

Entrevista unedited

1. When did you start aspiring a career in the world of technology and business? Was it something you were always interest in?

In 2004. My mother showed me her personal website which had paperdolls. I knew it had potential to become really big.

2. Did any games or websites from your childhood/teen years influenced you to try and pursued this specific career?

Not really. We saw that girls didn't have as much fun content on the internet as boys, so this was born out of that.

3. We know you were the director and co-funder of Paperdoll Heaven. Were you involved with the site from the very beginning? If so, how was the experience of seeing such a creative idea being born and raised to such high levels of recognition? Where did it all start? If not, how did you first become involved with the site? And how would you describe your experience?

It grew naturally without any advertising, purely by word of mouth. I believe that if you have a good product, it will sell itself. Focus on the product, not hype.

4. As any Stardoll player I have myself searched deeply trough the Internet trying to collect some significant Stardoll history. While going through thousands of articles, Liissa Wrang was always the one credited for starting this whole phenomenon. Despite this, every single thing I read seemed vague and not enough profound in what came to uncover the true Lissa. Did you know her personally? If positive, how was the experience like of working with what seems to be such an extremely determined and hard working woman? What do you most recall about Lissa? Any memorable event or favorite memory with her? What were her hopes and expectations for what was to become Stardoll.com?

Liisa is my mother. She is the hardest working person I know. And she is 100% the true founder of Stardoll. She is a private person and doesn't want any publicity. She just wanted girls to have fun activities online that didn't include violent games such as boys like to play more.

5. In the early 00's, Papperdoll Heaven grew extremely fast and soon you were expanding the game to a much bigger platform, Stardoll.com. Where did such an amazing opportunity come from? What were your expectations for the then upcoming project? How were the very first years as the CEO of Stardoll like?

I didn't ever think it would become as big as it did, even though I knew we had a great product. My years as CEO were mostly about studying how to run a successful startup company and dealing with investors. I was only 25 years old with now experience, but learned quickly. When I get interested in something, I read everything about the subject.

6. Seeing the site grow must have been a truly gratifying experience. How fast did things go by? How was the sensation of seeing such a positive site reach kids and teens around the world in a such a new and unbelievable way?

Yes, everything went really fast. We were very happy to see so many people enjoying the site. Girls and women are 50% of world's people and yet they weren't been offered much content created by girls and women back then. We still live in a world that doesn't recognize women as equals, but I'm positive that it will change in time.

7. This next question may sound a bit weird and out of place but Stardoll does have it's mysteries and, most of them, come from the "old days". A lot of Stardoll users, and also a lot of our blog followers, are avid enthusiasts of these old stories and unsolved mysteries and, as of that, I was hoping you could give us some kind of input in what seems to be one of the most interesting mysteries of Stardoll: The Miss Sixty "Do not use items". Those said Miss Sixty items only stayed on starplaza for about 15 min and then completely disappeared from the game sub consequently gaining something extra on their labels. The "Do not use" designation. Is there any possible explanation for this?

I must say that I haven't paid much attention to those things :) They must have been an inside joke of some kind.

8. Although we heard you are not longer involved with Stardoll, do you still keep up with the site? What is your view on recent changes, updates and innovations? Is the site evolving in the right direction? For example, security concerns have become a major problem for a significant number of members. What is your opinion on the situation?

I'm a film and TV composer in Los Angeles and left Stardoll 9 years ago. I haven't looked back, as I'm very focused on my new career. Security is always challenging and very important. I think the best is to educate people how to not give their personal info EVER to ANYONE.

9. If you could describe your experience with the game/company in only two words what would them be?

New, exciting.

10- What is your advice for all the Stardoll players out there? How can their creativity and success in the game contribute for real life qualities and advantages?

Creativity is one of the most important things in life. Everyone should create something, whatever it is, for 1 hour each day. Creativity is a big part of being a human being. Always remember to cultivate it!

Third Part- The Internet

11- Video Games and game sites are often seen as the "villains" of a healthy and balanced childhood. What positive role do you think that the said things can play in the growing process? Are video games and sites like Stardoll capable of helping children develop interestes, communication skills and creativity?

I believe that computers and technology are here to stay and kids and parents should embrace it. BUT, they should also definitely balance it with outdoor activities, sports and physical stuff. Never forget that there is a beautiful real world out there too.

12- Any advice for both kids and parents regarding on how to use the Internet, games and technology as a positive method of learning and discovering the world?

Internet gives everyone access to all information, art, music ever created. It is awesome. And as I said, balancing with nature is important.

13- Apart from the whole gaming universe, the Internet really does offer a raft of amazing opportunities. Late teens and young adults are often capable of creating fun and innovating businesses from scratch using just the Internet as their "support system". For example, YouTube is a job gold mine these days and has made a career for lots of young people full of imagination and creativity. Could internet be the central part of the future?

Yes I believe so. I'm constantly amazed by the creative things young people come up with and share online. It is for the good of all.

14- Finally, what is your advice for young people thriving a Internet centered career? And how can they expose their ideas and expectations to older generations that are often skeptical about this whole modern "job revolution"?

I would say never ask for permission to create new websites, blogs, videos, etc. Just do it, and the more you do it, the better you get at it. It is a fool proof system. Work very hard and HAVE FUN.

Thanks!

Best,

Lasse