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The Sports Playmaker & Stellwagen Ventures Announce Strategic Partnership

By Sport Industry Group

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Sales, consultancy and investment agency, The Sports Playmaker, has signed a new strategic partnership with global venture firm Stellwagen Ventures to create a transatlantic advisory service to help businesses in the sport and entertainment sector source funding to accelerate their growth plans.

The partnership sees The Sports Playmaker's Jay Greene and Ben Speight join up with Matthew Baxter and Jeff Walker of Stellwagen Ventures, and will give start-ups across the sector the opportunity to leverage the combined experience of the two companies.

At launch, the partnership brings together nearly three dozen investment opportunities spanning four continents throughout areas like sport, data, fan engagement and esports.

"We've seen a tremendous amount of innovation, creative entrepreneurs, and established businesses all trying to raise funding to accelerate growth," said Jay Greene, Managing Director, The Sports Playmaker.

"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."