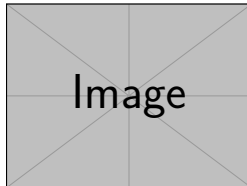# Powering Aslaaa Esports' Digital Future

Website Proposal & Revenue Strategy

Aslaaa Esports

August 2025

The Problem

- Aslaaa currently lacks a **dedicated modern website**
- Missed opportunities:
  - No **central hub** for fans
  - Limited **sponsor visibility**
  - No **merchandise sales platform**
  - No **tournament/stream integration**

The Solution

A **modern, responsive esports website**:

- Matches & tournament updates
- Player profiles & achievements
- Live stream embeds (Twitch, YouTube, Loco)
- Merchandise store
- Sponsor highlight sections

Features

- News/blog system for updates
- Events calendar (LAN & online tournaments)
- Fan engagement (Discord, community integration)
- Sponsor banners & placement
- SEO optimized $\rightarrow$ More visibility in search engines

Revenue Opportunities

1. **Merchandise Store** $\rightarrow$ Jerseys, hoodies, caps, in-game skins
2. **Sponsor Placements** $\rightarrow$ Highlight partners with banners & featured sections
3. **Tournament Hosting Fees** $\rightarrow$ Charge entry fee for online cups hosted via the website
4. **Ad Revenue** $\rightarrow$ Google AdSense, YouTube/Twitch embeds
5. **Membership/Subscriptions** $\rightarrow$ Premium content (early access, coaching sessions)

Competitor Benchmarking

- Yuvin Esports, Global Esports, Velocity Gaming all run strong websites
- Aslaaa can **differentiate with:**
  - Solar-powered sustainable branding (tie-in with Rideal EV startup vision)
  - Local tournament hosting hub for **North India**

Technical Plan

- **Tech stack**: HTML, CSS, JS, Flask backend (scalable to React)
- **Cloud hosting**: AWS/Netlify/Heroku
- **CMS integration** for easy updates
- **Cost-effective**: Open-source tools & in-house management

Project Timeline

- **Week 1**: Design & prototype
- **Week 2**-**3**: Development & testing
- **Week 4**: Launch + sponsor onboarding

Investment & Returns

- **Development cost**: Minimal (mostly in-house)
- **Expected ROI**:
  - Sponsorship visibility ↑
  - Merch sales ↑
  - Tournament hosting revenue ↑
- **Breakeven**: 3-6 months

Call to Action

"Let's build Aslaaa's digital future together."

Website launch = stronger brand + more revenue