

## SHORT DESCRIPTION

PlayByDay aims to bring esports tournaments right to your browser, making it easy to host and compete in casual or competitive tournaments every day.

## LONG DESCRIPTION

With the rise of esports and more players seeking competitive experiences within their games, there is a higher demand of quick and simple ways to organize tournaments, while also making them accessible and advertised to other in the region. PlayByDay will make it easy to set up different style tournaments (single elim, swiss, best of 3's, etc) while also giving organizers control of other specifics catered to their game.

## PERSONAS



### TEAM CAPTAINS/ COMPETITIVE PLAYERS

Those looking to sign themselves up for tournaments held regionally or globally



### CASUAL PLAYERS

Those looking to hold tournaments locally, or play tournaments amongst friends



### GAME COMPANIES

Developers looking to build the competitive scene in their game through competition and events

## COMP



BATTLEFY

