



Portail d'affaires

Gaming Tournament Platform with a Proprietary Tech Stack

Annonce V74971 mise à jour le 29/01/2024

Description générale

Fiche d'identité de la société

| | |
|--------------------------|----------------|
| Forme juridique | Indifférent |
| Ancienneté de la société | Moins de 5 ans |
| Localisation du siège | Etats Unis |

Résumé général de l'activité

A Technology Company that has become a go-to platform for video gamers worldwide for its unique Gaming Tournament platform, which is entirely proprietary and accessible to everyday gamers rather than just professionals.

Éléments chiffrés

Éléments chiffrés concernant la cession

| En k€/année | 2021 | 2022 | 2023 | 2024 |
|-------------|------|------|--------|------|
| CA | | | 10 000 | |
| Marge brute | | | | |
| EBE | | | | |
| Rés. Exp. | | | | |
| Rés. Net | | | 6 900 | |
| Salariés | | | 10 | |

Positionnement concurrence

Positionnement par rapport au marché

Mouth referrals from happy customers and email and social media marketing campaigns.

Their B2B market is performing exceptionally well, especially with a high contract value of \$15,000. Businesses involved in the gaming industry have taken note of the company's proprietary platform and are eager to attract their loyal fan base. The company is now ready to scale by growing its player community, improving the features of its platform to maintain an edge over competitors, and by collaborating with game developers and content creators to diversify what they offer.

The surging growth of the eSports industry bodes well for this company's future. Valued at \$2 billion globally, the eSports industry is now growing at a massive 26.8% rate through 2030. Thanks to the increased live streaming of games and a rising audience reach for league tournaments, this industry is looking at tremendous growth in the short run.

Points forts

This trademarked brand has strengths that set them apart from competitors. Their custom-built platform is enjoying high profits from both B2B and DTC sales. With an appealingly diverse catalog of games and tournaments to offer, their customer base is intensely loyal, giving the company a 99.9% Retention Rate, with customers on average spending \$9 each month to participate. With an email database of 12,000+ subscribers, their email marketing campaign is effectively leveraged for targeting customers in several ways, including through specific games, promoting events, attracting new users, and promoting partner events. The company also has become skillful at partnering with pro gamers to boost their user base through live streaming services. The brand now works with professional streamers to promote their brand, tournaments, and future engagements.

Infos sur la cession

A propos de la cession de cette entreprise

| | |
|------------------------------|------------------------------------|
| Type de cession envisagée | Majoritaire |
| Raison principale de cession | Changement d'activité du dirigeant |
| Prix de cession | 20 300 k€ |

L'immobilier n'est pas compris dans la cession.

Profil de repreneur recherché

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|------------------|---|
| Profil recherché | Personne physique ou morale ou fonds d'investissement |
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