

From Sports Analytics to Venture Capital: AJ Gunasena Expands His Las Vegas Business Enterprise

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/EINPresswire.com/ -- For entrepreneur AJ Gunasena, building a business has never been about staying inside one industry.

The Las Vegas-based founder of [BETWITHAJ™](#) has spent years developing a portfolio that now reaches across venture capital, sports analytics, private real estate lending, media, and strategic brand development.

His approach is built on the belief that the same fundamentals that make one company successful—discipline, data, positioning, risk management, and execution—can be applied across multiple markets.

“I’ve always looked at entrepreneurship as a platform rather than a single destination,” Gunasena said. “Once you understand how to build systems, manage risk, and create value, those skills can translate into entirely different industries.”

That philosophy is reflected in [AJG Venture Group](#) LLC, the private investment firm where Gunasena serves as Venture Capitalist and Managing Partner. He has led the firm for five years.

AJG Venture Group invests its own capital across startups, small businesses, software, artificial intelligence, fintech, biotechnology, and select opportunities in real estate and media. The firm seeks businesses where improved execution and strategic resources can unlock stronger growth and potential exits.

However, Gunasena’s investment model is not limited to writing checks.

AJG Venture Group positions itself as both an investor and strategic partner, working directly



with founders and operators to improve internal systems, sharpen business positioning, strengthen revenue engines, and develop more effective brands.

The strategy combines capital with analytics and brand-driven marketing, with the objective of transforming under-optimized businesses into more scalable and buyer-ready assets.

That combination of analytics and execution also plays a central role in BETWITHAJ Consulting LLC.

Through the company, Gunasena provides sports analytics and consulting services backed by proprietary research and data analysis. BETWITHAJ was developed to bring a more transparent and analytical framework to the sports analytics market and give clients access to research that can support more informed decision-making.

His portfolio also includes [FlipWithAJ Real Estate Group LLC](#), a private lending company serving real estate investors in the Las Vegas market.

FlipWithAJ provides flexible financing for residential and commercial investment projects, including property acquisitions, renovations, and development opportunities.

While investing and finance represent a significant part of his business portfolio, Gunasena has also built a presence in media and creative strategy.

As Executive Creative Director for Real Vegas Magazine, he works on luxury lifestyle storytelling, visual branding, and business-focused media initiatives.

Gunasena also advises select organizations and campaigns on digital strategy, fundraising narratives, and brand positioning.

The variety of his ventures reflects a deliberate strategy rather than a collection of unrelated businesses.

According to Gunasena, each company allows him to apply a similar framework to different opportunities: understand the numbers, identify where value can be created, strengthen the brand, and build systems capable of scaling.

“Your first successful business should give you the experience and leverage to build the next one,” he said. “When those businesses complement each other, you create more resilience and more opportunities.”

Gunasena began his entrepreneurial journey after leaving the traditional corporate environment in favor of independent business ownership.

Over time, his focus shifted from creating a single successful company to developing an interconnected portfolio of businesses and investments.

That strategy is now driving the next stage of his expansion.

Through AJG Venture Group, Gunasena plans to continue identifying founders and companies with scalable models, strong brand potential, and opportunities for meaningful growth. At the same time, he intends to further develop BETWITHAJ's analytics platform, expand his private real estate lending portfolio, and grow his strategic consulting activities.

Gunasena believes the evolving business environment increasingly favors entrepreneurs and companies capable of operating across disciplines.

"The line between finance, technology, marketing, and operations keeps getting smaller," he said. "Being able to understand how those areas work together creates a major competitive advantage."

With businesses operating across investing, analytics, real estate, media, and consulting, Gunasena's long-term strategy remains centered on sustainable growth, disciplined investment, strategic partnerships, and the continued development of businesses capable of creating value across multiple markets.

For more information, visit www.betwithaj.com, ajgventuregroup.com, www.flipwithaj.com or follow @betwithaj on Instagram and www.linkedin.com/in/ajgunasena on LinkedIn.

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