

New Wisconsin-based video game studio launched

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A new Wisconsin-based video game studio has launched with support from Green Bay venture capital firm TitledTownTech.

Midwest Games is led by former Netflix Games Program Manager Ben Kvalo, who says the business is committed to empowering the “vast talent pool” in underserved regions.

“We recognized that innovation and creativity flourish beyond traditional tech hubs, and that’s why we set out to champion underrepresented regions, starting with the Midwest,” he said in a statement. “Our mission is to provide resources for these talented developers to shine.”

The company was co-founded by Rob Martin III, the former co-owner and chief experience officer for XSET, a Boston-based professional e-sports and entertainment company.

The team is currently working out of the offices of lead investor TitledTownTech, which was created by the Green Bay Packers and Microsoft to boost promising tech startups, especially those based in Wisconsin and the Midwest. TitledTownTech Partner Cordero Barkley says the firm and studio aim to “redefine entertainment by publishing stellar games and elevating the regional games ecosystem.”

Midwest Games is already promoting its first game, called RA RA BOOM, which was developed by Cincinnati-based Gylee Games. It features ninja cheerleaders defending the planet from an army of AI-controlled robots. Gylee Games Founder Chris Bergman says the developer met with multiple publishers during the development process, and found that Midwest Games was the “closest match” to the company’s goals and values.

“We’re not just working hard to create successful games, we want to expand the opportunities for all developers in our hometown of Cincinnati, Ohio, and the rest of the Midwest,” Bergman said in a statement.

See the release [here](#).

See more on the studio's first game [here](#).

Listen to an earlier podcast with Barkley [here](#).