



The Sports Playmaker, Stellwagen Ventures source capital funding for sports start-ups

By Martin Ross

December 9, 2020

The Sports Playmaker, the UK-based sales, consultancy and investment agency, has formed a tie-up with Stellwagen Ventures, the US-based global advisory firm working across various sectors, to source growth capital for start-ups in the sport and entertainment sectors.

The portfolio of over 25 investment opportunities spans four continents and includes new challenger rights-holders, data and fan engagement technologies, new experiential venues, esports companies and digital content providers.

Launching the project, The Sports Playmaker and Stellwagen Ventures, both founded this year, said that they are “on track to have one of the fastest-growing investment portfolios in the sports and entertainment sector”.

The investments in the start-up companies range from £250,000 (\$335,000/€277,170) to up to £45m.

Jay Greene, managing director of The Sports Playmaker, said: “We’ve seen a tremendous amount of innovation, creative entrepreneurs, and established businesses all trying to raise funding to accelerate growth. Together with Stellwagen Ventures, our vision and passion are squarely aligned to take advantage of the billions of dollars of liquidity in the market.



“We have done months of due diligence to unearth some unique investment opportunities. We’re beyond thrilled to share our collective portfolio of clients who are solving market needs and pushing new boundaries to develop their respective industry.”

Matthew Baxter, co-founder and managing director of Stellwagen Ventures added: “With numerous investment opportunities across sports, data, tech, gaming, music and entertainment, we are excited to be partnering with The Sports Playmaker. Their early proven track record is a perfect match for us, and I have no doubt we are stronger together.

“Stellwagen Ventures looks forward to a long bright future with The Sports Playmaker, together driving countless start-ups forward and scaling our respective businesses.”