

UNICORN SPOTLIGHT

WHAT IS A UNICORN?

Welcome to our first Unicorn Spotlight, a series where we highlight companies currently in the Prime Unicorn Index. Each report will give a snapshot of what makes these unicorns unique, how they achieved billion-dollar status, and why they're important to watch in today's ever-changing market.

SEATGEEK OVERVIEW

Founded in 2009, SeatGeek is a mobile-first ticketing platform known for its sleek user experience, transparent pricing, and interactive seat maps. Competing with giants like Ticketmaster and StubHub, SeatGeek carved out a reputation as the fan-friendly alternative by focusing on simplicity, innovation, and a data-driven approach to live event ticketing.

JOURNEY TO UNICORN STATUS

SeatGeek crossed into unicorn territory in October 2021, after raising \$238 million in a Series E round led by Accel, Wellington Management, and others, valuing the company at \$1 billion+.

Its growth trajectory was fueled by:

- Expanding partnerships with pro sports teams and venues.
- Urging demand for live entertainment post-pandemic.
- A strong tech-first strategy that appealed to both fans and enterprise clients.



SEATGEEK STAND OUTS

- Its powerful mobile app and interactive seat views.
- High-profile partnerships with major sports teams and leagues (NFL, NBA, MLS).
- Rapid growth in live event demand post-COVID, positioning it as a top player in the digital ticketing industry.

FINANCIAL AND GROWTH METRICS

Valuation:

\$1,306,168,242

Funding Raised:

More than \$500M across multiple rounds.

Partnership Growth:

Recently inked deals with the NFL's Dallas Cowboys, Cleveland Cavaliers, and Brooklyn Nets, among others.

Market Position:

Now the official ticketing partner for several teams and expanding its enterprise ticketing business rapidly.

FUN FACT ABOUT SEATGEEK

SeatGeek was the first-ever official ticketing partner of the NFL, starting in 2021.