

UNI ESPORTS GROUP

# SERVICES OVERVIEW



# It all starts with data.



## Student Body Analysis

Using our esports student survey, we verify student interest in esports, gaming, and in specific game content. We identify key gaps in student engagement, leaving you with a thorough understanding of the esports landscape at your school.

# Data: locked in. Now we turn to costs.

## Facilities & Cost Analysis

We perform a comprehensive cost analysis for the esports initiative covering facilities, ROI calculations, enrollment and retention projections. Our budget estimate makes clear your initial and recurring cost centers.



## Partnership & Sponsorship Procurement

You can't understand your program costs until you meet your partners and sponsors. We connect your institution with Uni hardware and peripheral partners to defray costs for reliable, top-end gaming equipment. Then we conduct an in-depth local and regional search for sponsorship opportunities from endemic and non-endemic organizations.

# It's game time!



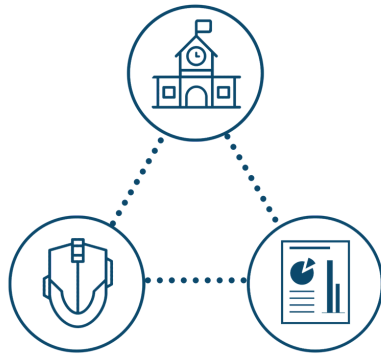
## Competitive Readiness & Student Engagement

Once the data and costs are clear, it's time to prepare your program for excellence and adoption. To ensure competitive excellence, Uni will help your program leaders with league on-boarding and provide resources for roster development and practice scheduling. To involve your student community, Uni provides ready-made flyers, posters, and activation ideas to ensure that your program thrives from day one.



# Your program's off the ground. Now what?

Bringing your esports program to life is just the beginning. Now you need a plan to ensure growth and sustainability over time. Uni will help service your program and keep it thriving year after year.



## Enrollment & Retention Optimization

We perform an "esports audit" of your institution's current enrollment management plan, identifying concrete opportunities for esports to advance acquisition and retention goals established by your institution. Now your esports initiative will always be in direct service to your institutional priorities.

## Growth & Success Tracking

Using the Uni Esports Program Rubric, we help you review your esports program and create a plan to leverage program strengths to compensate for deficits. From there, we help put mechanisms in place for capturing and tracking data about your program so you can measure its efficacy over time.

## And don't forget about...

### Curricular Integration

Connecting your esports program with curricula is a great way to enhance your students' academic experience. We work with faculty and division chairs to make smart, seamless, and effective integrations.

### Occupational Pathways

Esports is a massive, ever-growing industry. Uni will help your career and internship teams build out new occupational avenues by building esports and gaming-relevant partnerships in your backyard.



# There can never be enough esports education.

No matter what stage of program development you are in, educating stakeholders is always worthwhile. As part of our ongoing mission to educate campus decision-makers about collegiate esports, we offer a series of educational webinars designed to clearly explain the power of esports on campus.

## 1. **Esports 101: Introduction to the Collegiate Space**

This introductory presentation covers data about the demographics, market, and scope of the global phenomenon of esports. Special attention will be given to the current state of collegiate esports, including the positions of governing bodies such as the NJCAAE and the NCAA.

## 2. **The Case for Esports**

In this presentation, we articulate the case for esports by working through common objections and misconceptions. This presentation is designed to address concerns from a diverse group of campus stakeholders, including faculty, staff, and members of the senior administration. We will also discuss the potential for esports as a tool for enrollment and retention.

## 3. **Esports Program Creation Best Practices**

Using data drawn from our survey of over one-thousand senior-level administrators, interview transcripts from leading program developers, and our own insights from developing programs around the country, we lay out some of the best practices in collegiate esports program creation.

