

# Company Profile

## Virtually Live



Donald Monson



### Website

[www.virtuallylive.com](http://www.virtuallylive.com)

### Industries

Media and entertainment  
Virtual reality/live e-sports

### Founder

Tectus Group  
W Investments

### Foundation year

2008

### Legal form

Limited liability company

### Headquarters

Zurich, Switzerland

### Key executives

Markus Tellenbach, CEO  
Bruno Valsangiacomo,  
Executive Chairman  
Jamil El-Imad, Chief Scientist  
Jesús Hormigo, CTO  
Andrew Felder, CFO  
Mikko Kähärä, CMO

### Number of employees

60

### Past funding

Investment to date >EUR 20 mn

Live Sports and eSports converge when everyone is invited to participate and compete with the pros in the ultimate fan experience virtually live at real-world events.

### Product

Virtually Live is a next-generation eSports platform with real-time, data-driven sports replication technology that invites users to compete live with the pros in real-world events. The eSports platform enables users to interact and share profiles and content within the platform. With offices in Zurich, Malaga, San Francisco, and Singapore, Virtually Live creates a fully-immersive and interactive experience for fans to consume and participate virtually in live events across multiple devices and platforms. All events are created in computer-generated imagery (CGI) and visualized via data gathered and processed through Virtually Live's proprietary machine learning algorithms and rendering system. The first product, Virtually Live Ghost Racing, has been developed in partnership with the ABB FIA Formula E Championship, the world's pioneering electric street racing series. Virtually Live puts fans at the center of the action and in full control to consume and curate on races, allows users move around the most iconic FE tracks, qualify for races, and even race alongside the real pilots live.

### The market

Virtually Live targets the global eSports market, having a unique proposition as being the sole game application, available across multiple devices, which merges live sports with eSports. The global gaming market is estimated at USD 115 bn within which the Racing Game segment has an estimated value of USD 5 bn, in addition, the global motorsports revenue exceeds USD 30 bn. The E-sports market is set to exceed USD 2 bn and 500 mn participants by 2021.

### Fundraising plans (next 12 to 24 month)

Virtually Live seeks to raise EUR 20 mn to EUR 25 mn fund the go-to market of its product during Season 5 of the Formula E championship starting on December 15 in Riyadh, Saudi Arabia. The funding is to cover the global roll-out of our product and further development of Virtually Live.

### What are the venture's key achievements to date?

Virtually Live has tested and perfected its unique sports platform over the past three years, working in cooperation with its partners Formula E, FIA, and Magneti Marelli, enabling a user to produce live content, engage in the live race in CGI enabling to view the race/consume the experience within the virtual world, and share and post the experience with friends and ultimately participate in the Live Formula E Race by effectively being the driver of car no. 23 in the Formula E field during the live race.

### What are the plans for future development?

Virtually Live platform with its patented technology can be scaled by deepening its motorsports presence, being in talks with further racing series such as the World Rally Championship and Extreme E as well as by expanding in other sports such as golf, tennis, and football.