



Deal Date	January 2015 & November 2015
Company	Digital Sports Arena Limited
Location	Dundee
Sector	Games Design
Total	£250,000
Investors	EOS Technology Investment Syndicate (Lead) & members of Equity Gap
Advisers	Thorntons Law LLP



EOS Technology Investment Syndicate (EOS) is delighted to announce the completion of a £250,000 investment in a new games studio based in Dundee – Digital Sports Arena (“DSA”). The investment was negotiated last December and was completed in two tranches – £150,000 SEIS in January 2015 and a £100,000 EIS tranche in November 2015. EOS led the deal and provided the majority of the funds, but was joined by some members from Equity Gap.

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.

The initial seed funding secured from EOS was used to establish the studio, bring the team together and develop the branding. The launch title - Gameday Live - has been in development throughout 2014 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 and is in early discussions with London and US investors.

For further information contact:

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