

From the Minneapolis / St. Paul Business Journal:

<https://www.bizjournals.com/twincities/news/2018/01/18/spots-tech-startup-sportsdigita-to-expand-after.html>

Sports-tech startup Sportsdigita to expand after landing venture-capital deal

Jan 18, 2018, 12:38pm CST

Tech company Sportsdigita will ramp up hiring after closing on a round of funding led by Peak6 Sports, a Chicago-based venture capital firm.

Minneapolis-based Sportsdigita makes Digideck, a software application that sports teams use to create and share sales pitches with prospective digital sponsors. The company's clients include major sports teams such as the Seattle Seahawks and Los Angeles Lakers.

Sportsdigita plans to stay in the sports game, but it also will put its recent funding round toward expanding into other markets, said CEO and founder Angelina Lawton.



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Angelina Lawton, CEO and founder of Sportsdigita

Sports teams have already indirectly helped sell the company's software to other types of businesses, she added. When teams use Digideck for a sales pitch, the business executives who watch the pitch often leave meetings interested in the software.

"People are so tired of PowerPoint," she said. "When they get presented on something different, it catches their attention."

Non-sports clients the company now serves include Salesforce and Dick's Sporting Goods.

Lawton, a former senior vice president of corporate communications for the Tampa Bay Lightning, declined to disclose the size of the investment from Peak6. Matt Hulsizer, who previously co-owned the Minnesota Wild, is a co-founder of the investment firm.

Sportsdigita has about 26 employees and Lawton expects that number to grow to about 40 by the end of the year.

Lawton self-funded Sportsdigita through its round of funding. She said the company has grown to a point where it is a less-risky investment opportunity for outside investors.

Sportsdigita doesn't disclose its revenue. However, Lawton said sales doubled in 2017 compared to the previous year.

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