



the end result

The statistics that EYo collects are not only useful to the children who wish to see their improvement, but they are also a valuable commodity for companies such as Playpower. Now the playground is providing data on what structures are getting the most use, what age groups are using the playground, and whether or not a playground is succeeding or failing. Because playgrounds are such a large investment, buyers like being reassured their investment was worthwhile. With this collected data, they are now able to do so. Playpower told us that if this product went to market as is it would die quickly. The playground industry is conservative and is satisfied with what works currently and isn't willing to take a chance on a new radical idea, such as EYo. Realizing the market constraints, we began developing the EYo Legacy.

The Legacy is a multi year plan, allowing an investor to buy into the EYo system. The EYo Legacy focuses on a new thought process when purchasing playground sets. Currently when a playground is bought, it is installed and expected to last 15 years with no maintenance or upkeep. It's bought, installed, and essentially forgotten about. EYo provided what we found kids wanted. EYo doesn't sit on a playground for 15 years and is then torn down. It grows over 15 years, making EYo a sustainable product. This project is paving the way to a potentially revolutionary playground experience, as well as creating a invaluable research tool.

