

DOJO MADNESS

DOJO Madness Raises \$6 Million Series A II Round Led by Raine Ventures

Esports Startup Seeks to Further Expand Coaching Apps and Services for Casual and Pro Players

Berlin, Germany, April 5, 2017 – DOJO Madness, an esports big data startup, announced today that it has raised a \$6M Series A II round. The capital will be used to further expand DOJO's data driven products, including its SUMO coaching apps, Shadow SaaS platforms and its newly acquired Coaching marketplace, as well as to further support the introduction of the company's products into new regions starting with Southeast Asia. Raine Ventures, the venture capital arm of The Raine Group, led the round with participation from Kakao's K Cube Ventures and existing investors including March Capital and DN Capital. The round brings DOJO's total funding raised to \$12.75 million.

"Raine Ventures is an excellent fit for DOJO Madness because of their specific sports and entertainment focus, as well as their access to Asia," said Jens Hilgers, the CEO of DOJO Madness. "Asia is a key market for us as we continue to execute on further scaling our products, and Raine, with its network of relationships and deep partnerships, will be an invaluable partner to us."

"Many popular esports titles exhibit a very steep learning curve. DOJO's products improve the experience and engagement of players in their favorite games, and as such, are equally of great value to publishers. We couldn't be more thrilled to partner with such an experienced and passionate team," commented Blair Ford, Venture Partner of The Raine Group.

No longer a niche pastime, the global esports audience will reach nearly 400 million in 2017, split equally between devoted esports enthusiasts and occasional viewers. This audience is projected to grow 50% over the next three years, according to market research firm [Newzoo](#).

DOJO's product offerings are rooted in big data and strengthen the broad esports ecosystem. DOJO's growing series of coaching apps have over one million monthly active users. Apps include [LOLSUMO](#), which provides personalized guidance and actionable insights and is the top rated real-time coaching app for League of Legends on both the App Store and Google Play, as well as OVERSUMO and DOTASUMO, which help players master popular esports titles Overwatch and Dota 2. DOJO recently acquired coaching marketplace, Leaguecoaching.gg, adding a human coaching layer to their product offerings. In addition to its coaching apps, 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.

Founded in December 2014 by Jens Hilgers, esports veteran and Founder of ESL, Markus Fuhrmann, co-founder of Delivery Hero, and Christian Gruber, DOJO Madness was recently named one of the top 100 European startups by Wired Magazine.

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.

About The Raine Group

The Raine Group is a global merchant bank focused exclusively on technology, media, and telecommunications. Raine has in excess of \$2.5 billion in assets under management. The firm has offices in New York, San Francisco, Los Angeles, London, and Shanghai. With a global reach, Raine focuses on investment and advisory opportunities where its deep industry experience and unique network of strategic relationships can create value for portfolio companies and clients. For more information visit www.raine.com.

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