

Gaming platform FACEIT scores \$2 mln

June 16, 2015 By [Iris Dorbian](#)

London-based gaming platform **FACEIT** has secured \$2 million in funding. **United Ventures** led the round.

London, 16th June 2015 – FACEIT, the fast growing competitive gaming platform has today announced record registered user numbers of 1.5 million with over 5 million gaming sessions hosted on its site every month. Supporting its rapid expansion the London based company has also announced a total of \$2 Million of funding raised earlier in 2015, led by United Ventures (www.faceit.com).

Already boasting over 2 million unique visitors monthly and recognised as the undisputed leader in its vertical, FACEIT's rapid growth is attributed to an original approach to competitive eSports. It offers players structured competitions such as online tournaments as well as daily, weekly and monthly leagues. The platform removes the difficulties gamers typically encounter when playing tournaments online, providing them with the smoothest and most entertaining competitive experience available.

The formula has paid off, with FACEIT users growing exponentially through its global footprint. Founded in 2012 by Niccolo Maisto, Alessandro Avallone and Michele Attisani, FACEIT boasts an incredibly smart combination of gaming and scalable proprietary technology, allowing it to focus on the whole eSport market from casual gamers through to professional players.

Gamers benefit from a unique player-centric interface, automatic results verification with no need to report results and direct access to the game. Tournaments are held daily, often hourly, and joining is free. Once gamers win a competition they are awarded FACEIT points that can be collected and redeemed in the FACEIT shop. For top players, there is also the prospect of gaining visibility, winning top prizes and being featured in front of hundreds of thousands of viewers.

In addition to regular gaming sessions, the FACEIT Media division produces some of the most viewed eSports events in the world, reaching over 2 million viewers per month and gathering over 500,000 followers on Twitch.tv – a statistic which puts it in the Top 25 most followed content producers of all time. The first stage of the FACEIT 2015 CS:GO League was one of the most watched Counter-Strike: Global Offensive League on Twitch.tv reaching over 25.2 million unique viewers and 52.5 million views.

FACEIT has also managed the open online phases of some of the largest global eSports tournaments including QuakeCon, Dreamhack and The International 5.

The funding raised by FACEIT is being used to recruit key personnel onto the team as they

prepare for a Series A round. After successfully monetising the platform from day one via monthly subscriptions and advertising, the startup now aims to double its team of 30 by the end of the year to support its growing user base and introduce new games to the platform.

Niccolo Maisto, CEO of FACEIT said, “We aim to make it easy and enjoyable to play competitions on videogames, building an environment for players that wish to approach a competitive community. The competitive experience on FACEIT is easier, faster and more scalable across games compared to competitors thanks to the proprietary technology of our platform. With rapid global expansion on the horizon our funding will also bolster our growth, allowing us to retain and increase our market position.”

Massimiliano Magrini, United Ventures’ Managing Partner, said: “We were very impressed by the talents of the FACEIT team and their highly scalable, easy-to-use competitive platform for gamers. We’re excited to assist the team’s journey and are looking forward to helping them scale the platform globally.”

About United Ventures

United Ventures is a dynamic European technology-focused Venture Capital firm, the largest in Italy. Founded in 2013, it is dedicated to driving visionary entrepreneurs with a passion for disruptive, scalable technologies to success on a global stage. Adopting a multi-staged strategy, the firm provides finance, mentorship and business development support for those at seed stage through to established companies looking to launch into new markets. The team comprises institutional investors and successful digital entrepreneurs with a notable track record at both executive and investing levels. Their portfolio includes Musixmatch, 20Lines, Halldis, LoveTheSign, Cloud4Wi, AppsBuilder, Paperlit, Bad Seed, MarinaNow and MoneyFarm.