**eSports Terminal Idea Sheet**

WEBSITE FOCUS:

* News
  + User Generated
  + Aggregate from other sources
  + Original Content
  + Original Content AND Aggregate
  + Business News
  + eSports Betting/Gambling
    - Real system
    - Faux System (for fun, while people watch stream)
  + ESPN Analog
    - Scores
    - Schedule
    - Standing
    - Stats
    - Teams
    - Power Rankings
* Event Coverage
  + Pre/Post Event
    - Original and/or Outside
    - Post event podcast?
      * Talk about event that just passed
      * Talk about upcoming events
      * Promote certain things/website/etc.
  + Ticket purchase affiliate
  + Streaming Links/Live Views
  + Own Twitch account to host tournaments/events/whatever else
* Stream
  + Major Events
    - Must determine how to prioritize events to stream/host
    - Always have something being hosted
  + Smaller, Local Events
    - Easy promotion
    - Give the small fish more attention
    - More targeted marketing
* Podcast
  + MUST be consistent
  + Casual, talk about eSports, Events, etc.

REVENUE MODELS:

* Paid User Generated Content:
  + User generates their own content
  + User is paid for content based on metrics (views, click through, etc.)
    - Traffic data required to determine pay scale
* Advertising
  + Google Adsense
  + Affiliate Ticket Sales (by link or portal)
  + Affiliate Links
    - Gaming Peripherals
* Product Sales
  + EST Branded Apparel (hats, wristbands, tshirts, etc.)
  + Event Specific Gear/Apparel

MARKETING STRATEGY ($ = will cost):

* Google Ads ($)
* Social Media
  + Post Content to FB, IG, T, SC
  + Influencer Marketing ($)
  + Videos/Viral Content
  + Follow/Unfollow
  + Facebook Ads ($)
  + Proactive Engagement w/ Followers/Users
* Mutual Content Plug (Blogs, Social Media)
* SEO ($, could do some rudimentary stuff for free with a bit of work)
* Promotional Deals (Contests, Prizes i.e. send someone to EVO, OWL first arena tournament, etc.)