

# Sports IQ Analytics Inc. raises US \$7 million in series seed funding

April 24, 2019

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On May 12, 2021, Sports IQ, the sports betting technology supplier and odds provider, announced a US\$7 million in Series Seed funding.

The round was led by Harlo Equity Partners, with participation from The Kraft Group, UK-based gaming investment firm, Velo Partners, Fenway Sport Group President and Partner Michael Gordon, former Boston Red Sox and Chicago Cubs executive Theo Epstein, President and CEO of the Boston Red Sox, Sam Kennedy, former CEO of digital gaming giant Caesars Interactive Entertainment & Seattle Kraken minority owner Mitch Garber, and Inner Circle Ventures.

BLG represented Sports IQ with a team led by [Patrice Martin](#) that included [Patricia Galella](#), [Neil Hazan](#), [Kevin Bianchini](#), [Francis Lussier](#) and [Jennifer Jean-Baptiste](#).

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