



Youth Sports Platform MOJO Acquired By TeamSnap

Client News

December 14, 2023

Gunderson Dettmer represented client MOJO Sports, an innovative youth sports media platform, in its acquisition by TeamSnap, the leading provider of sports management software and the online community for everything youth sports. MOJO offers a robust digital platform featuring world-class coaching resources, intuitive team management tools and a supercharged fan experience.

With the acquisition of MOJO, TeamSnap is redefining the relationship between youth sports and technology. TeamSnap will now offer MOJO's award-winning library of games, drills and session-by-session support for coaches, as well as robust interactive multimedia tools, including live streaming for families and fans to engage on and off the field.

In the [announcement of the acquisition](#), MOJO CEO and founder Ben Sherwood said, "TeamSnap and MOJO are a perfect fit. Not only do we share a common vision of transforming youth sports with the best of content and technology, together we can create truly unforgettable experiences for players, families, fans, and sports organizations. TeamSnap is poised to win the youth sports market in the US and around the world, creating unforgettable seasons for more than 500 million families with kids who play sports worldwide."

The Gunderson Dettmer was led by M&A partner-elect Jenn Sayles Okorn and associates Anthony Ramirez and Sami Bronner, corporate partner Cody Peterson and Andy Bradley and associates Brent Armitage and Natalie Kerr, tax/fund partner Jaime Narayan and associate Morgan Otway, strategic transactions and licensing partner Jesse Birbach and associate Radhika Raman, data privacy partner Anna

Westfelt and associate Cecilia Jeong, executive partner Heather Aune and associate Sofia Rattes, and employment and labor associate Viviane Scott.

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