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A new sports-betting VC fund has invested in 11 startups including Players' Lounge, VicTree, and VerdictMMA. Here's its full portfolio.

Ashley Rodriguez

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Lloyd Danzig. Lloyd Danzig.

- Lloyd Danzig's Sharp Alpha Advisors raised a \$10 million fund to invest in sports-betting startups.
- Danzig shared exclusively with Insider the fund's full portfolio of 11 startups.
- The new fund comes as investors are flocking to the sports gambling sector.

Lloyd Danzig, a startup and M&A advisor to the sports-betting industry, has raised a \$10 million fund through his Sharp Alpha Advisors firm to invest in early-stage gambling companies, he tells Insider.

[Danzig has worked](#) for the past two years with sports franchises, leagues, and media brands on their sports betting and growth strategies. His specialty is in advising companies on startups they should partner with or acquire.

His new fund is targeting startups at the seed and Series A stages. It's making \$250,000 investments in its portfolio companies, and has a coinvestment vehicle for follow-on investments.

The fund, for instance, has invested \$1.1 million in GridRival, a fantasy-sports platform for racing.

Sharp Alpha Advisors' fund comes as [other venture capitalists](#) and special-purpose-acquisition companies are pouring money into sports and online gambling. Bettor Capital, founded by former FanDuel and Barstool Sports exec David VanEgmond, announced last week a \$50 million fund focused on gaming technology. SeventySix Capital also [raised in September a new \\$50 million fund](#) to invest in sports betting and technology. And [SPACs have taken companies](#) including DraftKings, Rush Street Interactive, and Genius Sports public in recent years.

Danzig said Sharp Alpha Advisors is interested in companies in the realm of what he calls "competitive entertainment." That include forms of entertainment like sports gambling, connected fitness, and digital collectibles that feed into people's competitive nature.

"Competitive entertainment is one of the most fascinating and lucrative trends that we are in the midst of," Danzig said.

He thinks the trend will transform the sports gambling and gaming (and potentially traditional sports) over the next 10 to 15 years.

Sharp Alpha's full portfolio includes 11 early-stage startups in the 'competitive entertainment' sector

Danzig shared exclusively with Insider the full portfolio of 11 startups the fund has invested in.

It includes VicTree, which taps into the [craze around play-to-earn games like Axie Infinity](#) with a gaming guild that lends players the in-game items they need to get started; Prophet, a [sports-betting exchange](#) where bettors wager against other gamblers instead of the house; and [Players' Lounge](#), a matchmaker for gamers who want to play against others for money.

Some of the companies also own a unique piece of their technology, like Prophet, which has its own player account management system, or wallet.

Here's the full portfolio for Sharp Alpha Advisors' new fund:

- **Betcha**, a daily-fantasy-sports platform with real-money and free-to-play games focused on prop predictions, which has also [attracted investment from other prominent industry investors](#)
- **Golden Hearts Games**, where people can play casino games online and share their winnings with select 501(c)3 charities
- **GridRival**, a fantasy-sports platform for motorsports like Formula One
- **PickUp**, a platform where users make sports predictions based on news headlines for a chance win in-app prizes
- **Players' Lounge**, a platform where gamers can play against others for money, which has [raised money from rapper Drake](#) and others
- **Prophet**, a peer-to-peer sports-betting exchange that's planning its upcoming launch in New Jersey
- **Rush Sports**, which provides gaming and other fan engagement tools to sports teams including the Chicago Bulls, Minnesota Vikings, Atlanta Falcons, and New York Islanders
- **SharpSports**, a tech supplier for sports-betting developers them helps them to connect to users' sportsbook accounts
- **SnapScreen's SnapOdds**, which calls itself the "Shazam for sports betting," and operates tech that let's people take pictures of their TV screens while a game is on to access gambling odds and place bets from their smartphones
- **VicTree**, a play-to-earn blockchain gaming guild focused on titles including Axie Infinity
- **VerdictMMA**, a fan engagement platform focused on fight sports
- **Winner Winner**, where people can play live arcade games on their phone and win real prizes

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