



# **DOTAN LAZAR: LSPORTS HAS FOUND THE PERFECT PARTNER WITH STATSCORE**

**LSPORTS' CEO REFLECTS** on some of the major announcements from 2022, including the company's recent acquisition of STATSCORE and the 'bold decision' to revamp its visual identity

BY **ERIN GALLAGHER**

**A**s we begin 2023, now is the time to take stock of the previous 12 months. For companies such as LSports, this last year has been filled with new products, expansions, rebranding and

even an acquisition to round it all off.

The company's CEO Dotan Lazar spoke with SBC Leaders to reflect on some of the highlights from 2022. Two things stood out in particular, he explained: "I think that we have had a few major milestones this year. The first main highlight is our LVision product.

"We took our LVision product, which is all about computer vision and really advanced technologies, and from that we integrated it more into LSports and started strengthening the technology around that. I think that has definitely been one of our biggest achievements.

"Now, we have scouting automation based on the OCR. So today, if you are to create a betting event on TV or in-venue, that can cost hundreds of euros to deploy data scouts. But now, we can actually fully automate this process which can cost only one or two euros per event. We're the only ones that are doing what we're doing

## Perfect synergy

right now - with the added bonus of a high percentage of accuracy."

The second milestone was one that was revealed towards the tail end of the year, and was arguably the largest of LSports' announcements for 2022 - the company's takeover of Polish sports data company STATSCORE.

Lazar shared that STATSCORE was the perfect acquisition for LSports due to the "synergy" between the pair. He said: "STATSCORE has scouting in venues that we didn't previously have access to, they also have a visualisation tool that we want to strengthen.

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fits' - and in the case of STATSCORE, it was a perfect fit for us.

"We are very fortunate to be able to pursue these opportunities and make the most out of them. In the past, we have seen some M&A deals that have taken place but subsequently failed because that synergy wasn't there. There may have been cultural differences, different business ideas. But for us, we really feel like we see things eye to eye with STATSCORE."

#### Welcome to the family

Acquired for an undisclosed sum, STATSCORE has now joined the LSports "family" as Lazar described it. However, it will continue on as its own productive unit, with its own individual branding.

The CEO is confident that LSports can help scale the Polish sports data provider to new heights, and enrich learning for both STATSCORE and his own company.

"We don't want to stop it operating as an individual company; we want to enrich learning and we want to make STATSCORE even bigger," he continued.

"The company's speciality is around creating and collecting data, and using that information to create widgets. That is an area where we want to strengthen our focus. We are going to sell STATSCORE's products, they will then have their own development and scouting units. We will also benefit from each other's technology.

"Obviously, STATSCORE is going to contribute to our bottom line, and we will do the same for them. In return, we want to help them become an even bigger company. Over the last three years they have been sliding into different areas and arguably lost that North Star that was initially guiding them as a company. But now, we want to bring them back on that path."

#### Modern day Cinderella story

When chatting with SBC, it became abundantly clear that Lazar was incredibly proud of this new partnership with STATSCORE.

And whilst it's an interesting comparison to make, the LSports CEO explained that the relationship with its new partner is equivalent to that seen in a fairytale - with the two companies sharing many of the same views on business, culture and product development.

"STATSCORE is a perfect match for LSports, both culturally and from a product perspective. That's the primary reason why it has been the perfect addition to our company. Do you know that feeling when someone just completes you? That is the story of LSports and STATSCORE. It's a modern day Cinderella story."

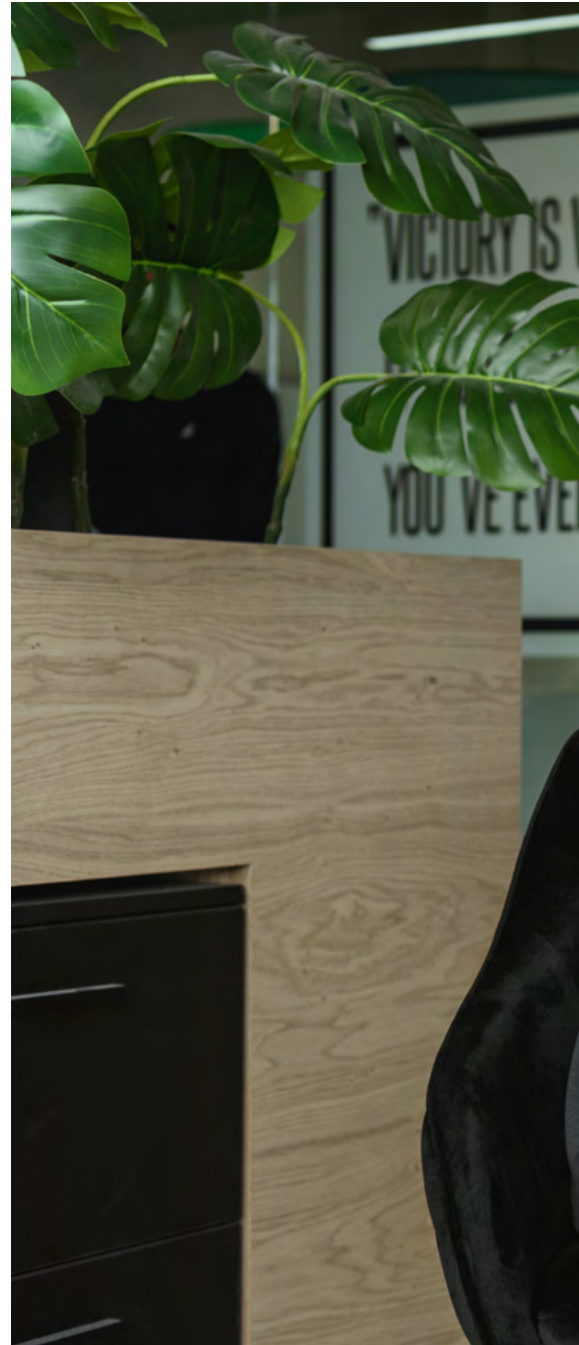
But whilst LSports and STATSCORE still find themselves in that "honeymoon phase", Lazar is confident that they will continue this mutually beneficial relationship as long as they continue to nurture their shared values.

"We found a company that actually suits us in every way possible. We see the world the same - technologically, culturally and in respect to business too. We both want to succeed with what we are doing.

"I suppose you could say that it's similar to planting a seed in the ground. If you water that seed and treat it nicely, it will grow into a very nice tree. That is what we are hoping to do with this relationship. We want to nurture it and, eventually, sit back and look at what we have grown."

#### A new era

With a larger company than ever before, LSports wanted to ensure that its visual identity reflects its company values. To do this, the company brought in an external design consultancy to assess how the company should now position itself.



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As a result, the firm now sports a new visual identity which it believes is a true reflection of its recent growth, size, values and goals. At the time of the rebrand, Lazar explained that this new visual identity will pave the way for LSports to enter "a new era".



He added: "In order to reflect your size, you need to make bold decisions. Our previous branding was done five or six years ago. I, personally, wasn't that happy with it - there is a saying that 'if better is possible, then settling for something that is good is simply not enough'.

"The rebranding really allows us to make that connection with our core ideas. We made that bold decision, we carried out our acquisition of STATSCORE, and we have grown considerably in the last few years.

"We have taken one of the best design companies in Israel to rebrand our company. I think that what they have done is fantastic. We still have plenty of work to do, but we are winning from behind."

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### Disrupting the industry

Even with a different look, LSports still plans to remain true to its roots by creating disruptive technologies that can create new and innovative experiences for its partners.

One such way that the company plans to do this, Lazar told SBC, is with scout automation, new technologies and further integration of machine learning models.

"There are so many things that we're doing that I truly believe will disrupt the industry going forward - our Computer Vision is just one, which is enabling us to reduce the costs of data scouts by almost 90%. That's a major disruptor.

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"The other thing is that we have our Outliers model that is based on machine learning. This helps to detect outliers in odds and suspend them. We have 360 radars scanning the industry and if something is off with prices, we can detect that and suspend those odds.

"The third thing is the scouts. We are going to bring our scouting to venues in much faster latencies than the market is used to by using new technologies and new applications. This is another massive force that we are going to bring."

### Looking forward to the year ahead

Lazar kept his cards very close to his chest when quizzed on what we can expect from his company in 2023. He did, however, allude to further product development and steps being taken towards "data feed perfection".

He concluded: "I can't quite share much more than what I have already told you. But in 2023, we are going to focus even more on sharpening our odds models and stabilising our data feeds. We're not aiming to get 99.8% accuracy - we want 100%. Why settle for less?"

"To get there, we have a long way to go, but we are on the right track. It's like a pyramid, once you have the best data in the world, every product that you build using that data is 100% bulletproof. That's really what we're aiming for." ■

# GREAT SPORTS BUSINESSES ARE BUILT ON GREAT DATA

