

Simone Giertz

Inventor, Entrepreneur & Founder of YETCH Studio

Turning bold ideas into brilliantly unconventional creations



Biography

Simone Giertz is the founder of YETCH Studio, an independent product and creative company where invention, design and art meet. She first became known as the “Queen of Shitty Robots,” building intentionally impractical machines and sharing the messy process with millions of people online. What began as playful experiments in her workshop has grown into a business that turns those ideas into physical products, objects and art.

At YETCH Studio, Simone has built two sides of the company that feed each other: her videos and audience act as a kind of research and development lab, while the product business gives her inventions a life beyond the screen. Her Youtube channel has 2.86 Million subscribers. It is an unusual founder story, built around curiosity and creative freedom rather than a conventional startup playbook.

Topics

*Science
Technology
Innovation*

more ►

Her work is now much broader than technology. It is for anyone who wants to look at the world as something malleable: something they can question, remake and improve. Through humor, candid storytelling and hands-on demonstrations, Simone shows how resilience, iteration and permission to experiment can turn a strange idea into a project, a product or even a company.

Simone has appeared on The Late Show with Stephen Colbert and in Wired, and her TED talk, "Why You Should Make Useless Things," has been viewed millions of times. Her central question is simple: is this a better use of my time than scrolling on my phone?

Speaker Links

[Simone on Leighbureau.com](#)

[TED Talk](#)

[Move slow & Build Things Podcast](#)



US Office

Campus View Plaza, 1250 Route 28
Suite 301A, Branchburg, NJ 08876
(908) 253.8600

Dublin Office

Pavilion House, 31 Fitzwilliam Square S
Dublin 2, D02 F403, Ireland
+353 1230 2322

Seoul Office

19F, West Center, Center 1 Building 26
Euljiro 5-gil, Jung-gu
Seoul, 04539, Korea
+ 82 2 6022 0562~5