

DOJO MADNESS

Esports Startup DOJO Madness Acquires Coaching Marketplace to Expand Data-Driven Tools to Personal Coaches

Co-Founder and Renowned Esports Coach, Weldon Green, Joins Team DOJO as Part of Deal

Berlin, Germany, March 21, 2017 -- Esports big data startup, DOJO Madness, announced today the acquisition of Esports training marketplace, LeagueCoaching.gg, in order to expand their data-driven offerings to include the personal training market. As part of the deal, LeagueCoaching.gg co-founders, Weldon Green and Joshua Hilton, will join DOJO Madness in lead capacities. Weldon Green has vast experience as a professional coach with organizations including Team SoloMid, Counter Logic Gaming, Team Liquid, Fnatic, G2 Esports, and more. Joshua Hilton created the original site, LoL-Coaching.com, in October 2013 and serves as the lead developer.

LeagueCoaching.gg is a marketplace where Esport players, seeking to improve, train their skills through one-on-one and group sessions with paid trainers. Additionally, LeagueCoaching.gg aims to bring scientific sport training methods to Esports with a pioneering certification program for League of Legend's trainers and coaches, with coaching for additional titles coming soon.

DOJO Madness is the industry leader when it comes to using big data to build tools and services that help players and fans to master and understand their favorite Esports games. Their personalized SUMO apps provide guidance and actionable insights for League of Legends, Overwatch, and Dota 2 players. The acquisition of LeagueCoaching.gg, which has 68k students and 24k coaches registered on the platform, adds a human coaching layer that was not previously integrated in DOJO Madness's SUMO products.

"Having access to DOJO's data science team means we will be able to provide coaches with key insights about their athletes, while better assessing coach quality, and also tracking the development of the player, making the entire coaching process more transparent," commented Weldon Green.

"LeagueCoaching.gg's educational expertise combined with DOJO's AI tools are a perfect fit, and their missions could not be more aligned," said DOJO Madness CEO, Jens Hilgers. "We are thrilled to have Weldon and Joshua join DOJO Madness."

About DOJO Madness

DOJO Madness harnesses the power of machine learning to build tools and services that help players and fans to master and understand their favorite Esports games. DOJO's first line of products, the SUMO apps, are real-time 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 SaaS platform that provides analytics and data visualizations for Counter-Strike: Global Offensive (CS:GO) professional teams, League of Legends, and Dota 2. DOJO Madness has 45 full-time employees, and has raised a total of \$6.75M in funding from backers including March Capital Partners, London Venture Partners, DN Capital, and the Investment Bank of Berlin (IBB).

For more information, visit www.dojomadness.com