



# *#B4mad*

## *eSports Data Platform*

2023



# An open application platform for building and hosting intelligent apps and data-driven services for the eSports community

Transforming eSport with Intelligence > Where data meets game mastery



# Problem

## **Complex Data Retrieval**

challenges in accessing and analyzing in-game data

## **Redundant Infrastructure**

tools reinvent the lower part of the stack and support only one genre

## **Narrow, Shallow, Non-scalable Services**

too specific trainers, superficial data, 1:1 training / coaching

## **Pro-Am Disparity**

lack of support for amateur players and comprehensive analysis tools



# Solution

## AI-driven Insights

in-depth game analysis beyond pure in-game data

## Unified Platform

simplify the creation of game-specific intelligent services with a streamlined platform

## Community Centric

the community can craft free services for outreach and awareness

## Scalable Data Infrastructure

designed for collecting and storing vast amounts of in-game data efficiently

## Platform Economy

a marketplace where developers, gamers, and eSport professionals collaborate and transact





# Market



## Emerging eSports Market

- **Participants:** 3.4 billion player base.
- **Revenue:** \$3.8 billion, fueled by diversified business models.



## Fragmented eSports Landscape

- **Genres:** Diverse, e.g. FPS, racing, MMO
- **Engagement:** Varying active-passive gamer and viewer ratios.
- **Skill Levels:** Wide range from professionals to amateurs.



## Democratizing eSports Access

- **Entry Barriers:** Lower than traditional sports like F1.
- **Opportunities:** Digital nature enables success for 'the average guy'.



# Product / Proof of Concept

## End-to-end application prototype for the sim racing genre



- Web user interface for the end-user of the app
- In-game coaching feedback to the end-user
- Interface and SDK for the app creator
- Data collection, analysis, and storage

## Community and adoption



- 500k lap data stored / 150 active drivers
- Embedded in #1 racing tool – [thecrewchief.org](https://thecrewchief.org)
- 18 months of development

## Architecture and development path



- Continued experimentation, applying our professional expertise
- Based on industry best practices
- Identifying the platform idea as the enabler

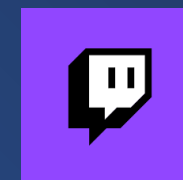


# Competition

## GRID

eSports game results data – shallow – used for 3rd party apps, e.g. betting  
[grid.gg](http://grid.gg)

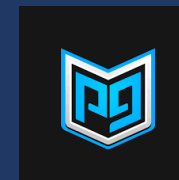
Non-interactive tutorials and marketing  
[youtube.com](https://youtube.com), [twitch.tv](https://twitch.tv)



Genre-specific trainers and services  
[aimlabs.com](http://aimlabs.com), [vrs.racing](http://vrs.racing)



Self-marketed professionals on coaching marketplaces  
[proguides.com](http://proguides.com), [gamersensei.com](http://gamersensei.com)





# Example Services

## RACING

### Your Racing Career

- Achievements across racing games document. Going beyond game specific achievements and badges

### Personalized Race Track Guide

- Learn the track while driving. Let the AI coach explain the track while you drive

### Driving School

- A full interactive course, that teaches you to drive like a pro. In any simulator you choose



## OTHER GENRES

### Club Leaderboards

- Record results for closed groups of gamers

### MontanaBlack reacts

- Live in-game reactions from your favourite YouTube Celebrity. Reaction Videos on the next level

### Chat with the adventure game

- Stuck? Can't find the golden egg? Instead of browsing the web, just ask your friendly AI companion

### StarCraft strategy explainer

- Boost your real-time strategy with live and post game in depth strategy analysis. Hit your opponents faster and harder

### Tutorials tailored to your skills

- No more lengthy or sparse tutorials. Let the AI watch you play and give usability hints when and if you need them



## PLATFORM

### Full API access

- Build a complex service offering, by leveraging dedicated components of our stack

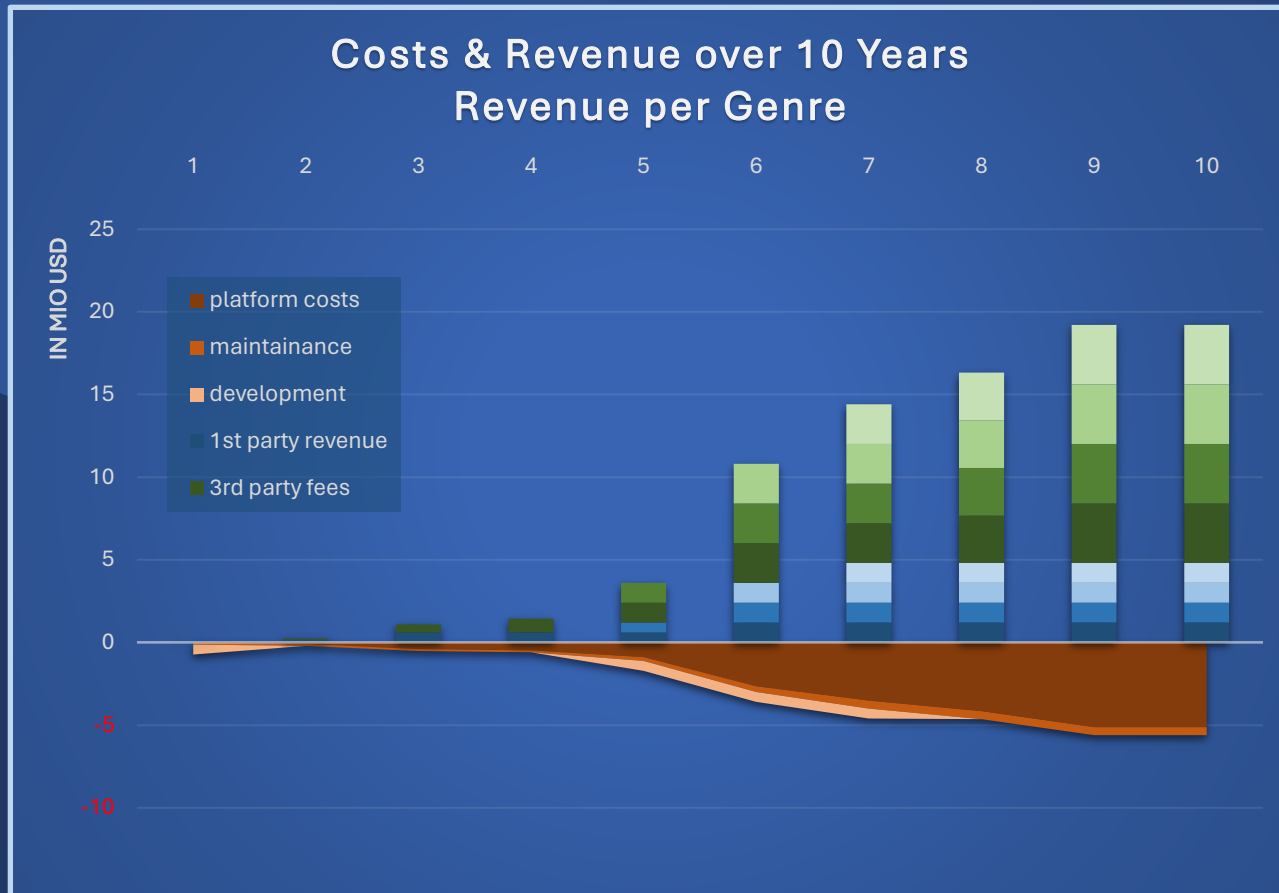
### White Labeling

- Don't re-invent the wheel. Adapt common solutions to your corporate identity





# Financial Projections



- **Year 5, 6 and 7**
  - each add one genre
  - resulting in a total of 4 genres
- **1<sup>st</sup> party revenue**
  - is comprised of our own initial genre specific application
- **3<sup>rd</sup> party fees**
  - paid by applications on our platform
- Break even at year 4



# CASE STUDY

# #B4MAD RACING

## THE SIM RACING CHALLENGE

# PAUL'S SITUATION



### Profile

Paul, 43, dedicated family man with a deep passion for sim racing.

### Struggle

Wants to improve his racing skills but finds self-training methods time-consuming, causing a strain on family commitments.

### Aspiration

To excel in sim racing competitions more efficiently, without compromising family time.







## THE SIM RACING CHALLENGE

# STEVE'S CHALLENGE

### Profile

Professional sim racing coach with a popular YouTube tutorial channel.

### Limitation

Desires to expand reach and provide personalized coaching but is capped by the current manual coaching methods.

### Vision

To leverage technology for scalable, personalized coaching experiences.

## THE SIM RACING CHALLENGE

# #B4MAD RACING

### For Coaches like Steve

- Utilizes the SDK to develop a Coaching Application with his unique style.
- Gains access to a robust infrastructure that supports the app's requirements, from telemetry data to real-time feedback.
- Benefits from an integrated transaction and billing system, simplifying the business aspect.



## THE SIM RACING CHALLENGE

# #B4MAD RACING

### For Gamers like Paul

- Discovers Steve's Coaching Application on the B4mad platform.
- Receives personalized, AI-enhanced coaching during gaming sessions, minimizing downtime.
- Quickly improves performance with targeted advice, maximizing gaming and family time.
- Engages with a community-centric marketplace that fosters continuous learning and improvement.





## THE SIM RACING CHALLENGE

# TRANSFORMATIVE RESULTS

### Growth Potential

With the success seen by Steve, the #B4mad Technologies Application Platform is poised to attract more professional coaches and developers, facilitating a richer, more diverse marketplace for gamers and a robust revenue model for coaches and developers alike.



# Team



## Marcel Hild

- Red Hat, Start-Ups
- Management, Engineering, Sales, Research
- AI, Data Processing, Development
- 25 Years in Open-Source
- SimRacer



## Christoph Görn

- Red Hat, Start-Ups, IBM
- Consulting, Engineering, Research, Product Management
- Infrastructure, Operations, Cloud-Native, AI
- 30 Years in Open-Source
- Real Time Strategy Games



## Thorsten Schwesig

- Red Hat, Start-Ups, Telekom
- Consulting, Optimization, Finance, Marketing
- Community Building, Controlling, Project Portfolio & Bucket Management
- 25 Years in Corporate
- Gaming Console Hacker





# LINKS

[b4mad.racing](https://b4mad.racing)

[pitwall.b4mad.racing](https://pitwall.b4mad.racing)

[paddock.b4mad.racing](https://paddock.b4mad.racing)

[github.com/b4mad/racing](https://github.com/b4mad/racing)

[de.linkedin.com/in/marcelhild](https://de.linkedin.com/in/marcelhild)

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