Hands on his thighs, palms open and facing upwards. He explains that this automatically moves your sternum forward and your shoulders back. The tension flows from your body and your lungs and other organs are given more space. 'My Yogitype keyboard works on this principle. It's a (r)evolution in computer use.'

'Thousands of years of yoga show how beneficial this position is. So why do we do it the other way round? Look at how we sit at a computer: hand palms downwards, bending forwards. We can do much better than this.' Te Maarsseu smiles as his fingers skilfully glide over the keyboard he has designed. 'It's much faster, see? And touch-typing is easier with this keyboard too. Even using all ten fingers. This should become the new standard.'

But he knows from experience how difficult that path can be. He plays a film on his smart phone, showing the patented book phone he also designed, which unites the tablet and the smart phone. 'I took this concept right up to the top of Apple, Microsoft and Nokia. They were all impressed, but saw too many risks. So I stopped; I can't afford the investment.'

The prospects for the Yogitype appear more positive. Once you've got used to it ('which only takes a few minutes'), you won't want to go back to the traditional keyboard. 'But you have to overcome the first hurdle, which is that most people simply can't imagine working with it. This is what persuaded me to come to VentureLab. Not the knowledge I stood to gain, but the network and the dynamics. VentureLab has given me the incentive I need to take it to the next level.'

And fellow-participant André Haverkort has become the man who will help Te Maarsen prepare the marketing side. 'I've been at it for nearly ten years now; it's proving to be a difficult delivery. VentureLab has taught me to think in terms of networks; it's become less of a one-man show. Keyboard manufacturers are interested, but they want to me to prove that my Yogitype will succeed in a particular niche first. That's the challenge we're focusing on at the moment.'



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