

STELLA EOC

Equity fundraising
for Kwiff
(Eaton Gate Gaming)

2018

Kwiff: Next generation mobile sports betting app

“It was an easy decision to choose Stella EOC again to support us in our latest fundraise. What differentiates Stella EOC from other financial advisors is that they take the time and effort to properly understand their client’s business and that really shines through in investor meetings. We are delighted to have once again worked with the Stella EOC team and once more to have exceeded our initial fundraising target.”

Philip Löfgren CEO at Eaton Gate Gaming

Founded

2015

Product

Sportsbook 2.0

Employees

60

Headquarters

London, UK

How sports betting would look if it was invented today

Kwiff is a native mobile sports betting app available in the United Kingdom on both iOS and Android, founded in 2015 by industry veteran Anders Ström (founder of Unibet and co-founder of Kambi), with more than 20 years of experience in the gaming market.

With the aim of challenging the way players bet on sports, Kwiff combines an innovative UX/UI platform, proprietary fully automated technology, user data and external sports feeds to create a truly unique experience.

It offers a bespoke and intuitive mobile-only gaming solution that brings casinofication and instinct to the sports betting industry, and ultimately yields higher audience engagement. Kwiff allows its users to place a bet in only 3 clicks, all odds can be randomly supercharged (“kwiffed”) when a bet is placed, and all content is tailored to each customer based on their behaviour.

Equity financing to support Kwiff’s growth

Following a Series B financing round together with Stella EOC in April 2017, Eaton Gate Gaming retained Stella EOC again to raise additional capital and accelerate Kwiff’s development.

In May 2018, undisclosed new investors (alongside existing shareholders) participated in an equity fundraise.

The proceeds of this transaction will be used to drive the marketing strategy and brand awareness campaigns for Kwiff, as well as to continue investing in R&D to always be at the forefront of product development.

Stella EOC acted as sole advisor to Eaton Gate Gaming.