



BREWED POTION
STUDIOS

Power Up!

Optimize your esports strategy,
POWER UP your brand.



THE PROBLEM

A lot of businesses are cautious in entering esports advertisement because they don't understand the value it brings.

This leads to missed opportunities and marketing that falls flat, as they struggle to connect with a passionate generation of audience and tap into the full potential of this space.



BREWED POTION
STUDIOS

Power Up!

OUR SOLUTION

BPS Power Up educates endemic and non-endemic businesses on the benefits of optimizing their esports activation strategies for streams and live events, enhancing brand engagement and driving growth, powered by AI.



MARKET SIZE

358M+

of SMEs (Global)
Total Addressable Market

147M+

SMEs (Asia-Pacific Region)
Serviceable Available Market

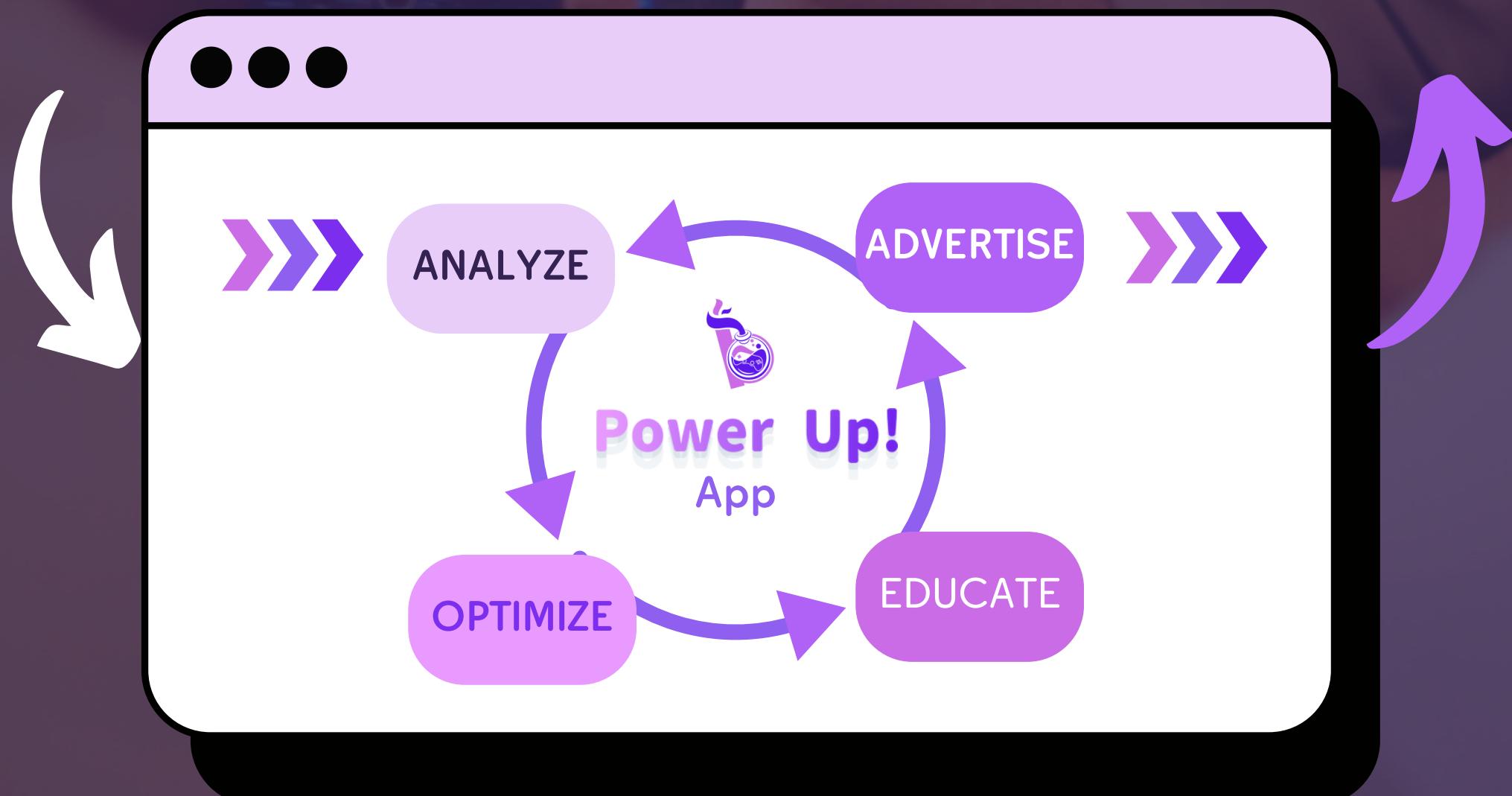
79M+

SMEs (English-speaking/APAC)
Serviceable Obtainable Market

THE PRODUCT

Brands/
Businesses

Value/
Sales





BREWED POTION
STUDIOS

Power Up!

REVENUE MODEL

App Subscription

- Business Analysis
- Personalized esports advertisement strategy, powered by AI

Premium Subscription

- Includes advertisement from partner events
- Advertisement deals
- Built-in Analytics



BREWED POTION

STUDIOS

Power Up!

WHY NOW?

Esports market is normalizing and is here to stay.

Weak esports companies are exiting the market.

Stronger esports investments are entering the market for the long haul.

THE POWER UP TEAM



**ANGELO PAOLO
OBISPO**

Having worked 12+ years in the IT industry, Angelo is leading our Product Development and Broadcast Teams for our events. While still a college student, he first got into esports organizing Dota 1 Tournaments in the early 2010s.



**JEREMIAH
BRUSOLA**

A former College Instructor, Jeremiah organizes esports events and tournaments and leads our cause in educating business in the value of esports advertisement. While he builds Apps during the day, he also builds and grows communities and coordinates with the local fighting games communities. Jerry is also a former competitive Tekken player.



**GREGORY JAN
RAPOSON**

A web developer by profession, Greg streamed mobile games during the pandemic, which fueled his growing passion for the scene. With his experience in tech, streaming, and event organization, Greg is now marketing lead of our team. Greg is also a former College Instructor.

CONTACT US

 brewedpotion.studios@gmail.com

 fb.me/brewedpotion.studios

 discord.gg/Jf3RbsJYvS

 youtube.com/@brewedpotionesports

 linkedin.com/company/brewed-potion-studios

 twitter.com/brewedpotionGG

Thank you!

Optimize your esports strategy,
POWER UP your brand.

