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**The Esports centre**

**Business proposal**

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Description automatically generated with medium confidenceExecutive Summary

The application I propose to create is a statistics tracking website based around the sporting genre esports. Esports being the online sporting activities based around multiplayer online gaming. The website that would allow users interested in esports to track statistics for games, leagues, matches or individual players via a database search and use a register system to add their own team statistics.

Main features include A publishing feed where users can view the previously mentioned categories they are interested in, in article format similarly to blog or forums sites. This feed would be customisable, using a voting system to either upvote or downvote content alternating the order results appear in. All statistical data used in the site would be stored within a database and therefore an additional feature would data filtering functionality for greater customisation. Finally, a registration system would be used for local teams to put their own stats, once verified into the database.

Unique selling point

Being able to register a team locally is what create the unique selling point (USP) of this application ‘fantasy football’ (Virtual system where users create football teams from a manager position) where users could register their team and fans would be able to track and invest in their progress, focusing on keeping site users engaged with dynamic content. Unique from similar sites such as ‘esportscharts’ [1] which only offer statistics. The additional interactivity of a voting based published feed, are also unique to the site and give each individual user a tailored, personal, and engaging experience.

Market analysis

Esports as a market, has seen a significant expanse in recent times increasing its active followers and economic impact far more rapidly than current sports. Prize pools alone have shown drastic changes as greater funding is given to the sport [2]. Applications of this kind exist in other mainstream sports such as football [3]. Therefore, as the market for esports is directly relational to the size of the market that could benefit from the proposed application.

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There are two target markets for this application. The first being educational institutions that offer some form of esports related course or activity, because of the recent expanse of esports into an educational setting [2]. This would be the market direct at the registering feature of the application, using the system to gain some form of presence with local teams Graphical user interface, PowerPoint

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Financial market

As previously mentioned, a form of subscription-based service will be implemented into the site. Users would pay a competitive monthly price is three pounds (or their currency equivalent) to remove advertisements from the page. Advertising therefore would be an additional method of income, provided by ‘Google Ads’ providing between one to two pounds per click. Additionally, not mentioned as a core feature but integral to revenue and the minimum viable product (but left out for the purpose of the submission due to the difficulty to implement), third parties such as ‘Twitch’ could be used to create an account for the application that streams local team games registered within the site, with a ratio of one pound, per view, per hour. Subscribers would be able to view additional content such as behind the scenes or halftimes from this match exclusively on the site. Finally, institutions that host their teams under or site would have to pay a service charge of five pounds monthly, adjusted accordingly based on the size of the team due to increase on data stored.

SWOT Analysis

Strengths of this application are derived from its USPs in that it is far more engaging and interactivity than services of a similar kind and is far more likely to retain a larger audience as a result. Few applications of this kind already exist so a gap and need for this service exists with the popularity of esports.

Weaknesses summarise to ‘Why use this service over pre-existing services?’ specifically for the live viewing aspect. Registering teams and the statistical data seek to draw users towards more interactive features which rival do not have, as well as the exclusivity of local team events and subscription content not available under any other current platforms.

The main opportunity of this application is to create a locally based level of publicity for the esports genre. With the current large focus being on large mainstream games and teams and next to no focus being on the local level. The ability for users to establish their own teams can not only benefit the institution represented with publicity and following but help to grow the site as well.

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Description automatically generated with medium confidenceFinally, the threats of the application are already established sites such as ‘Twitch’ or ‘Social Blade’ implementing statistics of viewing features, removing the need for this site because of large audiences. Additionally, not enough take up on the subscription service initially could result in not enough revenue, drawing potential registering teams away.

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PEST Analysis

Political factors include varying legislation from countries on how content can be distributed that would prevent or allow the live watching element. Data protection act would have to be followed for the data management and the maintaining institutions integrity in that our service would have to uphold the respect and values of the teams registered under it and should in no way compromise their reputation.

Economic rates, income values and inflation will all effect the number of users able to subscribe and therefore revenue. Therefore, the pricing will have to be carefully monitored. However, given the USP providing additional consumer confidence this should negate this issue to some extent.

Socially audience under educational institution demographics will be the most engaged with this service in terms of the registering system as this audience has both slightly larger amounts of free time in their lifestyle compared to an older (post-education age: twenty to thirty) audience. However, the application will rely on this audience with more disposable income to be able to buy into the subscription system.

Technology factors are that the application will rely high infrastructure areas as they often have larger educational institutions, populous and are more likely to have access to the technological requirements needed for this service. With this access likely resulting in a higher take up of the service.

Structure

The front-end, of the application, would be comprised of HTML, (With react.js) and CSS, whilst the backend would be express.js utilising an SQL database for data management. Justifying react as the team have the most experience with this library and SQL as the data fields would be stored in a linear and logical format and would not be unique from one another. The minimum viable product for the application is a four-page front end made up of a landing page (where the search function would be) the resulting page from searches, individual pages highlighting singular categories and the log in or registering page for the USP. With the live viewing and additional content being stretch features.

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Roles

Comprising the development team will be; a data management focused full stack developer (Louis Wright) as well as a security and registry back-end developer (Yordan Hristov). With an additional developer focusing on the front-end (Danny Daley). Finally, I will be focused on the overall project documentation (wireframes, site maps, project timeline, referencing), maintaining an agile approach along with the rest of the team and designing then implementing the front-end interfaces.

The team largely retains their roles from the previous project ‘Student Survival Store’ [3] as data management and security where both key aspects and apply to this project. A full stack developer has been used as this member (Louis Wright) has key skills in front-end design evident in the previous project that are beneficial to both front-end developers. The security and validation role are maintained by the same member (Yordan Hristov) due to the efficiency and maintainability of the system they created previously. Danny has been moved to a front-end developer due to their being a full stack developer but, as shown in the last project this developer can work to the same standard in both front and back-end. Finally, myself I maintain a similar position in terms of documentation as my maintaining of the documentation ensured evidence for the project creation was available previously. I have taken a larger role in the front-end as I understand this projects direction the clearest and therefore interface designs heavily.

Timeline

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A breakdown of the costs will include Site maintenance, frequent updating of the database to ensure that data present is consistent. With site and database maintenance costing around one hundred and twenty-five a year. Licensing to advertise games and leagues will be where most costs are aimed if we must rely on large brands to kickstart the application, varying anywhere from ten thousand to five hundred thousand a year depending on the expected audience. Although this is dependent on the amount and range of content covered and the initial financial outlook. This will vary drastically depending on the game publisher or developer and the popularity of the league, players, or game. Costs of the four developers will also be applied within the range of fourteen to nineteen thousand each per annum,s per developer reduced due to the lack of qualifications. In conclusion the total price to breakeven would be an estimated four hundred and seventy pounds with sixteen hundred monthly subscribers needed, without the revenue of ads or the costs of licensing.

Bibliography

[1] n.d. [online] Available at: <https://escharts.com/> [Accessed 22 February 2022].

[2] 2020. [online] Available at: <https://britishesports.org/news/education-and-esports-which-colleges-and-universities-are-offering-courses/> [Accessed 22 February 2022].

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