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## **GiGse Launchpad swipes right on sports betting app**

“An awesome feeling which has opened doors and allowed access for startups like ourselves to meet with the big players,” is how Adam Kalmanson, Co-Founder of Bookee, described the feeling of taking home the GiGse LaunchPad trophy in Miami last week after their B2C mobile sports betting app was named the winner of this year’s competition.

Commenting on their win, Kalmanson said: “It feels awesome to win the LaunchPad competition at GiGse and the event has opened doors and allowed access for startups like ourselves to meet with the big players. The approval and praise from an audience which knows the market and all its challenges is fantastic and I met tonnes of new people - especially key decision makers in the US gaming industry.”

He continued: “It’s great for the team to be recognized for all the hard work we’ve put in over the last 3 years! On the back of this success, we are looking to raise an investment round and secure B2B partnerships in the US for the app and its uniquely simple interface which we like to think is like ‘Tinder’ for betting.”

Clarion Gaming’s Head of Content, Ewa Bakun, who is responsible for what is a key feature of the GiGse experience said: “We were delighted with the caliber of finalists for this year’s competition and our judging panel was suitably impressed with the innovative ideas and dedication on display, however there can only be one overall winner and Bookee’s presentation truly stood out. As the winners of the 2018 edition of GiGse LaunchPad, Bookee follows in the footsteps of previous winners including BlueBat Games, NumberFire and nQube and we look forward to seeing the mobile app benefitting from the same exposure and energy those companies experienced following the competition.”

Hot on the heels of Bookee’s triumph at GiGse, start-ups within the iGaming sector will once again have the opportunity to showcase their new thinking and innovations to key investors in the industry as the annual LaunchPad start-up competition, organised since 2009 at EiG, will now take place at iGB Live! and be sponsored by innovation21.

*The submission deadline for iGB Live! 2018 Start-up is 12 June 2018. To begin the submission process, visit: [igblive.com/igb-live-start-launchpad](http://igblive.com/igb-live-start-launchpad).*

*For more information on iGBLive! visit: [www.igblive.com](http://www.igblive.com)*

**ENDS**

*Adam Kalmanson, Co-Founder of Bookee, receives the GiGse Launchpad trophy from Melissa Blau, Director, iGaming Capital*