



MarketConnect Overview

The company is a leading data activation platform with deep expertise unlocking the value of data across a number of sports franchises, including MLB, NBA, NHL, and racing. Their “no code” data activation platform allows customers to leverage their existing customer data to drive new revenue with improved customer insights. Their pre-built integrations include most industry standard advertising, marketing, sales and fan platforms (CRM), combined with simple tools allow non-technical employees to search, identify, activate, and monetize their marketing campaigns. Clients now have the tools to drive revenue without the addition of expensive and overly complicated CDPs (Customer Data Platforms).

The California-based company of 60+ employees, founded by ex-Googlers, understands how to reach your fans with deep experience working with Google BigQuery, Snowflake, Amazon Redshift, Azure, and more. Having recently completed a partnership with a well-known private equity firm, they are well positioned to continue to innovate and simplify the data activation process for sports franchises and other lines of business.

The company has three offices across the US and Canada. While they provide services to enterprise customers in many verticals, they understand unique sports challenges in integrating ticketing data and unstructured fan-data aggregated in a cohesive single fan view model to give teams visibility across numerous sources in a secure architecture without a heavy reliance on internal technical expertise.

Whether your team is a professional sports franchise, amateur, or collegiate organization, having the tools to better understand your fans, while maximizing the value of your relationship, is now within your reach.

1D – Technology Readiness

- ✓ **Medium Risk – Technical Know-How Required**
- ✓ **Requires little to some insight into data, analytic processes, etc....**
 - Results are easily demonstrable
 - Moderate level of data handling or know-how
 - < 4 hours of training required
 - Basic database understanding required
 - Cloud abilities useful
 - Peer reviewed sources available
 - Integration with industry standard products is well-defined

2D - Business Maturity

Well-accepted, established business subscription model, and well-designed product matrix.

- ✓ Solid Company, with strong Growth Rate
- ✓ VC & Internally Financed
- ✓ Staff Expertise from technology leading firms
- ✓ Great sports references, from industry leaders

3D - Market Position

Product uniqueness vs market acceptance. We scored this product as “**Mildly**” unique as the lexicon and applications are used in other business verticals. The product and company are fast moving with a market temp of “**Hot**” due to the company’s dozen or more existing sports rights customers, we scored them as a “**Glider**”.

