



## Ubisoft launches call for applications for Ubisoft Entrepreneurs Lab Season 7

**Paris, France, March 9<sup>th</sup> 2022** – Today, Ubisoft announces the opening of applications for the Ubisoft Entrepreneurs Lab's 7<sup>th</sup> Season. For this season, Ubisoft's startup program will focus on two main tracks: Web3 and Positive Impact Entertainment. Applications are open to startups worldwide until the end of March.

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. The program offers a unique collaboration model based on mutual commitment and knowledge sharing. Selected startups have access to a wide range of experts across Ubisoft.

This season, the Ubisoft Entrepreneurs Lab will cover two tracks:

- **Web3 to empower digital creativity** – With a 5+ years' experience exploring applications for blockchain in gaming via in-house R&D and partnership with renowned specialists and startups -- such as Sorare which carried out the largest fundraising in French Tech, and Sky Mavis, developer of Axie Infinity, one of the most successful play-to-earn games -- the Strategic Innovation Lab seeks to expand its exploration to decentralized technology and Web3's applications in the future of gaming with a dedicated track.
- **Positive Entertainment** – Ubisoft is committed to enriching players' lives with memorable, meaningful experiences. After fruitful collaborations during the previous season -- such as with Brainleap, which focuses on better understand the benefits of specific game mechanics for players who are subject to ADD or ADHD -- the Strategic Innovation Lab is pleased to continue supporting startups exploring new positive outcomes of digital experience whether it be in education, social bonding, employability, or health.

Applications are open until the end of March for startups with a project that addresses this new season's topics. Selected startups will be offered a workspace at Station F, the largest startup campus in the world.

For more information: <https://www.ubisoft.com/en-us/company/about-us/innovation/startup-programs/lab>

###

## Investor Relations Contacts

Jean-Benoît ROQUETTE  
SVP Investor Relations  
+ 33 1 48 18 52 39  
[Jean-benoit.roquette@ubisoft.com](mailto:Jean-benoit.roquette@ubisoft.com)

Alexandre ENJALBERT  
Senior Investor Relations Manager  
+33 1 48 18 50 78  
[Alexandre.enjalbert@ubisoft.com](mailto:Alexandre.enjalbert@ubisoft.com)

## Press contact

Michael BURK  
Senior Director, Public Relations  
[michael.burk@ubisoft.com](mailto:michael.burk@ubisoft.com)

## 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 2020–21 fiscal year, Ubisoft generated net bookings of €2,241 million. To learn more, please visit: [www.ubisoftgroup.com](http://www.ubisoftgroup.com).

## About Ubisoft Entrepreneurs Lab

The mission of the Strategic Innovation Lab is to help Ubisoft anticipate the future. Both a think-tank and a do-tank, the Lab analyzes emerging technological, business and societal trends in order to identify opportunities for innovation. The team also develops prototypes and pilot projects to explore new areas, in collaboration with internal and external partners. This exploratory role allows Ubisoft to get a head start in identifying innovative ideas and assessing their potential, before eventually integrating them into the company on a larger scale.