

# European Technology Summit



## Oliver Weingarten

Co-Founder and CEO

LDN UTD

 [oliverweingarten/](#)

Oliver Weingarten qualified as a solicitor at Olswang, and thereafter spent 7 years from 2004 as General Counsel at the Premier League specialising in commercial and intellectual property matters. Managing the sale and protection of media rights and sponsorship, forming the Sports Rights Owners Coalition, to litigating against YouTube in the US, the role entwined legal, commercial and policy. In 2011 Oliver joined The Formula One Teams' Association as Secretary General to work with the teams to represent views on the commercial, financial and regulatory aspects of the sport. In July 2014, Oliver formed OW Advisory Limited to provide clients with a boutique offering related to sports rights, lobbying and fan engagement, and worked with private equity companies, athletes and rights owners including Marathon Man (Rob Young) and the Professional Darts Corporation. Oliver formed and was General Secretary of the Formula E Teams' Association and has worked in sports tech (VR and mobile gaming with Virtually Live) and more recently in esports co-founding LDN UTD.

LDN UTD is a grassroots, fan driven esports organisation to help grassroots gamers take the path to pro, whilst aligning with societal benefits. Gamers upload their best gaming content to LDN UTD's tech platform. Fans vote their favourite. The interactive leaderboard reflects the most popular gamers, and those gamers are invited to try-out at LDN UTD's events, to compete for places in LDN UTD's team. The try-outs are live streamed with the winners receiving a LDN UTD contract. Harnessing community spirit, building out in cities across the world with a regionalised approach to esports, fans will choose the title LDN UTD competes in. LDN UTD's ethos is to provide purpose, and ensure gamers are educated on health, nutrition and other life skills.

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