

ESPORTS ARENA

Business Plan

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Company Description:

Esports Arena is an esports wiki for the gaming community. It is a go-to platform for all esports related activities like results, tournament overviews, team and player profiles, recruitments and global rankings of players, teams, organizations and esports events.

Science Behind the Name:

The platform is named “*Esports Arena*” because this platform serves as an arena or gather around place for all the gaming audience. It is a go-to platform for all type of esports activities and hence is named as an arena for the gaming audience to visit and interact.

Product Logo:

ESPORTS ARENA

Organization's Logo:

MAYHEM SYNDICATE



1. EXECUTIVE SUMMARY

- **Mission:** *Esports Arena* offers a go-to platform for all esports related activities, like tournament overviews, results, player and team recruitments and rankings, promoting tournaments and organization portfolios.
- **Opportunity:** Filling a void in the local as well as global gaming community, where there is a dire need of an esports platform, where all the gaming audience could interact. Currently all the recruitments, rankings, promotions and tournament overviews are mostly done through social media apps like Facebook, twitter and Instagram. These platforms can't check the credibility of players or teams during interaction. Also, the event promotions are a hectic work to do, where marketing is done by posting stories through social handles of different influencers which is costly and inefficient. There is also no such platform where organizations can establish their credibility or post their achievements.
- **Solution:** Our platform provides a solution for all the above shortcomings of the current esports community structure. As it is an esports platform, promoting events through our event would be more beneficial than the social media route. We have a special corner setup on our home page where promotions of different events are done, with live links to watch and register for the event. Similarly, with user accounts, the system ranks every player according to his/her achievements, which helps in team recruitments and player recruitments. Also, organizations can create their portfolios under the organizations section, so that investors can assign their tournaments for management to credible organizations. There is a proper ranking formula, to avoid any unfair favor, and to evaluate each user to establish credibility amongst the community while different users interact.
- **Market focus:** Our product aims to target the gaming audience who wants credible information and likes to connect with similar minds. Our platform provides credible information and rankings that is trustable and so it would be a dream place for the all the esports audience to interact on. Our market audience is all the people connected to esports such as players, teams, organizations, and investors.
- **Competitive advantage:** Although there are many platforms globally providing similar services like tournament overviews, rankings, and transfers etc., but nearly all of them cover only the news aspect of such activities. On the other hand, our platform enables user for recruitments, creating their own portfolios, promotions, and interaction with other users. Also, as a startup, one huge advantage is that there is currently no such platform present locally in Pakistan. And the global platforms cover news mostly of global events. As, there is a rising trend towards esports, this platform will also boom. Because this website, along with covering global news, would also cover the local aspects of gaming community.
- **Ownership:** This platform is created and owned by *MAYHEM SYNDICATE*, which is an esports organization currently working in Pakistan.

2. COMPANY OVERVIEW

- **Company summary:** The product being launched is named "Esports Arena", which is an esports wiki, created and owned by "Mayhem Syndicate". The company is structured in a partnership model, having three co-owners, managing different aspects of the company.
- **Mission statement:** We aim to bring the esports community on a single platform and become a go-to place for all activities related to esports.
- **Company history:** *Mayhem Syndicate* has been working in Pakistan for the past one-year sponsoring esports lineups, but "Esports Arena" is our first venture in this field. It is our first such product as a software house.
- **Markets and services:** We are aiming at the esports industry in Pakistan. In the past 5 years, trend towards esports has been ever increasing, thus creating a significant audience in Pakistan. The services we provide are news regarding different esports events, tournament overviews, and a feature for users to recruit players or teams and creating player and team profiles.
- **Operational structure:** The employees needed on payroll for the working of the product would be software engineers for maintenance of the website, an analyst team for analyzing the growth of the product, a cyber security team for user data safety and an information team that gathers esports news from around the globe that is to feature on our website.

3. BUSINESS DESCRIPTION

- **Opportunity:** Our product aims to be the first esports wiki in Pakistan, bringing people related to esports on a single platform. Our platform is go-to place for all esports activities like esports news, tournament overviews, event promotions, team and player recruitments, rankings, team and organization portfolios etc.

The current esports community in Pakistan is lacking a fundamental aspect of esports structure i.e., a platform where all these people could interact. The absence of such a platform has made things hard for all the people involved in esports. For example, while recruiting players, it is hard for the team or the player to establish credibility. The contract between the team and the player are just words of mouth, and there is no check on it. There is no proper way that a player could define himself and his

skills, other than telling his achievements, which may or may not be true, because there is no record of the local events managed in Pakistan. Similarly, event promotion is also very costly and inefficient. For example, most of this promotion is carried out on Instagram, because the esports players have a fan following. But this ends up to be very costly and inefficient. Because all the players have to be paid for them to put up stories on their social media handles. Our platform provides an easy and easy solution to this problem. Talking about organizations, it is difficult for investors to find credible organizations to manage their events or for organizations to sponsor teams. Our platform is a go-to place for all such activities.

- **Product overview:** Capitalizing on the current market opportunities, our product has the following main features.

- **Tournament overviews**

















A specific tab, where teams can view and register in upcoming tournaments. The tournaments here are not based on marketing or promotions. They are organized based on the tier of the tournament and the event's date and prize pool.











Clicking on the tournament tile would take the user to the tournament registration form.

- **Rankings**

We have a rankings list of the top players based on their performance. We have separate rankings list based on different regions, countries and a list where the top global players are ranked.

TOP PLAYERS				
		Pakistan	<	>
Home	Leaderboard	Events	Tournaments	Recruitment
AboutUs	Search		Search	
#1.		Crypto		Unicorns of Love
#2.		Zibyan		Magnus Esports
#3.		Voltrux		QWERTY
#4.		Edgar		The Ultimate Force
#5.		Pikachu		BABLU
#6.		Falak		AGON x i8
#7.		Joker		The Ultimate Force
#8.		Dani		BABLU

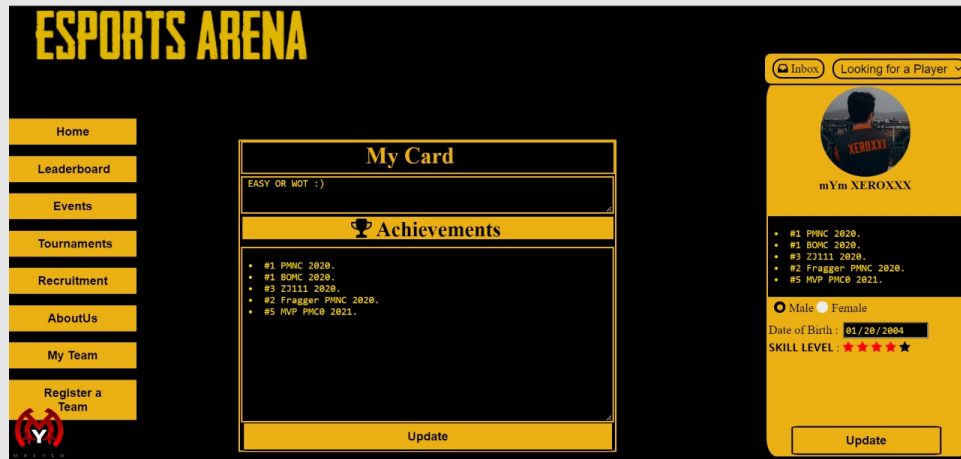
Similarly, we have a ranking criterion for teams as well, based on their points and achievements in recent tournaments. The teams are also ranked separately based on country and region.

TOP TEAMS				
		Pakistan	<	>
Home	Leaderboard	Events	Tournaments	Recruitment
AboutUs	Search		Search	
#1.		AGON x i8		
#2.		BABLU		
#3.		Magnus Esports		
#4.		QWERTY		
#5.		The Ultimate Force		
#6.		Quantum Rage		
#7.		52 Esports		
#8.		Mayhem Syndicate		

The rankings are updated every month, and at the end of a major global, regional or national tournament.

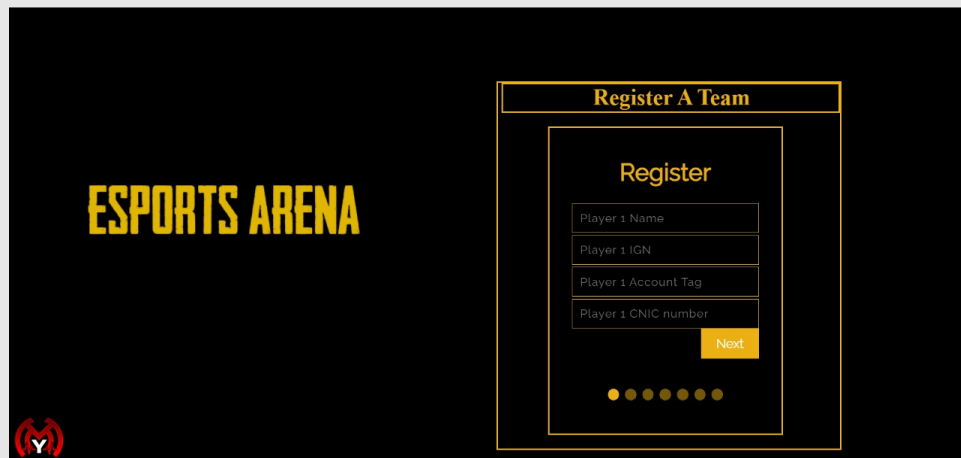
○ Player profiles

User needs to sign up to avail this feature. There are multiple sign-up options. Once a user creates an account, he/she can create his/her player card listing his skills and achievements. The user is ranked by the website system based on a ranking criterion. Moreover, the user is given a unique user id. Upon user login, a user gets this interface.

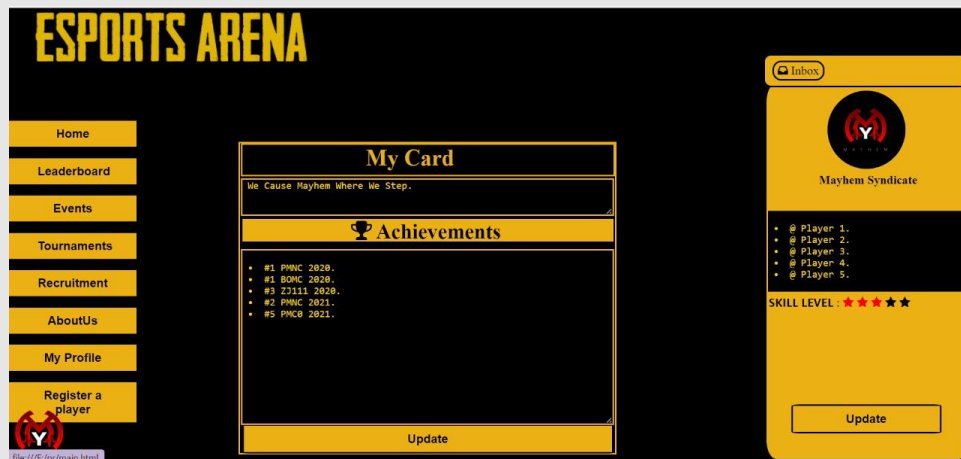


○ Team profiles

A user can register his team and players, creating their team profile, where they can list their achievements and accomplishments. A user can register a team by entering the user id of his/her teammates. The team leader can access and edit the team card.

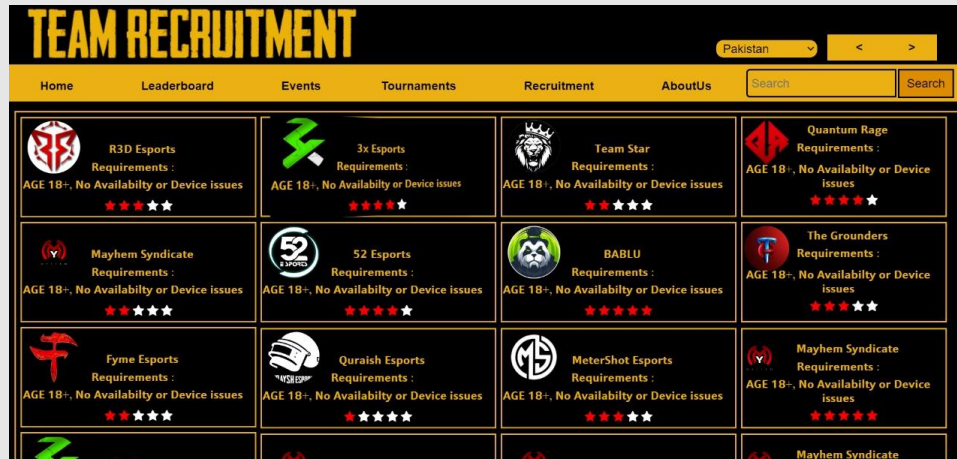


When a team is registered, the user gets access to his team card.



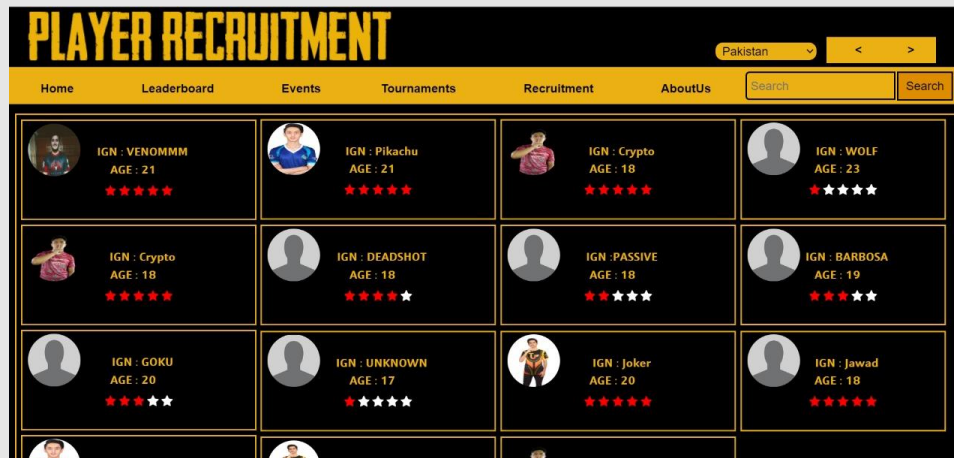
Team recruitment

A special feature, where a user who is looking for a team can find a team according to his/her nature and game style. Team cards are present with their achievements and requirements from a player.



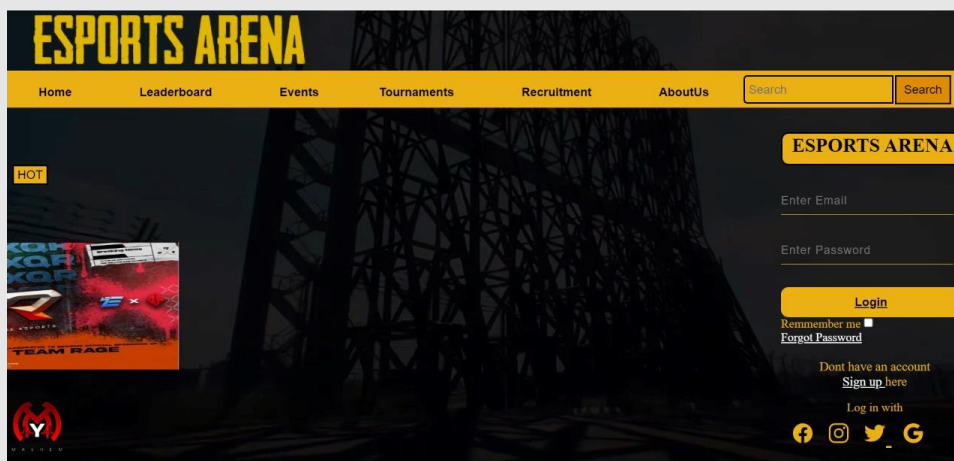
Player recruitment

There is a player recruitment tab, where team can search for players and offer the players to join their team.



Events promotion

There is a specific tab, where events are promoted to watch, whereas a tab for tournaments registration is also available. There is a slider in the bottom left of main page, where sponsored and main event's banners are presented, with live links to those events.



○ News updates

There is a hot button, where the latest news and event updates are given.

- **Key participants:** Strategic partners of our product are the official gaming organizations who host major esports tournaments. They are essential for us in marketing and user interaction aspects.
- **Pricing:** The product pricing sales is based on subscription model.

4. MARKET ANALYSIS

- **Industry type:** The industry we would be competing in the esports industry, along with being a news platform we would be providing other services too. Although there is a huge competition for us at the global stage in the form of the current best esports wiki *Liquipedia*, but there is no local competition for us. Also, we have a competitive edge over other such esports wikis because of the new services that we provide.
- **Competition:** Although there is no such competitor providing the same services as us in the local market, but there are big fishes in the global market. These include *Liquipedia*, which is a gaming wiki for over 30 games, covering news globally about the game events. Other such platforms include *dotesports*, *dexerto* and *hltv.org*. But all of these platforms primarily focus on covering esports news, interviews and tournament results and rankings. We have a competitive edge here, because our platform intends to bring the audience on the platform to interact with each other and to establish their credibility themselves. We provide a platform for users to create their player or team portfolios, player and team recruitments, and also local events stats and rankings. This helps the local players who have not yet arrived on the global stage, create a credible cv for themselves on the platform,

where the users are rated by the website system and not by votes or user's own words of mouth. This will result in establishing credibility and validity, resulting in people trusting our platform for finding suitable teammates or teams. Also, as there would be traffic on the platform consisting of esports audience, so promoting events on our platform would benefit them to catch a larger audience at a single place. These two features provide us a competitive edge over other such platforms.

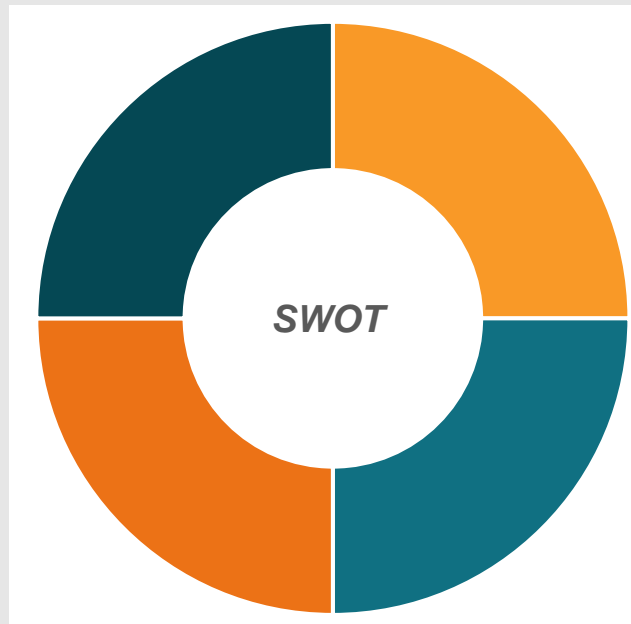
• SWOT analysis:

STRENGTHS

- New features introduced for the first time on such a platform
- A proper ranking formula and system

OPPORTUNITIES

- No local competition
- A void in the esports community. There is no such platform in the current esports structure in Pakistan



WEAKNESSES

- Lack of experience
- Click here to enter text.

THREATS

- Customer refusal

5. OPERATING PLAN

- **Payment:** Our payment method consists of local payment apps like Easypaisa, Jazzcash and bank transfer. People in esports mainly prefer Easypaisa or Jazzcash for tournament registrations and money transfers. That's why we have included them as payment methods with the conventional bank transfer method.
- **Technology:** As our product is a website, a platform where people interact. So, our product is completely reliant on technology. Customer data safety is a big concern for users. We have cyber security professionals and software engineers for website safety and maintenance.
- **Key customers:** In Pakistan, PUBG mobile has no competition when compared to the audience quantity of other competitive games. Therefore, a key to our success would be bringing PUBG

mobile's audience on our platform. Also, esports organizations who sponsor events and teams are essential for our success. If they choose us, it would be a win-win situation. They can promote their event at a single place to a larger and interested audience. Whereas, we can benefit from them in marketing and sales aspects. Our key customers would be esports players and Organizations.

- **Key Employees:** Our key employees include engineers to handle, and update data. A team of engineers to maintain the website. Also, a news team that captures global esports events and news to be presented on the website. A data analyst would also be a key person for analyzing our product growth.

6. MARKETING AND SALES PLAN

- **Key messages:**
 - We are the first esports wiki platform in Pakistan.
 - Along with covering esports news related to PUBG mobile, we also provide other services like rankings.
 - We are the first platform to create a proper player and team system, where team recruitments are done and registered on the platform. Previously, this service is only offered as an in-game feature in most games.
- **Marketing activities:** Most of the esports audience have strong presence in social media groups, so our marketing strategy would be targeting those audiences. Our marketing strategy would consist of online or digital marketing rather than offline marketing.
 - We would be running ads on Facebook and Instagram, sponsored posts in social media groups containing gaming audiences.
 - Along with it, we would be going on the conventional route of promoting our platform through esports influencers on social media platforms.
 - Sponsoring events and tournaments to catch audience attention
- **Sales strategy:** We would be working on subscriptions model plus ads on our website in addition to the event promotions we do on our platform.

7. FINANCIAL PLAN

- **Projected start-up costs:** Our expenditures are listed below that mainly includes product marketing and employee salaries for a 4-month plan.

START-UP COSTS			
Mayhem Syndicate's Esports Arena		January 10,2023	
COST ITEMS	MONTHS	COST IN PKR	TOTAL COST
Expenditures:			
Marketing on YouTube as ads	Per month	500,000	500,000
Website maintenance team	Per month	240,000	240,000
Information team	Per month	150,000	150,000
Analyst team	Per month	200,000	200,000
Facebook ads	Per month	300,000	300,000
Marketing through esports influencers	2	400,000	400,000
Sponsoring Events	Per month	300,000	300,000
Other Salaries	Per month	300,000	300,000
Total = 23 lakhs per month			
Revenue:			
4-month subscription	If (1000 users per month)	500	500,000
12-month subscription	If (500 users per month)	2000	1,000,000
Google AdSense	Depends on traffic on our platform		
Events promotion	Per event	50,000-200,000 plus additional charges on click impression rate	
Tournaments promotion	Per tournament	10,000- 100,000	
Total revenue per month =			Minimum 20-25 lakhs

The user traffic and subscription are minimum values that would be engaged on our platform.

*Based on part-time employees. This may change once you hit your growth benchmark.

Required Investment: For a 4-month time period, we would be needing $23 \times 4 = 92$ lakhs if everything is executed according to this plan. However, some marketing strategies may change depending upon the esports atmosphere. Thus, we would be needing a 1 cr investment to fully execute our plan, to make our product run and grow more quickly and efficiently.

Time required to Break-even: If the website gets off to a slow start like, 1000-1500 users buying subscriptions per month and the user traffic is also not that much high. Then the shift towards profit would be gradual and we would break even after approximately three quarters or a year. Whereas if the website booms, we can be profitable after the first 4 months.

It is a risky affair, esports industry is currently growing in Pakistan, and is not at a stage to be compared with the global world. But there is an upward trend, and many people are pursuing esports and the audience is growing. Therefore, if our marketing hits the target audience and gets positive feedback, then it will be a boom. Whereas, if the response is not that great, the website will still sell and work, but it will be relatively slower and gradual growth. Because our website provides the basic features and services that are required by the esports audience.