

# Consolidated Business Plan – 2VS (Verus Vinculum)

## Purpose of this document

This business plan consolidates all materials, reports, templates, and learnings developed throughout the modules and sprints of the 2VS project. It serves simultaneously as:

- A final academic deliverable
- The company's official institutional document
- A strategic guide for next steps (product, commercial, technology, and growth)

Throughout the document, **exact placeholders are indicated for visual assets**, specifying where images should be inserted and which template/artifact should be used.

---

## 1. Business Overview

**2VS – Verus Vinculum** is a B2B/B2B2C platform focused on the eSports ecosystem, created to solve the fragmentation between **teams, fans, partners, and data**. Our product connects engagement, performance, and monetization within a single digital environment, enabling eSports organizations to professionalize their relationships with fans and commercial partners.

The company is initially focused on the Brazilian market, but its architecture, business model, and value proposition have been designed from day one for **global scalability**.

**Mission:** To create sustainable bonds between eSports organizations and their communities.

**Vision:** To become the leading relationship, data, and monetization layer of global eSports.

**Values:** Data as a strategic asset, transparency, long-term value creation, and community focus.

---

## 2. Problem and Opportunity

While the eSports market is experiencing rapid audience growth, it faces structural bottlenecks:

- Low revenue predictability for teams
- Difficulty measuring ROI for sponsors
- Fragmented engagement across multiple platforms
- Lack of standardized data and relationship management

2VS emerges as a **relationship infrastructure**, centralizing engagement, data, and monetization.



---

### 3. Market and Growth Thesis

Based on conducted studies:

- **TAM:** 30 million (players in competitive gaming ecosystems)
- **SAM:** 7.5 million (eSports fans)
- **SOM:** 150,000 potential subscribers

This represents an estimated ceiling of **R\$1.5M/month** in recurring revenue under a conservative Brazilian scenario.

We also mapped the influence concentration of major teams, validating a market entry strategy focused on players with strong fan bases.

---

### 4. Product and Value Proposition

The 2VS product is structured around **four main pillars**:

1. **Membership Platform** – Digital fan membership program
2. **Engagement & Activities** – Missions, events, and rewards
3. **Marketplace & Benefits** – Products, partners, and activations
4. **Data & Insights** – Structured data for teams and sponsors

The core value proposition is enabling teams to **start with engagement** and **evolve toward monetization and data intelligence**.

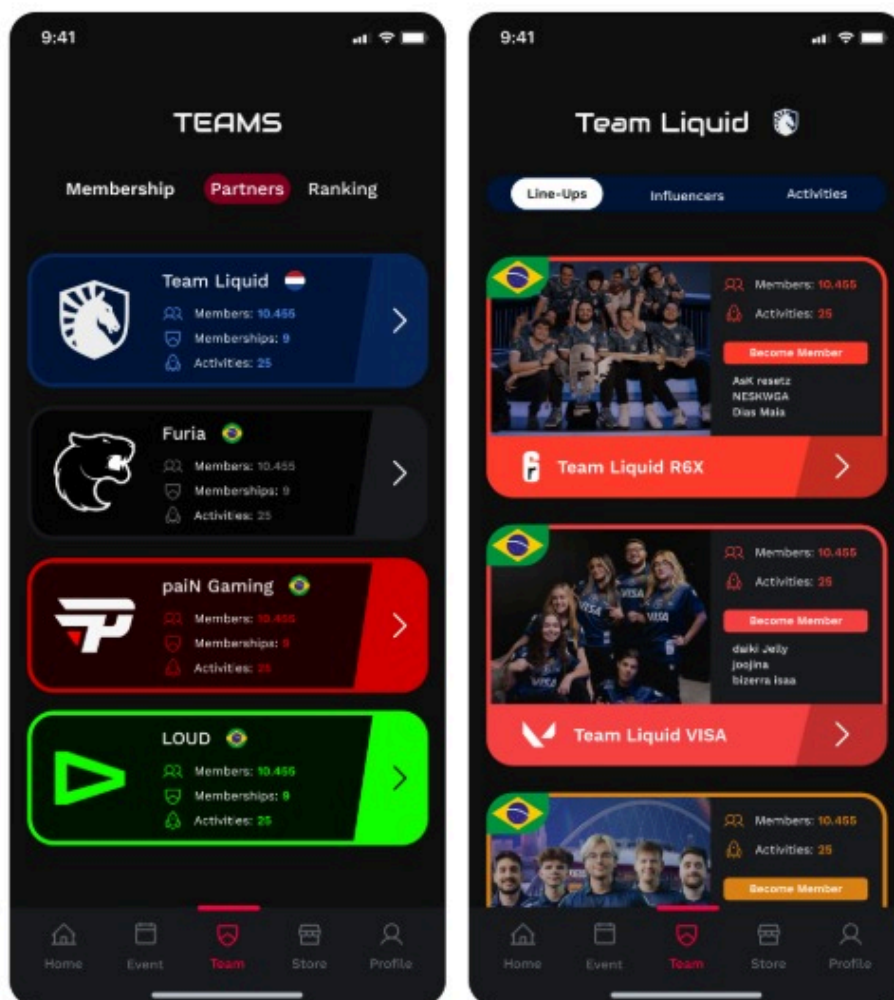
---

## 5. Design, UX, and Visual Identity

The product design was developed in Figma with a focus on:

- Scalability
- Navigation clarity
- Visual consistency

A branding manual was created to ensure standardization across product, pitch, and communication materials.



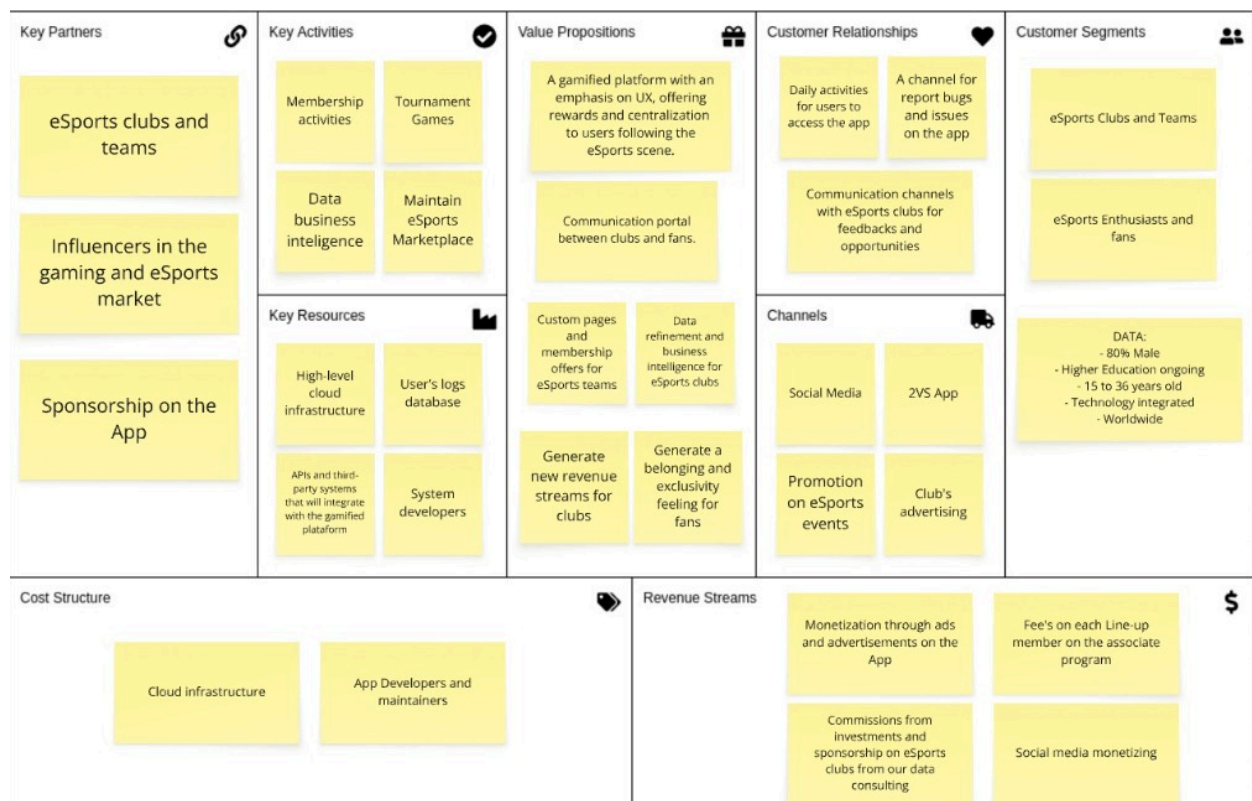
## 6. Business Model

The 2VS business model combines:

- **Monthly fan subscriptions**
- **Revenue sharing with teams**
- **Upsell of B2B solutions** (data, activations, reports)

**Go-to-market strategy:**

- Core product: Membership
- Expansion: Modular solutions (Solutions Pool)



Strengths		Weaknesses	
1. Expertise of advisors: Mentors' experience ensures strategic direction, reinforce this with regular meetings.		1. Limited experience in dealing with investors and clients: Caused by little real exposure, our countermeasure is use mentorship and pitch simulations.	
2. Team's proficiency in web development: Strong technical skills, expand portfolio to keep learning daily.		2. Reliance on partnerships for outreach: Caused by restricted initial network our countermeasure is increase presence in events and social media.	
3. Team's expertise in data pipeline analysis and construction: Solid foundation in data, leverage this for differentiated analytics solutions.		3. Initially limited network of contacts: Due to early-stage project, our countermeasure is keep active networking at fairs and associations.	
4. Strong synergy among team members: Efficient collaboration, sustain engagement with agile rituals and continuous feedback.		4. Limited experience on team management: Caused because we are a young team, the countermeasure is short trainings in agile management.	
5. Team members' understanding of the market: Knowledge of the ecosystem, keep discovering and validating insights with constant research.		5. Limited time for project development: Caused by parallel commitments, our countermeasure will be prioritize critical deliveries.	
6. Unified purpose to transform the eSports market: Shared vision strengthens resilience, reinforce purpose in all communications.		6. Limited financial resources: Caused by lack of capital, the countermeasure is seek grants, incubators, and funding programs	
Opportunities		Threats	
1. Partnerships with industry-leading companies: Chance for validation and scaling, we need to invest in strategic alliances.		1. Lack of investment in the market: Caused by being an unstable sector, our countermeasure is diversify revenue models.	
2. Innovation on membership program and data management in eSports: Competitive edge, we need to prototype quickly and test with users.		2. Low adoption by the general public: Caused by low awareness, the countermeasure is educational campaigns and digital marketing.	
3. Kings League as an opportunity: Rising league, pursue cooperation or benchmarking.		3. Inefficiencies in the eSports market: Caused by lack of understanding on how to invest and position in the market, the countermeasure is offer clear guidance and structured solutions.	
4. Emerging market opportunities: Favorable scenario, gradually explore international expansion.		4. Competitors on membership and data programs: Established players already exist, the countermeasure is focus on value differentiation.	

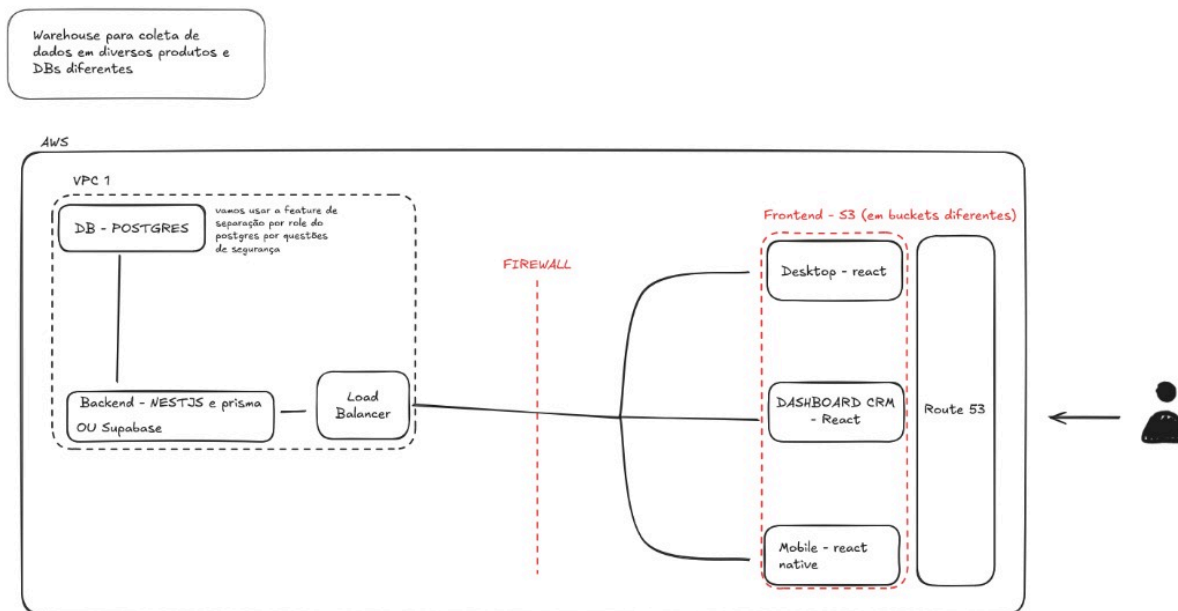
	Threats					Opportunities				
Very Likely			Market Competitors Offering Similar Products			Product Internationalization				
Likely						Growth Opportunity in an Emerging Market				
Possible				Lack of Adoption by the Public	Lack of Effectiveness in Investing in the eSports Market	Accessibility to Key Market Influencers for Partnerships	Emergence of New Game Titles and Tournaments			
Unlikely				Lack of Interested Investors	Lack of Partner Engagement					
Very Unlikely					eSports Market Failure	Opportunity to Shape New Cultures in the eSports Market				
	Very Low	Low	Moderate	High	Very High	Very High	High	Moderate	Low	Very Low
	Impact									

## 9. Technology and Architecture

The platform was developed with scalability as a core principle:

- Modular front-end
- Domain-driven back-end
- Centralized database with per-client customization

Tools and stack were fully documented in Notion and applied to the MVP.

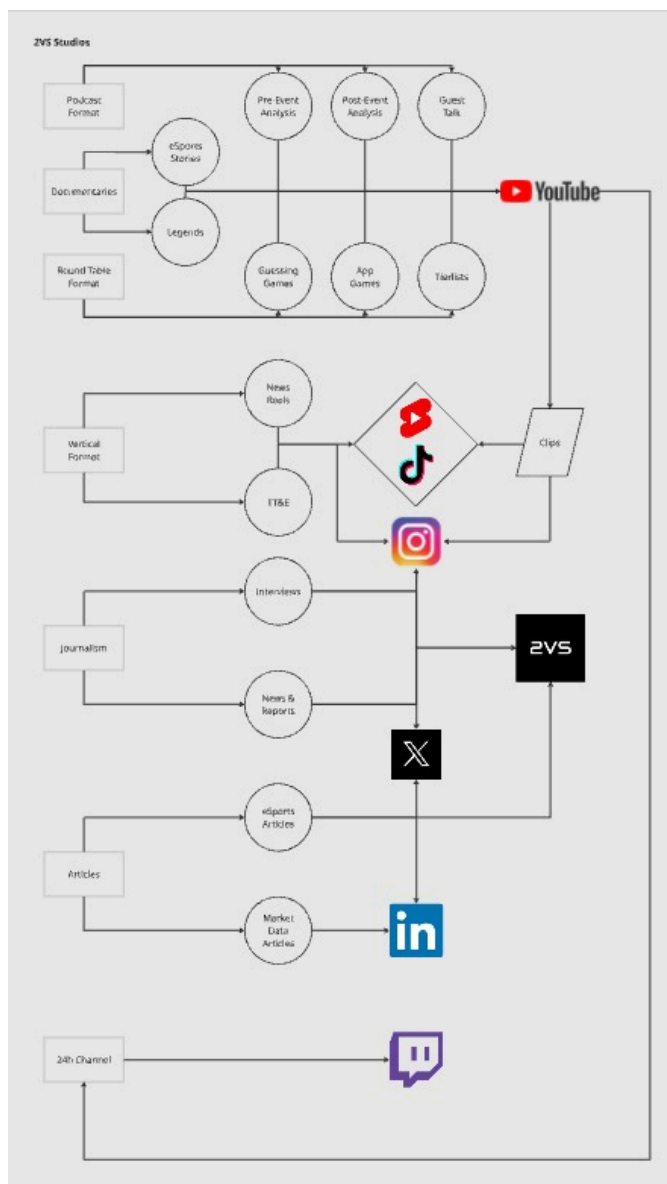


## 10. Commercial Strategy and Go-To-Market

The initial commercial strategy prioritizes:

- Teams with pre-existing relationships (MIBR, FURIA)
- Positioning as a strategic partner
- Entry via Membership, followed by expansion

In parallel, brand awareness is built through organic content.



---

## 11. Roadmap and Next Steps

### Short term (0–6 months)

- Finalize MVP
- Close first contracts
- Validate pricing

### Mid term (6–18 months)

- Scale team portfolio
- Launch advanced modules
- Structure sponsor-grade data products

### Long term (18+ months)

- International expansion
  - Proprietary circuit (2VS Circuit)
  - Data brokerage
- 

## 12. Conclusion

2VS presents a solid thesis, validated through research, hands-on development, and market feedback. The project evolved from an idea into a **functional product**, supported by clear foundations in business, technology, and growth.

This business plan consolidates the entire journey and serves as the foundation for the next phase: **execution, traction, and scale**.