

You are a talent agent who wants to launch the next big global superstar out of India. How do you go about it?

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- **What field would you choose and why?**
- **How will you go about identifying the right talent?**
- **What characteristics / persona would you develop for this superstar to ensure global appeal while maintaining authenticity?**
- **What is your Go-to-market plan? How will you ensure superstardom?**
- **What investments will this take? How will you raise funds to support this? What trade-offs will you make?**
- **How will you measure success for your superstar?**
- **What potential challenges could you face and how will you solve them?**

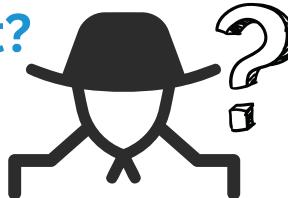
# 2020's: Where gaming and social influence collide to create the world's next global superstars.

But before, let's dive to the problem statement:



## 1) Who is a Talent agent?

A person who-



### Crafts Icons: The Art of Elevating Talent to Global Stardom by:

- Content Strategy: Maintains relevance through trending things.
- Audience Engagement: Fosters community interaction.
- Brand Collaborations: Secures sponsorships.
- Diversification: Expands across platforms.
- A&R Role: Scouts trends collaborations, partnerships, and **cross industry opportunities**.
- Global Vision: Engages international audiences and social causes.
- Monetization: Seamlessly integrates merchandise and sponsorships.

## 2) Meaning of Launch



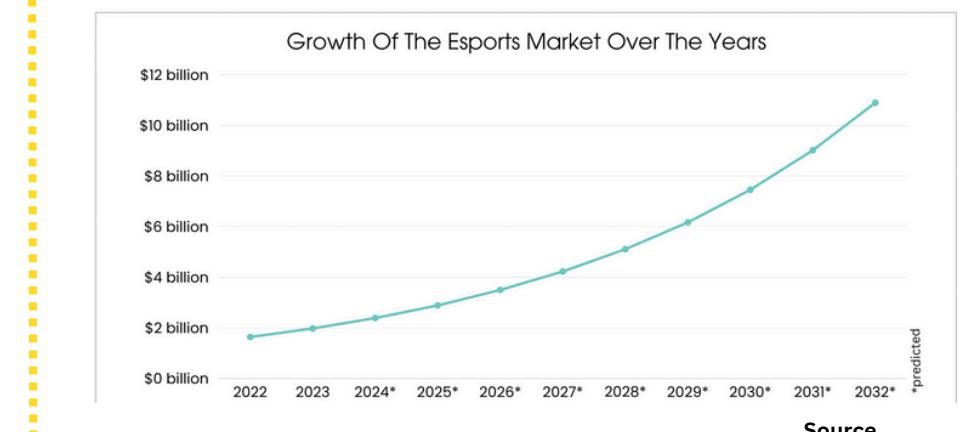
## 3) Traits of big global superstar



"Launch" refers to the process of **introducing** and promoting a new talent to the public in a way that maximizes their **visibility**, and **appeal**.

**Successful launch = Maximum of**  
 $\{(Audience Reach) \times (\text{Mindshare Impact})\}$ .

Big global superstars possess **charisma**, **authenticity** and **versatility**, allowing them to resonate across **diverse audiences**. They **break language and cultural barriers** through universal themes in their work. Their **philanthropic** efforts enhance their appeal, fostering connections with those **outside their primary field** and establishing a **positive global impact**.



## Why eSports-content creator? (The chosen field)



**Global Internet Penetration:** With 67% of the world having internet access, the number of potential esports viewers is huge.

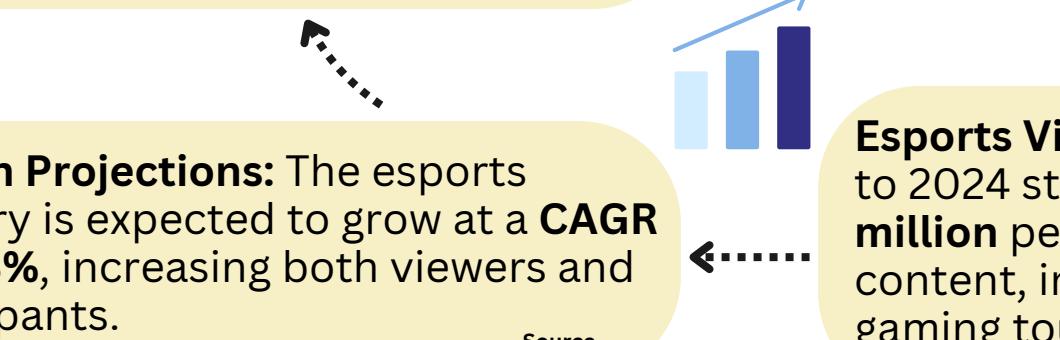
[Source](#)

**Growth Projections:** The esports industry is expected to grow at a **CAGR of 26.8%**, increasing both viewers and participants.

[Source](#)

**Gaming Population:** Approximately 300 million people are involved in gaming from Asia!

[Source](#)



**Esports Viewership:** According to 2024 stats, around **640 million** people watch esports content, including competitive gaming tournaments.

[Source](#)

## Expected viewership in 2029:

$$\text{Future Value} = \text{Present Value} \times (1 + \text{CAGR})^n$$

$$\text{Future Viewership} = 640 \text{ million} \times (1 + 0.268)^5 \approx 2 \text{ billion}$$



Esports' rapidly growing audience, projected to exceed 2 billion by 2029, along with its global appeal and massive internet penetration, makes it a prime arena for nurturing the next global superstar. Asia alone contributes 300 million gamers.

## Why does India, with its immense talent, often fall short of global stardom?



- **Language Barrier:** Limited reach due to lack of fluency in global languages like English.
- **Niche Appeal:** Predominantly local content with less global cultural relevance.
- **Weak Branding:** Ineffective international branding and persona building.
- **Marketing Constraints:** Insufficient global marketing and exposure efforts.
- **Philanthropic Disconnect:** Minimal alignment with globally recognized social causes.
- **Fragmented Fanbase:** Lack of cohesive international fan engagement and support systems.

### Problem Breakdown

*"Indian superstars often struggle to impact cross-cultural audiences, not just due to language barriers but also a lack of philanthropic engagement with global issues. This hinders fan bonding, as philanthropy is a universal language. Even when attempts are made, poor campaigning causes them to fade, costing them recognition beyond their field of excellence."*

## Does eSports have the potential to overcome this obstacle?

*Yes, esports has the potential to overcome the obstacles faced by Indian superstars in achieving cross-cultural recognition. Here's how:*



### Global Reach:

- Stat: Esports boasts a global projected audience of over 1.7 billion people by 2030
- This extensive reach provides opportunities to connect with diverse audiences across different cultures.

### Philanthropy & Social Engagement:

- Esports influencers can promote causes that resonate globally, similar to K-pop stars, which helps them bond with international audiences. By aligning with issues like mental health or loneliness, they create a universal appeal.

### Interactive Engagement:

- Stat: Platforms like Twitch have engagement rates exceeding 30%
- This allows for real-time interactions, making fan connections more personal and transcending language barriers.

### Cross-Platform Reach:

- Combining esports with social media allows influencers to leverage multiple platforms to sustain campaigns, avoiding the fading out problem that traditional Indian superstars face.

### Collaborations with Regular Sports & Olympics:

- Esports athletes can collaborate with regular sports stars and Olympic athletes, merging their fanbases and enhancing global recognition, helping to cross over to audiences unfamiliar with gaming, including traditional sports fans.

## How to go about identifying the right talent?

To identify the right talent for becoming a global esports social influencer, as a talent manager, I will focus on the following key points:

### Authenticity:

- Evaluate their earlier content when there were no stakes. How they showed up reflects their true personality—whether good, bad, or flawed—which helps them connect authentically with audiences and empowers their influence.

### Audience Engagement:

- Focus on their storytelling and the strength of their connection with followers, especially cult-like loyalty. They should incorporate social causes in their streams to deepen this bond.

### Gaming Talent:

- Mastery in at least a couple of games, with consistent performance. The talent to develop evolved strategies and recreate moments repeatedly is crucial.

### Versatility Across Platforms:

- Ensure they are active on multiple platforms like YouTube, Twitch, and Instagram to reach diverse audiences

### Resilience & Attitude:

- Assess how they handle setbacks—whether finishing second or having a bad game. Their resilience and hunger for success must shine through.

### Bilingual Capability:

- They must be able to stream in English with the same level of expertise to tap into global audiences.

## How would I shape the persona of this superstar to achieve global recognition while staying authentic?

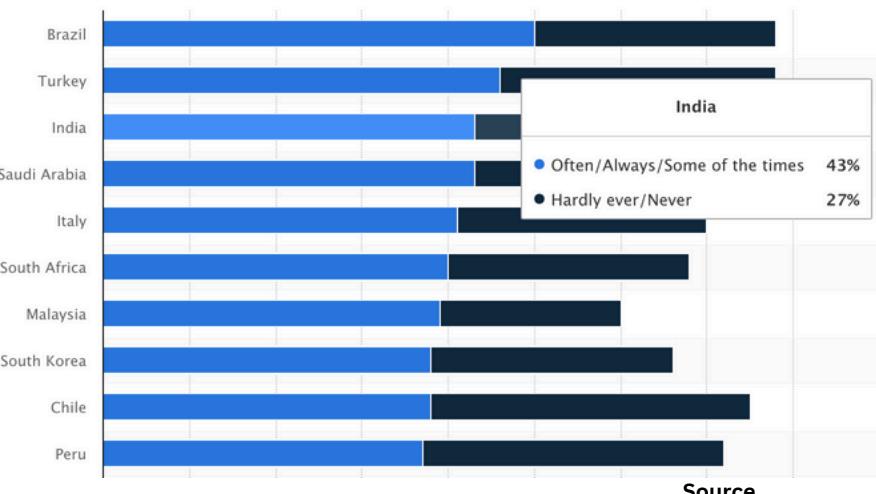
**Humble Origins & Resilience:** A young player from a modest Indian background who entered the esports industry with grit and dedication. Despite global success, he remains humble, embodying the ethos of hard work over showmanship, like Cristiano Ronaldo. His authentic connection with the audience makes his journey relatable, creating inspiration and admiration that goes beyond showmanship.

**Inspiring Leadership:** He shares his winning strategies with emotional, web-series-like storytelling, engaging viewers across demographics and creating a dedicated fan base.

**Charismatic Communication:** His charisma blends engaging communication, admiration, and honesty, attracting a strong, loyal community.

**Community-Centric Vision:** His vision fosters gaming as a social event, bringing people together, creating connections, and fighting loneliness through gaming sessions. Since gaming is a universal language, this approach attracts a global fanbase, making his influence cross-cultural and inclusive. His authenticity ensures that this community-building feels organic, growing into a worldwide movement that resonates with people from diverse backgrounds.

## Is loneliness a genuine global concern?



**LONELINESS CAN BE AS HARMFUL AS SMOKING 15 CIGARETTES A DAY**

Source



World's loneliness crisis:  
Gen Z is feeling more isolated than ever

According to a global survey, about **33 percent** peoples experienced feelings of loneliness worldwide. Brazil had the highest percentage of people experiencing this, with 50 percent of respondents declaring that they felt lonely either often, always, or sometimes.

# Go-to-market plan to ensure global superstardom

## (3-step Guide)

### Step-1: Creating Awareness

The first step is generating mass awareness about the artist's persona and potential as a global superstar:

#### Tournaments First, Influence Together:

- Launch by participating in major global esports tournaments like The International, League of Legends World Championship, or Fortnite World Cup to gain instant visibility and credibility on a global platform.
- Simultaneously, build the artist's influencer persona through social media, sharing his journey and background to foster an emotional connection with global audiences, emphasizing his humble beginnings.

#### Collaborations & Brand Partnerships:

- Cross-Industry Collaborations: Collaborate with sports stars (footballers, cricketers, Olympic athletes) and entertainment celebrities for cross-promotions, reaching non-gaming audiences.
- Global Brand Sponsorships: Secure deals with brands like Nike, Red Bull, or Razer to position the artist as a global, hardworking figure with mass appeal.
- Joint Streams & Collaborations: Partner with global influencers and top esports stars through joint streams and cross-promotions to expand international fanbase and reach.

#### Philanthropy as a Universal Message:

- Build campaigns highlighting his vision for fighting loneliness through gaming, promoting gaming as a social activity. This will attract not just esports fans but also those seeking positive social impact and connection.

### Step-2: Creating a Wholesome Experience

To engage and captivate the audience, create an immersive experience that reflects the artist's unique persona:

#### Immersive Streaming Experience:

- Live-Streamed Gameplay Series: Design live gameplay sessions with storytelling elements, capturing emotional highs and lows, victories, defeats, and detailed strategy breakdowns. This keeps audiences engaged as they follow his journey.
- Interactive Streaming Platform: Build a platform where fans can engage directly with the artist through Q&As, reaction moments, and challenges, creating a two-way communication channel that fosters deeper connections with the community.

#### Live Events & Tours:

- Live Esports Events: Organize live esports events in major global cities, ensuring top-tier production with immersive visuals and sound, enhancing the emotional narrative of the artist's journey.
- Fan Meetups & Conventions: Partner with venues or gaming conventions for fan meetups, live tournament broadcasts, and personalized fan interactions, aiming to turn casual viewers into superfans through memorable experiences and exclusive merchandise.

#### Social Gatherings Through Esports:

- Launch side ventures like cafes or bars where fans can gather to watch streams or play games, creating a social experience. This builds an authentic fan community and aligns with his vision of combating loneliness.

#### Engage Female Audiences:

- Partner with female gamers to expand reach, while promoting inclusivity and social causes like loneliness to appeal to female audiences.

### Step-3: Retention Strategies

To retain audience attention and create a loyal fan base, focus on consistent engagement and emotional connection:

#### Cultivating a Fan Army:

- Foster a strong, loyal community by consistently engaging with fans on platforms like YouTube, Twitch, and Discord. Use charismatic communication and authentic interactions to build a cult-like following.
- The artist's community-centric vision can be reinforced through events like group gaming sessions or even virtual "parties" where fans join in and play alongside him. Fans should feel like part of a larger mission, promoting social connection through gaming.

#### Content Strategy & Regular Updates:

- Maintain regular content output across platforms with varied content such as gameplay videos, reaction streams, and community shoutouts. Cross-platform versatility ensures that the artist remains present in fans' minds regardless of their preferred platform.
- Collaborate with content creators in different languages to expand global reach and appeal across multiple cultures.

#### Brand Endorsement & Campaigns:

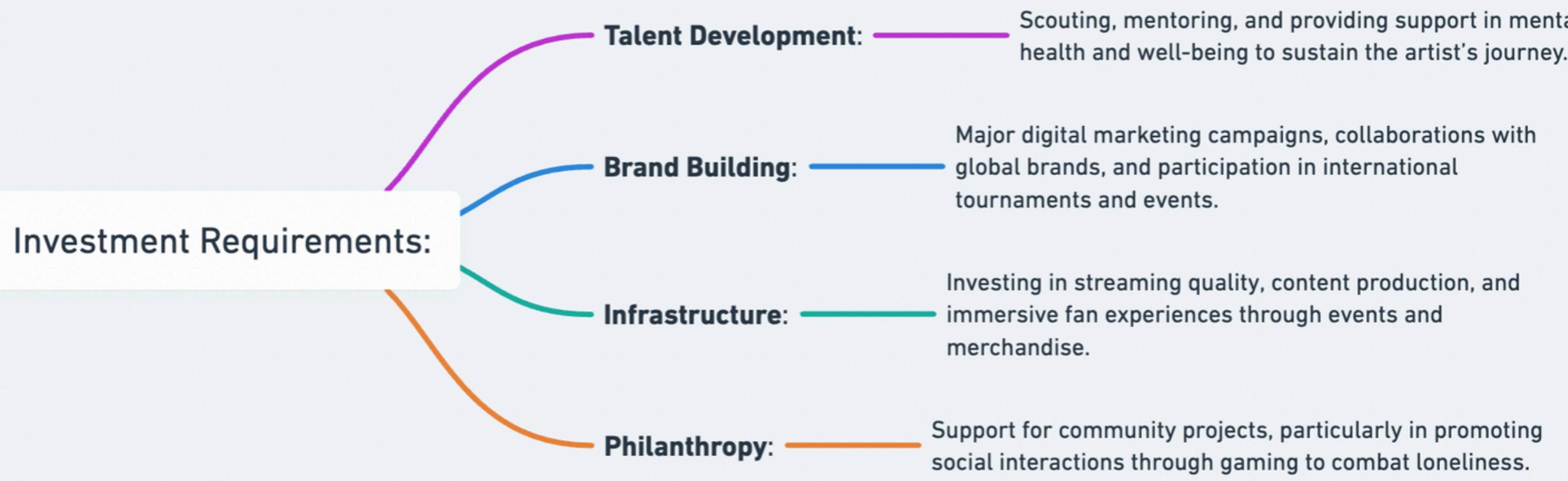
- Keep fans engaged by launching co-branded merchandise and offering limited edition items that carry emotional value (e.g., items that support his philanthropic cause of combating loneliness).
- Use digital platforms and global brand collaborations to push campaigns that tie his image to causes. This makes his brand about more than just gaming—it connects to solving real-world problems, which is key to global stardom.

#### Charitable Campaigns & Emotional Bonds:

- Launch philanthropic campaigns where proceeds from tournaments or merchandise go to causes like mental health and social inclusion, creating a deeper emotional bond with his audience.

# The FINANCIALS

## Key Investment Focus



## Trade-Offs

### Immediate Revenue vs. Growth:

Balancing short-term brand deals versus long-term brand alignment. Some early high-paying brand endorsements may be lucrative but could conflict with the artist's persona of humility and authenticity.

### Esports Competitions vs. Content Creation:

Allocating time between winning tournaments and producing engaging content. Focusing too much on competitive gaming might compromise content creation, which can diminish audience engagement and retention.

### Authenticity vs. Commercialization:

Ensuring that while scaling up, the artist remains true to his roots of humility and doesn't over-commercialize his image, which could alienate the core audience.

### Time & Resources on Philanthropy:

Balancing the investment in social initiatives like combating loneliness with immediate commercial ventures. While philanthropy fosters long-term goodwill, it may not generate immediate returns.



## Metrics to measure success of my superstar?

### 1) Audience Growth:

#### Follower Count: NORTH-STAR

Track the rise in subscribers, followers, and viewers

#### Engagement Rate:

Measure the ratio of interactions (likes, comments, shares) to total followers.

#### Demographic Reach:

Using platform demographic breakdowns to track age, gender, and location of the audience, ensuring cross-cultural growth.

### 2) Community Engagement:

#### User-Generated Content:

Count hashtags to follow fan content creation on social media platforms.

### 3) Monetization:

#### Merchandise Sales:

Track of sales, revenue, and customer demographics.

#### Sponsorships & Endorsements:

By tracking the number and value of brand deals.

#### Tournament Winnings:

By monitor performance in major esports events and tournaments, tracking prize earnings over time.

### 4) Content Performance:

#### Views & Watch Time:

By measuring video views, average watch time, and retention rate

#### Virality:

Track spikes in views, shares, and discussions on platforms like Twitter, Reddit, or YouTube using tools like Google Trends

### 5) Global Brand Collaborations

#### Partnership Numbers:

Count the number of high-profile, cross-industry collaborations and brand deals.

#### Brand Exposure:

Using influencer marketing platforms like HypeAuditor to gauge the effectiveness and reach of collaborations.

### 6) Cultural Impact:

#### Media Buzz:

By tracking PR and media mentions in outlets globally to assess the impact on mainstream and niche media.

#### Longevity:

Analyzing the staying power of the superstar by tracking how long they trend after major campaigns or tournaments.

## Potential challenges and mitigation:

### 1) Sachin vs Kambli Syndrome (Comparison and Talent Divergence)

**Challenge:** The artist may face unhealthy comparisons with peers, leading to rivalry or emotional setbacks, like the Sachin-Kambli story where one prospered and the other faded.

**Mitigation:** Prioritize holistic growth—encourage continuous personal development and provide life coaching to keep the talent focused. Cultivate a long-term vision instead of short-term fame, ensuring stability even if the initial career path diverges from peers.

### 2) Justin Bieber Syndrome (Rapid rise to fame leading to mental health issues)

**Challenge:** Sudden global fame can lead to overwhelming pressure, isolation, and mental health struggles.

**Mitigation:** Develop a strong support system around the superstar, including mental health professionals, close family involvement, and a structured schedule to ensure a work-life balance. Regularly address emotional well-being and incorporate mindfulness and relaxation practices to handle pressure.

### 3) Loyalty Over Limelight (Maintaining long-term relationships with the artist)

**Challenge:** Artists can part ways with their management, leaving the talent manager in a vulnerable position.

**Mitigation:** Build mutual trust and long-term contracts that align the artist's goals with the manager's. Consistently show value beyond traditional management—act as a mentor and strategic advisor who contributes to both professional and personal growth, reducing the chances of being replaced.

### 4) Content Fatigue & Relevancy

**Challenge:** Audiences may grow tired of repetitive content, leading to diminishing engagement over time.

**Mitigation:** Encourage content innovation and diversity in the type of games played or platforms used. Collaborate with influencers across industries to inject fresh ideas and avoid stagnation, keeping content relevant and exciting for fans.

### Factors Beyond Control

**Challenge:** Technological disruptions, such as new platforms or gaming technologies, can rapidly change the landscape. For example, a shift toward virtual or augmented reality might favor a different set of skills, leaving traditional streamers behind.

**Challenge:** Government intervention on the entire gaming industry can have far-reaching consequences. Regulations banning or restricting gaming activities, or even platforms, can significantly impact an artist's reach and content creation. National restrictions on certain games or gaming practices can limit the artist's growth in certain regions.