



# MOBALYTICS Fact Sheet

Analytics for Competitive Gamers

## Basics

- Founded: 2016
- Founders: Amine Issa, Bogdan Suchyk and Nikolay Lobanov
- Last funding round: Oct 2021, Series B
- Rounds raised: 2
- Investors: Network VC, Almaz Capital, Cabra VC
- Secondary investors: HP Tech Ventures, General Catalyst, GGV Capital, RRE Ventures, Axiomatic and T1 Esports

## Traction (KPIs+)

- MAU: 5,384,832
- WAU: 2,016,435
- Growth rate: 36.58% (m/m) a/o Q1 2020
- Subscription retention: 86.1%
- Avg CPM: \$1.88
- Paid impressions: 17.5M
- 30 day retention: 38.91%
- Avg daily time using: 1hr 50min

## Product

- Products offered/product features:
  - Mobalytics' product is an interactive e-sports companion that has all the game knowledge players need, personalized based on skill level and performance data
  - Mobalytics provides gamers with personalized recommendations before, during, after, and between the games
- Game genres covered:
  - Multiplayer Online Battle Arena (MOBA)
  - Trading Card Games (TCG)
  - Autobattlers
  - First Player Shooter (FPS)
  - Battle Royale
- Unique advantage:
  - Strength in depth of tech, scalability, personalization, education, AND recommendations
- Possible improvements:
  - Broader game library (titles and genres)
    - i.e. Racing games, puzzle games
  - Strategy analytics across/between games

## Goal

- To help all gamers achieve their full potential while maximizing enjoyment of their favorite games

## Business Model

- Business model (how do they make money?):
  - Subscription costs - 65.5%
  - Ads - 28.4%
  - Pro team contracts - 6.0%
  - Strong meta tracker / knowledge bases lead many potential consumers to the site organically (giant user acquisition engine) - lack of marketing costs
  - Partnerships with hardware manufacturers, professional teams, and game publishers
- Plans on ways to increase revenue:
  - Expand to new games
  - SEO expertise
  - Introduction of new premium features

## Notes & Open Questions

- What current research does Mobalytics have on the P2E landscape?
- What metrics are used in this space? What are their baseline levels and what effect do we have?