



# Guide To Master

## ESPORTS BUSINESS MANAGEMENT



Proudly Recognized By-



#startupindia

iSTART



# Empowering Dreams **FORGING CHAMPIONS** >>>

At WEARE1 Academy, we embarked on a journey in December 2022 with a vision to revolutionize the esports landscape in India. Today, we stand proud as the country's first esports learning platform, recognized and supported by Startup India, Istart Rajasthan, and the Department for Promotion of Industry and Internal Trade (DPIIT). Our commitment to excellence has propelled us to the forefront of the esports education realm.

# Championing **ESPORTS EDUCATION** >>>

Our mission is simple yet transformative: to educate India about esports and cultivate top-tier gaming talent for esports teams and organizations.

WEAR1 Academy offers a diverse range of courses, meticulously designed to hone the skills and knowledge essential for success in the dynamic world of esports.

# Pathways **TO SUCCESS** >>>

Our commitment to excellence extends beyond education. At WEAR1 Academy, we are dedicated to providing placement opportunities for our graduates. We take pride in the 200+ students who have completed our programs over the past year and a half, many of whom are now playing for Tier 1 organizations, elevating Indian esports to new heights.



# WEARE1 **FLAGSHIP COURSES**



**ESPORTS  
PLAYER COURSE**



**ESPORTS  
CASTER COURSE**



**UX/UI  
DESIGNING COURSE**



**GAME  
DESIGNING COURSE**



**GAME  
DEVELOPMENT COURSE**



**ESPORTS  
LEAGUE OPERATIONS**



**ESPORTS &  
PRODUCTION COURSE**



**ESPORTS BUSINESS  
MANAGEMENT COURSE**

# Join the **WEARE1 COMMUNITY**



Whether you're a passionate gamer, aspiring caster, budding business professional, or a production enthusiast, WEARE1 Academy welcomes you to join our vibrant community. Together, let's shape the future of esports in India. Empower your passion. Ignite your potential. Choose WEARE1 Academy.



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# Our RECOGNITIONS ➤➤➤

The acknowledgment and support from Startup India, Istart Rajasthan, and DPIIT validate our commitment to innovation and excellence in esports education. These recognitions drive us to continually strive for greatness.



**Digital Copy of the Certificate of Recognition from the  
Department for Promotion of Industry and Internal Trade (DPIIT)**



# Our TRAINERS

Our trainers are industry experts with a passion for empowering learners. With years of experience and a deep understanding of gaming and eSports, they provide personalized guidance, practical insights, and real-world strategies to help you succeed.



VIKAS GOEL-  
EBM



SAURABH MEENA-  
EBM



NIKHIL MALANKAR-  
GAME DEVELOPMENT



VAIBHAV RATHORE-  
EBM



VIKRANT PUJARI-  
ESPORTS VALORANT



SHURTVRINDA-  
UX/UI DESIGNING

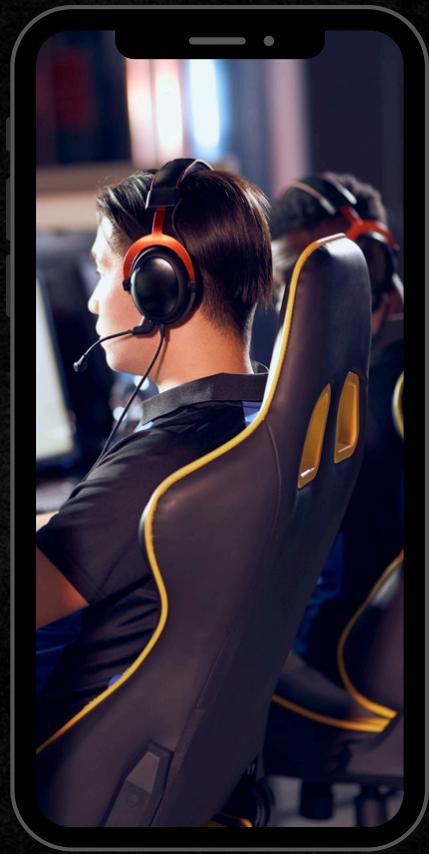


MAYANAK YADAV -  
ESPORTS BGMI

# Course **OVERVIEW**

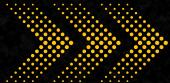


**ESPORTS BUSINESS MANAGEMENT** 6-MONTH COURSE  
BREAKDOWN-



**ESPORTS BUSINESS MANAGEMENT**

# Course OVERVIEW



## 1. IP Creations and Brand Solutions

- 1.1 Developing Esports Intellectual Properties (IP)
- 1.2 Esports Branding and Identity
- 1.3 Sponsorship and Brand Partnerships
- 1.4 Esports Content Creation and Distribution
- 1.5 Fan Engagement and Community Building
- 1.6 Crossovers Between Esports and Entertainment



## 2. Esports Management

- 2.1 Tournament and League Management
- 2.2 Event Logistics and Venue Management
- 2.3 Player and Team Management
- 2.4 Financial and Risk Management
- 2.5 Legal and Compliance in Esports
- 2.6 Future of Esports Operations





# Course OVERVIEW



## 3. Production, Broadcast, and IT Networking

3.1 Live Event Production

3.2 Livestreaming and Broadcasting

3.3 IT and Networking for Esports



## 4. Sales, Marketing, and Business Development in Esports

4.1 Esports Sponsorship Sales

4.2 Esports Marketing and Community Building

4.3 Business Development in Esports

4.4 Sales Strategies for Esports Merchandise and Digital Products



# Course **OVERVIEW**



## 5. Key Stakeholders in Esports

5.1 Game Publishers in Esports

5.2 Esports Teams and Their Role in the Ecosystem

5.3 Tournament Organizers and Their Role

5.4 Brands and Their Role in Esports

5.5 Streaming Platforms and Their Business Models



## 6. Esports Market in India and Business Opportunities Around It

6.1 Growth of Esports in India

6.2 Business Models for Esports Startups in India

6.3 Investing in Esports in India

6.4 Jobs and Career Opportunities in Esports

6.5 The Future of Indian Esports



# Course **OVERVIEW**



## 7. Future Preparations

7.1 Resume building

7.2 Linkedin profile building

7.3 Interview preparations

7.4 Placements



# Course **FEE STRUCTURE**



## FEE STRUCTURE FOR 6 MONTH PROGRAMME

Rs. 50,000 + gst (with internship + placement)

Rs. 25,000 + gst (without internship + placement)

# Student **TESTIMONIALS**



## WHAT STUDENT SAY ABOUT US:



### **Ankit Mondal**

Enrolling in the "Guide to become the next Big Esports Athlete" course was a game-changer for me! The personalized coaching and strategic insights provided not only honed my gaming skills but also taught me the crucial mindset needed to compete at the highest level. Now, I'm proudly representing my team in esports tournaments.



### **Aarya Loke**

Enrolling in the "Guide to operate Top Esports Leagues & Tournaments" course on esports management was a game-changer for me. The comprehensive curriculum and hands-on training provided me with the skills and knowledge needed to excel as an esports leagues and tournament operation manager.



### **Amaan Sheikh**

The "Guide to become the next Big Esports Athlete" course turned my love for gaming into a legitimate career. The instructors provided personalized guidance, helping me develop strategies that set me apart in the esports arena. The course structure allowed me to balance learning with practice, ultimately leading to my success as a competitive gamer.



### **Devishankar Bhakta**

The "Guide to become Top Esports Caster/Analyst" course offered a perfect blend of theoretical knowledge and practical application, giving me the tools I needed to become a successful esports analyst. The instructors were knowledgeable and approachable, making the learning journey enjoyable and rewarding. I'm now making waves in the esports scene.



### **Kushal Both**

Thanks to WEARE1 Academy, I transitioned from a passionate gamer to a successful esports business manager. The course not only deepened my understanding of the industry but also provided practical insights, giving me the edge to make informed decisions and drive the success of esports organizations.



### **Nishikant Bansod**

As someone with a passion for gaming, the "Guide to operate India's Top Esports Leagues" course allowed me to channel that enthusiasm into a rewarding career. The practical skills acquired, such as event planning and team coordination, have been instrumental in my success as an esports tournament manager.



# Google REVIEWS



## WHAT PEOPLE SAY ABOUT US:



Bhagyesh Chaudhari

1 review

★★★★★ 3 months ago

My experience with WeareOne Academy has been fantastic. The curriculum is well-rounded, providing insights into various aspects of the esports industry. The instructors are knowledgeable and approachable, creating a welcoming atmosphere for learning. I joined mainly because of the 100% placement rate and they really fulfilled their promise. The networking opportunities are also invaluable!

 Like

⋮



LORD LEAGEND (RAJ KHORANIYA)

2 reviews

★★★★★ 3 months ago

I had a fantastic experience with the EBM program at WeareOne Academy. The curriculum is well-structured and covers all the key aspects of the esports industry. The instructors are highly experienced and genuinely care about our success. The program's 100% placement rate is a testament to its quality. I felt fully supported throughout my journey, and I'm thrilled to have secured a position in the esports field right after graduating!

 Like

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Anjali Kumari

1 review

★★★★★ 4 months ago

I have been learning with WeareOne Academy for a few months now and I am thoroughly impressed by their dedication and commitment to the students. The curriculum is well-designed and is focused on improving our weak points. Plus, the coaches pay special attention to new players and provide regular feedback about how to improve. Definitely worth every penny.

 Like

⋮



Yugandran D

1 review

★★★★★ 3 months ago

WeareOne Academy's EBM program is more than just an educational experience; it's a community. The instructors are supportive, knowledgeable, and genuinely invested in our success. The curriculum is well-rounded and covers all necessary topics. The best part is the 100% placement rate and they really fulfill their guarantee. This has allowed me to network with industry professionals and secure my dream job in esports. I highly recommend this program to anyone interested!

 Like

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# Google REVIEWS



## WHAT PEOPLE SAY ABOUT US:



One of the best things about Weare1 Academy is that they cater to players of all skill levels. Whether you are a newbie or a professional player, their curriculum is tailored to your specific needs and skill level. They provide value despite your skill level. I am really thankful to Weare1 for their guidance and for helping me improve my games.

 Like



Enrolling in WeAreOne Academy was a great decision. The classes are informative and interactive, offering a great mix of theory and practice. The learning environment is welcoming and collaborative. The placement support has been invaluable in landing my dream job in the esports industry. Highly recommended for aspiring esports professionals.

 Like



One of the best things about Weare1 Academy is that they cater to players of all skill levels. Whether you are a newbie or a professional player, their curriculum is tailored to your specific needs and skill level. They provide value despite your skill level.

 Like



I cannot recommend this esports learning platform highly enough. The coaching was exceptional, and the focus on real-world applications was very beneficial. The placement opportunities they offered helped me secure a position with a gaming company in a matter of weeks. The networking events were a great way to meet industry professionals and get my foot in the door!

 Like



Weare1 Academy is hands down one of the best platforms to improve your gaming skills. I recently enrolled in the Esports Athlete program and I am thoroughly amazed by it. The coaches are top-tier players themselves and really know their stuff. I have seen a drastic increase in my game sense and aiming skills since joining their courses. Highly recommended.

 Like



If you're an esports enthusiast looking to turn your passion into a career, WeareOne Academy's Esports Business Program should be your next step. The curriculum is thorough and up-to-date, ensuring we're well-prepared for the industry. The instructors are supportive and provide great mentorship. With a 100% placement rate, I felt confident in my future. I'm excited to have landed my dream job in esports right after completing the program. Highly recommend it!

 Like



My son joined the E-sports training program at Weare1 Academy and I am very happy with his progress. I was hesitant at first but Weare1 proved to be a great investment for my child's gaming skills. The coaches are professionals and really know their stuff. Apart from gaming, they also focus on the physical and mental well-being of their students. Really happy with my son's progress.

 Like


# Our **TEAM MEMBERS** ➤➤➤



**Bhavesh**  
(Business Head)



**Tansi Nagar**  
(Assistant Manager)



**Saurabh Meena**  
(FOUNDER)



**Priyanshu Saini**  
(Design)



**Akhil Sharma**  
(Business Manager)



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# For Further **DETAILS CONTACT** ➤➤➤

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