Arthur Prado Fraige

Gabriel Metello Nascimento

Pedro Romão Cerdeira Dias

2VS : Empowering Esports for the Future

SÃO PAULO
2025

Arthur Prado Fraige

Gabriel Metello Nascimento

Pedro Romão Cerdeira Dias

2VS : Empowering Esports for the Future

Final Course Project submitted to the Institute of Technology and Leadership (INTELI), to obtain a bachelor's degree in Software Engineering.

Advisor: Lisane Valdo

SÃO PAULO
2025

Cataloging in Publication
Library and Documentation Service
Institute of Technology and Leadership (INTELLI)

Fraige, Arthur
Nascimento, Gabriel
Dias, Pedro

2VS – Verus Vinculum: a data-driven platform for fan engagement and monetization in esports / Arthur Prado Fraige, Gabriel Metello Nascimento, Pedro Romao Cerdeira Dias; Lisane Valdo. – São Paulo, 2025.

Trabalho de Conclusão de Curso (Graduação) – Curso de Engenharia de Software | Ciência da Computação / Instituto de Tecnologia e Liderança.

Bibliografia

1. Esports. 2. Digital platforms. 3. Fan engagement. 4. Data analytics. 5. Subscription models.

CDD. 23. ed.

Resumo

Este trabalho apresenta o desenvolvimento do projeto **2VS – Verus Vinculum**, uma solução computacional voltada ao ecossistema de esports, com foco em engajamento de fãs, gestão de dados e monetização por meio de programas de assinatura digital. O objeto de estudo consiste na análise das limitações enfrentadas por organizações de esports na conversão de grandes bases de audiência em valor econômico sustentável, em razão da fragmentação dos canais digitais e da ausência de controle sobre dados de usuários. O objetivo geral do trabalho foi criar e validar uma plataforma tecnológica, bem como estruturar um plano de negócios para sua introdução no mercado brasileiro. A metodologia adotada envolveu pesquisa exploratória sobre o mercado de esports, definição de hipóteses de problema, solução e valor, análise de mercado com base nos modelos TAM, SAM e SOM, desenvolvimento de um Produto Mínimo Viável e análise do ambiente competitivo. Os resultados indicam que existe um mercado potencial significativo para soluções de assinatura no contexto de esports no Brasil, com estimativa de até 30.000.000 usuários potenciais, além de evidenciar a viabilidade técnica e estratégica da proposta. A solução desenvolvida demonstrou capacidade de centralizar dados, estruturar jornadas de engajamento e apoiar modelos de monetização recorrente,

contribuindo para maior previsibilidade financeira e autonomia estratégica das organizações. Conclui-se que a plataforma 2VS atende aos objetivos propostos, apresentando potencial de escalabilidade e relevância para a profissionalização do setor de esports, ao mesmo tempo em que estabelece bases para evoluções futuras, como expansão funcional, novas integrações e entrada em mercados internacionais.

Palavras-Chave: esports; plataformas digitais; engajamento de fãs; análise de dados; modelo de assinatura.

ABSTRACT

This work presents the development of the project **2VS – Verus Vinculum**, a computational solution designed for the esports ecosystem, focusing on fan engagement, data management, and monetization through digital subscription programs. The object of study consists of analyzing the limitations faced by esports organizations in converting large audience bases into sustainable economic value due to fragmented digital interactions and limited data ownership. The main objective of this work was to create and validate a technological platform, as well as to structure a business plan for its introduction into the Brazilian market. The adopted methodology included exploratory research on the esports market, definition of problem, solution, and value hypotheses, market sizing analysis based on TAM, SAM, and SOM models, development of a Minimum Viable Product, and competitive environment analysis. The results indicate the existence of a significant potential market for subscription-based solutions within the Brazilian esports context, with an estimated potential of up to 30.000.000 users, while also demonstrating the technical and strategic feasibility of the proposal. The developed solution showed the ability to centralize data, structure engagement journeys, and support recurring monetization models, contributing to greater financial predictability and strategic autonomy for organizations. It is concluded that the 2VS platform meets the proposed objectives and presents scalability potential and relevance to the professionalization of the esports sector, while also establishing a foundation for future developments such as functional expansion, additional integrations, and international market entry.

Keywords : esports; digital platforms; fan engagement; data analytics; subscription model.

1 Introduction

The present report introduces **2VS – Verus Vinculum**, an entrepreneurial project developed within the context of the Entrepreneurial Track, with the objective of proposing an innovative technological solution for the esports ecosystem. The project was conceived in response to structural gaps identified in the relationship between esports organizations, fans, sponsors, and digital platforms, particularly regarding engagement, monetization, and data intelligence.

The esports industry has experienced accelerated growth over the last decade, consolidating itself as a global entertainment market with millions of engaged spectators and increasingly professionalized organizations. Despite this expansion, many esports teams still face significant challenges in converting audience reach into sustainable revenue streams, managing fan relationships in a structured manner, and generating actionable insights from user data. These challenges directly impact financial stability, strategic decision-making, and long-term competitiveness within the sector.

In this context, **2VS** emerges as a technology-driven platform designed to bridge these gaps by offering a modular ecosystem of solutions focused on fan engagement, data management, and value generation for esports organizations. The project combines elements of digital membership models, customer relationship management (CRM), analytics, and partner integration, aiming to professionalize how esports teams interact with their communities and commercial stakeholders.

The main objective of this work is to present the conception, development, and validation of the **2VS platform**, highlighting its value proposition, business model, and technological architecture. Additionally, this report seeks to demonstrate how the proposed solution aligns with market demands, addresses validated pain points, and contributes to the maturation of the esports ecosystem from both a technological and business perspective.

1.1 Context and Motivation:

The esports industry represents one of the fastest-growing segments within the global entertainment and digital media landscape. With increasing viewership, professionalized competitive structures, and the expansion of sponsorship and media rights, esports has evolved from a niche activity into a consolidated economic sector. However, despite its growth in audience and visibility, the industry still faces structural inefficiencies related to fan engagement, monetization strategies, and data utilization.

A significant portion of esports organizations continues to rely on fragmented digital channels, such as social media platforms and streaming services, as their primary means of interacting with fans. While these platforms provide reach and visibility, they offer limited control over user data, restricted monetization mechanisms, and minimal capacity for long-term relationship management. As a result, teams often struggle to transform large follower bases into predictable revenue streams or actionable business intelligence.

The core problem addressed by this project lies in the absence of an integrated, data-driven infrastructure that enables esports organizations to systematically manage fan relationships, measure engagement, and activate monetization opportunities in a scalable manner. Unlike traditional sports, where membership programs, loyalty systems, and customer relationship management platforms are widely adopted, the esports ecosystem still lacks standardized and accessible solutions tailored to its specific dynamics and digital-native audience.

Within this context, a clear market opportunity has been identified. The growing professionalization of esports teams, combined with increasing pressure from sponsors and partners for measurable return on investment, creates demand for platforms capable of centralizing fan data, structuring engagement journeys, and enabling diversified revenue models. 2VS positions itself to address this gap by offering a modular technological solution that allows organizations to build proprietary fan ecosystems, reduce dependency on third-party platforms, and leverage data as a strategic asset.

Therefore, the motivation behind the development of 2VS is grounded in both market demand and technological feasibility. By aligning engagement, data intelligence, and

monetization within a single platform, the project seeks to contribute to the sustainable growth of esports organizations while enhancing the overall maturity of the industry.

1.2 Problem Definition and Value Proposition:

Despite the continuous growth of the esports industry, many organizations face persistent challenges in structuring sustainable and scalable business models. One of the primary pain points identified is the difficulty in transforming fan engagement into long-term value. Although teams often accumulate large audiences across digital platforms, these interactions are typically superficial, fragmented, and highly dependent on third-party ecosystems, limiting both monetization potential and strategic control.

From the customer perspective, esports organizations lack adequate tools to centralize fan data, monitor engagement behavior, and design structured relationship journeys. Existing interactions are dispersed across social networks, streaming platforms, and isolated digital initiatives, resulting in low data ownership, limited visibility into fan behavior, and an inability to accurately measure the impact of engagement actions. Consequently, decision-making processes are frequently based on incomplete information, reducing operational efficiency and weakening the organization’s value proposition to sponsors and commercial partners.

In addition, traditional monetization models in esports remain heavily concentrated on sponsorships and advertising, which are often volatile and dependent on competitive performance and market conditions. The absence of diversified revenue streams exposes teams to financial instability and constrains long-term planning. This challenge is further amplified by the lack of accessible, esports-specific technological solutions that integrate engagement, monetization, and data intelligence in a unified platform.

The value proposition of **2VS** is designed to directly address these pain points by providing a modular, data-driven platform tailored to the esports ecosystem. The solution enables organizations to build proprietary digital environments where fan

interactions are centralized, structured, and continuously analyzed. Through features such as digital membership programs, engagement tracking, and analytics dashboards, 2VS allows teams to convert passive audiences into active participants within a measurable and scalable framework.

By offering greater data ownership, improved relationship management, and diversified monetization mechanisms, 2VS generates tangible value for esports organizations. The platform not only enhances fan engagement and loyalty but also strengthens the organization's ability to demonstrate return on investment to sponsors and partners. As a result, 2VS positions itself as a strategic enabler of sustainable growth, reducing dependency on external platforms and supporting more informed, data-driven decision-making within the esports industry.

1.3 Objectives of the Work:

The main objective of this work is to design, develop, and validate a computational solution tailored to the esports ecosystem, as well as to structure a comprehensive business plan for its introduction and scalability within the market. This objective encompasses both the technological development of the platform and the strategic definition of its business model, ensuring alignment between technical feasibility, market demand, and long-term sustainability.

In order to achieve this general objective, the project is guided by the following specific objectives:

- To analyze the esports market and identify structural gaps related to fan engagement, monetization, and data management within esports organizations.

- To design and develop a Minimum Viable Product (MVP) that integrates core functionalities such as digital membership, fan engagement mechanisms, and data analytics.

- To validate the proposed solution through interactions with esports organizations and potential users, assessing usability, perceived value, and market fit.

- To define and evaluate a viable revenue model aligned with the operational realities and growth potential of esports teams.

- To establish a scalable technological architecture capable of supporting future product expansions and increased user adoption.

- To structure a go-to-market strategy, including positioning, target customers, and potential partnerships.

- To assess the economic viability of the project through preliminary financial projections and risk analysis.

By fulfilling these objectives, this work aims to demonstrate the practical applicability of the proposed solution and its potential contribution to the professionalization and sustainable development of the esports industry.

1.4 Justification and Contributions:

The development of the 2VS platform is justified by the convergence of market, technological, and economic factors that highlight the need for more structured and scalable solutions within the esports ecosystem. As the industry continues to expand in audience size and commercial relevance, the absence of integrated systems capable of supporting sustainable growth represents a critical limitation for many esports organizations.

From a market perspective, the solution addresses a clear demand for professional tools that enable esports teams to move beyond reliance on third-party digital platforms. By offering a proprietary environment for fan engagement and relationship management, 2VS contributes to reducing platform dependency and increasing

strategic autonomy. This shift allows organizations to establish stronger, long-term relationships with their fan bases while improving transparency and accountability toward sponsors and partners through measurable engagement metrics.

In terms of technological relevance, 2VS contributes by adapting established concepts such as customer relationship management, data analytics, and digital membership models to the specific characteristics of the esports industry. Unlike generic CRM solutions, the platform is designed to reflect the digital-native behavior of esports audiences, incorporating modular components and scalable architecture that support continuous evolution. This approach demonstrates how existing technologies can be recontextualized to address sector-specific challenges, reinforcing the role of applied computing in emerging digital markets.

From an economic standpoint, the solution supports the diversification of revenue streams for esports organizations, reducing overdependence on sponsorship and performance-based income. By enabling recurring monetization models and data-driven commercial strategies, 2VS contributes to greater financial predictability and resilience. Additionally, the project presents a structured business model that aligns technological development with economic viability, offering insights into how digital platforms can generate sustainable value in highly competitive environments.

Collectively, the contributions of this work extend beyond the development of a single platform. The project provides a practical reference for the application of computational solutions in the esports sector, combining technical implementation with market validation and business planning. As such, it contributes both academically and professionally by demonstrating how technology-driven entrepreneurship can address real-world industry challenges.

1.5 Work Structure:

- Brief description of the content of each subsequent chapter.]

2 [Solution Development]

2.1 [Definition of Market Assumptions and Hypotheses:]

The development of the 2VS platform was guided by a set of market assumptions derived from an initial strategic analysis of the esports ecosystem. These assumptions were established based on industry reports, observations of market behavior, and preliminary interactions with esports organizations, aiming to define a clear problem-solution fit and reduce uncertainty throughout the development process.

One fundamental assumption is that esports organizations are undergoing a process of professionalization that increases the demand for structured technological solutions. As teams evolve into entertainment brands, there is an increasing need for tools that support fan relationship management, data-driven decision-making, and sustainable monetization strategies. It is assumed that this demand is not adequately met by existing generic solutions or by reliance on third-party digital platforms.

Another key assumption is that fan engagement in esports represents an underutilized economic asset. Although esports audiences are highly engaged and digitally active, teams lack mechanisms to systematically capture, analyze, and monetize this engagement. The project assumes that providing organizations with direct access to fan data and engagement metrics enables more effective activation strategies, increased loyalty, and improved commercial outcomes.

The development of 2VS also assumes that esports organizations are willing to adopt modular and scalable technological solutions, provided that these solutions are aligned with their operational capacity and budget constraints. Rather than adopting complex, enterprise-level systems, teams are expected to favor platforms that allow gradual implementation and value generation from early stages, such as through a Minimum Viable Product.

Based on these assumptions, the project was guided by the following hypotheses:

- Esports organizations face structural limitations in managing fan relationships due to fragmented digital interactions and lack of data ownership.

- A centralized platform focused on engagement, analytics, and monetization can increase the perceived value of fan interactions for both teams and sponsors.

- The adoption of digital membership and recurring monetization models can contribute to greater financial stability for esports organizations.

- A modular and data-driven solution tailored to the esports ecosystem has higher adoption potential than generic CRM or engagement tools.

These assumptions and hypotheses served as the foundation for the design, development, and validation of the 2VS platform. Throughout the project, they guided decision-making related to feature prioritization, technological architecture, and market positioning, while also providing a framework for evaluating the solution's effectiveness and alignment with real market needs.

2.1.1 Problem Hypothesis

The primary problem hypothesis of this project is that **esports organizations face significant difficulties in structuring, managing, and monetizing fan engagement due to fragmented digital interactions and limited data ownership**, and that these organizations are willing to invest in technological solutions that address these challenges.

Specifically, it is assumed that esports teams and organizations operate with high levels of audience engagement across social media and streaming platforms but lack proprietary systems to centralize fan data and transform engagement into measurable business value. This limitation restricts their ability to design long-term engagement strategies, demonstrate return on investment to sponsors, and generate recurring revenue streams.

The hypothesis further assumes that this pain point has direct economic impact, as the absence of structured engagement and data management reduces monetization efficiency and increases dependence on volatile revenue sources such as sponsorships and competitive performance. As a result, organizations are expected to recognize the strategic relevance of solving this problem and to be willing to pay for solutions that provide data ownership, engagement tracking, and monetization capabilities tailored to the esports context.

Therefore, the problem hypothesis can be summarized as follows: esports organizations experience a structural pain point related to fan engagement management and monetization, and there exists a willingness to adopt and financially support a computational solution that effectively mitigates this issue.

2.1.2 Solution Hypothesis

The solution hypothesis of this project is that **a centralized, modular, and data-driven computational platform specifically designed for the esports ecosystem represents the most effective approach to addressing the identified problem of fan engagement management and monetization**.

It is assumed that generic customer relationship management and engagement tools are insufficient to meet the specific needs of esports organizations, as they do not adequately reflect the digital-native behavior of esports audiences, nor the operational realities of teams within this industry. In contrast, a solution tailored to the esports context can integrate engagement, analytics, and monetization in a unified environment, increasing usability, relevance, and adoption potential.

The hypothesis further assumes that by providing esports organizations with direct ownership of fan data, structured engagement mechanisms, and real-time performance insights, the proposed solution enables more informed decision-making and more efficient value generation. The modular architecture of the platform is also considered a key factor, as it allows organizations to progressively adopt functionalities according to their maturity level, budget constraints, and strategic priorities.

Therefore, the proposed computational solution is assumed to be the most suitable way to solve the identified problem because it aligns technological capabilities with market-specific requirements. By combining centralized data management, engagement tools, and monetization features within a scalable platform, the solution is expected to deliver superior outcomes compared to fragmented or non-specialized alternatives.

2.1.3 Value Hypothesis

The value hypothesis of this project is that **esports organizations perceive sufficient economic value in the proposed solution to justify its pricing and revenue model**, considering the benefits generated in terms of engagement, data ownership, and monetization potential.

It is assumed that the pricing structure of the 2VS platform is aligned with the financial capacity and expectations of esports organizations, particularly when compared to the costs of alternative solutions or the opportunity cost of maintaining fragmented and inefficient engagement strategies. The platform's revenue model is based on the premise that organizations are willing to allocate part of their budget to solutions that generate measurable return on investment and contribute to long-term financial sustainability.

The hypothesis further assumes that a recurring pricing model, combined with value-based components such as digital membership, engagement tools, and analytics, is acceptable to customers as it reflects continuous value delivery rather than a one-time transactional cost. By enabling diversified revenue streams and improved sponsor activation, the solution is expected to offset its own cost through increased monetization efficiency.

Therefore, the value hypothesis asserts that the proposed price and revenue model are perceived as fair and justified by esports organizations, as the solution directly supports revenue generation, operational efficiency, and strategic decision-making, making the investment economically viable from the customer's perspective.

2.2 [Market Sizing and Analysis:]

2.2.1 Market Size (TAM, SAM, SOM):

The market sizing for the 2VS subscription program was defined based on the number of potential users within the Brazilian esports ecosystem, focusing on fans who may adopt digital membership programs offered through the platform.

The **Total Addressable Market (TAM)** is estimated at **30 million individuals**, representing the total number of esports fans in Brazil who could potentially subscribe to a digital membership program associated with esports organizations. This estimate reflects the overall size of the national esports audience and its high level of digital engagement.

The **Serviceable Available Market (SAM)** is estimated at **7.5 million individuals**. This segment corresponds to the portion of the TAM that is realistically reachable by the 2VS platform, considering the initial focus on partnered esports organizations, brand reach, and fan bases with higher engagement levels and propensity to adopt subscription-based models.

The **Serviceable Obtainable Market (SOM)** is estimated at **150 thousand individuals**. This value represents the achievable number of subscribers in the early stages of the project, taking into account conservative adoption rates, market entry constraints, and the gradual rollout of the platform across selected esports organizations in Brazil.

This market sizing analysis indicates that even a modest initial penetration within the Brazilian esports fan base can generate a meaningful user base for the 2VS subscription program. The defined TAM, SAM, and SOM provide a realistic foundation for evaluating scalability, validating market demand, and supporting future revenue projections derived from subscription adoption.

2.2.2 Customer Segmentation and Profiling

The definition of the target customer segment for the 2VS platform was based on the identification of key stakeholders within the esports ecosystem who directly influence engagement strategies, data usage, and monetization decisions. Rather than focusing on a single user profile, the solution targets a set of interconnected personas that collectively shape the adoption and value generation of the platform.

At the organizational level, the primary target segment consists of decision-makers within esports organizations, such as executives and leadership roles responsible for strategic, financial, and operational decisions. These stakeholders are typically focused on long-term growth, financial sustainability, and brand positioning. Their decision-making processes are guided by data analysis, return on investment, and alignment with organizational objectives, making them receptive to solutions that demonstrate measurable impact and scalability.

Complementing this segment are marketing and branding professionals within esports organizations. This group is directly involved in fan engagement initiatives, communication strategies, and brand perception management. Their priorities include increasing audience interaction, improving public perception, and delivering engagement-driven results. As highly active users of digital platforms and social media, they value tools that provide actionable engagement metrics, audience insights, and mechanisms to activate fan communities more effectively.

From an operational and analytical perspective, the platform also addresses professionals responsible for data analysis and performance tracking within esports organizations. These users seek reliable data structures, meaningful metrics, and integration capabilities that support analytical workflows. Their adoption of the solution is influenced by data quality, usability, and the ability to generate insights that support both strategic and operational decisions.

Finally, the ecosystem includes end users, represented by esports fans who engage with teams through digital channels. Although not direct buyers of the platform, these users are central to the value proposition of the subscription program. They are typically digitally native, highly engaged with esports content, and influenced by

community dynamics, rewards, and brand affinity. Their behavior directly impacts adoption rates, engagement metrics, and the overall success of the platform.

By addressing these interconnected segments, 2VS positions itself as a solution that aligns organizational strategy, marketing execution, data intelligence, and fan engagement within a unified ecosystem. This multi-stakeholder approach ensures that the platform delivers value across different roles while maintaining a clear focus on its primary target customers within esports organizations.

2.3 [Competitive Analysis and Differentials:]

The competitive analysis of the 2VS platform was conducted to understand the existing business environment, identify relevant competitors, and define the differentiating factors that support the proposed solution's competitive advantage within the esports ecosystem.

Identification of Direct and Indirect Competitors

Direct competitors are defined as platforms that offer solutions explicitly focused on esports organizations, particularly in areas such as fan engagement, digital memberships, and data management. These competitors typically provide tools for community interaction, subscription-based programs, or basic analytics tailored to esports teams. While some of these solutions address isolated aspects of the problem, they often lack comprehensive integration across engagement, monetization, and data intelligence.

Indirect competitors include generic customer relationship management systems, marketing automation platforms, and community management tools not specifically designed for esports. Examples include traditional CRM software, loyalty platforms, and social media analytics tools. Although these solutions are widely adopted in other industries, they are not fully aligned with the digital-native behavior of esports

audiences or the operational realities of esports organizations, requiring significant customization and integration efforts.

Analysis of Competitors

From a feature perspective, direct competitors typically focus on singular value propositions, such as fan subscriptions or community interaction, without offering robust data analytics or flexible monetization structures. Pricing models in this segment often rely on fixed monthly fees or revenue-sharing mechanisms, which may not scale efficiently for organizations at different maturity levels. Strengths of these solutions include market familiarity and early adoption, while weaknesses include limited scalability, restricted customization, and insufficient data ownership.

Indirect competitors, particularly generic CRM and marketing platforms, offer mature infrastructures and extensive feature sets. Their strengths lie in stability, integration capabilities, and established best practices. However, these solutions present significant limitations for esports organizations, including high implementation costs, complexity, and misalignment with esports-specific engagement models. As a result, they often fail to capture meaningful fan behavior metrics relevant to the esports context.

Competitive Advantage and Differentiating Factors

The competitive advantage of the 2VS platform lies in its sector-specific, modular, and data-driven approach. Unlike generic tools or narrowly focused esports solutions, 2VS integrates fan engagement, digital membership, analytics, and monetization within a single ecosystem designed explicitly for esports organizations.

One key differentiating factor is the platform’s emphasis on data ownership and actionable insights. By centralizing fan interactions and providing structured analytics, 2VS enables organizations to transform engagement into strategic assets, improving both decision-making and sponsor activation. Additionally, the modular architecture allows teams to adopt functionalities progressively, reducing entry barriers and aligning investment with organizational maturity.

Another important differential is the alignment between technological capabilities and business objectives. The platform is designed not only as a technical solution but

also as a business enabler, supporting recurring revenue models and long-term sustainability. This combination of technical integration, market specificity, and economic focus positions 2VS as a differentiated solution capable of addressing unmet needs within the esports ecosystem.

In summary, while competitors offer partial or generic solutions, 2VS distinguishes itself by delivering an integrated, scalable, and esports-oriented platform that aligns engagement, data intelligence, and monetization, thereby establishing a sustainable competitive advantage in the market.

2.4 [Technological Solution]

2.4.1 Requirements and Specifications:

Epic: Memberships

Feature: Line-up Membership List

1. User Story: As a user, I want to see all the membership line-ups on the platform
2. User Story: As a user, I want to filter line-ups by country and region
3. User Story: As a user, I want to select the line-up I want to access the dashboard for

Feature: Line-up and Membership Dashboard

1. User Story: As a user, I want to view all the players in the line-up
2. User Story: As a user, I want to view all the streamers in the line-up
3. User Story: As a user, I want to view all the available activations in the line-up
4. User Story: As a user, I want to access the page of a specific activation in the line-up
5. User Story: As a user, I want to see the activation history
6. User Story: As a user, I want to view the team's titles
7. User Story: As a user, I want to subscribe to a line-up membership

Feature: Line-up Activation Page

1. User Story: As a user, I want to view the activation title
2. User Story: As a user, I want to view the creator of the activation
3. User Story: As a user, I want to view the objectives of the activation
4. User Story: As a user, I want to view the rewards of the activation
5. User Story: As a user, I want to view the activation countdown
6. User Story: As a user, I want to see if the activation is live
7. User Story: As a user, I want to participate in the activation

Epic: Teams

Feature: Partner Teams List

1. User Story: As a user, I want to see all partner teams on the platform
2. User Story: As a user, I want to filter teams by country and region
3. User Story: As a user, I want to select the team I want to access the dashboard for

Feature: Team Dashboard

1. User Story: As a user, I want to view all the club's line-ups
2. User Story: As a user, I want to view all the club's streamers
3. User Story: As a user, I want to view all available activations from the team
4. User Story: As a user, I want to view all available activations from my memberships
5. User Story: As a user, I want to access the page of a team's activation
6. User Story: As a user, I want to see the activation history
7. User Story: As a user, I want to view the team's titles
8. User Story: As a user, I want to subscribe to a full club membership

Feature: Team Activation Page

1. User Story: As a user, I want to view the activation title
2. User Story: As a user, I want to view the creator of the activation
3. User Story: As a user, I want to view the activation objectives
4. User Story: As a user, I want to view the rewards of the activation
5. User Story: As a user, I want to view the activation countdown

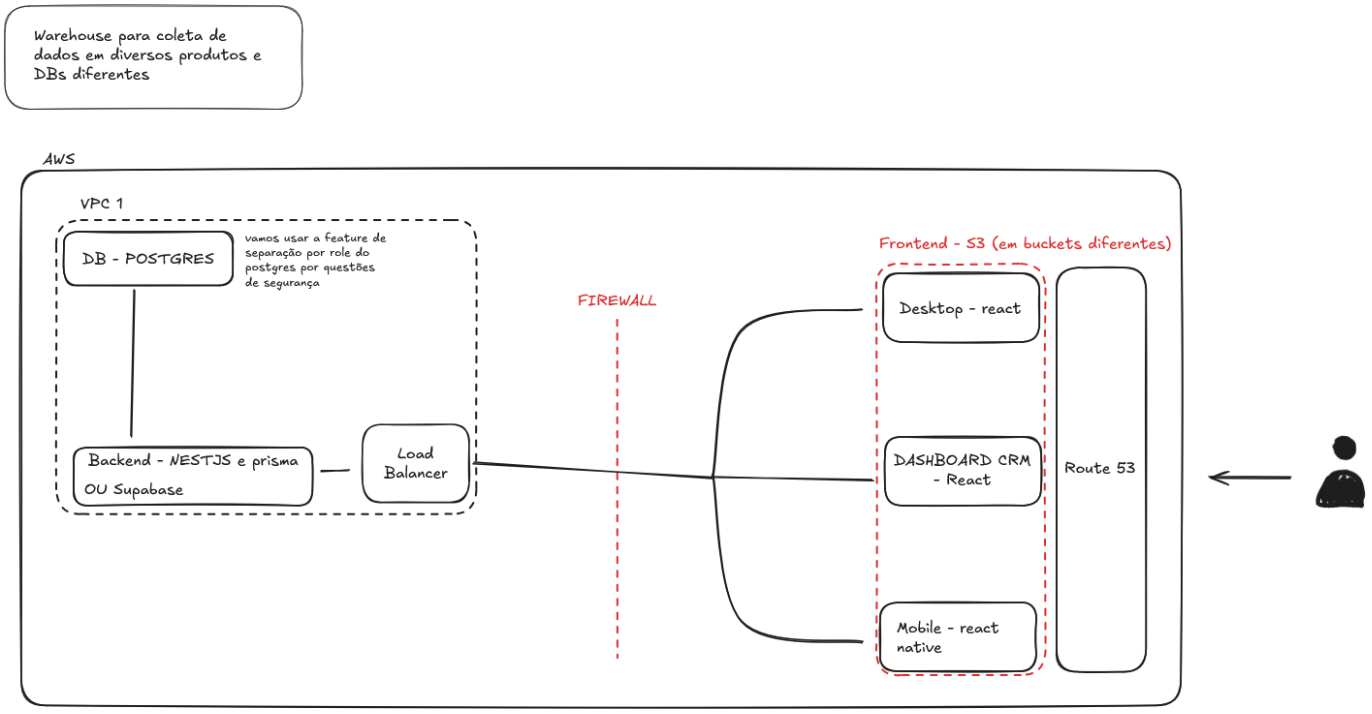
6. User Story: As a user, I want to see if the activation is live
7. User Story: As a user, I want to participate in the activation

Epic: Profile

Feature: Profile Page

1. User Story: As a user, I want to add a description to my profile
2. User Story: As a user, I want to add a photo to my profile
3. User Story: As a user, I want to add a banner to my profile
4. User Story: As a user, I want to display my badges
5. User Story: As a user, I want to display my memberships
6. User Story: As a user, I want to display my favorite players
7. User Story: As a user, I want to display my favorite streamers
8. User Story: As a user, I want to display my ranking within my memberships
9. User Story: As a user, I want to display my global ranking
10. User Story: As a user, I want to receive activation notifications

2.4.2 Architecture and Technology:



The technology used on the solution are described on the image above.

2.4.3 Development and Implementation (MVP):

- The development methodology used was scrum, and Kanban was used to organize the tasks, and help the development team

Phase 1 - Foundation (Authentication & Core Users)

- User registration, login, and JWT authentication
- User profiles and dashboard
- Role-based access control

Phase 2 - Team & Social Features

- Team creation and management
- Membership tiers with gamification
- Influencer/player profiles
- Team-specific stores and branding

Phase 3 - Competitive & Rankings

- Gaming lineups and roster management
- Dynamic ranking and leaderboard system
- Event and tournament management
- Season tracking with points

Phase 4 - Gamification & Commerce

- E-commerce integration with team stores
- Product marketplace with showcase
- Rewards system and activity tracking
- User points and XP progression

Key Modules

Backend (NestJS + PostgreSQL):

- Auth & Users management
- Teams & Memberships
- Lineups & Rosters
- Rankings & Leaderboards
- Events & Tournaments
- Commerce (Products, Purchases, Stores)
- Activities & Gamification
- Influencers & Players

Frontend (React + TypeScript):

- Authentication flow (login, register, 2FA, password reset)
- Events browser and details
- Team management and exploration
- Membership dashboard
- Marketplace/Store
- User profile and rankings
- Activity tracking

Main Features

- Multi-tier membership system
- Gaming lineups & team rosters
- Real-time rankings and leaderboards
- Event/tournament management
- Team e-commerce stores
- Gamification (XP, points, rewards)
- Influencer management
- Mobile-responsive UI

Tech Stack: React 19, NestJS 11, PostgreSQL, TypeScript, Tailwind CSS, Prisma ORM

2.4.4 Testing and Technical Evaluation:

No tests were produced

2.5 [The Business Plan]

2.5.1 Market and Competitor Analysis:

This section presents the market and competitor analysis of the 2VS platform, incorporating target audience segmentation and a structured SWOT analysis to evaluate internal capabilities and external market conditions, as well as to position the solution competitively within the esports ecosystem.

Segmentation and Target Audience

The target audience of the 2VS platform is composed primarily of esports organizations seeking to professionalize fan engagement, data usage, and monetization strategies. These organizations typically operate in a digital-native environment, maintain active online communities, and face increasing pressure to demonstrate financial sustainability and measurable engagement outcomes.

Within this segment, strategic decision-makers such as founders, executives, and organization leaders represent the primary customers, as they are responsible for long-term vision, investment decisions, and partnerships. Marketing and branding professionals form a key operational segment, given their responsibility for engagement campaigns, audience growth, and brand perception. Additionally, data-oriented professionals, including analysts and technical managers, represent an important user group due to their need for structured data pipelines, reliable metrics, and actionable insights.

Although esports fans are not direct buyers of the platform, they play a central role as indirect stakeholders. Their engagement behavior directly influences the success of subscription models, reward systems, and retention strategies enabled by the platform.

SWOT Analysis

The SWOT analysis highlights the main internal and external factors influencing the development and market positioning of the 2VS platform.

From an internal perspective, the primary strengths of 2VS are strongly related to the team's technical and strategic capabilities. The project benefits from the expertise of Inteli advisors, strong proficiency in web development, advanced knowledge of user experience design, and solid experience in data pipeline construction and analysis. Additionally, the team demonstrates strong internal synergy, a unified vision, and a deep understanding of the esports market, which supports coherent decision-making and long-term strategic alignment.

Conversely, internal weaknesses are associated with the early-stage nature of the venture. These include limited benchmarking data, reduced experience in direct interaction with investors and large clients, short-term dependence on partnerships for market outreach, and an initially restricted professional network. These factors may impact early scalability and market penetration, particularly during the first phases of commercialization.

From an external perspective, several opportunities strengthen the market outlook for 2VS. The esports industry presents growing opportunities for partnerships with leading companies and collaborations with key market players. The increasing demand for innovation, leadership-driven solutions, and data-oriented engagement models creates favorable conditions for differentiation. Additionally, the possibility of using established initiatives as benchmarks and adopting a born-global approach supports future internationalization and expansion into emerging markets.

However, the platform also faces relevant external threats. These include potential competition with traditional sports for audience attention and sponsorship budgets, limited investment availability in certain market cycles, and low adoption rates among segments of the general public. Structural inefficiencies within the esports market and competition from consulting-oriented solutions also pose challenges. Furthermore, the concentration of large esports audiences in specific regions, such as China and Russia, may limit immediate global scalability.

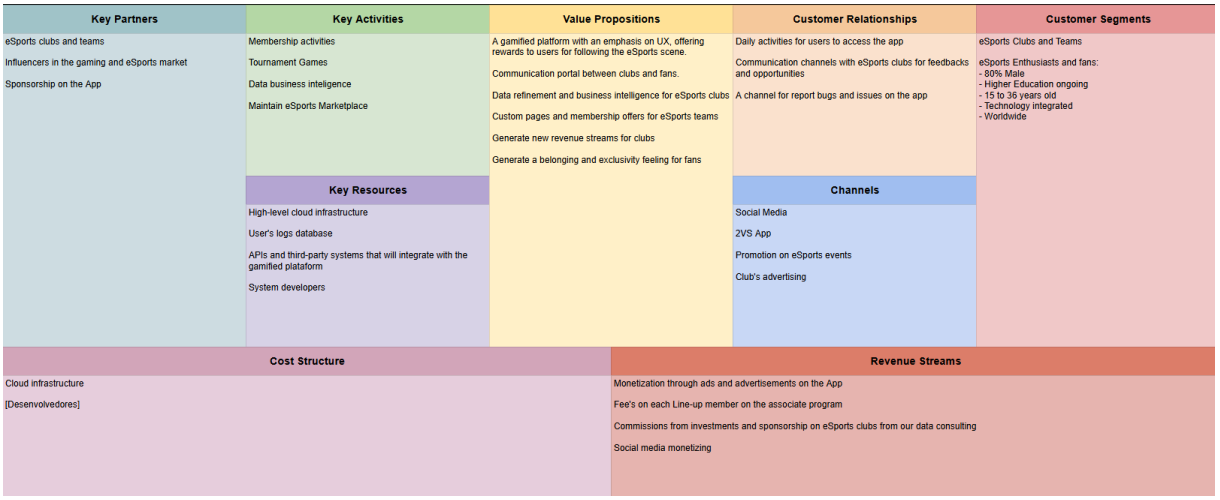
Competitor Analysis and Product Differentials

The competitive environment of 2VS includes both direct and indirect competitors. Direct competitors consist of esports-focused platforms offering community management, engagement tools, or fan subscription models, which often address specific aspects of the problem but lack full integration across data, engagement, and monetization. Indirect competitors include generic CRM systems, analytics platforms, and consulting services, which provide mature infrastructures but are not tailored to the specific dynamics of esports organizations.

The main differentiating factors of 2VS emerge from its integrated and data-driven approach. The platform centralizes esports communities, enables personalized activations, and implements reward mechanisms based on objective engagement metrics rather than superficial indicators. Its strong focus on retention, combined with the ability to integrate with major industry players and data providers, further enhances its competitive positioning.

Overall, the SWOT-based analysis demonstrates that 2VS leverages strong internal capabilities to exploit market opportunities while addressing identifiable weaknesses and external threats. This positioning reinforces the platform’s competitive advantage as a scalable, esports-native solution aligned with the evolving demands of the esports industry.

2.5.2 Business Model (Business Model Canvas - BMC):



The Business Model Canvas was used as a strategic framework to structure and analyze the business logic of the 2VS platform. This model enables a holistic view of how value is created, delivered, and captured within the esports ecosystem, aligning technological development with market and economic considerations.

Key Partners

The key partners of 2VS consist primarily of esports clubs and teams, which play a central role in the platform's value creation by providing official communities, content, and engagement opportunities for fans. Influencers within the gaming and esports market also represent strategic partners, as they contribute to user acquisition, brand visibility, and community growth. Additionally, sponsors integrated into the platform support monetization initiatives and enhance the value proposition for both organizations and users by enabling branded activations and rewards.

Key Activities

The core activities of the 2VS platform are centered on enabling engagement and monetization within the esports ecosystem. These activities include the management of digital membership programs, the development and operation of tournament-based games and interactive experiences, and the execution of data intelligence processes. The platform also maintains an esports marketplace, supporting transactions, rewards, and activations, while continuously refining engagement data to generate actionable insights for partner organizations.

Value Propositions

The value proposition of 2VS is based on offering a gamified digital platform with a strong emphasis on user experience, designed to reward users for actively following and engaging with the esports scene. The platform facilitates direct communication between esports clubs and fans, enabling personalized interactions and community-building initiatives. For organizations, 2VS delivers data refinement and business intelligence capabilities, allowing clubs to better understand fan behavior and optimize engagement strategies. Furthermore, the platform supports the creation of customized pages and membership offers, generates new revenue streams for clubs, and fosters a sense of belonging and exclusivity among fans.

Customer Relationships

Customer relationships within the 2VS platform are designed to be continuous and engagement-driven. Users are encouraged to interact with the platform on a daily basis through activities, rewards, and content related to esports events and teams. Communication channels are established between esports clubs and the platform to enable feedback, collaboration, and the identification of new opportunities. Additionally, the platform provides dedicated channels for users to report issues, submit feedback, and contribute to the continuous improvement of the service.

Customer Segments

The primary customer segment of 2VS consists of esports clubs and teams, which act as institutional clients and strategic partners. A secondary but essential segment includes esports enthusiasts and fans, characterized by high digital engagement, strong affinity with gaming culture, and regular consumption of esports content. This audience is predominantly male, within the age range of 15 to 36 years, often engaged in higher education or early professional stages, and highly integrated with technology. Although geographically distributed, this segment shares common behavioral patterns that support the scalability of the platform.

Key Resources

The key resources required for the operation of 2VS include a high-level cloud infrastructure capable of supporting scalability and real-time interactions. User log databases and engagement data repositories are essential assets for analytics and

business intelligence. The platform also relies on APIs and third-party systems to enable integrations with external services and partners. Finally, the development and maintenance of the solution depend on skilled system developers responsible for continuous improvement and innovation.

Channels

The main channels through which 2VS reaches its users and customers include social media platforms, which support communication, promotion, and community engagement. The 2VS application itself serves as the primary interaction channel, concentrating all platform functionalities. Additional channels include promotional actions during esports events and advertising initiatives conducted by partner clubs, which contribute to user acquisition and brand awareness.

Cost Structure

The cost structure of 2VS is primarily driven by technological and operational expenses. Key costs include cloud infrastructure services required to ensure performance, availability, and scalability, as well as development costs associated with system maintenance and feature evolution. Human resources, particularly software developers and technical staff, also represent a significant portion of operational costs.

Revenue Streams

The revenue streams of the 2VS platform are diversified to reduce dependency on a single source of income. Monetization strategies include advertisements and sponsored content displayed within the application, fees associated with membership programs and lineup participation, and commissions derived from data consulting, sponsorship agreements, and investment-related activities involving esports clubs. Additional revenue may be generated through social media monetization initiatives connected to platform activities and partnerships.

2.5.3 Marketing and Sales Strategy:

The marketing and sales strategy of the 2VS platform is structured to support a phased market entry, prioritizing controlled adoption, strategic partnerships, and long-term customer retention within the esports ecosystem. The approach combines business-to-business (B2B) and business-to-consumer (B2C) dynamics, reflecting the dual nature of the platform.

Go-to-Market Strategy

The go-to-market strategy of 2VS is based on a gradual and partnership-driven launch. In the initial phase, the platform is introduced through pilot projects with selected esports clubs and teams that demonstrate strong brand presence and active fan communities. These early partnerships serve as validation cases, enabling product refinement and the generation of demonstrable results related to engagement and monetization.

Following the pilot phase, the platform expands through a structured onboarding process, leveraging existing partner networks and industry visibility. Esports events, tournaments, and community activations are used as strategic touchpoints to promote the platform and increase awareness. This approach reduces market entry risk, supports credibility building, and facilitates adoption through social proof within the esports ecosystem.

Sales efforts are primarily relationship-driven, focusing on direct engagement with decision-makers in esports organizations. The value proposition is communicated through data-backed demonstrations, highlighting measurable engagement outcomes, revenue potential, and strategic benefits. This consultative sales approach aligns with the professionalization needs of esports organizations and supports higher conversion rates.

Customer Acquisition and Retention Strategies

Customer acquisition strategies for esports organizations emphasize direct outreach, partnerships, and industry networking. The platform relies on referrals, strategic collaborations, and visibility generated by early adopters to attract new organizational customers. For end users, acquisition is driven by club-led promotion, social media

campaigns, influencer engagement, and in-app incentives tied to esports events and rewards.

Retention strategies are centered on continuous engagement and value delivery. For esports organizations, retention is supported through ongoing access to analytics, performance insights, and platform enhancements that reinforce return on investment. Regular feedback loops and collaborative planning ensure alignment between platform evolution and customer needs.

For end users, retention is driven by gamified experiences, reward systems, and personalized content that encourage recurring interaction with the platform. The use of objective engagement metrics allows for the continuous optimization of user journeys, fostering loyalty and long-term participation. Together, these acquisition and retention strategies aim to create a sustainable growth cycle that strengthens the 2VS ecosystem over time.

2.5.4 Financial Projection and Feasibility:

The financial projection and feasibility analysis of the 2VS platform aims to evaluate the sustainability of the proposed business model by detailing the revenue structure, pricing strategy, projected expenses, break-even point, and initial investment requirements. The analysis is based on conservative assumptions aligned with the platform's early-stage market entry.

Revenue Model and Pricing Structure

The revenue model of 2VS is primarily based on a subscription-driven structure, combined with platform commissions and complementary monetization mechanisms. The core revenue stream derives from digital subscriptions offered to end users through esports organizations, with a fixed subscription price of BRL 19.90 per user. From this amount, 30% of the subscription value is retained by the platform, while the remaining share is allocated to partner organizations.

Based on the defined cost structure and target margins, the final subscription price was calculated to ensure operational sustainability while remaining accessible to the target audience. The pricing model incorporates a 30% profit margin and an estimated tax rate of 16%, resulting in a gross monthly revenue requirement of BRL 29,475.33 and a net monthly revenue of BRL 24,759.28. On an annual basis, this corresponds to a gross revenue of BRL 353,704.00 and a net revenue of BRL 297,111.36.

Projected Expenses and Break-Even Analysis

The projected cost structure of the platform includes both fixed operational costs and recurring expenses. Core costs are associated with cloud infrastructure services, estimated at BRL 3,000 per month, and development resources, including software developers and UX professionals, totaling approximately BRL 12,066.60 per month. Additional operational expenses include marketing and administrative costs, professional software subscriptions, and registration fees, amounting to BRL 3,979 per month.

Considering these expenses, the platform requires a minimum monthly gross revenue sufficient to cover operational costs and achieve the targeted profit margin. The break-even point is reached when the platform attains approximately 4,938 active subscriptions, which corresponds to the defined annual revenue target. At this level, the platform generates a monthly profit of BRL 5,713.68, resulting in an annual profit of BRL 68,564.16, indicating positive operational viability.

Key viability indicators demonstrate that the platform’s cost-to-revenue ratio is balanced and that the subscription model provides predictable cash flow. The relatively low marginal cost per additional user reinforces scalability and improves profitability as adoption increases.

Initial Investment Requirement

The initial investment requirement for the 2VS platform is primarily focused on covering early-stage operational costs, product development, and market entry activities. This includes cloud infrastructure setup, development resources, user experience design, and initial marketing efforts. Based on the projected expenses,

the initial investment is estimated to cover 6 months of operation, corresponding to approximately BRL 50.000 in upfront capital.

This initial investment is intended to support product stabilization, pilot partnerships with esports organizations, and validation of the go-to-market strategy. Once the break-even point is achieved, the platform is expected to sustain operations through recurring subscription revenue, reducing dependence on external funding.

Overall, the financial projections indicate that the 2VS platform presents economic feasibility under conservative assumptions. The combination of a subscription-based revenue model, controlled cost structure, and scalable digital infrastructure supports long-term sustainability and reinforces the viability of the proposed venture.

2.6 [Validation and Results]

2.6.1 Validation Methodology:

The validation of the business hypotheses and the acceptance of the Minimum Viable Product (MVP) of the 2VS platform were conducted through a qualitative and quantitative validation methodology. This approach aimed to assess market perception, value proposition clarity, pricing acceptance, and potential adoption barriers.

The primary validation method consisted of **semi-structured interviews** with professionals and collaborators from established organizations within the esports ecosystem, including paiN Gaming, FURIA, LOUD, Red Canids, Riot Games, and Ubisoft. These interviews were designed to capture insights from different organizational perspectives, such as strategic decision-making, marketing, engagement, and data usage. The interviews focused on identifying perceived pain points, evaluating the relevance of the proposed solution, and understanding expectations regarding engagement platforms and subscription-based models.

In parallel, **online forms were distributed to esports fans through Reddit communities**, targeting users actively engaged in esports discussions. These forms collected quantitative and qualitative data related to product perception, pricing sensitivity, willingness to subscribe, and usage behavior. The forms were structured to validate assumptions regarding customer willingness to pay, perceived value of the platform, and engagement preferences.

Together, these methods enabled triangulation between organizational feedback and end-user perception, strengthening the reliability of the validation process. Rather than focusing on technical performance metrics at this stage, the validation emphasized **market acceptance, perceived usefulness, and alignment with user behavior**, which are critical for early-stage product validation.

2.6.2 Market Validation Results:

The results of the market validation process were predominantly positive and supported the core hypotheses of the project. Feedback collected from interviews with esports organizations indicated strong alignment between the identified problem and the proposed solution. Participants recognized the relevance of a centralized platform focused on fan engagement, data intelligence, and monetization, particularly highlighting the value of structured analytics and engagement-based reward mechanisms.

From the organizational perspective, respondents emphasized that the proposed value proposition addresses real operational challenges, especially regarding engagement measurement, fan retention, and sponsor activation. The pricing model was perceived as reasonable and compatible with the economic realities of esports organizations, reinforcing the value hypothesis defined earlier in the project.

The results obtained from the Reddit forms further validated market acceptance. A significant portion of respondents indicated interest in subscribing to a platform that rewards engagement and strengthens the connection with esports teams. Price

sensitivity analysis showed that the proposed subscription value was perceived as accessible and aligned with user expectations, supporting the financial assumptions of the business model.

However, an important behavioral insight emerged consistently across both interviews and forms. While respondents expressed interest in the platform's functionality and value proposition, many highlighted **reluctance to download and actively use multiple standalone applications**. This feedback reflects a broader trend of application fatigue, where users prefer consolidated digital experiences rather than fragmented ecosystems.

Based on this feedback, the project adopted a **persist-and-refine approach** rather than a full pivot. The core value proposition and business model were maintained, as they were validated by the market. However, strategic adjustments were incorporated into the product vision, emphasizing deeper integrations, platform consolidation, and positioning 2VS as a centralized engagement hub rather than an isolated application. This insight directly influenced decisions related to integration capabilities, modular architecture, and long-term positioning as a potential "super-platform" within the esports ecosystem.

In summary, the market validation confirmed the relevance, acceptance, and economic viability of the proposed solution, while also providing critical insights into user behavior that informed strategic refinements. These results reinforce the decision to persist with the current business model while adapting the product strategy to better align with real-world usage patterns.

2.6.3 Key Performance Indicators (KPIs):

The performance and sustainability of the 2VS platform are evaluated through a set of key performance indicators (KPIs) that measure customer acquisition efficiency, revenue generation, user retention, and overall business viability. These metrics

provide a quantitative basis for monitoring growth and supporting strategic decision-making.

One of the primary indicators is the **Customer Acquisition Cost (CAC)**, which represents the average cost required to acquire a new paying subscriber. CAC is calculated by dividing total marketing and sales expenses by the number of new users acquired in a given period. Considering the platform's reliance on partnerships with esports organizations, organic promotion through clubs, and targeted digital marketing efforts, the estimated CAC for 2VS during its initial phase is approximately **BRL 8.00 per user**. This relatively low acquisition cost reflects the leverage of existing fan communities and partner-driven distribution channels.

Another critical metric is the **Lifetime Value (LTV)**, which measures the total revenue generated by a subscriber throughout their relationship with the platform. Given the subscription price of **BRL 19.90** and the platform's **30% revenue share**, the monthly revenue retained by 2VS per user is **BRL 5.97**. Assuming an average customer lifetime of **12 months**, the estimated LTV is **BRL 71.64 per user**.

The **LTV/CAC ratio** is used as a consolidated indicator of economic sustainability. With an estimated LTV of BRL 71.64 and a CAC of BRL 8.00, the resulting LTV/CAC ratio is approximately **8.95**, which significantly exceeds the commonly accepted benchmark of 3.0 for subscription-based digital platforms. This ratio indicates strong potential for scalable growth and efficient capital allocation.

User retention is monitored through the **Churn Rate**, which represents the percentage of subscribers who cancel their subscription within a given period. For 2VS, a conservative estimated **monthly churn rate of 5%** is assumed, reflecting the competitive and dynamic nature of the esports market. This level of churn is mitigated through gamified engagement mechanisms, personalized rewards, and continuous interaction driven by esports events and community activities.

Additional operational KPIs include **Monthly Recurring Revenue (MRR)**, which tracks predictable income generated from subscriptions, and **Active Users**, which measure platform engagement and usage frequency. These indicators complement financial metrics by providing insights into user behavior and platform adoption.

In summary, the defined KPIs demonstrate that the 2VS platform presents favorable acquisition efficiency, strong customer lifetime value, and manageable churn levels. Together, these metrics support the financial feasibility of the business model and reinforce the platform's potential for sustainable growth within the esports ecosystem.

2.6.4 Risks and Mitigation Plan:

The identification and management of risks are essential to ensure the sustainability and scalability of the 2VS platform. This section presents the main business risks associated with the project, classified according to their nature and potential impact, as well as the mitigation strategies designed to reduce their likelihood or consequences.

Competitive Risks

One of the most critical risks identified is the emergence of market competitors offering similar products, which presents a high probability and high impact scenario. As the esports market evolves, new platforms and solutions focused on fan engagement and data analytics may enter the market, increasing competitive pressure. To mitigate this risk, 2VS adopts a differentiation strategy based on an integrated, esports-native solution, continuous product innovation, and strong partnerships with esports organizations. The focus on proprietary data, engagement-based rewards, and retention mechanisms further strengthens competitive positioning.

Another competitive risk involves low adoption by the general public, which may limit network effects and revenue growth. This risk is considered moderately likely with a high impact. Mitigation actions include leveraging partner organizations for direct user acquisition, implementing gamified onboarding experiences, and continuously refining user experience to reduce adoption friction.

Financial Risks

From a financial perspective, a relevant risk is the lack of effective investment in the esports market, particularly during unfavorable economic cycles. This risk may restrict access to capital and slow expansion efforts. To mitigate this risk, the platform is designed with a lean cost structure and a subscription-based revenue model that prioritizes early break-even and recurring cash flow. Additionally, phased growth and conservative financial projections reduce dependence on external funding.

Another financial risk is the potential lack of interest from investors in early stages. Mitigation strategies include focusing on operational validation, generating early revenue, and building credible performance metrics such as customer acquisition cost, lifetime value, and retention rates to support future fundraising efforts.

Technological Risks

Technological risks include potential limitations in platform scalability, system instability, or integration challenges with third-party services. Although these risks are considered moderate in probability, their impact may be significant if not properly managed. Mitigation measures involve the use of scalable cloud infrastructure, modular system architecture, and continuous monitoring of system performance. Regular testing and incremental feature deployment further reduce the likelihood of major disruptions.

Market and Partnership Risks

A relevant external risk relates to low engagement from partners, including esports organizations or sponsors, which could limit platform reach and perceived value. This risk is mitigated through clear value propositions, shared revenue models, and continuous communication with partners to align incentives. Establishing pilot programs and measurable success indicators also supports stronger partner commitment.

Another market-related risk is the structural inefficiency or potential stagnation of the esports market itself. Although considered less likely, this scenario could have a high impact. To mitigate this risk, 2VS maintains flexibility in its business model and adopts a long-term vision that includes product internationalization, exploration of emerging markets, and adaptation to new game titles and tournament formats.

Opportunities as Risk Offsets

The risk assessment also highlights opportunities that serve as natural offsets to identified threats. These include product internationalization, growth in emerging markets, increased accessibility to key influencers for partnerships, and the continuous emergence of new game titles and tournaments. By actively pursuing these opportunities, the platform reduces exposure to localized market risks and strengthens its growth potential.

In summary, the risk analysis demonstrates that while the 2VS platform operates in a dynamic and competitive environment, the identified risks are manageable through strategic planning, technological robustness, and market-driven mitigation actions. This structured approach to risk management supports the long-term viability and resilience of the proposed solution.

3 Conclusion

This work presented the conception, development, and validation of **2VS**, a computational platform designed to address structural challenges within the esports ecosystem related to fan engagement, data management, and monetization. Based on the analyses and results obtained throughout the project, it is possible to conclude that the objectives initially defined were largely achieved.

The general objective of creating and validating a computational solution aligned with market needs was fulfilled through the design and development of a Minimum Viable Product, supported by strategic market analysis and clearly defined hypotheses. The specific objectives were addressed by identifying key pain points within esports organizations, defining a viable value proposition, structuring a subscription-based business model, and validating the relevance of the solution through market assumptions and user segmentation. These steps demonstrate the feasibility of the proposed platform from both a technological and business perspective.

Regarding future projections, the results indicate significant growth potential for the 2VS platform, particularly within the Brazilian esports market. The defined market sizing suggests that even conservative adoption scenarios can result in a meaningful user base, providing a solid foundation for scalability. Future developments may include the expansion of platform functionalities, deeper data analytics capabilities, integration with additional partners, and gradual entry into international markets. Additionally, further validation with a broader set of organizations can strengthen product-market fit and refine pricing and monetization strategies.

As final considerations, this project demonstrates the relevance of applying computational solutions to emerging digital industries such as esports. By combining technological development with market analysis and entrepreneurial planning, the work contributes both academically and practically to the understanding of how data-driven platforms can support sustainable business models. While limitations exist, particularly regarding the scope of validation and the evolving nature of the esports market, the findings reinforce the potential of 2VS as a strategic enabler for esports organizations. Future work may build upon this foundation to enhance the platform's impact and further contribute to the professionalization of the esports ecosystem.

References

NEWZOO. **Global Esports & Live Streaming Market Report**. Amsterdam: Newzoo, 2024. Available at: https://www.newzoo.com/insights/trend-reports/global-esports-live-streaming-market-report. Accessed on: Oct. 27, 2025.

KOTLER, Philip; KELLER, Kevin Lane. **Marketing Management**. 15th ed. Harlow: Pearson Education, 2016.

OSTERWALDER, Alexander; PIGNEUR, Yves. **Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers**. Hoboken: John Wiley & Sons, 2010.

MAURYA, Ash. **Running Lean: Iterate from Plan A to a Plan That Works**. 2nd ed. Sebastopol: O'Reilly Media, 2012.

PRESSMAN, Roger S.; MAXIM, Bruce R. **Software Engineering: A Practitioner's Approach**. 9th ed. Porto Alegre: AMGH, 2021.

BASS, Len; CLEMENTS, Paul; KAZMAN, Rick. **Software Architecture in Practice**. 4th ed. Boston: Addison-Wesley, 2022.

ZETTLEMEYER, Florian; BHARGAVA, Hemant. **Pricing Strategies for Digital Products and Services**. Boston: Harvard Business School Publishing, 2018.

ZUORA. **The Subscription Economy Index**. Redwood City: Zuora Inc., 2023. Available at: https://www.zuora.com/subscription-economy-index. Accessed on: Oct. 27, 2025.

CHURCHILL, Gilbert A.; IACOBUCCI, Dawn. **Marketing Research: Methodological Foundations**. 11th ed. Mason: South-Western Cengage Learning, 2010.

VALENTE, José Armando; BITTENCOURT, Ig Ibert; SANTORO, Flávia Maria; GARCIA, Márcio; ISOTANI, Seiji; GARCIA, Ana; HABIMORAD, Maurício. **Project-Based Higher Education in Computing: Inteli on the path to innovation**. Brazilian Journal of Informatics in Education, [S. l.], v. 33, p. 605–642, 2025. Available at: https://journals-sol.sbc.org.br/index.php/rbie/article/view/4320. Accessed on: Oct. 27, 2025.

VALENTE, José Armando et al. **Project-Based Higher Education in Computing: Inteli on the path to innovation**. Brazilian Journal of Informatics in Education, [S. l.], v. 33, p. 605–642, 2025. Available at: https://journals-sol.sbc.org.br/index.php/rbie/article/view/4320. Accessed on: Oct. 27, 2025.

SANTOS, Edson Henrique; BENITES, Carlos Silva; STATERI, João. **Study of artificial intelligence within the scope of PBL teaching**. Contemporary Journal, [S. l.], v. 4, n. 9, p. 01–18, 2024. Available at: https://ojs.revistacontemporanea.com/ojs/index.php/home/article/view/5781/4271. Accessed on: Oct. 27, 2025.