Matt Ayers

Assignment 1: Business Ideas

Lo-Rez Studios is a much smaller sister organization to the creators of SMITE, Hi-Rez Studios, that aims to collect the information of the players, and teams, so that everyone else knows what is going on at a professional level. We are located along the outskirts of St. Charles Illinois but plan to expand to Bloomington next! Lo-Rez has around 300 members as of right now that are mainly full-time employees, but we do accept a few internships for each field. Hours of work are primarily during first shift and second which include our beloved Developers, Social Media Team, Data Collectors, Graphic Designers, Casters, Twitch/YouTube Producers and Editors, and Management.

Our members believe that the community should always have access to the information of the higher leagues. To help with this, we enjoy hosting tournaments so that the game can continue living on. Bigger organizations use our tables and tournaments as data to recruit players in these pro leagues but also from our semiprofessional tournaments, where we try to expose future talent too! Lo-Rez does not contain the information of these semi-professionals though since they can be seen more as freelancers, but when you watch our streams or videos, you’re sure to know who to contact by their usernames!

Now of course our information isn’t free to these organizations, this is what we mainly sell to them, big data sheets. The public on the other hand has a plethora of goodies. A popular demand is the merchandise of the players and teams, regarding things like jerseys, keychains, wallets, and many more. Not only are there team merchandise, but the organizations that provide for them too! We only include the current Orgs right now, so because of the latest season with the Organizations disbanding, this has gone out of stock. Who knows what the future will hold, but by attending these tournaments and events hosted by Lo-Rez, you can also acquire in game loot and chests. They do come at a price since Lo-Rez is highly kept alive on its donations and help from the community! Another way to gain access to in game loot and chests is just by watching the games on Twitch!

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Description automatically generated When providing for our sellers, we supply them with clear concise information on every team in the Smite Pro League (SPL) at the current year. This data included is each team, its players, coaches, and captains. If they request past years, we can also have that, but it costs extra. Tournament and event locations will always be provided.

We have contemplated about branching off into other games and leagues, give our headquarters a call and we can set up a meeting about it easily!