



## **Ubisoft® Entrepreneurs Lab’s Seventh Season Kicks Off with 11 Startups**

*This new season will feature 2 main tracks: Positive Entertainment and Web3*

**PARIS – May, 19<sup>th</sup>, 2022** – Today, Ubisoft announced the lineup of startups selected for the seventh season of its Entrepreneurs Lab. Led by Ubisoft’s Strategic Innovation Lab, whose mission is to anticipate the future and help Ubisoft prepare for it, the program supports innovative startups creating products and services that have the potential to transform the entertainment industry.

For its seventh season, the Ubisoft Entrepreneurs Lab will support innovative startups and explore with them through two main tracks. The first one will be dedicated to the positive outcomes of digital experiences. This Positive Entertainment track, which is featured in the program for the second consecutive year, is in line with Ubisoft’s commitment to create games with a positive influence and will focus, this season, on self-expression and environmental awareness. The second track will be dedicated to the exploration of Web3 and the understanding of decentralized technologies’ potential for the future of entertainment.

Ubisoft is proud to unveil its selection for season 7, Ender Ocean, Mila Learn, My Lovely Planet, Oxya, Pose AI, Rapsodie, Starchain Gazer, Tales from the Wild, Versum, Yellow Teapot, Yumon. These startups will be sponsored by Marie-Sophie de Waubert, SVP Studios Operations.


Clemence Rousselet, who joined Ubisoft in early 2022 as Director of Ubisoft Entrepreneurs Lab, gives an insight on the tracks chosen for this new season: “The Entrepreneurs Lab is a great way for Ubisoft and startups to work together towards building the future of entertainment through mutually beneficial collaboration. Ubisoft is committed to enrich players’ lives with meaningful experiences and following the success of the previous season, we’re happy to continue supporting startups that are exploring how to create positive impact through entertainment. Web3 and decentralized technology also have the potential to be a major evolution in the digital world, opening up new opportunities and value propositions for players and creators alike and this season, we will continue to explore this technology’s potential for the future of gaming with talented startups. We’re excited to welcome these startups to this new season and to start working with them.”








For more information, please visit: [www.ubisoft.com/r/Entrepreneurs\\_Season\\_7](https://www.ubisoft.com/r/Entrepreneurs_Season_7)

**About Ubisoft**

Ubisoft is a creator of worlds, committed to enriching players' lives with original and memorable entertainment experiences. Ubisoft's global teams create and develop a deep and diverse portfolio of games, featuring brands such as Assassin's Creed®, Brawlhalla®, For Honor®, Far Cry®, Tom Clancy's Ghost Recon®, Just Dance®, Rabbids, Tom Clancy's Rainbow Six®, The Crew®, Tom Clancy's The Division®, and Watch Dogs®. Through Ubisoft Connect, players can enjoy an ecosystem of services to enhance their gaming experience, get rewards and connect with friends across platforms. With Ubisoft+, the subscription service, they can access a growing catalog of more than 100 Ubisoft games and DLC. For the 2021-22 fiscal year, Ubisoft generated net bookings of €2.129 million. To learn more, please visit: [www.ubisoftgroup.com](http://www.ubisoftgroup.com).

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<p><b>Ender Ocean</b></p>	<p>Ender Ocean is the first online video game dedicated to cleaning up the oceans. In this PC video game, players pilot robots remotely (thanks to a Remotely Operated underwater Vehicle) to eliminate underwater pollution. Sessions are streamed live on Twitch and players can vote for the best videos.</p>	
<p><b>Mila-Learn</b></p>	<p>Mila-Learn is a medical device for neurodevelopmental disorders such as dyslexia. Designed around musical, rhythmic and gestural activities, Mila-Learn is a complementary tool to rehabilitation sessions by health professionals, destined to be used at home for 20 minutes per day.</p>	
<p><b>My Lovely Planet</b></p>	<p>Created by the founder of Lilo, My Lovely Planet is the first Ecoverse and Play to Save game. The main concept is that everything you do in the game has a positive impact in the real world. If you plant a tree in the game, My Lovely Planet plants a tree in the real world by donating part of the revenue generated by the Ecoverse to NGO partners taking action against real-life problems.</p>	
<p><b>Oxya Origin</b></p>	<p>Oxya is creating Collaborate-to-Earn MetaGames with the purpose to empower players &amp; creators through in-game ownership &amp; governance. The community-owned virtual world is an inclusive metaverse composed of three planets with distinct ecosystems that champion community building, gaming, trading, and culture. Oxyan community members can look forward to a Hack'N Slash mini-game and other releases in the build-up to the launch of Lands in The OXYAVERSE's open world.</p>	

<p><b>Pose AI</b></p>	<p>PoseAI's patented motion intelligence platform enables effortless, real-time motion capture for the end user. Its proprietary technology runs efficiently on mobile phones and other devices and can transform interactive experiences in gaming, fitness, production and countless other businesses.</p>	
<p><b>Rapsodie</b></p>	<p>Rapsodie is the first Fantasy Label game. Players become virtual label managers, and signs real-life artists to win. Challenge friends and sign new artists to get on top of the label game in this management simulator. Rapsodie is building a play2earn game using NFTs to become the first decentralized scouting platform where music fans support their favorite artists while playing.</p>	
<p><b>Starchain Gazer</b></p>	<p>Starchain Gazer is a web3 gaming studio led by strategic industry veterans on blockchain, game design, science, and financial engineering. They aim to create powerful games acting as social hubs for casual, mid-core, and crypto gamers focusing on gameplay while leveraging on blockchain and crypto to provide gamification, monetization, and true ownership. In its first game, players will be able to explore a Uchronic Multiverse with RTS and 4X MMO features that bring out the best of Web3 gaming possibilities.</p>	
<p><b>Tales from the Wild</b></p>	<p>Tales From the Wild is a web3 IP studio crafting memorable worlds and stories that the audience can discover and dive into through an infinity of transmedia experiences (gaming, reading, watching, listening). The studio leverages blockchain and NFTs to provide true ownership and next-gen experiences and utilities to the fans of their franchise.</p>	
<p><b>Versum</b></p>	<p>Versum is an NFT platform and metaverse on the Tezos blockchain aiming to redefine the art experience within the digital arts space.</p>	
<p><b>Yellow Teapot</b></p>	<p>Yellow Teapot is a is a unique web and mobile game based around collecting officially licensed cars. It includes a card game with a playing and trading experience, digital collectibles and real-life rewards.</p>	
<p><b>Yumon</b></p>	<p>Combining blockchain, gaming and the creator economy, Yumon is developing a new monetization enabler for creators through a fantasy league in which they are the heroes. Yumon improves monetization, retention and user acquisition potentials for the channels of tomorrow's digital artisans.</p>	

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