



LevUp GmbH

The Starting Point

In 2020, the e-sports market was estimated to be worth over \$1 billion. Entire economies have grown up around games such as Fortnite and League of Legends. Martin Ratajski and Nils Schlieper jumped onto this train in May 2018 with the founding of LevUp in Göttingen. With an energy drink specially formulated for gamers, the duo had the goal of transforming the gaming industry and establishing e-sports as sports in their own right.

Key Success Factors

- A resilient, authentic, and highly motivated team of founders
- Professional digital brand marketing
- A high degree of scalability due to high added value and low ratios of internal production
- Creative marketing strategies to increase margins and bring the product to market
- Direct B2C commercialization, no intermediaries, and cross- and upselling potential

The Result

In 2021, the founders successfully sold the company to Glanbia, a worldwide leader in nutrition solutions. This enabled the company to further expand its reach, especially internationally.

Contact

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