

# Introducing Groupaya

For the past year, [Kristin Cobble](#) and [Eugene Eric Kim](#) have been sitting on a super stealth, super secret, super impactful new startup. Yesterday, these two superheroes [signed](#) a formal partnership agreement and are now ready to bring Groupaya to the world! Well, almost ready.

OK, so what is Groupaya? Stay tuned! Right now we can tell you:

- This is the brainchild of Eugene Eric Kim and Kristin Cobble. Eugene Eric Kim has quite a reputation around collaboration: known far and wide as one of the best designers of collaborative experiences. Kristin Cobble lives and breathes organizational and leadership development. For over 20 years, she's helped leadership teams and organizations think bigger about what is possible and then make it reality. When these two met two years ago, they recognized that if they combined forces, well, the sky could be the limit.
- Groupaya is *group + upaya*. "Upaya" means "skillful means" in Sanskrit. Groups... well you know what those are. Groupaya's main *raison d'être* is to help groups more skillfully work together to create a future we all want to be part of.
- I'm Rebecca Petzel. In my previous life, I ran around with a group of friends who called themselves [collaboration ninjas](#). I like to help rag-tag social entrepreneurs unlock their potential through intelligent, super impactful collaborations. I'm helping Eugene and Kristin bring their collective wisdom to the world, and will be documenting the journey here. Here's to hoping I don't embarrass any of us too much.

OK, that's enough for now. Please stay-tuned and share what you think as Groupaya unfolds!