

Press Release

Thursday, 13.10.2022

**Surge and Shikenso establish partnership for sponsorship evaluation:
The Belgian agency will rely on best-in-class AI solutions going forward.**

Thursday, October 13th, 2022 - Frankfurt am Main (Germany)



Surge is a Belgian esports & influencer management and marketing agency. With services ranging from financial management, contract negotiations, to legal assistance and sponsorship acquisition, the agency is broadly positioned to cover all needs of its clients. To maximize the potential of its service offerings, Surge turns to Shikenso in search of well-founded knowledge about the media efficacy of talent they work with. The bespoke, cross-platform approach offered by Shikenso will equip Surge with best-in-class tools to measure sponsorship-related KPIs to improve commercial negotiations for its clients and realize their full marketing potential.

Rasmus Fosgaard Olsen, COO & Managing partner of Surge: "We are an industry leading talent & marketing agency with a determined focus on esports. Shikenso's cutting edge AI analytics enable us to provide best in class representation and is instrumental in appraising our marketing campaigns and partnerships. At Surge, we believe quantifiable metrics provide a foundation for transparent dialogue with brands and enhances the value that Surge provides to clients. We trust that this will elevate the quality of service provided to both brands and players operating in the esports industry."

Arwin Fallah Shirazi, CEO of Shikenso: "Surge is an outstanding organization that is on track to become the elite of esports player management. Their work ethic is reflected in their steep growth and speaks for itself! We look forward to supporting them on their journey and empowering them through our data."

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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 Surge

Surge is a talent and marketing company with a determined focus on esports. We provide the full scope of services required for our clients to have best in class contracts alongside the opportunity to focus entirely on their careers. Our mission is to be the key that allows our talent to unlock their full potential. Achieved through highly individualised branding, marketing concepts, career counseling and data driven methodologies.

For more information, please visit <https://www.surge.management/>

Homepage: www.shikenso.com

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