

ESPORTS & VIRTUAL SPORTS

WELCOME

Welcome to the inaugural Sports Tech Annual, brought to you by Sports Tech World Series (STWS).

The Sports Tech Annual is an industry research publication that brings together the most comprehensive and complete directory of companies in the global sports tech landscape. Each Chapter features interviews with industry experts sharing their insights on the current challenges, innovative use-cases, industry trends and future predictions in sports technology.

STWS Sports Tech Annual is your resource to navigate the revolutionary impact technology is having on how sports are played, administered and consumed around the world.

SPORTS TECHNOLOGY INDUSTRY FRAMEWORK

The 2020 Sports Tech Annual is divided into eight chapters reflecting the eight categories in the STWS Sports Technology Framework, highlighted below. This Framework was developed to give structure to the amorphous term "sports technology" and provides an exhaustive overview of the ecosystem.

Although the Framework provides an exhaustive overview of the sports tech ecosystem, each category is not mutually exclusive. There will inevitably be companies that fit amongst several categories.

Categorizations are therefore based on the company's primary function and area of product/service expertise. If a company is not present in a chapter it may be because they are better suited to another chapter/ category.

This chapter focuses on companies working within solutions focused specifically on the unique challenges of Esports and gaming as well as virtual and immersive sports gaming experiences.



ATHLETE PERFORMANCE & TRACKING

Devices and platforms used to measure or track athletes with the purpose of testing and improving performance such as GPS, activity trackers and sensors.



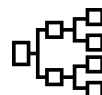
ATHLETE, TEAM & EVENT MANAGEMENT

Solutions that support the management of athletes, teams, leagues and events, with a focus on improving overall efficiencies at an individual and organisational level.



BETTING & FANTASY SPORTS

Solutions focused specifically on the unique challenges of betting and fantasy sports.



DATA CAPTURE & ANALYSIS

Data processing, capture and analysis solutions that support insights and decision making for a variety of sports related organizations.



ESPORTS

Solutions focused specifically on the unique challenges of Esport and gaming.



FAN & SPONSOR ENGAGEMENT

Solutions designed to enhance and improve the experience of the fan, or increase the value for the sponsor, including memberships and social media engagement.



MEDIA & BROADCAST

Solutions that enable and enhance the sharing and distribution of sports content such as streaming platforms, automated broadcast graphics and online content publishers.



STADIUMS & VENUES

Solutions designed to improve the efficiency and customer experience in stadiums and venues. From base level technology infrastructure, such as internet connectivity, to match-day fan experience platforms.

ABOUT STWS

Sports Tech World Series (STWS) is the global community for people at the intersection of sports, digital, and technology. Our mission is to be the trusted resource in helping companies, teams, and individuals excel

in the global sports technology community. Founded in 2015, STWS work with our community to bring people together through our global network of physical and digital activities and services.

OUR SERVICES & ACTIVITIES

STWS CONSULTING

Consulting for Sports Tech, to find out more contact us at consulting@sportstechworldseries.com

STWS RESEARCH

Sports Tech Industry Research and Insights, enquire with us at research@sportstechworldseries.com

STWS INVESTOR NETWORK

Online platform connecting sports tech startups and investors (sportsinvestornetwork.com)

STWS SPORTS TECH FEED

The Global Sports Technology Podcast (sportstechfeed.com)

STWS NEWSLETTER

Weekly digest of the top news, content and industry deep dives in sports technology

STWS CONFERENCE

Global Conference Series (sportstechworldseries.com/events)

ANZSTA ANZ SPORTS TECHNOLOGY AWARDS

Sports Tech Industry Awards (anzsta.com.au)



EXECUTIVE SUMMARY



DR. JULIAN TAN
F1



JOHN DAVIDSON
ESPORTS TRADE ASSOCIATION



MEGAN VAN PETTEN
ESPORTS TRADE ASSOCIATION

Esports, Virtual Sports and Gaming flourished during the COVID-19 pandemic as traditional sporting events were cancelled or postponed in combination with people forced to stay in their homes. The ability for esports competitions to be run 100% remotely enabled the industry to continue to grow their mainstream appeal. Twitch, the leading live streaming platform for gamers went from 982 million total hours watched in February 2020 to over 1.1 billion hours in March 2020, an impressive 20% increase.

The past year has seen the maturity of offerings to support the continued growth and professionalism of the esports industry. Companies creating solutions in esports skills training; competition and event organization (grassroots to pro); and wagering and analytics have been standout successes.

The COVID-19 pandemic also accelerated the changing nature of what it means to a sports fan and participant. Virtual events that replicated the traditional sporting experience in an online gaming environment, such as the Virtual Formula 1 Grand Prix, provided a huge opportunity to fill the void for the existing sports' fanbase whilst bridging the gap to new fans. Fans could get closer to the action whilst sports properties could fulfil their existing commitments to sponsors.

Gaming and esports continued to break down the silos between traditional media and entertainment verticals. The success of Fortnite's immersive Travis Scott concert was heralded as a landmark moment in the industry, both in terms of participants/viewers and merchandise sales. Brazilian football star Neymar is the first pro athlete to be featured in Fortnite with a playable character skin and featured challenges added to the latest release of the game. This will be followed by the NFL wide receiver Justin Jefferson being given his own skin available for purchase in 2021.

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INDUSTRY EXPERT INSIGHTS

These Experts represent professionals from some of the world's most innovative and renowned sporting properties. We would like to thank their contribution to the Annual and for their part in moving the industry forward.

DR. JULIAN TAN HEAD OF DIGITAL BUSINESS INITIATIVES & ESPORTS F1

Julian joined Formula 1 in 2017 off the back of Liberty Media's acquisition of the sport to help develop its digital strategy and support the wider digital transformation. Emerging from this work, he led the development of the company's esports and virtual racing initiatives, starting with pioneering the F1 Esports Series which is F1's first professional esports championship, to improving fan engagement at and away from Grands Prix through esports, and most recently, the development of the Virtual Grand Prix series to replace the postponed/cancelled GPs due to COVID-19's devastating impact on sports.

Julian grew up in Malaysia and moved to the United Kingdom in 2007 to study engineering at Oxford University, graduating with First Class Honours. He then completed his PhD at Cambridge University where he researched carbon fibre laminates before joining The Boston Consulting Group in London to advise FTSE50 companies on a range of topics including digital strategy & transformation. It was from this background that he joined F1 from and he now continues to lead F1's global esports business along with supporting the sport's digital strategic planning.



Key challenges: What are the key challenges you're facing and what role can technology play in solving them?

I think the key challenges specifically that we're facing at the moment are probably what's being shared across most sports that have had the ability to continue throughout this difficult period. I think that remote operation is something that we've had to adapt very, very quickly. COVID was a huge accelerator in this space as there wasn't much of a choice, and we had to learn and pick up that expertise to actually operate remotely.

For example, all of our esports competitions have been transitioned to be completely remote and online, so everyone's participating from the comfort and safety of their own home. And that's not an easy challenge to solve, if you're thinking about everybody who's involved in the project, everyone's working remotely, and only a very small lean core team, maybe on the production side, in a studio helping to coordinate the final end product.

For us, it's driver participants' inputs into a show, whether that be their direct participation or additional data points that we're getting out of their game. And I think that when you're dealing with, in our case, 20 competitors competing in a single race, it doesn't just mean 20 different driver angles driver feeds. It also means we're also ingesting their camera, the camera capture of them driving and so forth. So it's not just one stream of capture that we're getting our data from, they're all operating different equipment which creates a giant amount of preparation.

So all of these different complexities and intricacies has created a huge learning curve for us to transition to remote production. And that I think that remote production is a challenge that I think every brand or operator in this space will be able to kind of resonate with and understand the challenges that come with that.

I think that in addition to that, there is a bigger challenge at a higher level beyond the operational side of things, but actually, how do we think about engagement for a sport that is so heavily reliant on the visceral nature of attending a race and experiencing a race. When you are putting out a product where that element of live sport has basically been taken away due to COVID-19, How do we continue to bridge that gap and reach out to our fans and engage them in a way that they can feel immersion without necessarily being able to welcome them to a Grand Prix, at least in the kind of short-term future.

I think in this respect, the topic of digital, thinking about the digital tools that you have at hand, and dialling up the digital engagement and engaging with your fans more along that vertical is crucial to stay connected to your audience. And then actually using technology and digital to help bridge that experience until we're able to have fans safely at a Grand Prix again.

And beyond the current situation, it becomes a really powerful tool as we've spent all of this time investing in complimenting that journey, and fattening the journey down the funnel for our fans more generally. So I do think that technology and digital, they play a very important role in helping us navigate some of those more fundamental challenges that we face as a sport or entertainment.

Innovative Use-Cases: What is the best or most innovative application of technology you've seen in the industry this year?

I think our Virtual Grand Prix and Formula One esports product is a great example, we know it very intimately and I think it's resonated hugely with our fans. It's a great case study for how a brand can think innovatively about digital entertainment and gaming, and using more esports entertainment to help continue to keep the lights on and bring racing back to our fans in a way that we wouldn't have been able to because our cars can't be on the tarmac.

We moved really quickly to put together what was a virtual replacement for our cancelled and postponed Grands Prix. We had the announcement on the Friday of the Virtual Australian Grand Prix, and then within five days later, we were announcing that we were going to be replacing all of our subsequent Grands Prix that had been postponed or cancelled with a virtual equivalent. We did that all remotely, we put on some great racing action and we had over 33 million people tune in. That's a great case study of thinking innovatively and moving really sort of nimbly to take the opportunity presented to us and grab the bull by its horns.

2020 was obviously an unprecedented year, but it actually provided a huge opportunity for us in Formula 1 to actually grow our esports potential to not only to serve our existing fans, but also to attract new fans.

I think the other example that has also impressed me in 2020, is the blurring of lines between entertainment verticals. I think traditionally people have tended to see entertainment, pillars of verticals as separate verticals. So you've got sports, you've got movies, you've got gaming, you've got music. And all of a sudden, all of these verticals, they're all merging into one. The online concert that Fortnite did with Travis Scott, is a great example of how people merged gaming with music. I think it helps to strike the question of "what is entertainment. Actually really mean to consumers? Is it purely just gaming? Is it purely just movies?" Those elements are all blending into each other, and that's really exciting as to what it means to be entertained, particularly in an age where everyone's moving more online, accessing more digital and it has really accelerated how people are entertaining themselves.

The Fortnite X Travis Scott example is a small taster of the things to come in the wider entertainment sphere, and it's the same for us. We've got our esports competition where, what it meant to be a driver in Formula One was driving an actual car, and that has now been extended to become more inclusive with anyone who's playing our game. We now call them a driver. What it means to participate in our sport has suddenly been redefined in a way and has made us widen our reach to a larger demographic just by virtue of this blurring of lines of what it means to be entertained.

"What it means to participate in our sport has suddenly been redefined in a way and has made us widen our reach to a larger demographic just by virtue of this blurring of lines of what it means to be entertained."

Trends: What major trends have emerged in the last 6-12 months in the application of technology, digital and data?

I reiterate this sort of blurring of lines between entertainment verticals, because we are moving to an environment where everyone is consuming their entertainment pretty much online. Whether that's through social media, gaming, streaming, whatever it is, you will now start to see more and more that digital is sort of redefining how it means to be entertained. I think that is really interesting how you could have a movie screening in a game, where you are your own avatar in that game, going to watch an actual movie that is streaming inside the game.

It's making brands take a step back and actually challenge the meaning of how can I keep my fans engaged and how can I keep them entertained. And also meeting fans where they are, rather than trying to just bring them through traditional means. You have to listen to your fans and provide experiences that they would like to see rather and be innovative and agile in delivering that.

Improvements: What technology would you like to see developed or adopted over the next one to two years?

For me, the AR VR sector is a sector that I feel has huge potential, but hasn't necessarily fully lived up to its potential right now. There is a multitude of factors behind this, particularly around infrastructure and costs of investment to make something like this widely adopted, which I think that in itself is its challenge. It's great technology, but the applicability of it, or the rollout of it is something that is still the challenge because of its high barriers to entry and is very expensive to implement. There is a bunch of different things that come into play, whether that be really strong infrastructure like connectivity that truly lets it flourish, I think that is a genre that I'd like to see continue to iterate. I don't know which direction it should go to, but I think that there is definitely a space for it in the future.

The other technology or trend that I think is also really exciting is the prospect of game streaming, and how you engage with the game. We've traditionally always gone through the process of buying a physical game or you download a game, but now you've got subscription services for games. And I think that whether that's with the likes of Stadia or Luna, I think that there's obviously a lot more services coming around this area.

There's no doubt that gaming as an entertainment vertical is absolutely booming. So I'm actually really interested to see how game streaming performs over the next few years, how it resonates with the wider user base. Whether people do actually subscribe and then start having a sort of mass adoption to this way of gaming. And more generally how that balances out with the wider kind of mobile gaming sphere as well, because that's obviously growing tremendously and that's free to play. I'm interested to see how those two continue to kind of evolve, and how they play off each other, and what the ultimate gaming landscape looks like 3, 5, 10 years from now.

INDUSTRY EXPERT INSIGHTS

JOHN DAVIDSON CHAIR OF THE BOARD OF DIRECTORS ESPORTS TRADE ASSOCIATION

John Davidson, TEDx and active speaker on gaming and youth marketing, is formerly the Head of Partnerships at GameStop, Director of Esports for PRG, the world's leading event technology company and now Founder of DLC, the Davidson Learning Company. John also serves as Chairman of the Esports Trade Association and sits on advisory boards for Stadia Ventures, Dallas Influencers in Sports and Entertainment (DISE), The Uptown Agency and University of North Texas Sport Entertainment Management MBA. Through a diverse career in skateboarding, marketing, and business development, John has a unique perspective and understanding of sub-cultures and consumer behavior.



MEGAN VAN PETTEN MANAGING DIRECTOR ESPORTS TRADE ASSOCIATION



Megan Van Petten is an advocate and leader who has spent over 20 years managing, building and transforming nonprofit associations, foundations, and societies into best-of-class organizations. She is a pioneer in the association management industry who provides groundbreaking thought leadership with a proven track record in business development, marketing, project management, and organization growth.

Being honored by HuffPost as one of the Top 5 Most Influential Women in Fantasy Sports for her work as Director of the Fantasy Sports Trade Association spurred her to launch a new initiative – driven by her passion, vision, and experience in successfully managing multiple trade associations, Megan founded the Esports Trade Association in 2017. She foresaw the Esports industry to be promising uncharted territory and by bringing the players, teams, leagues, & stakeholders together to provide a platform that supports the spirit of team collaboration for all involved. Through their programs, ESTA has promoted, protected, and advanced the broader interests of the esports community by creating what the industry didn't have – a formal structure and community committed to facing the business challenges of the esports industry.

Key challenges: What are the key challenges you're facing and what role can technology play in solving them?

The main challenge for the industry currently is monetization. We see that the number one source of revenue for the esports industry at large is sponsorship dollars, and we see it as very challenging that sponsors receive an ROI on their investment. So if you think about the people who are funding our industry are not receiving the value for the act of the sponsor in it, it's terrifying, right? It's not sustainable.

What happens is you have CMO's at these non-endemic companies, and they have partners in the NFL or NBA or traditional sports or other places, and they've heard about esports and they say; "Oh, I hear this is what all the kids are doing. This is where their eyeballs are. They're highly engaged. They do have disposable income. We need to be in this space." And then the approach is either not something that meaningfully adds value to the community, or the team or league or whoever their partner is, is not maximizing that partnership and effectively reporting metrics back to the brand in order for them to understand what their sponsorship is.

Some feedback from some large non-endemic companies I've seen has been that esports is a black hole from a data perspective. The technology is now developed, so I'm excited about where it's moving to and where it's going, but currently in marketing, if you can't measure it, you can't do it a lot of times. And so if we can't get that data, whether it's successful or it's unsuccessful, brands don't know how to operate with that. The Esports Trade Association's mission is to help improve the business practices of the esports industry, to enable us to enjoy more of what we love. Because the better the business practices, the more stable, the monetization models, more money flows into the space and that's funding what we want to do; More teams, leagues, tournaments, content etc.

Innovative Use-Cases: What is the best or most innovative application of technology you've seen in the industry this year?

One would be Mission Control, which is a competitive platform that helps to facilitate rec league esports. Essentially what they're doing is they're bringing together parks and recs, boys and girls clubs, municipalities who typically don't understand what esports means for them. You have all these parks and parks and rec departments all across the country and they say "Okay, we've done sports programs in the past traditional sports programs, but now all these kids are playing video games. How do we interact with that?"

Secondarily, we've have seen that esports has grown backwards from traditional sports. So that if you think about a pyramid with rec league or amateur at the bottom and pro at the top, traditional sports all across the world grew from me and you starting a football team, then it grew into a local league, and then it grew into city, state, country, world etc. Esports started online and it started focusing on the pros, so there's ways for pros to compete there's ways for collegiate to compete, but if it's just me and you, there's not a great platform out there until Mission Control came along.

Trends: What major trends have emerged in the last 6-12 months in the application of technology, digital and data?

I think it's really around mobile gaming. And I think globally that's what's going to open things up globally for a number of reasons. One is barriers to entry from a cost perspective. Here in the States, a lot of people can afford a console. Not as many people can afford a performance PC, of course, but when you look at other countries, everybody has a phone. You have a lot of lower income countries where kids still love to play video games, they still love to compete. And so having access to that, such as Apple's Apple Arcade subscription service that launched not too long ago, is building that mobile gaming esports vertical worldwide.

Another thing that these mobile game subscription services are doing are providing more games to kids. The younger people get, they become more digitally native and they become more comfortable with their phones. For example, if I'm playing Fortnite on my phone, I'm not going to be doing much of anything because I can't play games very well on my phone, as I didn't grow up doing it. But I have a five-year-old son who in five, six, seven years from now, is going to be playing games on his phone the way we're seeing people playing it on a PC nowadays.

Another trend we're seeing is in the events, and in particular the bounce back we're likely to see as we make our way out of the current situation. I think events are going to come back much more similarly as far as participation to what we saw before 2020 than some people might think. One thing we've recognized during COVID is the need to get together in-person. And when we see how COVID has such a crazy, terrible dramatic effect on us and people are still getting together, right? But we're seeing data increase through experiential marketing and digital marketing.

Brands have maybe sat on the sidelines the first six months or eight months of 2020 waiting for this to end, and they can't wait anymore. But what's exciting is that we're seeing agencies, we're seeing startups create platforms that enable you to have a more engaged experiential experience remotely, and also ways to get data out of live events because they can kind of be a black hole from a data perspective. People will attend and you can say, "I had 'xxxx' people come to this event", but I don't know that Megan from Chicago, who's 29 years old, likes to drink Hefeweizen and eats pizza from Domino's. Those are the details that are typical to find online, but are difficult to find at a live event and capability is increasing.

"We've done sports programs in the past traditional sports programs, but now all these kids are playing video games. How do we interact with that?"

Additionally, the charity aspect of esports is also shining during this time and will continue to grow, and it really has to do with the heart of the industry. You see all this giving back and focusing on personal being, self-care charities that are really helping people. And it's not because we feel there's just dollars there, or the industry has been forced, it's the community that loves to help other people. And you see some of the most impactful engagement events are charity events, and you see the community come together and raise a lot of money, and it's super cool that the thing that we enjoy most in life can help people by bringing funds and creating experiences that are unforgettable.

Improvements: What technology would you like to see developed or adopted over the next one to two years?

Reverse mentorship programs. I gave you our mission statement, we want to improve the business practice of these sports industry to enable gamers, to enjoy more of what we love. So how do we do that? Well, we want to bring together the esports industry and bring alongside complimentary experts who are in the space for the right reasons, not the cash grab, not the quick buck, but want to support our community for the long-term.

When you look at the esports industry, it's a lot of young people who understand gaming and esports, and we know memes and our own internal language and we know games, but we don't have a lot of professional experience. And there's no shortcut for that, you can't get 20 years of business experience unless you are in business for 20 years. Now what's unique to esports from traditional sports and other industries is the outsiders, the professional experts who have those 20-30 years of experience; they don't understand gaming. This is a group of consumers who operate differently. They're far more sceptical, they don't accept brands in the way that these professionals have marketed to for 20-30 years.

The good news is these two groups, and I like to think of Esports Trade Association (ESTA) as that bridge or the facilitator and curator for these relationships, is if we can bring these people together and say, "Hey, gaming industry, you know even more than think you know about business". And if, if we can bring alongside through mentorship, experts who are willing to listen, which is a small percentage, but willing to listen and understand, but then also share knowledge back and say, "Let me help you take a few steps forward and understand some things that I've experienced from a business perspective or a professional perspective."

It sounds pretty simple, but some of the best ideas in the world are simple. And so I think if you can help young people improve their practices, and also take advantage of some of these technologies that the professional experts have access to, they can help to integrate it into the community in a way that is going to be accepted, and that makes sense for the community.

COMPANY LISTINGS

TWITCH

LEADING LIVESTREAM PLATFORM FOR GAMERS



HEAD OFFICE: San Francisco, United States
EMPLOYEES: 1001-5000
ESTABLISHED: 2011
WEBSITE: twitch.tv
EMAIL: help@twitch.tv
KEY CLIENTS: N/A
RELEVANT SPORTS: Esports
TAGS: News / Content, Social Media, Video Analytics

SUMMARY
 Twitch is where millions of people come together live every day to chat, interact, and make their own entertainment together. We have something for fans, creatives, developers and brands seeking to build real connections with a huge, engaged audience. This is more than just watching; this is multiplayer entertainment, a unique, live, unpredictable, never-to-be-repeated experiences created by the interactions of many.

WHAT'S EXCITING
 Twitch has just reached a deal with NBC to become a streaming partner for the Tokyo Olympics. Twitch will broadcast more than 150 hours of programming and will host a variety of content such as interactive clip shows, daily competitions, primetime sidcasting, live interviews and footage from Tokyo.

100 THIEVES

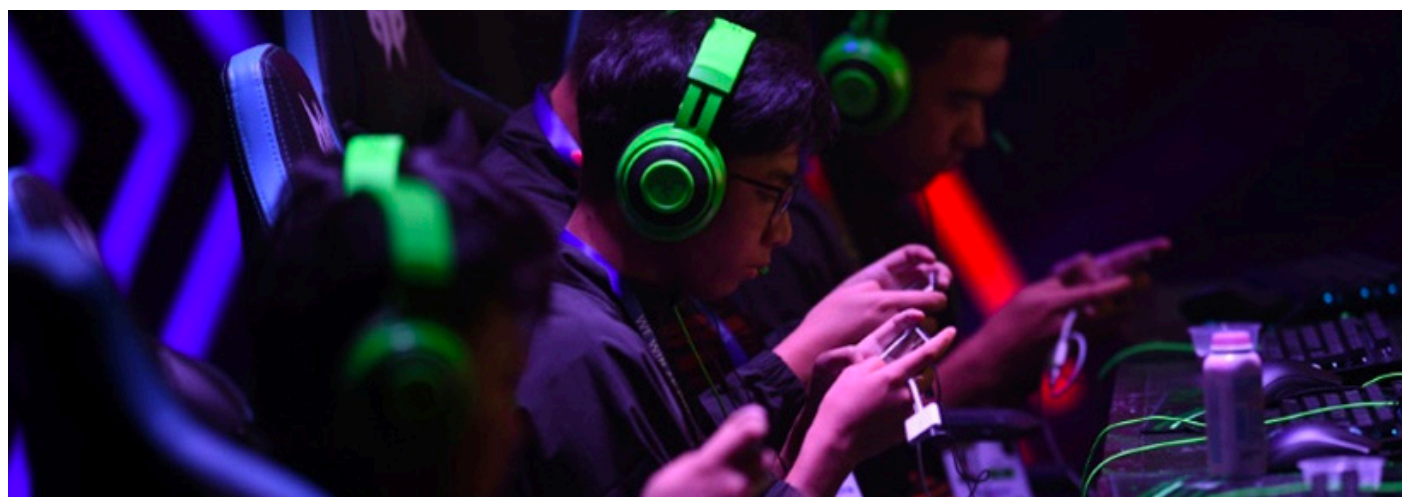
LIFESTYLE BRAND FOCUSED ON GAMING AND ESPORT



HEAD OFFICE: Los Angeles, United States
EMPLOYEES: 101-250
ESTABLISHED: 2017
WEBSITE: 100thieves.com
EMAIL: support@100thieves.com
KEY CLIENTS: Red Bull, Team Razer, Rocket Mortgage
RELEVANT SPORTS: Esports
TAGS: E-Commerce

SUMMARY
 100 Thieves ("Hundred Thieves") is a premium lifestyle brand and gaming organization. Built at the intersection of competitive gaming, entertainment, and apparel, 100 Thieves was founded in 2017 by Matthew "Nadeshot" Haag, the former OpTic Gaming Call of Duty captain, X Games gold medalist, and 2014 Esports Athlete of the Year. After retiring from competitive play, Matt founded 100 Thieves as a creative outlet for his entrepreneurial passions

WHAT'S EXCITING
 In its first two years, 100 Thieves has won multiple esports major championships in Call of Duty, made the League of Legends and Fortnite World Championships, launched the top gaming podcasts on iTunes, sold out over a dozen apparel drops, and is supported by major partners such as Cash App, General Mills, Rocket Mortgage, and Red Bull. The company has raised \$60M from investors.



FACEIT

YOUR LEADING COMPETITIVE GAMING PLATFORM

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 101-250
ESTABLISHED: 2011
WEBSITE: faceit.com/en
EMAIL: contact@faceit.com
KEY CLIENTS: ECS, FPL, ECL Hub, SPL EU Hub
RELEVANT SPORTS: Esports
TAGS: Marketplace

SUMMARY
 FACEIT is the world's biggest independent competitive gaming platform, with more than 18m users competing in over 20m game sessions each month. FACEIT allows players to easily join competitions and leagues for virtual and real-world prizes through automated tournament management and matchmaking technology. Our advanced software development kit allows game creators to easily integrate user-friendly matchmaking and tournaments into their titles to allow gamers to take part at all skill levels.



WHAT'S EXCITING
 For brands and publishers, FACEIT facilitates unique competitive experiences and products that engage new audiences and build competitive communities. Our media division orchestrates esports tournaments and stadium productions around the world, and produces 1000+ hours of live content each year. Our combination of technology and live tournament operation experience means we're best positioned to create competitive ecosystems from amateur to pro level.

POP DOG

FIND YOUR TRUE FANS. GROW YOUR COMMUNITY.

HEAD OFFICE: Santa Monica, United States
EMPLOYEES: 101-250
ESTABLISHED: 2016
WEBSITE: popdog.com
EMAIL: hello@popdog.com
KEY CLIENTS: Twitch, Mixer, YouTube
RELEVANT SPORTS: Esports
TAGS: Business Intelligence, Marketplace, News / Content

SUMMARY
 Popdog is a technology and services company focused on fixing core problems in the esports and live streaming industry. Whether you're a player, team, streamer, tournament, publisher, agency, or advertiser, we have something for you. Why should your audience only care when you are streaming? Your community exists 24/7 and should continue to engage with your content and each other long after you have logged off.

WHAT'S EXCITING
 Enjoy content creation like never before by creating ways for your fans to tell you what content they love, share exciting moments, and engage in ways they can, on stream.

VINDEX

POWERING THE FUTURE OF ESPORTS ENTERTAINMENT

HEAD OFFICE: New York, United States
EMPLOYEES: 101-250
ESTABLISHED: 2019
WEBSITE: vindex.gg
EMAIL: hello@vindex.gg
KEY CLIENTS: Envy Gaming, Andbox
RELEVANT SPORTS: Esports
TAGS: Performance Data Analytics

SUMMARY
 Vindex is the preeminent esports infrastructure platform helping to power the future of esports globally. Our suite of innovative solutions drive the richest experiences for leading game publishers, esports leagues, corporate sponsors, and fans around the world. We build the ultimate esports experiences through local gaming arenas, activations and communities.



WHAT'S EXCITING
 Vindex pairs proven leadership and proprietary technology and infrastructure to improve every aspect of esports viewership and participation. Our unique combination of people, products and services is designed to help deliver engaging experiences to esports fans around the world. The team at Vindex has decades of experience building, operating, and growing businesses to scale. And when it comes to esports, we are all in.

ABIOS

ESPORTS DATA AND ODDS PROVIDER

HEAD OFFICE: Stockholm, Sweden
EMPLOYEES: 11-50
ESTABLISHED: 2013
WEBSITE: abiosgaming.com
EMAIL: info@abiosgaming.com
KEY CLIENTS: Kindred Group, Samsung, Microsoft, ComeOn Group, Danske Spil
RELEVANT SPORTS: Esports
TAGS: AI (Artificial Intelligence), Computer Vision, Official Data Provider

SUMMARY
 Abios facilitates and helps the esports industry grow by providing powerful tools that enable customers to build a wide range of product offerings. The Abios API powers and enhances news sites, fan apps, betting platforms, sportsbooks, team websites and much more.

Abios covers every match and tournament of relevance across the globe. The Abios API contains live scores, fixtures, in-play stats and visual content.



WHAT'S EXCITING
 Abios products are distributed to roughly 100 clients in more than 20 countries enabling community sites, news, media, apps and others to make their brands stand out. Abios works very closely with all partners and takes specific needs and requests into consideration whether it is a demand for a new game or a specific data point. One of the highly appreciated features of Abios is the 24/7 customer support included for all clients.

AFKVR ESPORTS TV

LEADING ESPORTS ENTERTAINMENT PLATFORM

HEAD OFFICE: San Francisco, United States
EMPLOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: afkvr.com
EMAIL: team@boom.tv
KEY CLIENTS: Riot Games, EA, Activision, Epic Games, Blizzard
RELEVANT SPORTS: Esports
TAGS: Fan Analytics, News / Content, Social Media

SUMMARY
 Our mission is to bring game influencer communities together through fun and interactive gaming content on live streams, helping influencers engage and monetize their audience. Boom.tv empowers the growing yet under-served communities of content creators, college and high school programs, and city leagues to organize and broadcast gaming competitions. Boom.tv helps organizers big and small register players, build tournaments, track scores, and broadcast competitive games.



WHAT'S EXCITING
 We are at the intersection of two huge trends in the \$140B gaming industry - first that games need to have influencer strategy and have built in loops for viewer/friends interaction and narration. Second, is unabated growth in appetite of 2b+ gamers for competitive gaming and eSports content. Boom is building a middle platform helping game developers build incentive and monetization loops

ANZU.IO

IN-GAME ADVERTISING PLATFORM

HEAD OFFICE: Berlin, Germany
EMPLOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: anzu.io
EMAIL: info@anzu.io
KEY CLIENTS: Pepsi, Warner Media, Estrella, Vivid Games, Toplitz
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace, News / Content, OTT

SUMMARY
 Grupo ECSA is a group of companies with more than 20 years of experience in development and implementation on management, service and integration of technologies.

We offer technological solutions in the following areas: Access Control, Video Surveillance Systems, Sport Dedicated Equipment and Fan Engagement.

We are market leaders in Argentina in access control in the football industry.



WHAT'S EXCITING
 We are a dynamic company specialized in offering technological solutions to the main sports entities. With an IT area in charge of developing products aimed at meeting the new opportunities in the industry.

BATFAST

CONNECTED, AUTOMATED AND INTELLIGENT BATTING SIMULATORS



HEAD OFFICE: Nottingham, United Kingdom
EMPLOYEES: 11-50
ESTABLISHED: 2016
WEBSITE: batfast.com
EMAIL: info@batfast.com
KEY CLIENTS: England and Wales Cricket Board and 16 Cricket Teams globally, Ten Entertainment & Merlin Entertainments, MLB London Series, NatWest Activations across the Cricket World Cup and Ashes
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Grassroots / Youth, Performance Data Analytics

SUMMARY
 BatFast is a UK based sports technology business that develops automated, intelligent and connected simulators for cricket, baseball, tennis, softball and rounders. What Peloton does for cycling BatFast does for Batting.

- We operate in the following sectors:
- Fan Engagement, Events and Activations (Match days, Corporate Events)
 - Simulators (Family Entertainment Centres, Leisure Centres, Theme parks)
 - Training and Performance (Schools, Universities, Residential, Sports Clubs etc)

WHAT'S EXCITING
 Provided its safe to do so and government guidelines allow, BatFast will be launching its:

- More competitive socialising venues for cricket fans globally
- More Fan Experiences globally
- A game changing program for our most loyal users



CAVEA

SPONSORSHIP ANALYTICS FOR ESPORTS



HEAD OFFICE: Copenhagen, Denmark
EMPLOYEES: 11-50
ESTABLISHED: 2018
WEBSITE: cavea.io
EMAIL: help@cavea.io
KEY CLIENTS: FNATIC, DREAMHACK, NIP, DIGNITAS, ENVY
RELEVANT SPORTS: Esports
TAGS: AI (Artificial Intelligence), Business Intelligence, Computer Vision

SUMMARY
 Cavea is a sponsorship analytics platform for esports and brands. Helping organizations on a daily basis understand ROI for sponsors by analyzing branded content and automating reporting.

Our mission is to track the entire esports ecosystem across streaming and social channels and turn esports passion into business.

WHAT'S EXCITING
 A fully automated tournament tracking system for brand detection and optical analysis of brand placement.

CUTECIRCUIT

WEARABLE HAPTICS FOR IMMERSIVE AUGMENTED REALITY AND ESPORTS



HEAD OFFICE: London, United Kingdom
EMPLOYEES: 11-50
ESTABLISHED: 2006
WEBSITE: cutecircuit.com
EMAIL: cute@cutecircuit.com
KEY CLIENTS: Ooredoo, Sony-Spotify, Microsoft, Lincoln
RELEVANT SPORTS: Esports
TAGS: Athlete Empowerment / Promotion, Disability / Mobility, Performance Data Analytics

SUMMARY
 Founded in 2004 in the USA, CuteCircuit is the world's first wearable-technology fashion brand. A pioneer in this field, CuteCircuit interweaves leading edge fashion design with emerging technologies and smart fabrics to create fashion design that not only looks beautiful, but also features magical interactive capabilities. CuteCircuit's co-founders, Francesca Rosella and Ryan Genz, come from a heritage of couture in fashion design (Valentino), and Interaction Design and Anthropology respectively.

WHAT'S EXCITING
 CuteCircuit's latest product is the SoundShirt. The SoundShirt brings media to life in a truly immersive way: it is a shirt that allows deaf and hearing audience members to experience music, esports, and AR enhanced by touch (haptic) sensations. During a live or virtual performance and gameplay the wearer physically experiences each musical passage, different instruments corresponding to locations on the garment; for example the violin along the arms.

ESPORTS ONE

ALL-IN-ONE FANTASY ESPORTS PLATFORM



HEAD OFFICE: Santa Monica, United States
EMPLOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: esportsone.com
EMAIL: contact@esportsone.com
KEY CLIENTS: Inven Global, Playfull, U.GG
RELEVANT SPORTS: Esports
TAGS: Business Intelligence, Fan Analytics, Sponsorship Analytics

SUMMARY
 Esports One is committed to building authentic fantasy esports products for gamers, by gamers. We leverage the latest technologies and analytical know-how, remaining laser-focused on accessible, fun gameplay for players of all experience levels. Founded in 2017, Esports One is on a mission to unite the esports industry's fragmented data to power more engaging, live experiences for fantasy players, fans, streamers, teams and event broadcasters around the world.

WHAT'S EXCITING
 In 2020, we are bringing our database of stats to the masses with Esports One Fantasy. Users will research teams and players, set their lineup, and compete with friends in the first all-in-one fantasy platform built specifically for esports. We are extremely excited to launch for the start of the 2020 Spring Split.

GAMER SENSEI

ESPORTS COACHING AND LESSONS



HEAD OFFICE: Boston, United States
EMPLOYEES: 11-50
ESTABLISHED: 2016
WEBSITE: gamersensei.com
EMAIL: support@gamersensei.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Esports
TAGS: Marketplace

SUMMARY
 Gamer Sensei coaches aren't just coaches - they're Sensei™. Every single instructor on our platform has passed our rigorous, 5-stage application process. We guarantee our pros aren't just top gamers, but also experienced teachers who will help you learn efficiently and effectively. Our Sensei offer one-on-one lessons, replay analysis, team coaching and more - whatever you need to improve! Discover the Sensei™ difference, and start winning more today!

WHAT'S EXCITING
 Gamer Sensei is currently a leader in the video game coaching platform ecosystem offering professional coaching for nearly 20 different popular esports titles including League of Legends, Overwatch and Fortnite. Since our inception in 2016 we have forged official partnerships with the National Association for Collegiate Esports (NACE) and High School Esports League (HSEL) to provide high quality, professional coaching services for esports teams across the country.

GYMCRAFT

VIDEOGAME TECHNOLOGY THAT CONNECTS TO FITNESS EQUIPMENT

HEAD OFFICE: Malaga, Spain
EMPLOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: gymcraft.es
EMAIL: hello@gymcraft.es
KEY CLIENTS: Precor, Samsung, Kettler, Drax, Crytek
RELEVANT SPORTS: Esports
TAGS: Fitness Tech, Health / Med Tech, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY
 GymCraft is a system integrator specialized on connecting the worlds of fitness and videogames.

Through the GymCraft platform fitness equipment such as cardio bikes or treadmills can be used in videogames as a game controller.

The technology is open to third party game developers through a platform and own marketplace as well as GymCraft developing and publishing own dedicated exergames.

GYMCRAFT

WHAT'S EXCITING

Having set a benchmark for virtual open world cycling, GymCraft is now working with the world's leading mobile phone manufacturer to reduce the friction between technology and fitness even more.

Currently GymCraft is launching its first mobile online multiplayer exergame that not only runs on any regular phone in 2D, but also can run in Virtual Reality and fitness bike consoles natively.

HOLIDIA

HOLOFIT VR MAKES FITNESS FUN

HEAD OFFICE: Zurich, Switzerland
EMPLOYEES: 11-50
ESTABLISHED: 2018
WEBSITE: holodia.com
EMAIL: pavle@holodia.com
KEY CLIENTS: YMCA, Anytime fitness, Arizona State University, Miami State University, Hilton hotels.
RELEVANT SPORTS: Esports
TAGS: Fitness Tech, Health / Med Tech, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY
 Holodia is the company behind HOLOFIT, the only multi-sport VR Fitness platform on the market. HOLOFIT brings fun, connectivity and competition to rowing machines, bicycles, and elliptical machines in B2B and B2C global markets. From a B2B perspective, HOLOFIT is a fantastic attraction and retention tool with a proven track record among its clients globally. HOLOFIT offers users the opportunity to row, bike or run through amazing VR worlds on their own or against others, track their progress, find support within the community and advance their fitness to a healthier lifestyle.



WHAT'S EXCITING

Launched late last year, the consumer version of HOLOFIT is gaining significant traction on a global scale with its community growing exponentially every day. In addition to releasing Online Multiplayer last month, Holodia is also planning to introduce HOLOFIT Freestyle: the VR fitness app that can be used without a cardio fitness machine.

NEXTMIND

BRAIN-SENSING WEARABLE FOR REAL-TIME DEVICE CONTROL

HEAD OFFICE: Paris, France
EMPLOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: next-mind.com
EMAIL: contact@next-mind.com
KEY CLIENTS: Confidential
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), VR (Virtual Reality) / AR (Augmented Reality), Wearables / Smart Devices

SUMMARY
 NextMind is a fast-growing startup that has developed a brain-sensing wearable that delivers real-time device control using just a person's thoughts. NextMind's technology translates brain signals from the visual cortex into digital commands in real time. The small, lightweight device fits into the back of a cap or headband. It captures data from the signals created by the user's neuron activity in the visual cortex, and using ML algorithms, transforms that output into communication that enables easier interaction and control of computers, AR/VR headsets or any device.



WHAT'S EXCITING

Over the past year, the startup went from a stealth mode neuroscience lab project to one of the most innovative technologies available today. NextMind introduced its vision at Slush, then at CES, it won the Best of Innovation award by demonstrating its neural interface to the public, allowing everyone to experience the endless possibilities of direct brain command. NextMind will be shipping its first \$399 DevKits during Q2 of this year, and soon be opening preorders.

PANDAScore

THE ESPORTS DATA API

HEAD OFFICE: Paris, France
EMPLOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: pandascor.co
EMAIL: hello@pandascor.co
KEY CLIENTS: Team Griffin, VPGame, PSG Esport, O'Gaming.tv
RELEVANT SPORTS: Esports
TAGS: AI (Artificial Intelligence), Business Intelligence

SUMMARY

PandaScore is the provider of real-time statistics for esports. To do this, we collect data from competitions matches using artificial intelligence. By providing data to the different actors in the ecosystem, PandaScore helps the media to follow live e-sports competitions, accompanies the teams through analysis of their statistics and informs the organizers of tournaments on their competitions.

PandaScore

WHAT'S EXCITING

We're building the data infrastructure that will take the industry to the next level using AI and deep esports expertise. Top teams, bookmakers, fantasy apps, and media companies use PandaScore to get the best esports data.

STWS SPORTS TECH FEED



Adrian Montgomery
 Chief Executive Officer
 Enthusiast Gaming

Hear Adrian's interview at
sportstechworldseries.com/podcast

THE GLOBAL SPORTS TECHNOLOGY PODCAST

SIZZLE

PERSONALISED HIGHLIGHTS POWERED BY AI



HEAD OFFICE: Sunnyvale, United States
EMPLOYEES: 11-50
ESTABLISHED: 2018
WEBSITE: sizzle.gg/home
EMAIL: info@sizzle.gg
KEY CLIENTS: N/A
RELEVANT SPORTS: Esports
TAGS: AI (Artificial Intelligence), Social Media

SUMMARY
 With over 1.5M hours of gaming streams everyday, across Twitch, YouTube & more, it's getting really hard to keep up. Our mission at Sizzle.gg is to build technology that shows you the most exciting moments across your favorite streamers. Our algorithms analyze the top streamers and determine the action scenes, kills, funny moments and more. Not only are you saving time at Sizzle.gg, but you'll also be watching sizzles catered to your preferences.

WHAT'S EXCITING
 Sizzle is a new web service that leverages AI to automatically create gaming highlights from Twitch and YouTube videos. Sizzle can automatically convert a 20 minute gameplay video into a 'sizzle', or a 5 minute condensed game, with all of the highlights in chronological order. Many gaming fans find 8 hour livestreams on Twitch too much, and a mish-mash of highlights on YouTube too limiting. Sizzle offers a clear third choice: condensed versions of full streams from top streamers

STATESPACE

COGNITIVE SCIENCE AND AI TO REVOLUTIONISE IMPROVEMENT



HEAD OFFICE: New York, United States
EMPLOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: statespace.gg
EMAIL: info@statespacelabs.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Esports
TAGS: AI (Artificial Intelligence), Computer Vision, Performance Data Analytics

SUMMARY
 We're using cognitive science and artificial intelligence to revolutionize the way humans improve. Leveraging our expertise as neuroscientists, data scientists, video game developers, and computer visionaries, our products bring much needed standardized performance analytics to training. Our software first learns where you excel and where you need to improve, and then adapts in real time to help you get better, faster. This creates a custom and personalized training program tailored specifically for your individual needs that grows with you.

WHAT'S EXCITING
 We're currently working on klutch.gg - our esports training platform, cognitive analytics and digital therapeutics, all coming soon!

TOORNAMENT

TECHNOLOGY TO ENGAGE PLAYERS WITH COMPETITIONS



HEAD OFFICE: Paris, France
EMPLOYEES: 11-50
ESTABLISHED: 2014
WEBSITE: toornament.com/en_GB
EMAIL: contact@toornament.com
KEY CLIENTS: Red Bull, Bethesda, Riot Games, Nintendo, PDG
RELEVANT SPORTS: Esports
TAGS: Official Data Provider

SUMMARY
 At Toornament, our purpose is to create the perfect technology for esports. We engineer a professional-ready solution for esports organizers and game studios to create, manage and share their competitions! Our technology is available for all competitive levels, from professional to occasional tournaments. Thanks to our very strong network of organizers, we can help game publishers and brands operate tournament campaigns in a multi-local approach for their communities.

WHAT'S EXCITING
 We have just expanded our Tournament engine with new in-depth tiebreakers - letting organizers fine tune their competitions by setting up detailed points attribution and tiebreaker rules.

U.GG

WIN MORE WITH ACTIONABLE, DATA-DRIVEN INSIGHTS

HEAD OFFICE: Austin, United States
EMPLOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: u.gg
EMAIL: info@u.gg
KEY CLIENTS: League of Legends (Riot Games)
RELEVANT SPORTS: Esports
TAGS: News / Content

SUMMARY

See what wins at every level of play millions of players already have. Always up-to-date and backed by millions of matches, U.GG is simply the most accurate LoL stats service ever. Let us take care of everything so you can focus on winning. U.GG is the most accurate League of Legends Statistics site. If there are 30 seconds left in champ select and you have no idea what runes to take, U.GG is your quick and easy solution to win the lane.



WHAT'S EXCITING

In 2017, we saw what was out there in the League ecosystem and wanted to do better. We began with newer data and better analytics, and a focus on usability. Founded in Philadelphia and now Austin based, U.GG has grown from passion project to Sixers Innovation Lab partnership to helping millions of players every month: all in just three years. Now, we're one of the largest services in the ecosystem, and still growing monthly.

WIN.GG

ESPORTS NEWS, SCORES, STATS AND SCHEDULES

HEAD OFFICE: Minneapolis, United States
EMPLOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: win.gg
EMAIL: help@win.gg
KEY CLIENTS: N/A
RELEVANT SPORTS: Esports
TAGS: News / Content

SUMMARY

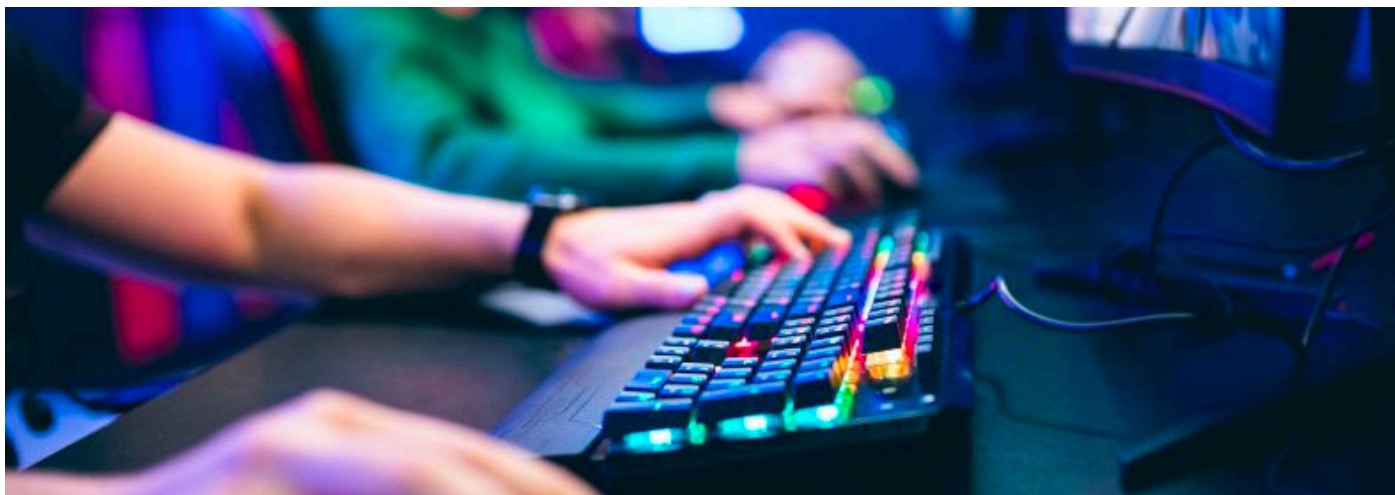
WIN.GG is the next big thing in esports media. Powered by a team of passionate gamers and esports fans, WIN.GG strives to provide the best and most engaging content on the web. Our experts deliver breaking news and comprehensive analysis, keeping you up to date and in the know on your favorite games. From League of Legends to Dota 2, from Counter-Strike to Overwatch, we cover it all.



WHAT'S EXCITING

WIN offers four products.

- WIN.GG is an esports media platform featuring editorial content, a database with thousands of player and team entries, and live scores and schedules.
- WinnersLeague.gg, a competitive league structure that is based on the FACEIT.
- Winners.bet, a sportsbook built from the ground up specifically for esports and its native audience.
- Winners.net, to learn about bookmakers, read reviews, and track bonuses.



ARSENAL.GG

A LIVESTREAMING DATA AND ANALYTICS PLATFORM.



HEAD OFFICE: Chicago, United States
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: arsenal.gg
EMAIL: hello@arsenal.gg
KEY CLIENTS: Discord, Devolver, Amazon, 505 Games
RELEVANT SPORTS: Esports
TAGS: Business Intelligence, Fan Analytics, Official Data Provider

SUMMARY
 Arsenal.gg is a live streaming data and analytics platform. For individual creators, it delivers free performance statistics and insights to grow their channels. Arsenal also offers an authoritative paid platform for game publishers, studios, and brands to accurately identify viewership trends across the ecosystem as well as discover, build, and track influencer marketing strategies. Arsenal.gg also offers a game key campaign system within the platform to help bridge the gap between content creators and developers.

WHAT'S EXCITING
 Arsenal.gg provides the data for the highly respected StreamElements' quarterly State of the Stream Report. Arsenal.gg has also been referenced in The New York Times, Forbes, The Hollywood Reporter, and many other news outlets as a data provider for the esports and livestreaming industry. As the livestreaming industry continues to grow, Arsenal.gg is becoming more and more recognized as one of the most reliable sources for livestreaming data and analytics.

ARTERRA

FAN ENGAGEMENT, ELEVATED



HEAD OFFICE: Austin, United States
EMPLOYEES: 1-10
ESTABLISHED: 2019
WEBSITE: arterra.co
EMAIL: hello@arterra.co
KEY CLIENTS: N/A
RELEVANT SPORTS: Esports
TAGS: Marketplace

SUMMARY
 ARterra builds tools for Esports organizations and content creators to empower & grow their fan bases while creating new revenue streams. ARterra's tools make it easy for organizations and individuals to create custom digital collectibles (NFTs) and prediction markets to increase monetization and fan engagement.

WHAT'S EXCITING
 Esports and gaming content creators have too large of an audience to be bogged down by high gas fees. ARterra is built on @NEARProtocol where we do transactions in less than a second at a fraction of \$0.01! Scalability is in our DNA!

ATHENASCOPE

EFFORTLESS GAMING HIGHLIGHTS



HEAD OFFICE: Mountain View, United States
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: athenascope.com
EMAIL: support@athenascope.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Esports
TAGS: News / Content, Social Media

SUMMARY
 Athenascope enables gamers and content creators to make and share great content with AI assists. Athenascope captures your top gaming moments, automatically highlight videos so you can relive last night's glory and share it with friends. Athenascope was founded in 2018 by the co-creator of Xfire and Meridian 59 (the first 3D MMO). The team includes veterans of Google, Facebook, Microsoft, Salesforce, Zynga, and EA. Athenascope is based in Mountain View, California.

WHAT'S EXCITING
 Using cutting-edge developments in computer vision and artificial intelligence, Athenascope analyzes gameplay and automatically surfaces the most compelling gameplay moments. The company raised a Series A round from many amazing investors including First Round Capital.

CHALLENGE!

SIMPLIFY TOURNAMENT MANAGEMENT

HEAD OFFICE: Indianapolis, United States
EMPLOYEES: 1-10
ESTABLISHED: 2009
WEBSITE: challenge.com
EMAIL: helpdesk@challenge.com
KEY CLIENTS: Capcom Pro Tour, Overwatch International, Dreamhack, USA Rugby, Red Bull Kumite
RELEVANT SPORTS: Esports
TAGS: E-Commerce, Marketplace, News / Content

SUMMARY
 Challenge debuted in 2009 as a handy bracket generator, not knowing it was the beginning of something much bigger. Today, hundreds of thousands of people trust Challenge for their tournaments, including arcade and PC/console gaming venues, sports organizations, and countless online gamers.



WHAT'S EXCITING
 We're committed to providing an easy to use, reliable service to the gaming community, and we're continually building improvements along the way.

EDGE ESPORTS

THE REAL-TIME INFLUENCER ANALYTICS PLATFORM

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: edge.gg
EMAIL: contact@edge.gg
KEY CLIENTS: N/A
RELEVANT SPORTS: Esports
TAGS: Business Intelligence, Fan Analytics, Sponsorship Analytics

SUMMARY
 Together with an eclectic team of YouTubers, gamers, and designers, we created Edge, the only influencer marketing platform created by creators, for creators. Edge brings influencer marketing into the 21st-century, allowing you to manage smarter, influence faster, and connect further. We've automated the blah so that you can get on with creating even more influencer campaigns.



WHAT'S EXCITING
 Edge makes it easy to manage and mobilise your influencers. We offer automated content validation as part of a suite of tools to bring intelligence to your insights - fit for the 21st century. We're excited to be working on Edge Campaigns for your Twitter, Twitch, Instagram, Facebook, and YouTube channels - create a campaign for all your channels, at any scale.

ESPORTICS

YOUR SPORTS COMPETITION PLATFORM

HEAD OFFICE: Valencia, Spain
EMPLOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: esportsics.com/en
EMAIL: info@esportsics.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Esports
TAGS: Marketplace, Social Media

SUMMARY
 We put technology in the hands of the athlete with all the tools you need. eSportics is a tournament organizing software which makes managing and promoting your competition easy. And if you're a player, welcome to the social network where you can find other players and your next tournament. Now choose - ball or mouse?



WHAT'S EXCITING
 Discover a social network for gamers and organise online gaming tournaments - whether you play in the real world or online we have something that can help you find and connect with likeminded friends.

FRIDAI

THE VOICE ASSISTANT FOR GAMERS



HEAD OFFICE: Berlin, Germany
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: hellofridai.com
EMAIL: isaac@hellofridai.com
KEY CLIENTS: Microsoft, NVIDIA, Startupbootcamp, APX
RELEVANT SPORTS: Esports
TAGS: AI (Artificial Intelligence)

SUMMARY

We made Fridai because we love gaming. Interruptions? Not so much. With so many things demanding your attention – streaming management, media capture, gameplay troubles, and so on – it’s difficult to keep that sacred flow intact. Fridai is a friendly AI companion that sits in the background of your system, awaiting your command. It works with a variety of software and games, and has an ever-expanding library of skills.

WHAT’S EXCITING

Fridai is the future gamers have been looking for. Faced with growing demands from their streaming audiences, ever-more-competitive opponents, and even more immersive game worlds, gamers have enough dragons to slay – admin doesn’t need to be one of them. Fridai handles all the busywork, and lets gamers enjoy their true passion without distractions. Game on.



GAMESCOREKEEPER

ESPORTS DATA, CONTENT AND SOLUTIONS

HEAD OFFICE: Aarhus, Denmark
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: gamescorekeeper.com
EMAIL: contact@gamescorekeeper.com
KEY CLIENTS: Draft Kings, Pinnacle, SG Digital, Grid, eGamers
RELEVANT SPORTS: Esports
TAGS: Business Intelligence, Official Data Provider

SUMMARY
 GameScorekeeper was founded in early 2016 with a vision of bringing fast, reliable and accurate esports data to all applications of the esports world - whether it be mobile live scores, deep match analysis, media content or online betting. Today GameScorekeeper delivers esports data and content solutions to some of the leading players in the esports market. Our clients range from betting operators to media companies and fantasy leagues.



WHAT'S EXCITING
 With extensive coverage of the biggest esports, CS: GO, League of Legends, Dota2 and VALORANT, we account for more than 85% of the total esports viewership. We collect data from more than 30,000 matches and cover more than 1,100 leagues and tournaments every year. And our esports coverage grows constantly.

LEARN2PLAY

FULL RANGE SERVICE DELIVERY IN THE FIELD OF ESPORTS

HEAD OFFICE: Limassol, Cyprus
EMPLOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: l2p.game
EMAIL: info@l2p.game
KEY CLIENTS: Google, Microsoft, AWS, Forbes, RTP Global
RELEVANT SPORTS: Esports
TAGS: AI (Artificial Intelligence), Business Intelligence

SUMMARY
 Learn2Play is an international eSports EdTech company offering gamers a platform to improve their skills, which make use of AI and ML technology building a personal educational track for each user, combining individual post-match feedback, meta tactical insights, video lessons made by PRO players and in-game tasks into a solid solution for player's improvement.



WHAT'S EXCITING
 So far, Learn2Play got over 1.5 million subscribed users on its products for 2 games, has analysed over 60 million matches and produced over 2,000 videos. In the near future it is looking to cover another 6 games, and enter 7 new language markets.

MDXD - HYBRO SPORTS

ACTIVE SITTING TECHNOLOGY FOR FITNESS AND ESPORTS

HEAD OFFICE: Sydney, Australia
EMPLOYEES: 1-10
ESTABLISHED: 2015
WEBSITE: mdxd.com.au
EMAIL: mdxd@mdxd.com.au
KEY CLIENTS: St Vincent's Hospital, Sydney, Balmain Hospital, Sydney
RELEVANT SPORTS: Applicable across all sports
TAGS: Fitness Tech, Health / Med Tech, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY
 MDXD is developing active sitting technology to enable simulation of overground walking and running for the users of electronic devices. Our products such as Cyber-steppers target several markets ranging from the healthcare to video games. They allow the user's legs to interact with digital content through movements of the pedals. The COVID-19 pandemic highlighted the need for new approaches to maintain cardio fitness at home and in isolation.



WHAT'S EXCITING
 Electronic sports (esports) is competitive playing of video games by sitting players. In contrast, popular traditional sports such as soccer are based on overground running. Our Cyber-steppers enable simulation of running while sitting, so that allowing athletic contribution to playing esports. This is the new approach of merging traditional sports and esports through playing sport video games by hands and feet.

MISSION CONTROL GG

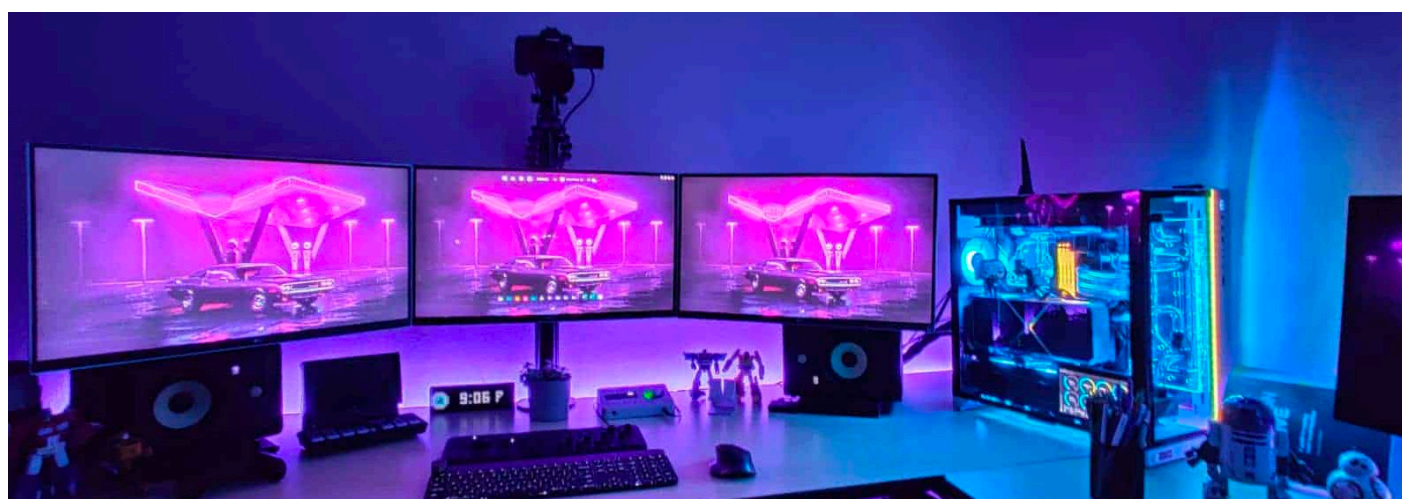
GATHERING COMMUNITY THROUGH RECREATIONAL ESPORTS



HEAD OFFICE: St. Louis, United States
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: missioncontrol.gg
EMAIL: support@missioncontrol.gg
KEY CLIENTS: N/A
RELEVANT SPORTS: Esports
TAGS: Fan Analytics, Marketplace

SUMMARY
 Mission Control is a mobile app where gamers can join recreational eSports leagues, similar to their local adult softball league or college intramurals but for video games. Gamers can choose to join a league of just friends or decide to compete in a league hosted by a local organization. Mission Control manages the league schedule, validates scores, and determines the champion while also serving as a forum for league members and friends.

WHAT'S EXCITING
 Mission Control was founded by Austin Smith, Byron Abrigg, and Brandon Smith. To each of them, gaming was not only an entertaining activity, but also a building block to the special relationships they had with each other - whether college roommates or brothers. While some view gaming as lazy or esports as intense competition, they saw video gaming as a reason to gather together. They created mission control to help other communities gather together, too.



PLAYPULSE

TURNING EXERCISE INTO A GENUINE GAMING EXPERIENCE



HEAD OFFICE: Oslo, Norway
EMPLOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: playpulse.com
EMAIL: hello@playpulse.com
KEY CLIENTS: Friskis & Svettis, Stockholm, Sweden
RELEVANT SPORTS: Esports
TAGS: Fitness Tech

SUMMARY
 Playpulse turns physical activity into genuine video gaming. The stationary bike becomes the gaming console, on which multi-player video games create an immersive experience where the user is having so much fun that they forget they're exercising. Coming out of scientific research from the leading Norwegian tech university (NTNU), the team has a PhD level on the tech side and a proven entrepreneurial track record.

WHAT'S EXCITING
 Follow our newsletter for some news that is still kept secret - launching soon!

REPABLE

LIVE GAMING MEASUREMENT AND INSIGHTS



HEAD OFFICE: Toronto, Canada
EMPLOYEES: 1-10
ESTABLISHED: 2015
WEBSITE: repable.com
EMAIL: founders@repable.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Esports
TAGS: Business Intelligence, Fan Analytics, Sponsorship Analytics

SUMMARY
 Repable is an analytics company that is focused on the gaming industry. Repable provides broadcasters, teams, and enterprises with analytics and insights about the gaming and streaming industries to understand the financial and social impact of their interactions with their fans and public. Repable was founded by Sean Power and Heather AnneCarson in September 2015. And it is based in Toronto, Ontario.

WHAT'S EXCITING
 Repable specializes in multi-platform social and broadcast measurement. We provide comprehensive insight on the game titles, streamers, teams, and tournaments followed by a global audience. We are constantly innovating with our partners at game studios, publishers and esports teams and organisations to deliver real value and insights backed by data.

RIVAL ESPORTS

GLOBAL AI ESPORTS RANKING & SCOUTING



HEAD OFFICE: Toronto, Canada
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: rival.ai
EMAIL: james@rival.ai
KEY CLIENTS: CS Go, League of Legends, Overwatch
RELEVANT SPORTS: Esports
TAGS: AI (Artificial Intelligence), Business Intelligence, Sponsorship Analytics

SUMMARY
 Rival.ai is an artificial intelligence company, enabling global Esports ranking & scouting. Utilizes real-time tactical analysis to provide players with insight & incentive rewards. Multi-platform global ranking system for the gaming industry bringing innovative brand engagement opportunities to Esports.

WHAT'S EXCITING
 Rival-ai utilizes proprietary machine learning systems to provide first-party data based on the action on screen; interpreting, analyzing & reporting sophisticated game information to the people that need it. We believe that this is the framework for the most advanced gaming platform focused exclusively on improving performance, ranking players against the world's best & optimizing the climb to the professional levels.

ZAR

AI COACHING PLATFORM FOR GAMERS



HEAD OFFICE: San Fransisco, United States
EMPLOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: zar.gg
EMAIL: team@zar.gg
KEY CLIENTS: League of Legends (Riot Games)
RELEVANT SPORTS: Esports
TAGS: AI (Artificial Intelligence), Video Analytics

SUMMARY
 Zar is an AI coaching platform for esport gamers. We use explainable AI methods and data analytics to provide players with personalized and optimized training programs. Players of any skill enter a progression system in which they get real-time coaching - on screen as they play - complete challenges, unlock achievements along the way, and share their accomplishments with their peers.

WHAT'S EXCITING
 Esports are complex, highly competitive and paved with more frustrating moments than rewarding ones. Millions of enthusiastic fans are also hopeful amateurs and harbor dreams of being the next up-and-comers. However, today they have no one and nothing to help them improve and achieve themselves in the long run. Zar is their one-stop training platform that makes any player great, and unlocks peak competitive gaming to more than 300 million esport fans.

KEY PUBLISHERS

| PUBLISHER | OWNERSHIP (FULL OR PARTIAL STAKE) | NOTABLE TITLES |
|--------------------------------|---|---|
| Tencent Games | <ul style="list-style-type: none"> Grinding Gear Games Miniclip Riot Games Glu Mobile Bluehole Epic Games Activision Blizzard Ubisoft Paradox Entertainment Supercell | <ul style="list-style-type: none"> League of Legends Clash of Clans PUBG Fortnite |
| Sony Interactive Entertainment | <ul style="list-style-type: none"> Naughty Dog Psygnosis Limited Eidetic Games Incognito Entertainment Guerilla Games Zipper Interactive Sucker Punch Productions Media Molecule Sigil Games Online Evolution Studios | <ul style="list-style-type: none"> Uncharted God of War Marvel's Spider-Man |
| Microsoft | <ul style="list-style-type: none"> 343 Industries Compulsion Games Double Fine Mojang Ninja Theory Obsidian Entertainment Playground Games Rare Turn 10 Studios Undead Labs | <ul style="list-style-type: none"> Halo Gears of War Forza |
| Activision Blizzard | <ul style="list-style-type: none"> Infinity Ward Treyarch Sledgehammer Games Raven Software Beenox Demonware King Digital Entertainment Major League Gaming, the leading Esports organization High Moon Studios Vicarious Visions | <ul style="list-style-type: none"> World of Warcraft Call of Duty Diablo |
| Electronic Arts (EA) | <ul style="list-style-type: none"> DreamWorks Interactive Ubisoft Visual Concepts Entertainment Respawn Entertainment PopCap Games Industrial Toys JAMDAT Mobile Firemint Distinctive Software, Inc. Tiburon Entertainment | <ul style="list-style-type: none"> Madden Star Wars Battlefront Apex Legends |
| Nintendo | <ul style="list-style-type: none"> The Pokemon Company Monolith Soft 1-Up Studio Rare HAL Laboratory Intelligent Systems Retro Studios Jupiter Alphadream NDcube | <ul style="list-style-type: none"> Super Mario The Legend of Zelda Pokemon |



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