





“We have been building great new technology,” says Trevor Doerksen, CEO of ePlay Digital. “First Serve is part of a top-notch team to help bring that technology to market.”

Announcements related to the new sports technology platform, new team, marketing strategy, customers, and partners to follow.

### **About ePlay**

[ePlay Digital](#) Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including their new flagship title [Big Shot Basketball](#) and Howie Mandel mobile game collaboration - [HowiesGames.com](#). ePlay is operated by an award-winning team of sports, gaming and eSports leaders as well as broadcast and digital technology industry experts, software engineers and athletes who have brought dozens of game titles to market for companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, and others.

ePlay’s wholly-owned subsidiary, [Mobovivo](#) eSports specializes in augmented reality, mobile game development and mobile eSports streaming.

### **About First Serve Partners**

First Serve Partners is a venture capital firm that is made up of a collective of accomplished business leaders, pop-culture influencers, and current/former professional athletes.

The firm invests across sports, media, entertainment, and consumer industries, using their unique perspective and experience in engaging emerging generations - millennials and Gen-Zers - to capitalize on what’s new and what’s next. They are active, hands-on investors providing strategic guidance, relationships, and resources to create value and drive growth for their portfolio.