

Press Release

Tuesday, 26.07.2022

GAIMIN Gladiators and Shikenso establish sponsorship data partnership:

The esports organization will bank on AI solutions going forward.

Tuesday, July 26th, 2022 - Frankfurt am Main (Germany)



Data analytics company Shikenso GmbH and esports organization GAIMIN Gladiators have entered into an agreement designed to provide deep-data insights into the team's digital inventory. Founded in 2022 in a takeover of Team Tickle and with the backing of the gaming platform gaimin.gg, the team is well on their way to establishing themselves among Dota 2's elite, already competing at the highest level at events like the ESL One Stockholm 2022. To solidify its position not just from a competitive gaming standpoint but also from a business perspective, the team will rely on Shikenso's scalable cross-platform solution to evaluate brand partnership activations and sponsorship performance on streaming and social media channels.

Nick Cuccovillo, President and Co-Founder of GAIMIN Gladiators "Following the formation of GAIMIN Gladiators and the renaming of Team Tickle, we started to look for an organisation who could provide us with the data insight and analytics we required. Shikenso demonstrated they could provide both the breadth and depth in data analytics we required and we didn't hesitate in forming a partnership with them. We look forward to creating a strong relationship and utilising the Shikenso data and analysis across our output media and within our team's gaming preparations."

Arwin Fallah, CEO of Shikenso: "The thing about esports is, that it never ceases to surprise. With a market as mature and saturated as the Dota scene, it is impressive when a new organization can immediately go head-to-head with the big names. GAIMIN Gladiators does exactly that, and we are excited to be able to apply our solution to their specific needs and guide them on their journey."

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About Shikenso GmbH

Shikenso GmbH is a Germany based analytics company working in the esports and gaming industry. By using artificial intelligence, the company enables representatives of the industry to evaluate and control their investments, sponsorships, and marketing activities in a sustainable way and furthermore creates a more transparent ecosystem towards endemic and non-endemic brands. Branded content or sponsorship assets are analyzed throughout live-streaming and social media platforms to exploit the full potential of every engagement and boost performance with reliable data.

For more information, please visit www.shikenso.com

About Gaimin Gladiators

GAIMIN Gladiators were formed from the OCG Esports Club; a Canadian Esports organisation established in 2019 by brothers Nick and Alex Cuccovillo and Shawn Porter. Their aim was to conquer their chosen esports and since 2019 they have achieved significant success winning major events such as Dreamhack Canada for Counter-Strike: Global Offensive and successfully competing in the highest pro-amateur league in North America.

The Club expanded into Warcraft 3 in Europe and North America, competing in the most prestigious leagues and tournaments with the strongest lineup and players in the game. In support of their aspirations for growth, the Club moved into new and emerging verticals, participating in Rainbow Six Siege and playing in the Challengers League for two years. OCG's focused on the semi-professional esports pro scene and its surrounding ecology – building a platform and ecosystem for gamers.

OCG has some of the best talent in Canada in its gaming roster, representing Canada at national level across tournaments in North America. Through constant innovation, community-driven goals and working with top talent, OCG has striven to create an inclusive, respected and distinguished brand for gamers.

The OCG philosophy fully aligns with the GAIMIN principle of “No Gamer Left Behind” and makes OCG the perfect fit for GAIMIN. Based on their gaming successes and principles, OCG is now part of GAIMIN and have re-branded as GAIMIN Gladiators.

GAIMIN Gladiators will represent GAIMIN in the global esports arena and build on their past successes and growth by participating in current and new esports verticals.

For more information, please visit <https://linktr.ee/GaiminGladiators>

Homepage: www.shikenso.com

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