

# Mobalytics Raises \$11.25M Series A to build world's best personal gaming assistant

**LOS ANGELES, July 22nd, 2020** -- Mobalytics ([mobalytics.gg](https://mobalytics.gg)), personal gaming assistant and analytics platform dedicated to helping video game fans master their favorite titles, announced it has raised \$11.25 million Series A led by Almaz Capital and Cabra VC. The other investors participating in the round include HP Tech Ventures, General Catalyst, GGV Capital, RRE Ventures, Axiomatic and T1 Esports.

With the influx of capital, Mobalytics will expand into further development of its gaming assistant through better analytics and personalization. They will also continue to fulfill their original goal of expanding their product offerings into new games. The company plans to increase its engineering force, and hire additional product experts in the next six months.

Mobalytics won TechCrunch Disrupt in 2016 and then launched their first private beta for League of Legends (LoL). One of the most popular games globally, LoL has more than 115M monthly active players who had an estimated spend of \$1.5B in 2019.

They have expanded beyond LoL and built resources to assist players in four different game genres: [MOBA's \(League of Legends\)](#), [Auto-battlers \(Teamfight Tactics\)](#), [Trading Card Games \(Legends of Runeterra\)](#) and [First Person Shooters \(Valorant\)](#).

"Our team has spent countless hours building and testing the GPI (Gamer Performance Index), which allows us to analyze a player's performance by building a robust understanding of their strengths and weaknesses. This means players get better at their favorite games," said Bogdan Suchyk, founder and co-CEO/Warchief of Product at Mobalytics. "We are ready to combine our technology and new resources to further personalize and level up the player experience."

Mobalytics has already established relationships with the best professional Esports organizations, like Team Liquid, Golden Guardians, T1 and helped professional teams as a go-to scouting resource.

In 2019, Mobalytics became the official data partner for Riot Games, LSC Scouting Grounds, and also launched first of its kind eye-tracking data analysis for Esports in a partnership with Tobii.

"Today, we are very excited to be working with teams like T1 and learn from elite staff and players like Faker and Brax, and elevate the way they train," said Amine Issa, founder and co-CEO / Warchief of Science at Mobalytics. "Our goal is to understand the professional players and create an aspiring role model for every player that wants to level up their game."

"All of our players, coaches, and teams across the T1 portfolio rely on in-game analytics, which is why we thought it was so important to invest in Mobalytics," said Joe Marsh, CEO of T1. "We

are especially excited to collaborate with the Mobalytics team to help build new training programs and tools for Valorant so we can continue to see talent develop and grow within Riot's new title."

"Being an early investor Almaz Capital has supported Mobalytics through every step of its growth from one game into multiple game genres," said Daniil Stolyarov, Partner at Almaz Capital. "We were excited to see how the team was able to do that and created a blueprint for scaling between games."

"We believe that Mobalytics is suited not only to help regular gamers get better but also to help game publishers improve new player onboarding," added Alexey Alexanov, General Partner at Cabra VC. "A gaming assistant would make it easy for new and returning players to learn and master their favorite games, and that can directly impact player engagement, retention, and a publisher's bottom line."

### **About Mobalytics**

Winners of TechCrunch Disrupt Battlegrounds and founded in 2016, Mobalytics is the leading analytics platform and personal gaming assistant dedicated to helping video game fans master their favorite games. Mobalytics partners with leading game publishers and esports organizations to leverage its patent-pending Gamer Performance Index (GPI) technology to analyze in-game data to improve player performance. Mobalytics investors include some of Silicon Valley's VC elite and professional Esports organizations. For more information or to register for your free account, please visit [www.mobalytics.gg](http://www.mobalytics.gg).

### **About Almaz Capital**

Founded in 2008, Almaz Capital is a global VC fund investing in early-stage, capital-efficient technology companies in high-growth sectors. Almaz Capital has a unique model with the physical presence and network within the Silicon Valley ecosystem and Europe, helping bridge companies from emerging tech regions to the global marketplace and building strong capital-efficient engineering teams across different geographies. Almaz Capital focuses on disruptive deep tech companies in b2b software space, including AI/ML and Blockchain applications, IoT and Edge Computing Enablers, Cybersecurity, etc. For more information, please visit: [www.almazcapital.com](http://www.almazcapital.com)

### **About Cabra VC**

Cabra VC is a venture capital firm focused on subscription-based startups in the USA and India. Founded in 2016 by Shukhrat Ibragimov, Alexey Alexanov and Vladimir Cherepov Cabra VC invests in early-stage post-revenue companies and support young teams to grow rapidly. The company's preferred domains are BigData, AI, ML, NLP, Bots, and Automation Software. Cabra VC General Partners are available in the Bay Area (USA), in Delhi, Mumbai & Bangalore (India) as well as in Europe.

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