

DOJO MADNESS

DOJO Madness Launches Real Time League of Legends Coaching App, LOLSUMO, in Korea

Berlin, Germany, May 16, 2017 – DOJO Madness, an esports big data startup based in Berlin, announced today that launch of their real-time League of Legends coaching app, LOLSUMO, in the Korean market. LOLSUMO provides personalized guidance and delivers insights for 700k active users each month. LOLSUMO is the best rated League of Legends app on both the App Store and Google Play, with over 70k ratings.

LOLSUMO has been available in English since April 2015, and the Korean release is the first foreign language version of the app. Utilizing a ‘second screen’ approach, in the form of a user’s mobile phone, League of Legends players looking to improve can track their progress over time and dig deeper into their early, mid, and late game performances to identify their strengths and key improvement areas. LOLSUMO provides users with a bird’s eye view of the entire game and can assist in deciding which lane and which champion is the strongest and also target key timespans to ultimately determine what aspect to concentrate on (farming, kill, participation) to achieve maximum improvement.

Earlier this month, DOJO Madness announced a \$6M funding round, bringing the total amount the company has raised to \$12.75M. The round was led by Raine Ventures, the venture capital arm of The Raine Group, with participation from Kakao’s K Cube Ventures. That capital will be used to further expand DOJO’s data driven products into Asia, starting with the Korean market.

DOJO Madness is led by Jens Hilgers, a twenty-year esports veteran and the founder of ESL, the world’s largest esports company. “South Korea is at the forefront of esports with its large and passionate player and fan base, and its rich esports history. We are incredibly excited to deliver our tools and services to this great esports nation and hope contribute to Korea’s thriving ecosystem. I can’t wait for my next trip to Seoul to hear customer feedback on our Korean SUMO products and enjoy some great LCK matches with our esports friends in Korea,” said Jens Hilgers, the CEO of DOJO Madness.

Asia continues to be a strong region for esports. Last year, esports generated revenues of US\$900 million, with about one-third coming from the Asia-Pacific region, and should produce US\$1.4 billion in 2019, according to SuperData. According to market research firm, [Newzoo](#), one out of every two esports fans this year will be based in the Asia-Pacific region and that followers in Southeast Asia would double by 2019. Korea, with its League of Legends

population [estimated](#) to be 2.5M players strong, is a natural first step when it comes to rolling out LOLSUMO in the region.

"In South Korea, League of Legends has been the most popular esports title for years. Korea is a huge market for LOLSUMO, and entering the region is a big step forward for DOJO Madness. We have no doubt that LOLSUMO will successfully dominate the South Korean market by helping many players who wish to accelerate their learning curve, improve their play, and ultimately, rank higher," said Brian Jang of K Cube Ventures.

About DOJO Madness

DOJO Madness harnesses the power of big data to build tools and services that help players and fans to understand and master their favorite esports games. DOJO's first line of products, the SUMO apps, are virtual coaching apps for League of Legends, Dota 2, and Overwatch. The SUMO apps provide personalized guides and actionable insights based on individualized game data. In addition, DOJO Madness offers a B2B data service and a separate SaaS platform that provides analytics and data visualizations for Counter-Strike: Global Offensive (CS:GO), League of Legends, and Dota 2 professional teams and broadcasters. DOJO Madness has 45 full time employees, and has raised a total of \$12.75M in funding from backers including The Raine Group, March Capital Partners, London Venture Partners, DN Capital, K Cube Ventures, Kristian Segerstrale and the Investment Bank of Berlin (IBB). For more information, visit www.dojomadness.com.

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