

# Hack the Night Away 2016

THE ARENA

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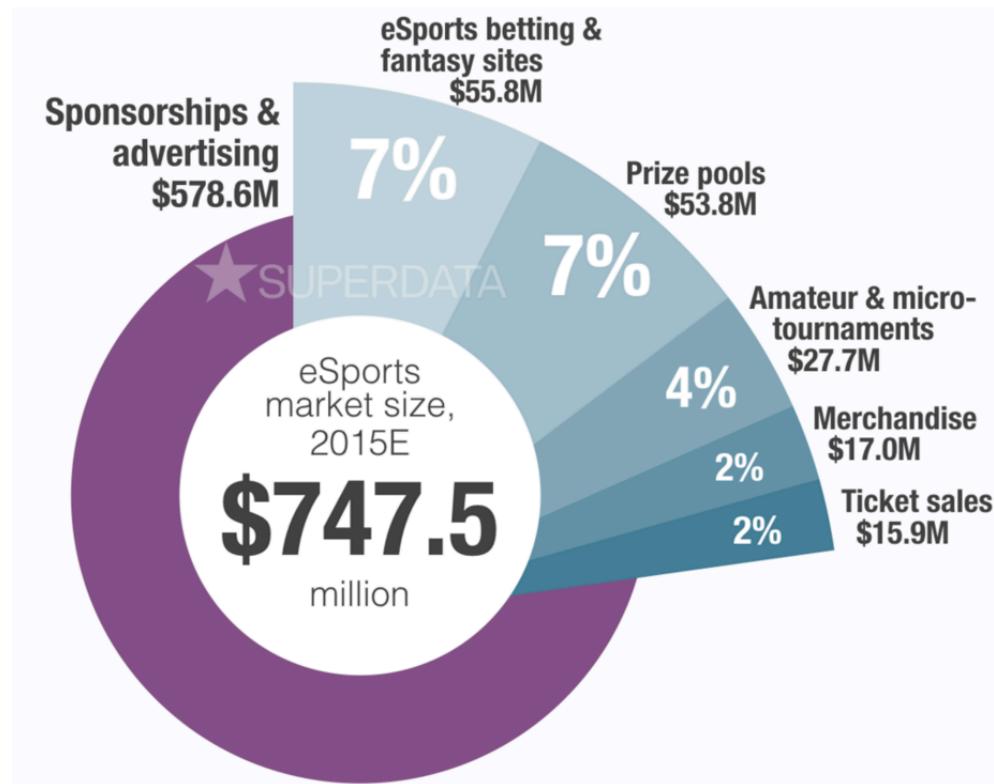
# The Arena

- ▶ An eSports Gaming Lounge
  - ▶ place of entertainment
  - ▶ place for gamers to meet, compete, and enjoy eSports
- ▶ Not just a cybercafé of the 1990's, more than just generic rows of PC's
- ▶ Provides a greater gaming experience for the thousands of Waterloo gamers
- ▶ Incubate professional teams to play in-house in our private team rooms.

# What is eSports?

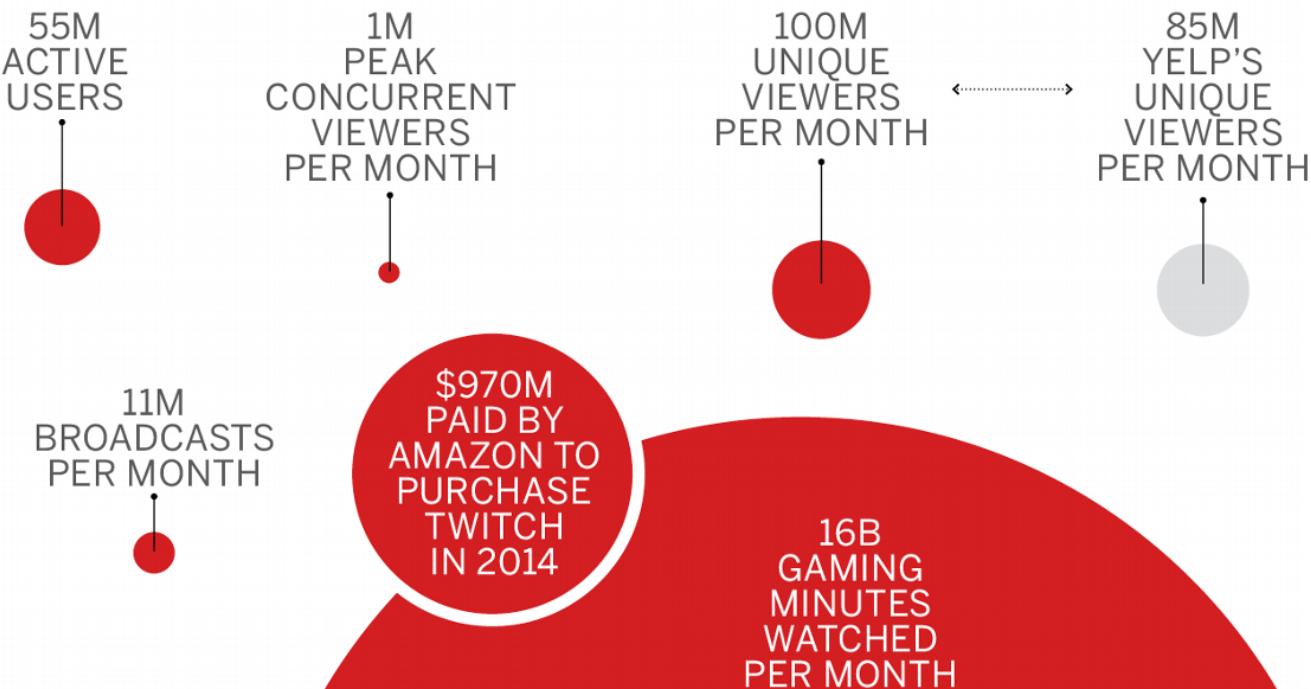
- ▶ Competitive tournaments of video games
- ▶ The fastest growing spectator sport with 100 million people spending at least an hour everyday watching and chatting online
- ▶ The global eSports market is worth \$748M and will reach \$1.9B by 2018E.

# Statistics



- Source: <http://superdata-research.myshopify.com/products/esports-market-brief-2015>

# Statistics

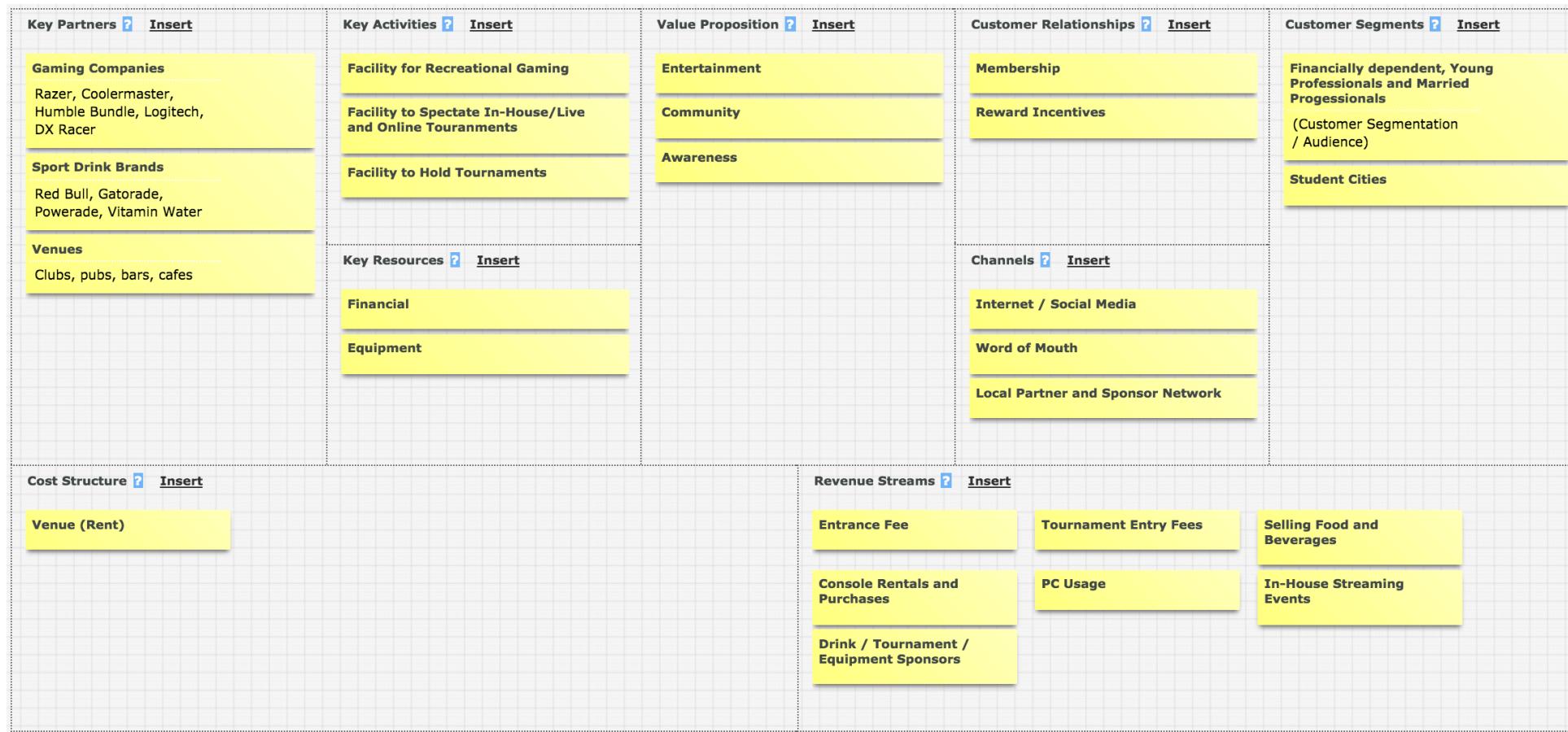


- Source: [http://espn.go.com/espn/story/\\_id/13059210/esports-massive-industry-growing](http://espn.go.com/espn/story/_id/13059210/esports-massive-industry-growing)

# Gamer Stereotype?

- ▶ Young, single, male and living in some sort of basement...
- ▶ **50 percent are employed full time**
- ▶ **44 percent are parents**
- ▶ **38 percent are women.**

# Business Model Canvas



# Hackathon Product

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THE ARENA



The FIRST eSports gaming lounge in Waterloo

KAITLYN YONG



# 3D MODEL

