

Kaspersky iHub, G-Core Labs team up to scout gaming startups

Kaspersky Innovation Hub (iHub) and G-Core Labs recently teamed up to find and support promising gaming startups. The partnership between the companies will provide expertise, infrastructure and resources to prospects that have the potential to change the gaming world.

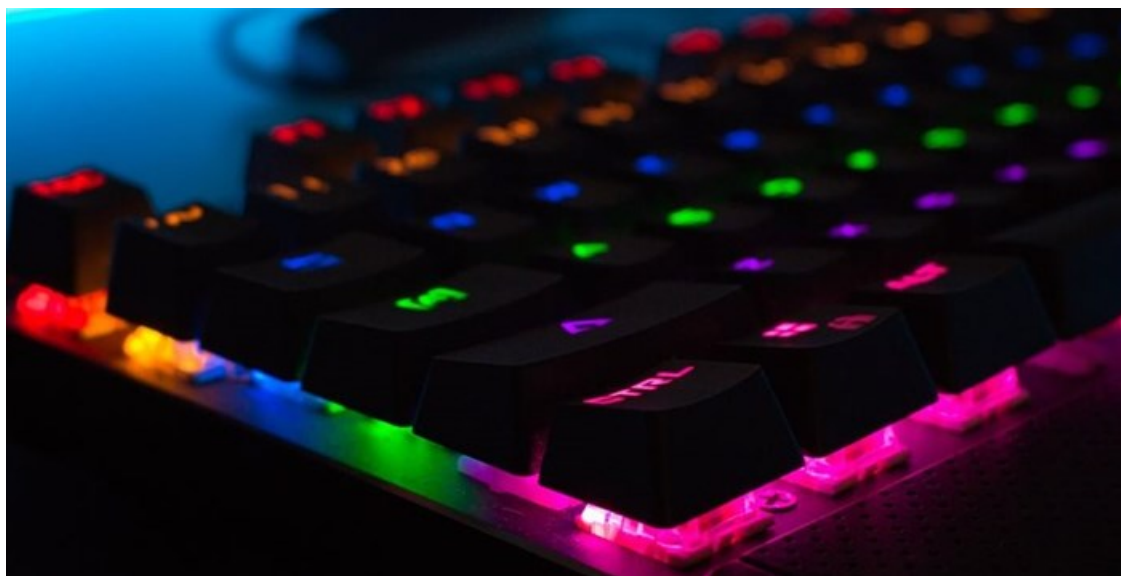


Photo by Mateo Vrbnjak on Unsplash

Gaming is one of the rapidly developing industries, especially in the current digital climate. According to reports, it is projected there will be over 3 billion gamers by 2023. The rise in the popularity of gaming is creating opportunities for developers too - more and more projects have appeared in hope of meeting the needs of such a large audience.

Through their programme, Kaspersky and G-Core Labs aim to bring multiple values to the startup community and allow entrepreneurs to develop trailblazing gaming projects. The partner companies also plan to jointly connect with gaming startups to raise awareness about the initiative among niche developers.

All applications for support will be thoroughly reviewed by an advisory board that will decide the best ways of endorsing and assisting projects. The most promising startups will receive technical and business mentoring from Kaspersky, as well as the possibility of access to the cybersecurity company's channel partners - including distributors and resellers, clients and prospects.

Where startups can apply for support

Vitaly Mzokov, head of Kaspersky iHub, says: "We are happy to join forces with G-Core Labs and support developers who are driven by a desire to enhance gaming technologies. This partnership is an important step to pull together our capabilities, back innovative startups and give them an opportunity to validate, grow and scale their ideas."

G-Core Labs will provide prospects with free access to its cloud infrastructure, which is critical to building products technically. Selected startups will have a chance to receive up to €25,000 (R463,027) that can be spent on the cloud company's services within a two-year period.

Kaspersky Innovation Hub's cooperation with G-Core Labs started in spring 2020 - following the iHub's open call for gaming startups that are creating solutions on the edge of cybersecurity for the needs of gaming industry. The iHub has chosen the most scalable finalists and introduced them to the edge cloud provider as they supported the initiative.

Startup teams and individual projects are welcome to apply for support [here](#).

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