



# #2 SESSIONS GAMING

powered by

**HANGAR K**

**Wednesday, March 10**



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## THE GAMING INDUSTRY: HITTING LIGHTSPEED

Gaming is as culturally impactful as music, television, and movies: of the world's eight billion human beings, an estimated two billion are frequent gamers. The gaming industry is now projected to be worth a staggering \$300 billion by 2025. Thanks to the pandemic-staying-home regulation the gaming industry is even more rocket fueled, with some evolutionary shifts that are being accelerated: cloud gaming, multiplatform (cloud)content, new in-game interactions and the adoption of gaming tools by professionals and enterprises.

In recent years the majority of leading tech companies are revolutionizing the industry with cloud gaming services: Sony's PlayStation Now, Google's Stadia, Tencent's Start are some examples. Users can play a library of video games on demand, streamed to their phone, television, console, computer, or tablet. Cloud gaming's SaaS-services are propelled by an invisible billion-dollar arms race for the fastest, safest infrastructure, and consumer nearby data centers. This implies a broad range of challenges: security issues, compression, content dynamics, uninterrupted streaming, legal obstacles, B2B accessibility to exploit server space i.e. Game developers are adapting with the creation of platform neutral content, accessible on every device, already taking the adoption of 5G in consideration. In view of the massive amount of cloud data, machine learning is also finding its way in the back- and front-end: from dynamic/intelligent compression, shifting storylines, recognition of user voices, detection of fraudulent transactions or feedback to game designers on what's popular in use or even potential bugs.

Another shift in the industry is the social aspect. From individual (console) experiences to social interactions, community building and new interaction models to enjoy with friends or colleagues. The integration of transactions, loyalty rewards and conversation tools have followed and reinforced the trend from solo/console to all-together in the cloud. An example of this evolution are games that are exclusive for



Bitcoin-owners and allow them to challenge each other in simple bets, reinforcing the community and pushing Bitcoin payments. These new dynamics facilitate the rise of gamification in professional and educational activities as well, using game elements to drive engagement and better results. Enterprises see better results in terms of training and performance using games to trigger fascination, course interaction or personalized experiences based on individual skills. The growing number of gamification startups is especially noticeable in courses and operations that are perceived as dull such as corporate governance, finance, compliance, software adoption, facility management and education, where AI is helping to provide optimized and personalized trajectories.

**Although Virtual Reality is definitely here to stay, the expected breakthrough didn't happen in 2020, nor is this to be expected in 2021.** Tech giants such as Facebook and Sony are still investing huge amounts, resulting each year in more advanced equipment and software. The VR hardware drops in price, is easier to use and has several stunning games to show off, yet VR still struggles with comfort, physical side effects and inconvenience that block VR from becoming mainstream.

This brief dive into gaming shows its lightspeed evolution offering plenty of opportunities for startups: tailored cloud-tools and interfaces, multiplatform content, new types of interaction (chat, control, payments) are just a grasp. Corporates and other organizations are expected to tap even further in gamification to increase the engagement of employees, trainees or clients and need tailored solutions. The new generation of gaming data allows in-game advertising, digital goodies and other interactions that will originate into new business. The real challenge will be to keep up!

**The Big Score Session #2 Gaming gives upcoming startups a dedicated platform to further develop and grow within today's environment and respective needs.**

An introduction into today's gaming scene by Bruno Vandegehuchte

## ABOUT THE SESSIONS

### **8 sessions, 8 verticals, and 8 pitching startups, that is The Big Score Sessions!**

The second Session focuses on Gaming & GameTech. What are the next up and coming game studios and why do they stand out? What is the impact of gaming technology on other industries?

During the Gaming Session, 8 - literally - game-changing startups and game studios will pitch their innovations and share insights on the latest GameTech developments. They will receive valuable business feedback from an expert panel of industry thought leaders, investors and corporate innovators.

The pitches are live streamed to an audience of 'deep pocket' investors, sourcing corporates and attending startups. Afterwards, attendees have access to one-one-one meetings with potential clients, VCs and other relevant stakeholders. This session is hosted by Hangar K, an incubator in Kortrijk that gathers startups, corporates and students focused on the new digital economy and supported by Flanders DC.

## HANGAR K



Hangar K is a co-creation hub that hosts 35 startups, 2 corporates and 2 acceleration programs, DAE Studios and Start it @KBC and focuses on 2 core technologies: EdTech and Gaming.

As a region where many big entrepreneurs were born, member of the UNESCO Creative Cities

Network and with skilled game development and game design talent, Hangar K is ideally located in the heart of that region.

By supporting game studio's, It's Hangar K's ambition to claim just 1 percent of the staggering global \$159.3 billion video game market by 2030. Together with our partners Unity, Arkane Network, Start It @KBC and BDO we organize regular tech talks and biz talks for our game studios.

We are proud to host the second big score session, as it is our goal to enable matchmaking between game studio's, gametech startups, corporates, publishers and VCs.



Hangar K is a partnership between Barco, Cronos Group, Howest, University of Leuven, City of Kortrijk, Start it @KBC, University of Ghent and Vives.

## SCHEDULE - WEDNESDAY, MARCH 10

13:00 - 13:15

Welcome & introduction

Panel discussion with Hangar K

Meet our Expert Panel

### 13:15 - 14:15 Startup pitches - round 1

13:15 #1 Arkane Network

13:30 #2 Cybernetic Walrus

13:45 #3 eXiin

14:00 #4 Kayzr

14:15 - 14:25

Break

### 14:25 - 15:25 Startup pitches - round 2

14:25 #5 MoonMonster Studios

14:40 #6 Polygoat

14:55 #7 Salty Lemon

15:10 #8 Triangle Factory

15:25 - 15:30

Closing of the pitches


15:30 - 16:00

Break

16:00 - 18:00

Networking: 10 meeting slots





# **MEET THE PITCHING STARTUPS**



# Arkane Network

Blockchain means Business

## Blockchain Means Gaming.

Arkane is a blockchain technology provider for game studios. As a result, they've helped game studios onboard more than 100,000 users to their blockchain-based game and provide a marketplace to buy, sell and trade game items through a blockchain network.

### CONTACT

**Tim Dierckxsens**

Co-founder & CEO

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### KEY FACTS

Industry leader in blockchain gaming space

A network of 100,000 active players in less than 6 months time

Wallet and marketplace tailored for game studios to build games with blockchain technology

### LOOKING FOR

- New Strategic Partners
- Sales Prospects
- Internationalization





**We aim to create impactful and exciting games  
and to virtualize our customer's realities.**

Cybernetic Walrus is a game and services studio founded by four veteran Digital Arts and Entertainment (DAE) students. The goal is to create impactful and exciting games that are distributed through online platforms like Steam. Walrus also virtualizes customer's realities in offering VR/AR and digital twinning custom applications.

## CONTACT

**Mike Coeck**

Co-owner & CEO

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## KEY FACTS

Our 3D visuals rock: prizes we won with our first game Antigraaviator proves it

In 2020 we realized a revenue of 907.000 euros, almost doubling our 2019 revenue

Started in 2017 with 4 founders and grew to 20 employees in January 2021

We are virtualizing and building a digital twin for one of the off-shore wind farms in Belgium

## LOOKING FOR

- Series A Funding
- Work for hire - Subcontracting
- Sales Prospects



Tilt your head.

Delivering strong narrative action-adventure games, with respect for contemporary socially relevant themes.

## CONTACT

**Sigi Verbeeck**

Managing Director

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## KEY FACTS

Released its first full-fledged AA game on 5 different platforms after a development time of 2,5 year

*Ary and the Secret of Seasons* won the "Best Unity Game" Award at Gamescom 2017, and got 7 additional nominations

eXiin created the overall branding for BelgianGame.org, an organisation to connect and support the Belgian gaming industry

## LOOKING FOR

- Seed Funding
- Work for hire - Subcontracting
- Publisher



Connect with digital natives in an engaging way through esports.

Playing games and watching video game content has become the sport of the digital generation. Kayzr helps brands connect with the hard-to-reach digital natives through esports. With Kayzr platform, Kayzr TV and Kayzr League, they have their own ecosystem. Brands can connect with the users on Kayzr through: native advertising, engaging marketing campaigns, and consulting projects.

#### CONTACT

**Thomas Cortebееck**

Growth Manager

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#### KEY FACTS

Kayzr Platform: +100.000 registered users,  
2.000.000 monthly page views

Kayzr Platform: + 1 hour average session  
duration

Kayzr TV: +90.000 live views per month on  
Twitch

Kayzr TV: +10 min average eyeballtime per  
unique viewer

#### LOOKING FOR

- Sales Prospects





## Creating the next level of interactive games.

As a game development studio MoonMonster currently focuses on three activities: Work for hire (sales & subcontracting), creation of its own IP and creation of new technology. The studio has worked for several bigger companies already and are always looking for opportunities to make new game related content for marketing or education purposes (for example interactive digital twins). MoonMonster works on two own IPs and are looking for a potential publisher. In addition they are also researching a technology idea for VR and are looking into the potential of this idea.

### CONTACT

**Gilles Vancoillie**

Co-founder

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[www.moonmonster.be](http://www.moonmonster.be)

### KEY FACTS

Made a profit in our first fiscal year, with a turnover of over 125.000 euros

Already worked for some big companies like:  
Nationale Loterij, Colruyt Group, Agoria, ...

Working on two own IPs with potential: releases  
in 2022 and 2024

### LOOKING FOR

- Corporate R&D Partner
- Internationalization
- Work for hire - Subcontracting





Game/VR/AR developer, ready to take you on an adventure.

Polygoat is an independent game studio founded in 2017 and located in rustic Peer, Belgium. Next to developing our inhouse projects Polygoat is also available for client work. With gained experience in guiding customers from a to z, from specifying the requirements to deployment and support of the resulting application. Whether for in-house or client projects, Polygoat stands for quality and workmanship, with a unique graphic style and high fun factor.

## CONTACT

### Frederik Smolders

Owner & Developer

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## KEY FACTS

Founded by Robin Gielis (game industry veteran at PlayLogic) and Frederik Smolders (+10y experience IT-research)

Unique art-style and a strong technological foundation

Created games for "CM gezondheidsfonds" and VR applications for custom arcades

Grew team to 6 engineers

First game, Stichty in Tooki Trouble, to be published on Nintendo Switch, Xbox and Playstation

## LOOKING FOR

- Sales Prospects
- Work for hire - Subcontracting
- New Strategic Partners



## EXR: Make indoor rowing fun.

With a background in game development and a passion for sports and technology, Salty Lemon focuses on the development of a revolutionary fitness apps/game: EXR | The game that makes indoor rowing fun. Connect with EXR and row through a virtual environment, with every stroke on the rowing machine pushing you forward. Discover beautiful locations, get feedback and play games in this virtual experience. EXR will be available as SaaS in 2021.

### CONTACT

**Alfred Campenaerts**

Owner & CEO

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[www.saltylemonentertainment.com](http://www.saltylemonentertainment.com)

### KEY FACTS

In its first year, the EXR beta version has already achieved over 3000 registered users

We are already partnering up with big players in the rowing industry like British Rowing and WaterRower

Professional rowers like Ward Lemmelijn love the game and are convinced it will change the sports future

### LOOKING FOR

- Seed Funding
- Series A Funding



**We build games, apps and XR experiences for current and next-generation platforms.**

Triangle Factory is a game developer with a strong focus on XR content. With a team of 25 people building software for both enterprise and entertainment, Triangle Factory has shown +50% YoY growth over the last 3 years. Triangle Factory is currently working on a highly anticipated VR game called Hyper Dash set to release on major VR platforms in Q1 2021. Triangle Factory also provides location-based VR content for The Park Playground and builds VR training software used by big brands like Nestlé, BMW, US Navy/Airforce, Mastercard, Boeing, Lockheed, ...

#### CONTACT

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Founder & CEO

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#### KEY FACTS

Over the last 3 years Triangle Factory has shown a +50% YoY growth in revenue and EBITDA

In 2020, 90% of Triangle Factory's revenue (€1.6M) came from XR related projects and products

Hyper Dash (set to launch Q1 2021) has been one of the top rated and downloaded games on Sidequest during its open beta

#### LOOKING FOR

- Series A Funding
- Sales Prospects
- New Strategic Partners








THE **BIG**  
**SCORE**  
SESSIONS

## ABOUT STARTUPS.BE | SCALE-UPS.EU

Startups.be & Scale-Ups.eu joined forces in 2018 to solidify our offering for the Belgian tech ecosystem at large. Together, we are the one-stop shop for tech entrepreneurship. We pride ourselves in being the leading growth platform in Belgium that connects Europe's most promising startups and scale-ups with our global network of deep pocket investors, corporate buyers, global partners and relevant stakeholders to fast track innovation and collaboration with high-tech companies.

-  **We enable startups and scale-ups to squeeze time in their lifecycle and grow faster.**
-  **We create high-quality business networking events for inspiration and matchmaking.**
-  **We facilitate open innovation between startups/scale-ups and large corporates.**

The Big Score, The Big Squeeze, Startup Fairs, SuperNova and our Go Global missions are only a glimpse of what we are famous for!

Startups.be | Scale-Ups.eu is the top-of-mind-time squeezer for tech startups and scale-ups.

More info: [Startups.be](https://startups.be) & [Scale-Ups.eu](https://scale-ups.eu)



# MEET OUR PARTNERS

## Organizing partners



## Session partners

**HANGAR K**

## Main partners



## Supporting partners



**SAVE THE DATE**



**SESSIONS**

**#3**

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**BNP PARIBAS**  
**FORTIS**

**Tuesday, March 23**