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[George Daskalakis](#) is the founder and CEO of Kaizen Gaming, one of the fastest growing GameTech companies internationally. Under his leadership, Kaizen Gaming has grown, in the last decade, from a small group of 20 in Greece to a team of 1.300+ Kaizeners across the world.

[George Daskalakis | Mentor - Endeavor Greece](#) : [mentors : george-daskalakis](#)

[Kaizen Event: What Is it, When Is it Used, and How Does it Work?](#) : [what-is-a-kaizen-event](#)

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By October 2024, that figure had risen to overR\$480 million with 270 million downloads. As of February 2024, the game has generated overR\$1.5 billion globally in revenue from in-game spending and microtransactions, with the game having seen over 500 million downloads since May 2024.