

# Gamercraft's \$5M Seed Financing



JULY 2023

Galaxy Investment Banking served as Gamercraft’s exclusive financial advisor.

Gamercraft raised \$5M, concluding a well received financing round buoyed by investor excitement around the Company's technical capabilities, user traction, and revenue generation. Investors showed significant confidence in the business' growth plans and market leader potential.

The company plans to use the proceeds to expand engineering & platform capabilities, accelerate the launch of new game types in 2024, and expand growth marketing efforts.



Gamercraft has established itself as a leader in skill-based competitive gaming, forming new markets around complex, highly strategic, player-versus-player (PVP) games. Utilizing AI and blockchain, Gamercraft's proprietary systems analyze over 700 data points per minute, ensuring unrivaled precision and fairness. This robust model enables defensible, hyper-localized features such as AI-driven player coaching and development, revolutionizing the competitive skill-gaming landscape.

The Company previously raised a pre-seed round from angel investors, including the co-founders of gaming hardware manufacturer Alienware (acquired by Dell in 2006).

## Capabilities

- Skill-Based Matchmaking
- AI-powered Anti-Cheat
- Gaming KYC & Identity
- AI Player Development Tools

## Integrated Games



## Galaxy’s Advisory Role

- 001 Conducted comprehensive due diligence and delivered thoughtful guidance around the financial model, business narrative, and investor presentation
- 002 Leveraged industry insight and feedback from Galaxy Interactive to further refine Gamercraft’s story prior to market launch
- 003 Targeted investor outreach to high-quality names across the Web3, blockchain, and gaming space
- 004 Initiated key commercial partnerships for the company through introductions to strategic investors and corporate partners
- 005 Provided strategic advice around valuation and capitalization table management to help the Company best position itself for future growth
- 006 Offered holistic support as a dependable partner amidst a challenged macroeconomic environment, helping Gamercraft navigate tightening capital markets and shifting investor priorities



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