Elaine Reynolds
Simteractive Ltd.

It had always been in the back of Elaine's mind to run her own business one day. Having obtained a psychology degree from Trinity College Dublin, Elaine did a higher diploma in computer science in UCD before completing a Masters in Computer Games Technology at the University of Abertay Dundee.

Elaine began her career as a gameplay programmer in Warner Bros' Traveller's Tales studio in the UK, working on The Chronicles of Narnia: Prince Caspian. After that she moved into the role of game designer at Lionhead Studios where she worked on Milo and Kate and the Fable series.

After five years working in game development in the UK, Elaine decided to fulfil three ambitions – to return home to Ireland, to make the kind of games she loves playing and the biggest one - to set up a business. After securing a place on the New Frontiers Entrepreneur Development programme, Elaine handed in her notice at Lionhead, returned to Ireland and set up Simteractive. In addition to New Frontiers, Elaine also took part in iGAP and secured support through the EI Competitive Start Fund.

The first game being developed by Simteractive is "Eden Isle: Resort Paradise", a casual, free-to-play game for iOS and Android. In the game, players can build and manage a holiday resort by attracting different kinds of guests, keeping them happy, decorating the resort, keeping things running smoothly and working towards a five star resort rating.

There are now seven people working on the game. It is in closed beta stage and will be soft launched in the next few months. Elaine is in talks with publishers with a view to finding the best partner for releasing the game. The long-term plan is to create a range of high quality, successful sim games.

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