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LETTER OF MOTIVATION

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YOPE

Re: Senior Product Manager

Dear YOPE Hiring Team,

YOPE's focus on private sharing between close friends speaks to a need I know well. As an independent personal project, I am building Retape, an iOS and Android app supporting long-form voice messaging between close friends, a use case I found underserved by existing messengers.

Retape grew out of my life abroad and wanting to stay part of my friends' everyday lives back home. AI gave me the means to turn that need into a product. I started working intensively with AI agents in March 2026. In the eight months since, I have turned the idea for Retape into a working mobile app and created numerous websites, tools and playable PC game projects. I define the experience, features and interfaces, direct the implementation and test the results, drawing on the product judgement I developed in games.

Understanding what people need has guided my work since my customer support days. At Gameforge, I combined that perspective with market signals to develop the European free-to-play model for the online game AION. The challenge was helping an established community adapt to a new free-to-play model, respecting players' attachment to the game, their expectations and sensitivities, while welcoming a new audience. The model paired free access with cosmetic purchases and an optional membership. I iterated the model with the team, built the product team and led the conversion through launch and early live service. AION became Gameforge's most successful free-to-play MMO at the time.

That responsibility continued after launch. As the hands-on product manager on AION and later Skyforge, I owned the player journey and used funnels, cohorts, purchasing behaviour and player feedback to shape priorities, content and pricing. Clear goals and a shared direction helped teams turn those insights into plans and review the results. I also learned on AION to share rough ideas earlier. Today, I involve testers early in Retape and my games, comparing their experience with what I intended while changes are still easy to make.

I would love to bring this combination of consumer product experience and hands-on agentic development to YOPE's small product team. Working directly with designers and engineers to develop ideas, agree on scope and learn from results after launch is work I enjoy. Helping close friends stay connected gives that work a purpose I already care about. I am based in Almere and available immediately.

Kind regards,

Volker Boenigk