INTRODUCTION

Clash of squad is an online esports fantasy application, which provides platform for esports enthusiast to utilize gaming analytical skills to compete with other. It also organizes gaming tournaments and keep users up to date with Esports Industry.

COS has a vision to bring all gaming community to a single platform.
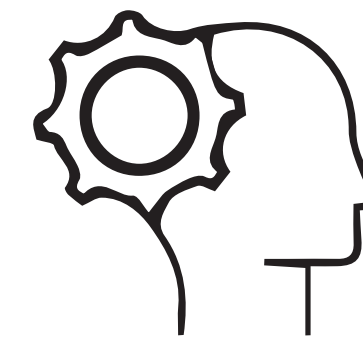
PROBLEMS

Unorganised market:
Inspite of the large market size the exsiting market is still baffled and yet to thrive
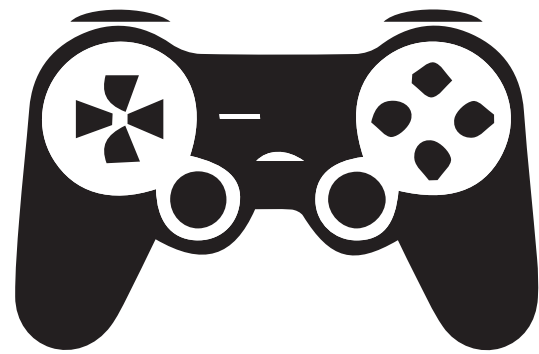
Untapped market:
The Esports industry is an untouched market because even though it's fun and technology, a lot of people don't take it seriously.

Unrecognised Skills:
There are several players with extraordinary remarkable skills, but they don't have any platform to use them.

SOLUTIONS

Revolutionising the Industry:
It is the future of the gaming and entertainment industry.

Personnel's growth :
With an increasing craze of Esports and fantasy gaming, user has potential opportunity to grow.

Easy Participation:
We will provide a platform to skillful gamers as well as analysts via tournaments.

PRODUCT & SERVICES

- *Esports fantasy*

- Esports Tournaments

- Accessories and Merchandise

- Esports news and updates

TIMING

It is the right time to penetrate the market as esports already has over **150,000 professional players** and generates viewership from **17 million** people across **14 broadcast platforms**.
This is expected to grow to 1**.5 million professional players**, **85 million viewers** and **20+ broadcasters** by **FY2025**. We need to execute our project as soon as possible to create an impact on increasing the participation of the Indian gaming population.

TARGET AUDIENCE

- Gen Z youth

- Gaming enthusiasts across all ages

FOUNDER'S STORY
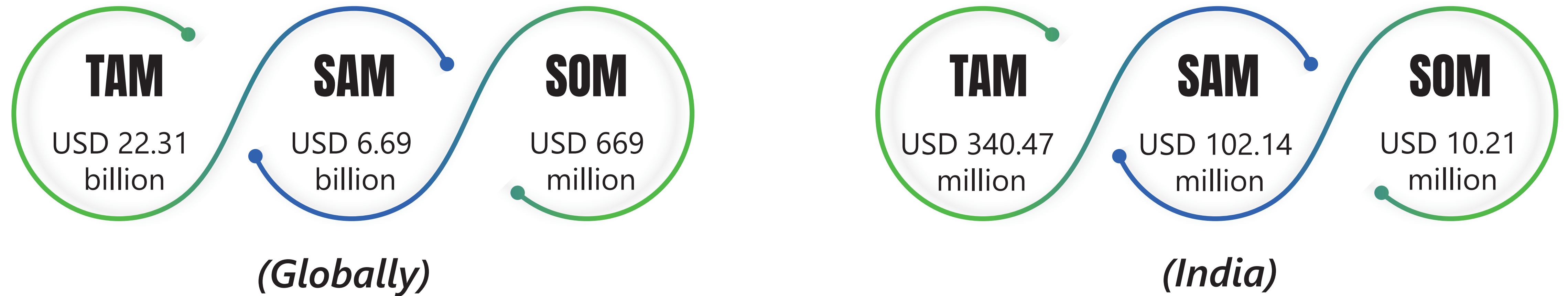
Mr Deep's friend Ajay is actively watching esports tournaments (Pubg,Valorant and Freefire). He realised how Ajay has analytical skills about player , yet cannot extract any productivity out of it. Just like Ajay there might be so many remarkable people out there wasting their time as well as analysing skills for nothing but recreation. This spiked up the idea in their mind.

He strategically researched and observed the requirements and trends of industry and crafted this platform. Clash of Squads is a platform specifically designed for e-gaming and esports streamers to support their favourite gamers.
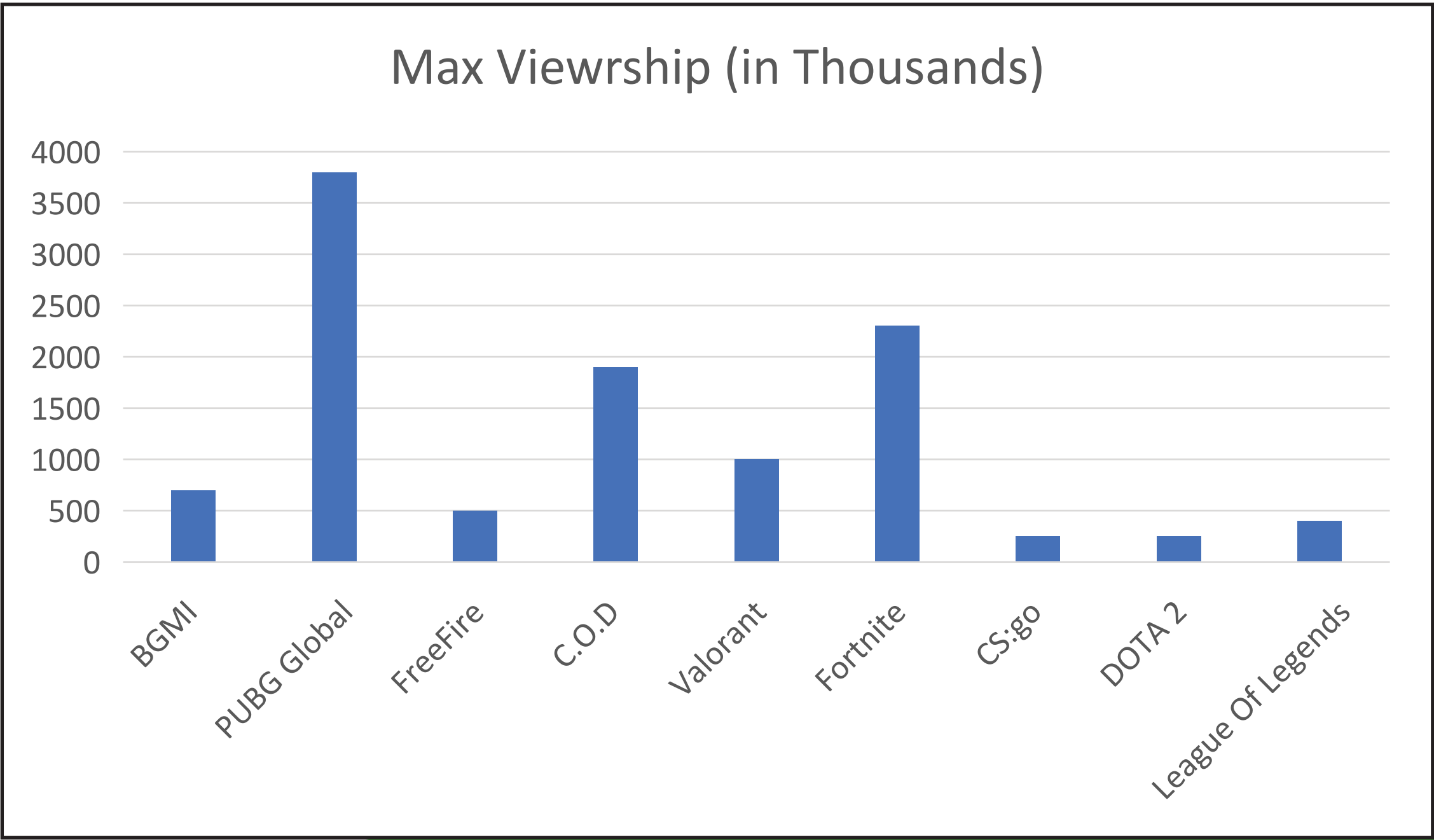
SIZE OF MARKET

FANTASY SPORTS

TAM
USD 22.31 billion

SAM
USD 6.69 billion

SOM
USD 669 million

(Globally)

TAM
USD 340.47 million

SAM
USD 102.14 million

SOM
USD 10.21 million

(India)

FANTASY E-SPORTS

TAM
USD 950.3 million

SAM
USD 285.09 million

SOM
USD 28.5 million

(Globally)

TAM
INR 20 billion

SAM
INR 6 billion

SOM
INR 0.6 billion

(India)

Players of India Players in World

Game	-India	-World
BGMI	45	
C.O.D	10	50
CS:go	1	11
DOTA 2	3	13
Fortnite	1	20
FreeFire	25	150
League Of Legends	15	115
PUBG Global		100
Valorant	6	15

Sum of APP Downloads(in Million)

Total

Game	Total
BGMI	50
C.O.D	200
CS:go	40
DOTA 2	30
Fortnite	450
FreeFire	1000
League Of Legends	140
PUBG Global	730
Valorant	40

Max Viewrship (in Thousands)

Game	Viewership
BGMI	700
PUBG Global	3800
FreeFire	500
C.O.D	1900
Valorant	1000
Fortnite	2300
CS:go	250
DOTA 2	250
League Of Legends	400

MAXPrize Pool for tournament(in million)

Esports global market revenue 2018-2023
(in million U.S. dollars)

Global esports audience size from 2018 to 2023
(in millions)
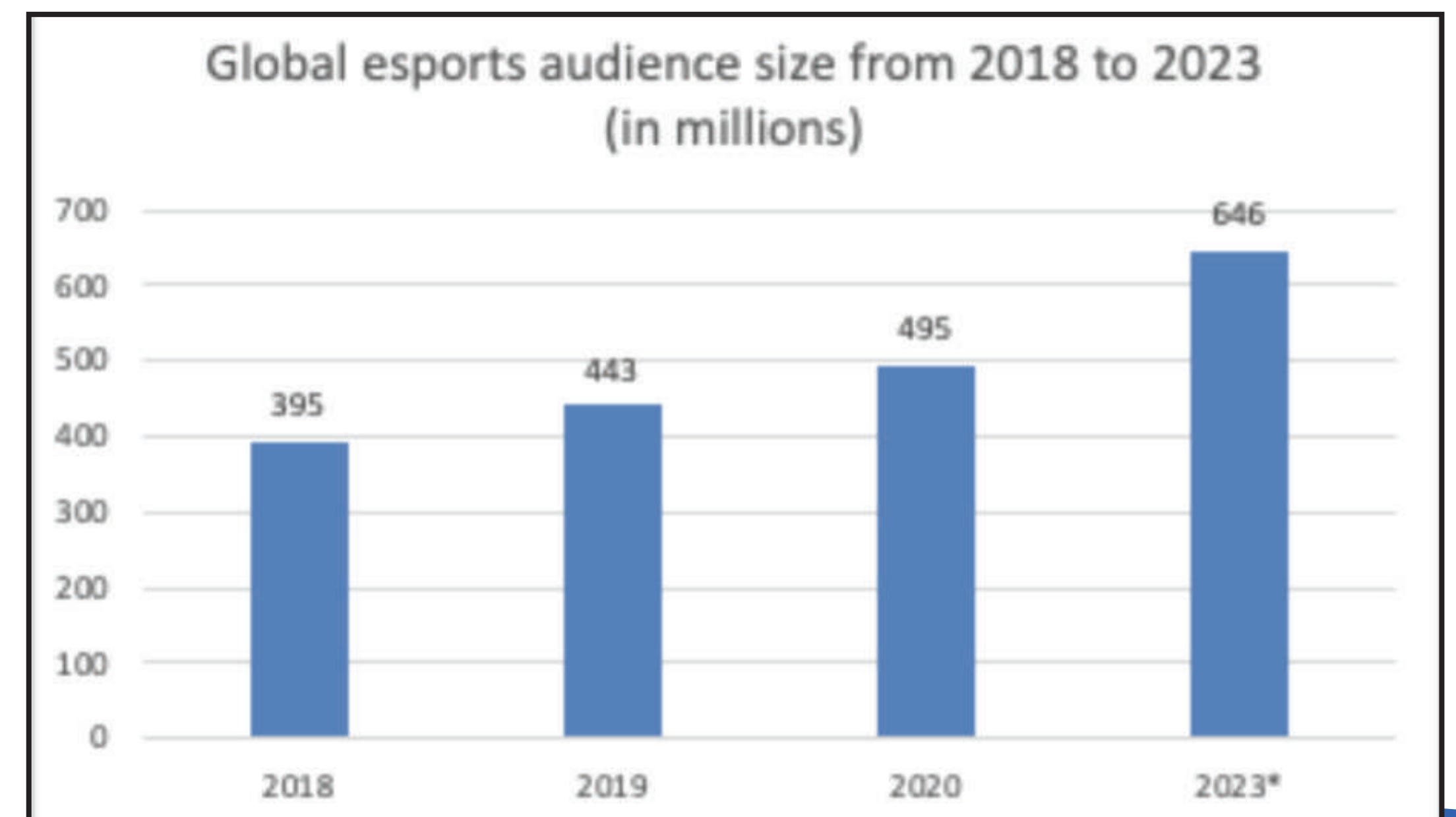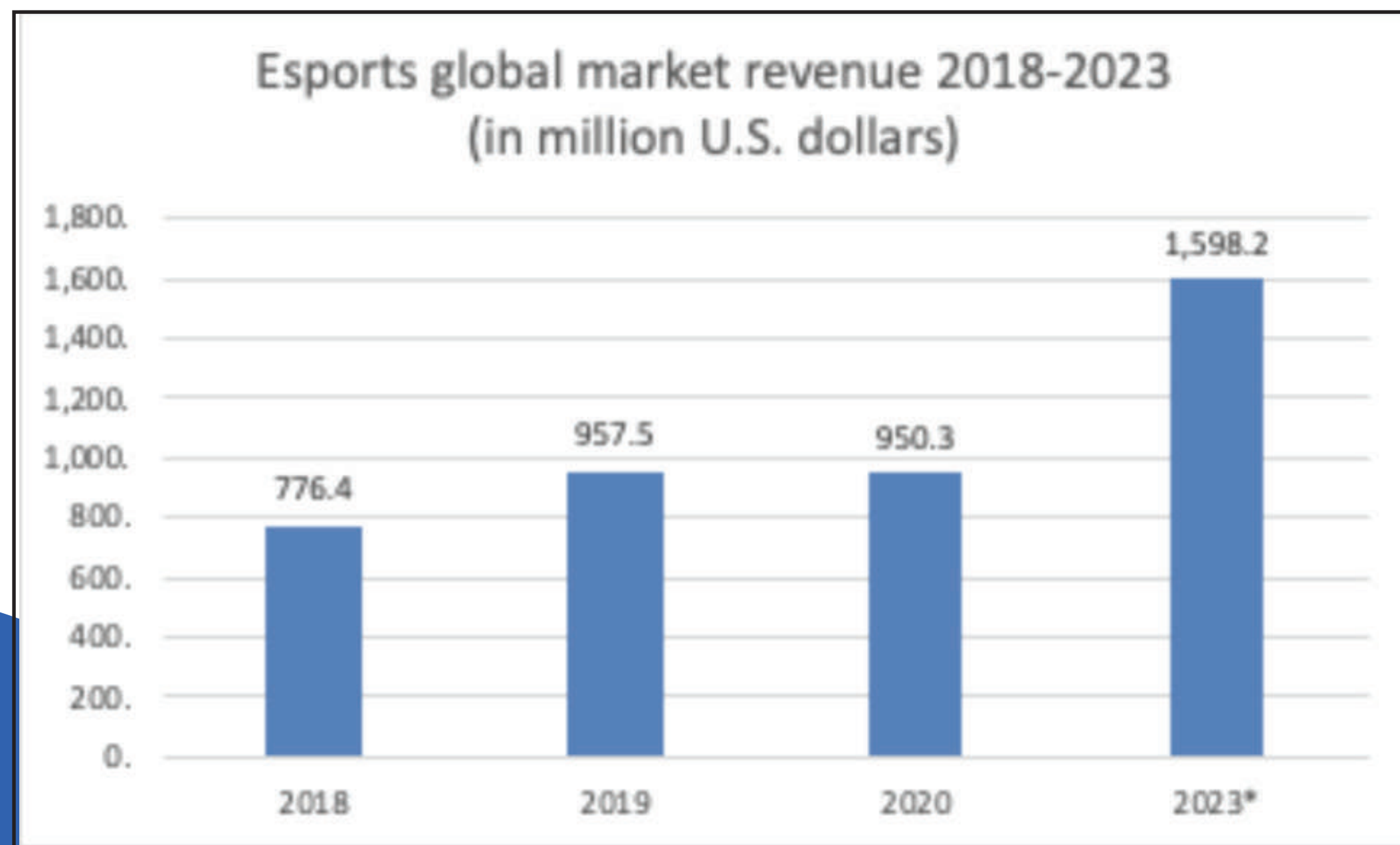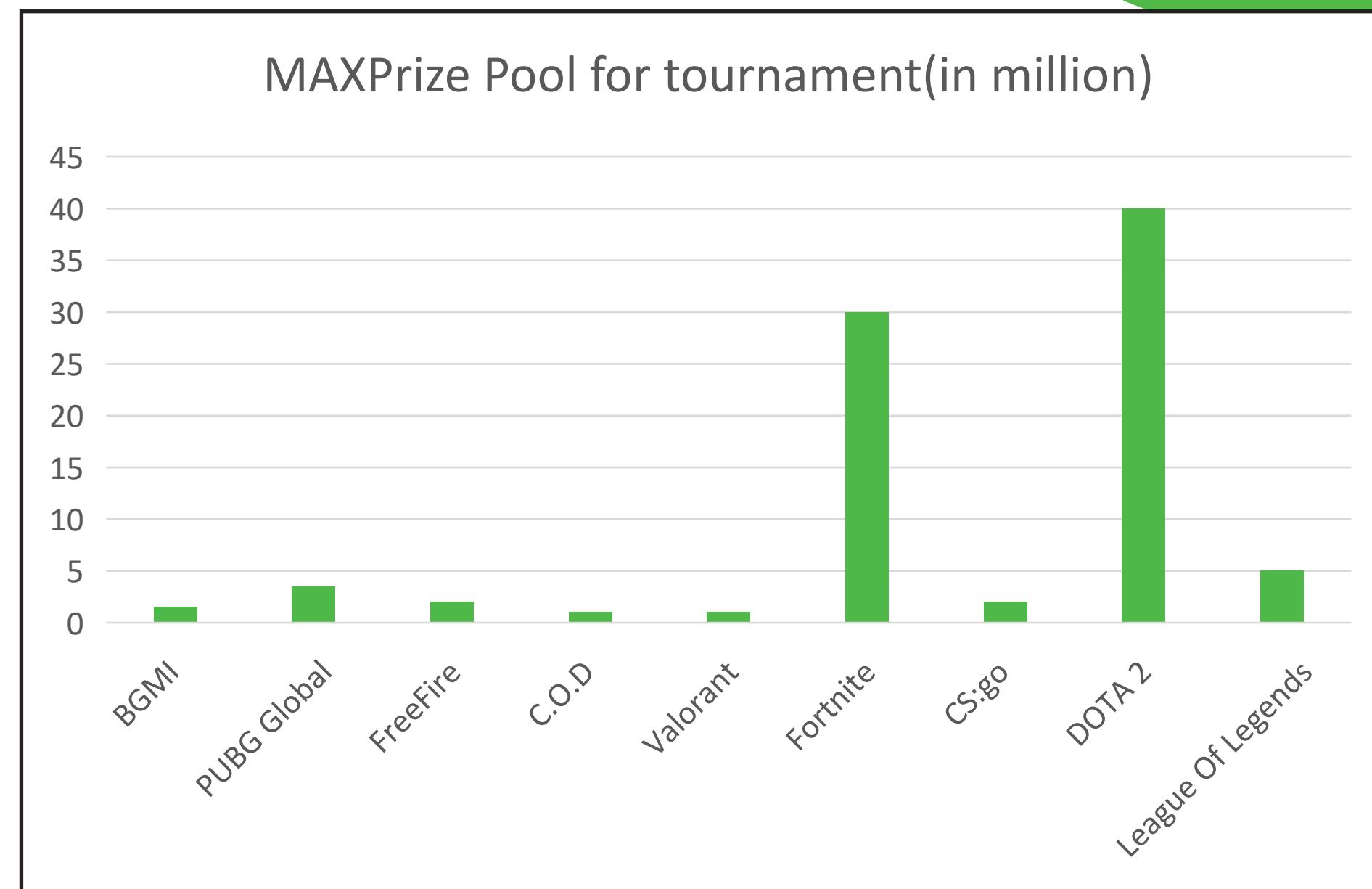
COMPETITORS

FANCLASH

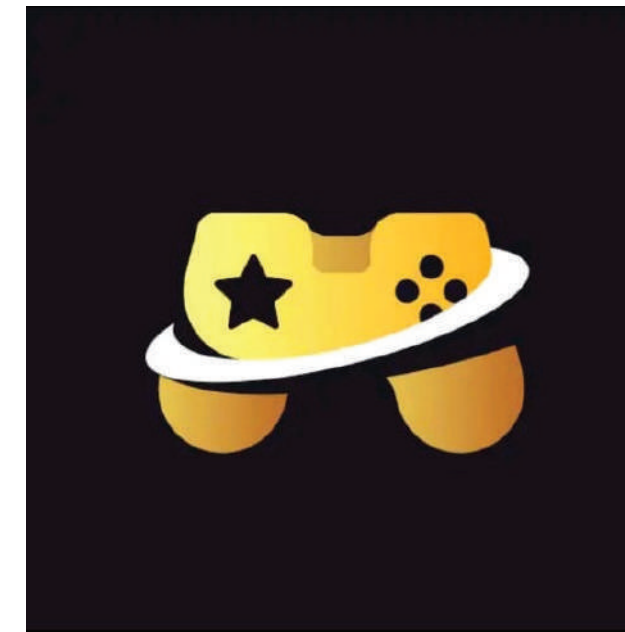It is an esports sports that conducts fantasy leagues and other popular games' tournaments across the world.

INCEPTION : January 2020
LOCATION : Mumbai
FUNDING : $5L

FABFIVE

It is an esports platform that provides the feature of creating a selected team and competing with other players.

INCEPTION : January 2021
DOWNLOADS: 5T+

DRAFT BUFF

The platform allows users to play fantasy leagues for games like League of Legends, Counter-Strike, Call of Duty, and more. Users can create their own teams, avatars and rise on the leaderboard.

INCEPTION : 2018
LOCATION : New York, US
FUNDING : Unfunded

ALPHADRAFT

AlphaDraft is an online platform for fantasy eSports with daily and weekly contests for winning cash and prizes.

INCEPTION : 2014
LOCATION : Los Angles, US
FUNDING : $5M

ESPORTS ONE

Esports One allows users to track games using computer vision and create their own leagues for games like League of Legends streams, etc

INCEPTION : 2018
LOCATION : Santa Monica, US
FUNDING : $7.3M

COMPETITIVE ADVANTAGES

Our project stands out from the rest with extraordinary graphics and a passionate team to work towards improving the base.

- **Limited Players:** As of now, there are only limited players in the market and demand is greater than supply.
- **Geographical Boundaries:** Tournaments are organised worldwide but there is no platform that facilitates all around the world. Applications are region limited.
- **User-Friendly:** Our interface is specially programmed to make it easy and user friendly.
- **Safe payments:** We have a quick and safe payment method which reduces the chances of frauds to enter with multi country, multi region access.

Since the market is unorganised, we have a great opportunity to establish our presence in the market.

MARKETING STRATEGIES

Staying up to date with the current trends of the industry.

We will focus on swiftly attracting a large audience in a short time via marketing and customer-friendly approaches.

We will also be providing streaming video ads for gathering multiple likes and streams.

We will be focusing on a particular geographical location for the operational activities where the boom in participation can take place.

We will accumulate all types of esports so that multiple interests can be encompassed for a wider range of gamers.

STRENGTHS

O **Limited Competition:** Since the market for e-gaming is unorganised, we have an early bird advantage.

O **Large audience:** With special features and excellent graphics, it will attract a huge customer base.

O **360 Solution:** We are an all in one platform for gaming, fantasy and trading merchandise.

WEAKNESSES

O **High Initial Investment:** We will require a high initial investment to design a premium quality gaming space.

O **Often Discouraged Industry:** Families do not exactly encourage their children to participate in e-gaming tournaments as they can be addicted.

O **Low awareness:** Right now, people do not know about Clash of Squads and it will take some time to establish our presence in the industry.
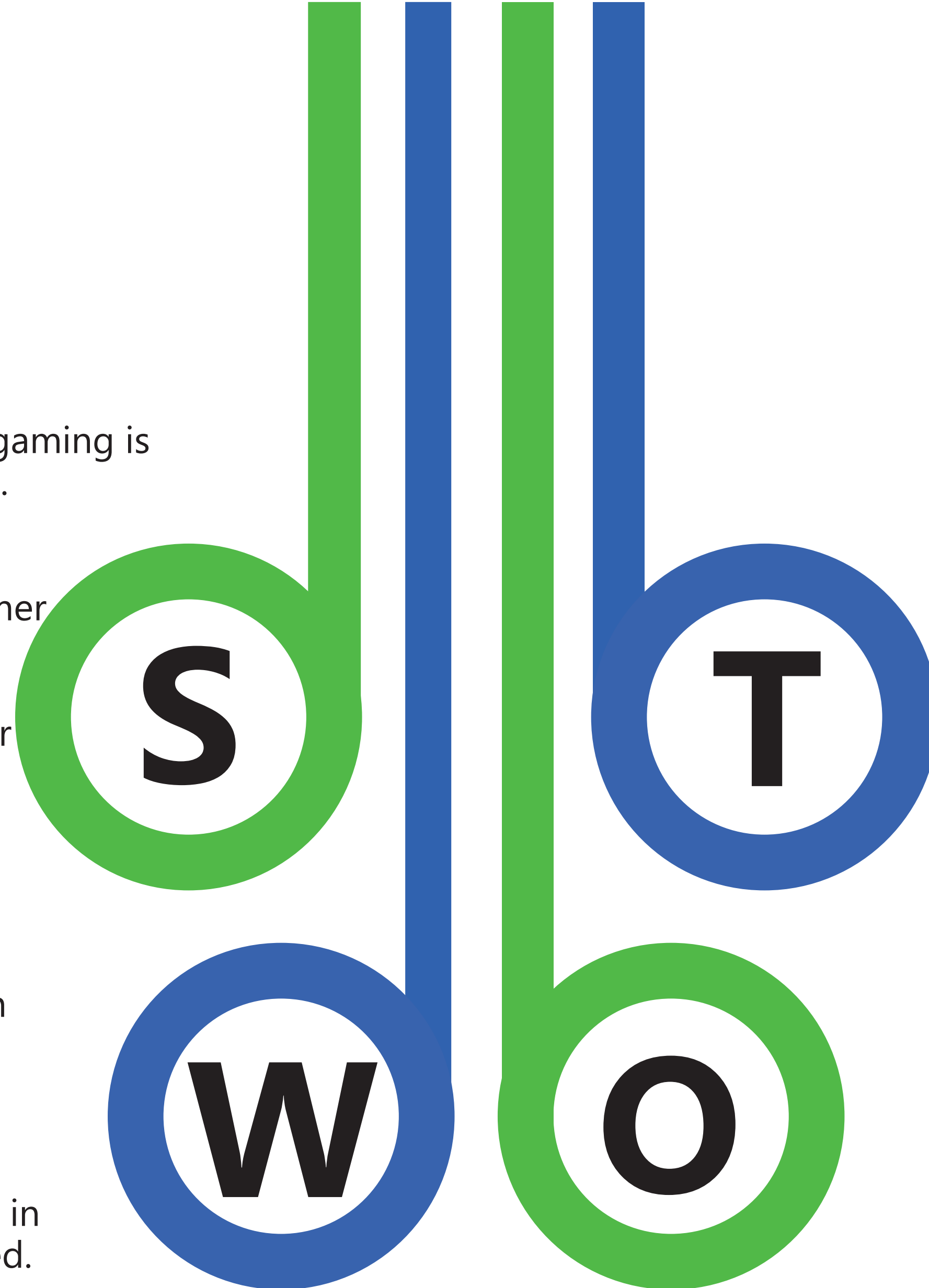
THREATS

O **Existing Market Players:** There are already strong players in the market with established brand value.

O **Replicable:** Our model is easily replicable that does not restrict entry of competitors in the market.

O **Government Turbulence:** There is no proper regulatory body for esports industry yet. .

OPPORTUNITIES

O **New-tech Era:** People are adopting new technology more readily than ever before.

O **Generating New trends:** Before 3 to 5 year no one taking social media as career, but now trend changes. We are intended same Now no one take gaming as a career but we are intened to change that.

O **Growing Market:** The market for e-games is developing in India and over world which will result in our growth too.