

## **Brand-new app for game ladders – Stairways**



**The sports fan is now able to download a new kind of app. It is called Stairways, and is launched on both iPhone and Android by the Swedish company Starkad AB, based in Stockholm. Stairways is a mobile phone app that provides an easy-to-use game ladder – a well-known concept within sports. The app targets competitive individuals on all levels, but also organizations such as sport clubs, sport arenas, schools or even bars.**

The man behind the idea, Starkad CEO Mattias Åberg, says:

*“Stairways is built around the classical sport concept of a game ladder. A game ladder is essentially a ranking list – i.e. in tennis, badminton, bowling or table tennis – where every player can challenge a player with a higher ranking. When the challenger wins, he or she is moved to the position above the challenged player. Thus, the ladder becomes an interactive and inspiring form of competition.”*

In the Stairways app a player can search for and participate in a ladder of their favorite sport, challenge other players, report results, share information on Facebook and much more. The app facilitates for players to find players otherwise difficult to get into contact with since a game ladder normally is restricted to club members.

Another function in the app is to create and manage own ladders – ranging from a group of friends, sport clubs and work places to schools, bowling alleys or pubs with pool tables. Stairways, in addition, is also well suited for internet based activities such as word or quiz games.

Mattias Åberg continues:

*“When you transfer the basic idea of a game ladder to a smartphone, new and very exciting possibilities opens up for both players and ladder managers, for example to meet new players or to attract new customer segments.”*

The IT-platform is developed by the Swedish company Appanero AB, based in Uppsala.

Appanero CEO Eric Anderbjörk:

*“When Mattias Åberg first introduced the Stairways idea to me I immediately fell for it, I had never heard of such an app. From that point it’s been a stimulating and demanding journey based on a clear vision and with plenty of creative space during the process.”*

Stairways will be launched with both English and Swedish language options.

For further information:

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