



17e editie

Sport Innovatie Congres

Cruciale rol van innovatie
voor sport & vitaliteit

**“Geloof in spelen, innovatieve oplossingen en
durven dingen anders te doen!”**

Presentatie Harrie Kerkhof

First export



Sixth wave:
Sustainability

Yalp Interactive development started

Third wave:
Electrification

Fourth wave:
Space age

Fifth wave:
Digital world

Second wave:
Steam power

Founding year Lappset NL (Yalp)

Founding year Lappset Group Oy (Finland)

First wave of innovation:
Water power



Six waves of innovation

The world is changing

40 YEARS AGO

Tv channels	2
Internet	No
PC, laptop, tablets	No
Game consoles	No
Wearables	No
Smartphones	No
Socials	No

TODAY

100+
Yes
Yes
Yes
Yes
Yes
Yes





Key facts



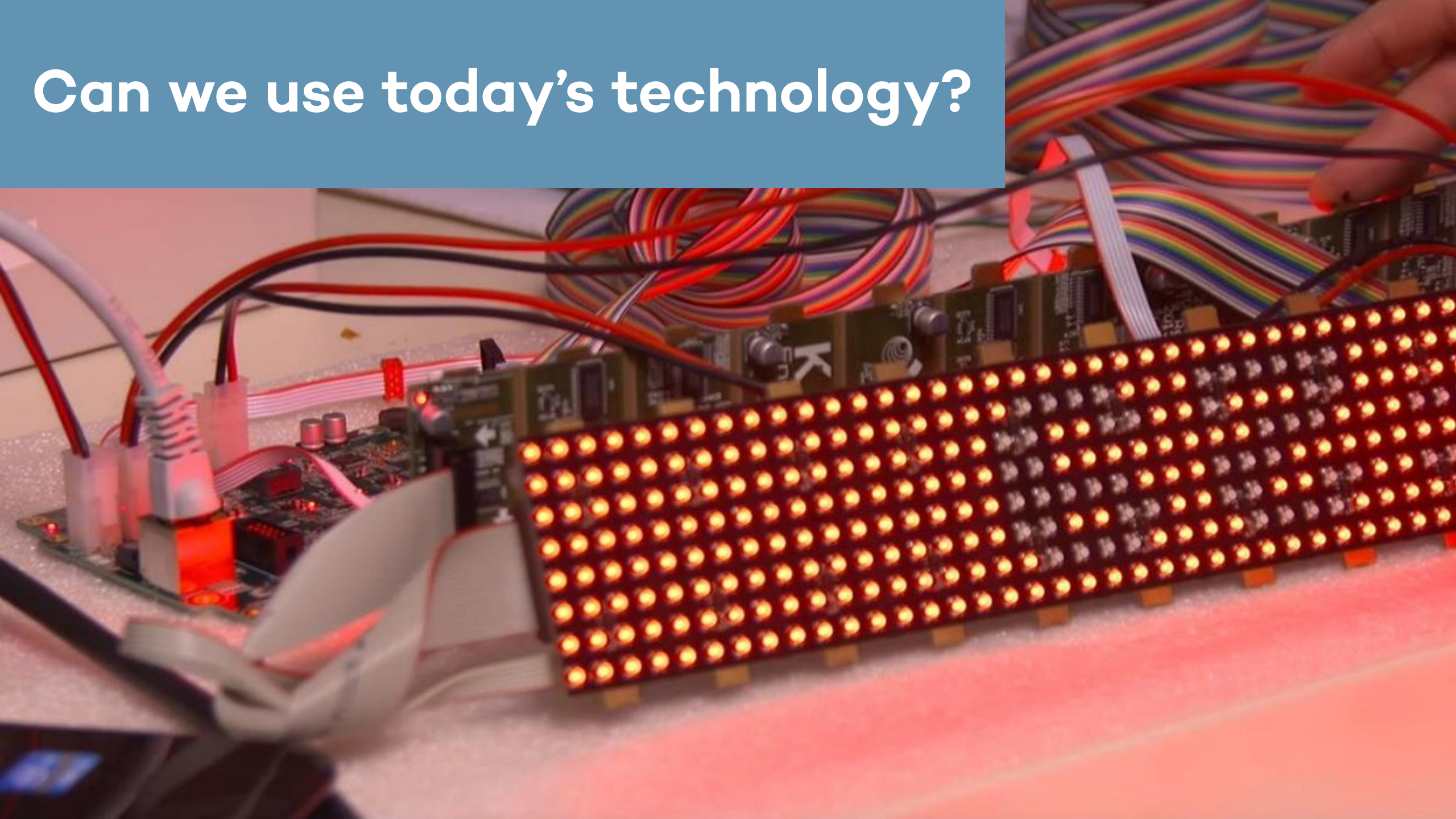
World Health
Organization

Obesity (WHO April 2020)

- Worldwide obesity has nearly tripled since 1975.
- In 2016, more than 1.9 billion adults, 18 years and older, were overweight. Of these over 650 million were obese.
- 39% of adults aged 18 years and over were overweight in 2016, and 13% were obese.
- Most of the world's population live in countries where overweight and obesity kills more people than underweight.
- 38 million children under the age of 5 were overweight or obese in 2019.
- Over 340 million children and adolescents aged 5-19 were overweight or obese in 2016.
- Obesity is preventable.



Can we use today's technology?



To make playing outside
as addictive as gaming?





Yalp Sona

Interactive dance & play arch, developed 2007





Yalp Sutu

Interactive ball wall, developed 2009

16



Yalp Fono

Interactive DJ-booth, developed 2012





Yalp Toro

Interactive sports arena, developed 2010

Level 1 $\frac{1}{2} + \frac{1}{2}$

Level 2 $2 \times \frac{1}{5}$

Level 3 $\frac{1}{2} \times \frac{1}{2}$

Level 4 $1\frac{1}{2} + \frac{1}{3}$

Level 5 $1\frac{1}{2} \times 1\frac{1}{3}$

Fractions MEMO



÷ Maths

Y 199

BUY >

Digital Clock MEMO



÷ Maths

Y 199

BUY >

Time MEMO



÷ Maths

Y 199

BUY >

Spelling - Household MEMO



Language

Y 199

BUY >

Geography Quiz MEMO



Brains

Y 599

BUY >

Bullying Quiz MEMO



Brains

Y 499

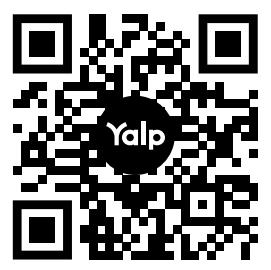
BUY >

Yalp Memo

Interactive play pillars, developed 2014



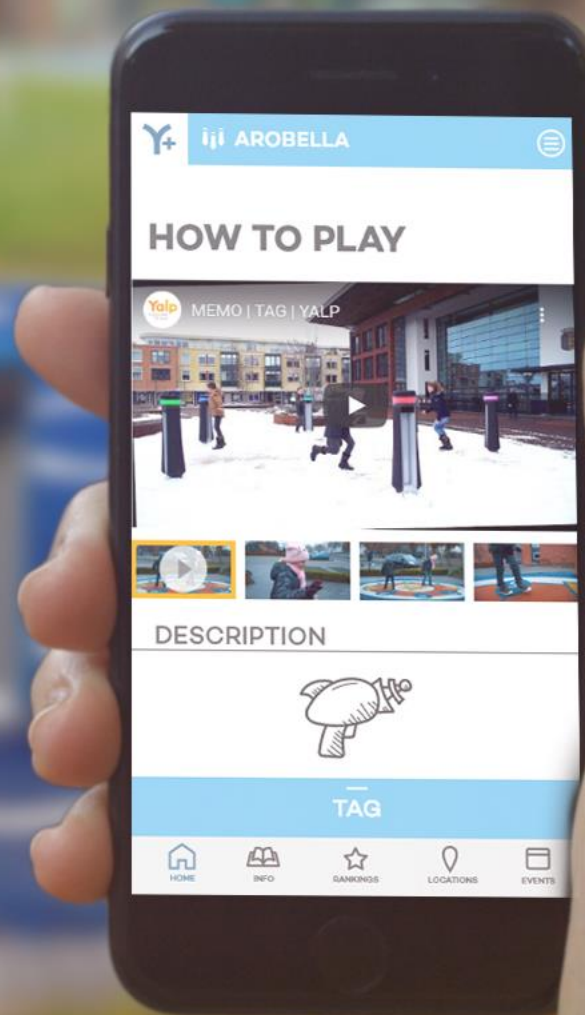
MORE FUN HERE



app.yalp.com

Yalp+

app.yalp.com, developed 2020





300.356

hours of play delivered in 2019

252.922 hours in 2020 (Covid)

Blue Ocean Strategy

Published 2005, written by W. Chan Kim and Renée Mauborgne



Compete in existing market space

Beat the competition

Exploit existing demand

Make the value-cost trade-off

Align the whole system of a firm's activities with its strategic choice of differentiation or low cost

"Defend Current Position"
Perspective



Create uncontested market space

Make the competition irrelevant

Create and capture new demand

Break the value-cost trade-off

Align the whole system of a firm's activities in pursuit of differentiation and low cost

"Innovate & Pursue New Opportunities"
Perspective

Added value

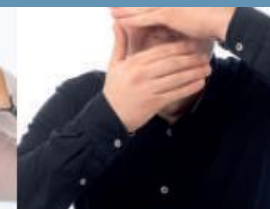
- 930 Installations
- 38 Countries
- 46 Distributors
- 55 Employees NL
- 420 Employees Lappset Group Oy





Key values from the Yalp business philosophy

1. Creating ambassadors
2. Focus and setting goals
3. Trust and freedom
4. Compliment attitude
5. Social awareness
6. Searching for the unusual
7. Preparation
8. Keep it simple
9. Open-minded
10. Fun



Doing things differently

Our business philosophy



OUR
BUSINESS
PHYLOSOPHY

Yalp
A NEW WAY
TO PLAY



Doing things differently

Company culture, Toubkal mountain Morocco 2015





Doing things differently

Customer visits, Finland architects, June 2018



‘Steve Jobs of play’

Ben Admiraal, former owner Yalp dared to follow a big dream



SUCCESS



**WHAT PEOPLE THINK
IT LOOKS LIKE**

SUCCESS



**WHAT IT REALLY
LOOKS LIKE**





Passioned about adding value

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