

Investing in Jump: Why We're Betting on the Sports Fan Revolution

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Sports have always been about passion, connection, and belonging. But in a \$100+ billion live entertainment industry, even the most loyal fans are treated like strangers. Whether you've spent \$50,000 a year on season tickets or you're buying your very first seat, the experience is largely the same: generic, transactional, and impersonal — and often, riddled with inefficiencies and predatory fees.

Jump is here to change that.

From Transactions to Relationships

Jump's vision is audacious: to become the AI-powered operating system for sports teams, artists, and venues worldwide to engage and delight fans. They're restructuring the fan experience from the ground up, moving beyond static ticketing into a connected, personalized ecosystem that brings fans closer to the experience and talent they love, and helps teams truly nurture the relationship.

This is the sports industry's Shopify moment. A shift from a patchwork of fragmented, legacy systems to an integrated platform that enables deep, direct-to-fan engagements, ultimately unlocking new revenue streams, richer experiences, and enduring loyalty.

Jump lets teams and venues do what legacy systems can't:

- Create multi-game bundles, unlock last-minute seat upgrades for fans, send targeted in-app messages, and reward fans with credits — all based on real fan data.
- Whitelabel ticketing websites connect seamlessly with league websites for a smooth and simple fan journey
- Offer a single team login, as well as a unique fan wallet.

Ultimately, Jump's end-to-end fan journey across content, ticketing, resale, and in-venue experiences makes the event experience as dynamic as the game itself.

Why This Matters, Why Now

At its core, this is about the fan who saves for months to attend one game and deserves to be recognized. The family of four seeking a seamless, joyful day out. The die-hard who never misses a match and should be rewarded for their devotion.

Today, the average five-person e-commerce shop has a more sophisticated understanding of its customers than most multi-billion-dollar sports franchises. Jump's AI-driven platform flips this on its head, ensuring every interaction is meaningful, every experience elevated.

Four forces make this the perfect moment for Jump's approach:

- **A new wave of ownership** — Tech-forward sports owners expect the same data-driven tools they use elsewhere.
- **AI transformation** — From pricing optimization to targeted fan engagement, Jump's agentic AI doesn't just assist teams, it performs the work.
- **Frustration with incumbents** — High-profile failures have eroded trust in monopolistic players, creating an opening for innovation.
- **Market fragmentation** — Teams currently juggle dozens of disconnected tools. Jump offers one platform to unify the entire fan journey.

A Fast Lead, A Team to Win

Jump is already working with teams across the NBA, WNBA, MLB, NWSL, and USL. Early adopters call their back-end "the best I've ever seen," fan ratings average 4.8/5 stars, and stadium entry experiences are described as "the smoothest ever."

Our investment thesis ultimately comes down to people, both as it relates to the customer and the team. We have worked with Co-founder and CEO Jordy Leiser before, and have deep conviction in his ability to attract top talent and execute on complex technical challenges, which is already being proven. Out of the gate, Jordy and Jump's mission and ambition have attracted talent from across industries — they have assembled a world-class team combining seasoned industry experts from Ticketmaster, SeatGeek, and AXS, with innovative talent from Amazon, Facebook, and Spotify. This unique blend of domain expertise and technical excellence creates the perfect foundation for challenging an industry overdue for change.

The Bigger Play

Jump isn't chasing a single-point solution.. The \$14B global TAM is just the starting point. Sports is the beachhead, but the model can extend to concerts, festivals, and any live experience.

This is more than an investment in a SaaS company. It's a bet on a new category, one where every fan interaction is personal, every team and artist has the tools to deliver, and the live entertainment experience finally matches the passion it inspires.

We're thrilled to back Jordy and the entire Jump team as they lead this transformation. The revolution starts now. The fans deserve nothing less.