

# Pitch ICE provides the perfect platform for start-ups with new, high profile position at ICE London 2020

The opportunity for gaming start-ups to debut their companies to the wider gaming industry at ICE London has been enhanced with confirmation that this year's Pitch ICE stage will have a new high profile location on the gaming industry's most prestigious show floor. The exclusive stage will be situated within the high footfall area adjacent to the Esports Arena in the North Hall at ExCeL London. The move, alongside what promises to be one of the most popular show features, reflects the huge importance entrepreneurship and innovation plays in the culture of ICE London as the industry prepares to 'Step into the Future' at the world's largest gaming technology showcase (4-6 February 2020, ExCeL London, UK).



Clarion Gaming has been providing start-ups with a gateway to industry investors and strategic partners since 2009, with Pitch ICE and Launchpad events being hosted at ICE London, ICE North America, ICE Africa and iGB Live!. Ewa Bakun, Clarion Gaming's Director of Industry Insight and Engagement, and the person responsible for driving Pitch ICE, explained: „Many of our start-ups have secured important investments and acquisition partners as a direct result of their pitch presentations and the opportunities at ICE London 2020 are going to be huge. Pitch ICE showcases the best 'fresh thinking' from the world's most exciting start-ups.“



She added: „Getting exposure and obtaining funding is incredibly difficult, particularly for start-ups in the gambling space, and Pitch ICE is a great way for new companies to promote their innovations and to get some traction. It is an ideal place to get noticed by both investors and business partners alike. Every year through four different startup events we organise across our shows around the world, around 35 get selected to pitch their companies. Previous shortlists include 1SpinMillionaire, BlueBat Games, Bookee, Chalkline

Sports, Colossus Bets, FastFantasy, Fresh8 Gaming, Gamevy, numberFire and SkillCorner. Pitch ICE in London is no doubt the biggest of them all, giving exposure to around 20 startups selected in a submission process that this year ends on 3 January.“

Pitch ICE 2020 is open to start-ups drawn from across the gaming spectrum, who have until 3 January 2020 to submit their pitches. To read the full list of rules and guidelines for Pitch ICE 2020, and to begin the submission process, visit: „[www.icelondon.uk.com/pitch-ice](https://www.icelondon.uk.com/pitch-ice)“:https://www.icelondon.uk.com/pitch-ice

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