



Ubisoft Launches the Sixth Season of Entrepreneurs Lab Program for Startups

Call for Entries Now Open for Blockchain and Positive Impact Entertainment Tracks

Düsseldorf, 19. Januar 2021 – Today, Ubisoft announced the sixth season of its Entrepreneurs Lab program. The call for projects for both tracks, Blockchain and Positive Impact Entertainment, is now open to startups from anywhere in the world until February 28.

Led by the Ubisoft Strategic Innovation Lab, the Ubisoft Entrepreneurs Lab began in 2017 and aims to support startups creating innovative products and services, while bringing Ubisoft teams insight into grassroots trends that have the potential to transform the entertainment industry. It offers a unique collaboration model based on mutual contribution with no equity involved, where startups benefit from the mentorship of Ubisoft executives and gain access to a wide range of experts from across the company.

Selected startups will be able to take advantage of the program's facilities in France at STATION F, the biggest startup campus in the world, and in Singapore, at Infocom Media Development Authority's innovation space PIXEL.

The program's prestigious alumni include: Mimesys, acquired by Magic Leap in 2019; Azarus, which worked with Ubisoft on the launch of Assassin's Creed Valhalla; and Sorare, which recently announced partnerships with world-famous soccer clubs, including Bayern Munich and Paris Saint-Germain.

The sixth season of the program will explore two trends:

- **Positive Impact Entertainment** – The ongoing global pandemic has shown how gaming, and digital entertainment experiences in general, can be a source of positivity for people

around the world. These types of entertainment can create social bonds and offer opportunities to learn and explore. In season 6, Ubisoft will work with startups across the entertainment industry to examine the positive impact that these innovative experiences can have on society.

- **Blockchain** – Ubisoft has long been committed to exploring how blockchain can be applied to gaming. Collaborations with startups through the Entrepreneurs Lab allow the company to continue learning how this technology can empower players and help respond to their evolving expectations.

“Through the Ubisoft Entrepreneurs Lab, we are able to join forces with innovative, up-and-coming startups to lend our expertise and deepen our understanding of key emerging issues in our industry,” said Emmeline Biscay, Chief Data Officer at Ubisoft, and sponsor of the program’s fifth season. “At Ubisoft, we are convinced that the entertainment industry can have a powerful positive impact on society, and we want to encourage and support startups that share our belief.”

The call for projects is now open until February 28. Interested startups whose products or services align with one of the two available tracks can apply [here](#).

For more information, please visit: <https://www.ubisoft.com/en-us/company/start-ups/station-f.aspx>

Über Ubisoft

Ubisoft ist ein führender Entwickler, Publisher und Distribuent für interaktive Unterhaltungsprodukte und Services mit einem reichhaltigen Portfolio bekannter Marken, darunter Assassin's Creed, Just Dance, die Tom Clancy's Videospiel-Reihe, Rayman, Far Cry und Watch Dogs. Die Teams im weltumspannenden Verbund von Studios und Geschäftsstellen bei Ubisoft widmen sich der Produktion von originellen und unvergesslichen Spielerlebnissen auf allen verbreiteten Plattformen, wie Konsolen, Smartphones, Tablets und PCs. Im Geschäftsjahr 2019-2020 erzielte Ubisoft einen Umsatz von 1.534 Millionen Euro. Mehr Informationen unter: www.ubisoftgroup.com.

Ubisoft Entrepreneurs provides startups around the world with unparalleled access to Ubisoft's expertise and international network

About Ubisoft Entrepreneurs

- **Ubisoft Entrepreneurs Lab** supports startups on a global scale, focusing on the future of entertainment. By providing intensive, personalized support, this program helps talented entrepreneurs achieve their goals, and offers facilities both in Paris at STATION F, the biggest startup campus in the world, and in Singapore at PIXEL.
- **Ubisoft Entrepreneurs Québec**'s goal is to accelerate the success of entrepreneurs in Québec's techno-creative industry by supporting their growth, which includes providing privileged access to venture capital via the White Star Capital investment fund. The program is offered by Ubisoft Saguenay, Ubisoft Montréal and Ubisoft Québec.
- **Ubisoft Entrepreneurs Ontario** actively supports the video game ecosystem in Ontario, Canada, where companies of all sizes collaborate to make the industry shine on an international level. This includes the Ubisoft Indie Series, presented by National Bank, which supports the province's games industry through funding, mentorship, and creative, marketing and financial tools to help independent studios and their games reach new heights. In Ontario, the Indie Series program is offered by Ubisoft Toronto.

- **Ubisoft Entrepreneurs GSA** supports video game startups from Germany, Switzerland and Austria in order to foster growth in the local industry. Spearheaded by Ubisoft studios in Düsseldorf, Mainz and Berlin, the program provides mentorship and resources for innovative video game entrepreneurs in the region.

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