

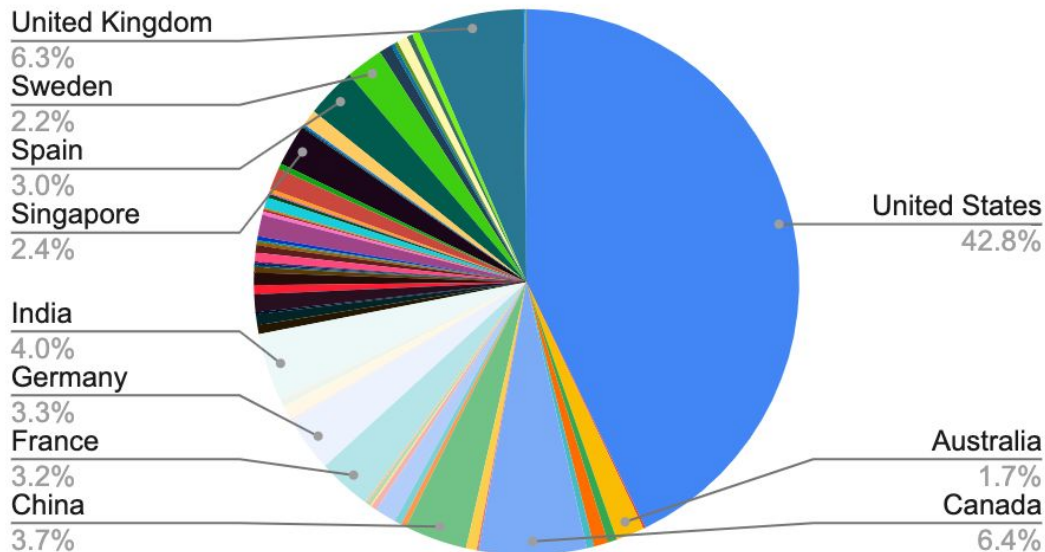
Analytics Report

Lexi Fogel | January 2023 | Mobalytics

What does the data tell you about locations where e-sports companies are concentrated?

- Market is very much so based in the US (42.8%)
 - Top states
 - CA
 - NY
- Other top players: UK, Canada
- Other big players but less so than anticipated: China, India

Company count by HQ location



What factors are highly correlated with funding amount?

- Correlations run involving funding amount are summarized below

Independent Variable	Dependent Variable	Correlation Coefficient	Meaning
Total funding	Revenue range	0.383135292	Weak positive correlation between companies' total funding and their current revenue range. Thus funding is likely not the biggest factor in company success. Shows that the industry is easily dominated with innovative products; this makes sense since it's a new and underdeveloped space.
Total funding	IPO status	-0.347642121	Weak correlation between companies' total funding and their IPO status (public/0 or private/1); however, public companies tend to generate more funding (makes sense, public usually = larger scale projects).
Number of funding rounds	Total funding	0.143334616	Only a weak positive correlation between the number of funding rounds raised and companies' current total funding. Thus funding occurs at a diverse range of volumes (sometimes rounds are huge and sometimes it's one investor).
Total funding	Number of employees	-0.105662687	Not a significant correlation between companies' total funding and their current number of employees. Size of organization does not necessarily indicate scale of input resources. Thus quality of employees is key and quantity is less relevant in this niche industry.
Total funding equity amount	Revenue range	0.383593446	Weak positive correlation between companies' total equity funding amount and their current revenue range. Same takeaway as above: resourcefulness does not imply success. Even for established companies (get equity funding), success is not that predictable.

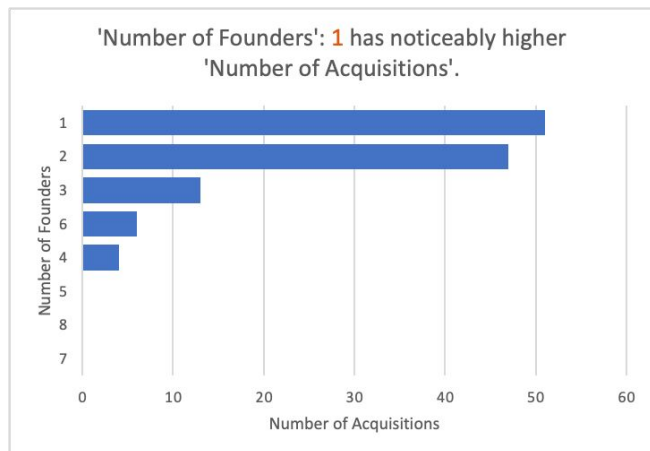
What factors are able to predict growth or traction? (growth indicators like revenue, acquisition, or funding amount)

- I honestly had a very hard time finding an answer to this!
 - Many variables I wanted to look at were essentially unusable due to format problems and missing data
- Findings (not on previous slide) are summarized below

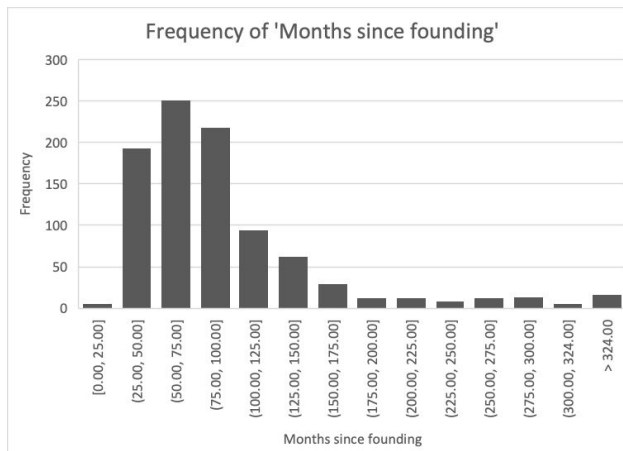
Independent Variable	Dependent Variable	Correlation Coefficient	Meaning
Revenue range	Crunchbase ranking	-0.113599478	Not a significant correlation between companies' current revenue range and their assigned Crunchbase ranking.
Months since founding	Revenue range	0.28869319	Weak positive correlation between companies' length of operation and their current revenue range. Same takeaway as top row previous page: product differentiation is key! Being early to the market doesn't mean anything if the product is not unique.
IPO status	Revenue range	-0.066901574	Not a significant correlation between companies' IPO status and their current revenue range. Public and private companies have comparable successes.

Are there any other conclusions or insights from this data that you found interesting? Any insights about the market, locations, investors, growth, regions, etc. that this startup is able to tell?

- Other random findings are documented here (1/3)



Companies with less founders are acquired significantly more



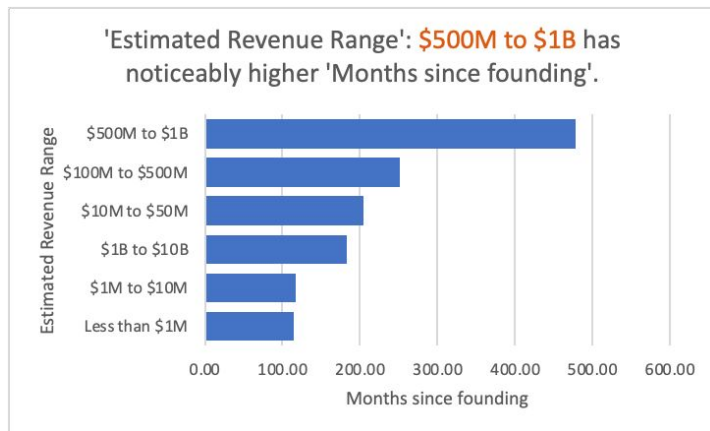
This is a very new space! Majority of companies have existed for 10 years or less

Row Labels	Count of Organization Name
Private	97.68%
Angel	5.47%
Convertible Note	2.16%
Corporate Round	1.99%
Debt Financing	2.32%
Equity Crowdfunding	1.49%
Grant	1.82%
Initial Coin Offering	1.00%
Non-equity Assistance	1.99%
Pre-Seed	13.10%
Private Equity	1.66%
Product Crowdfunding	0.17%
Secondary Market	0.33%
Seed	34.83%
Series A	10.95%
Series B	3.65%
Series C	1.00%
Series D	0.33%
Undisclosed	1.49%
Venture - Series Unknown	11.94%
Public	2.32%
Post-IPO Debt	0.17%
Post-IPO Equity	1.49%
Post-IPO Secondary	0.17%
Secondary Market	0.17%
Series C	0.17%
Venture - Series Unknown	0.17%
Grand Total	100.00%

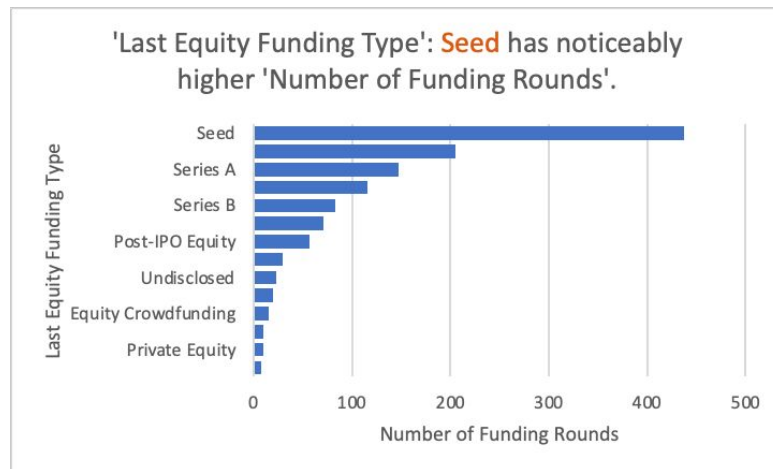
Insight into funding distributions

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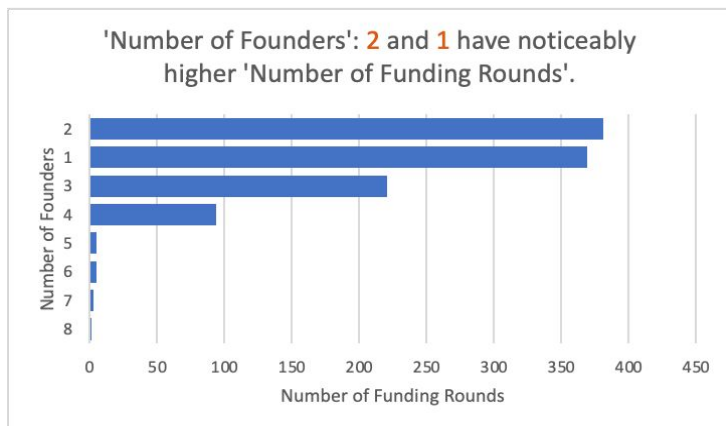
Companies that have lasted the longest tend to make between \$100M and \$1B! There's a lot of money in this market, especially given its short existence



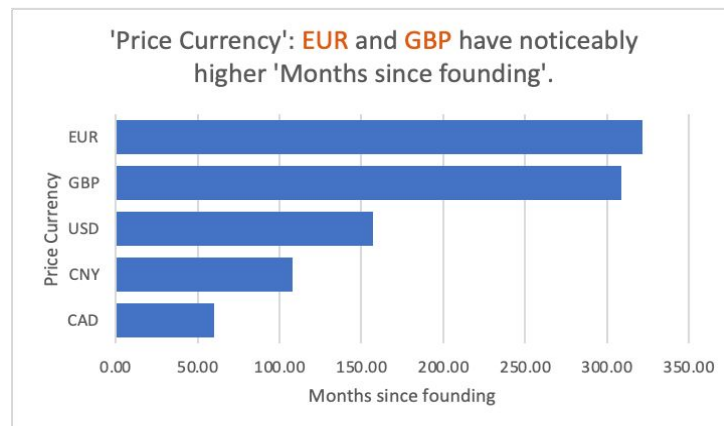
More innovative ventures (most likely to be equity funded in earlier stages such as seed and Series A/B) tend to get funding over more, smaller rounds relative to their more mature competitors

Are there any other conclusions or insights from this data that you found interesting? Any insights about the market, locations, investors, growth, regions, etc. that this startup is able to tell?

- Other random findings are documented here (3/3)



This is interesting, kind of makes sense— the less people involved in a project, the more passion we anticipate each having (passion correlates positively with ownership) and thus the more effort individuals will put into its success / fundraising ?



Presumably the US market is all USD? If this is true, Europe has been involved in the market twice as long, which is shocking because given how little a presence they have now