It would be cool if gamestop sold "esports load outs" that replicate the personal practice rigs of esports players that they use for the game they play. A bundle that got you up and running, with a video introduction of your new gear from your favorite player explaining why they use each of the parts. They could refresh every year or two. maybe 3% over msrp, and that 3% goes to the sponsoring player?

This would make getting into pc gaming something you can do confidently with minimal research.