

Digital Sports Arena prepares to launch Gameday Live

DSA is a new games design studio based in Dundee founded by a veteran BAFTA award winning team of video games executives with a proven track record of delivering multi-million selling sports game franchises.

DSA's launch title is Gameday Live, a groundbreaking massively multiplayer football management simulation which features real world players, accurate statistics, a best in class match engine, and a strong focus on the emerging eSports sector. As a lifestyle product for football fans, Gameday Live has been designed to take advantage of modern mobile



devices whilst promoting a free-to-play business model, thus removing barriers to entry and maximising potential user acquisition and in-game purchase revenue.

EOS Technology Investment Syndicate (EOS) has announced the completion of a £250k investment in DSA. The investment was negotiated last December and was completed in two tranches – £150k SEIS in January 2015 and a £100k EIS tranche in November 2015. EOS led the deal and provided the majority of the funds, but was joined by some members from the Equity Gap angel group.

The initial seed funding secured from EOS was used to establish the studio, bring the team together, and develop the branding. Gameday Live has been in development throughout 2015 and is nearing closed Beta testing prior to a global launch on the app stores in Q2 2016.

DSA intends to capture a slice of the £2.8 billion sports video games sector along with associated major revenue streams such as in-app purchases, advertising, sponsorship, in-game wagering and in the longer term, big data opportunities.

DSA will be seeking a further £300k round in Q1 2016 to fund the initial launch of Gameday Live, followed by a Series A round in early 2017 to accelerate global expansion. The company is in early discussions with London and US investors.

For further information contact:

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Company

Company: Digital Sports Arena
Incorporated: December 2014
Location: Dundee
Sector: games design

Deal data

Deal date: 13 November 2015
Amount: £250k
Investors: EOS Technology Investment Syndicate,
members of Equity Gap
Advisers: Thorntons Law LLP