



# BARBAH GAMES

ESPORTS : A CATALYST FOR  
GLOBAL ESG INITIATIVES



# VISION:

To harness the power of esports as a catalyst for Environmental, Social, and Governance (ESG) impact, transforming East African youth's lives through education and technology.

# MISSION:

To empower youth by integrating esports with educational initiatives, promoting sustainable development, and fostering a culture of innovation and social responsibility.





# PROBLEM STATEMENT

- Limited access to quality education and career opportunities for East African youth.
- High youth unemployment rates.
- Underutilization of gaming as a tool for education, skill development, and sustainable practices.
- Lack of infrastructure and support for esports in the region.





# PROBLEM STATEMENT

The planet is 63 years behind on SDG 2030 target.

**How can we unlock the power of esports to enhance education, skill development, and sustainable practices?**







# OUR SOLUTIONS

- **ESTABLISH ESPORTS LEAGUES AND TRAINING PROGRAMS** to nurture talent, socialize and drive environmental awareness for high schools, police, military etc
- 
- **USE AI AND AR TECHNOLOGIES** to enhance learning experiences, engagement, and promote eco-friendly practice
- 
- **EDUCATIONAL GAMING CONTENT** that aligns with local curricular and ESG principles.
- 
- **SOCIAL IMPACT SDG TOURNAMENTS** in conjunction with the Kenyan Government & partners





# THE MARKET OPPORTUNITY

## *Growing Sector:*

- Rapid growth of the global esports industry, projected to reach \$2.09 billion by 2025.
- Increasing penetration of mobile devices and internet access in East Africa.
- Youth population in East Africa set to exceed 200 million by 2050



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# BUSINESS MODEL

- Subscription-based educational gaming platform focused on ESG themes.
- Sponsorship and advertising in ESG-focused esports events.
- Partnerships with educational institutions and NGOs for content licensing.
- Merchandise sales and in-game purchases promoting sustainable products.



E-ATHLETES

- DATA ANALYTICS
- CAREER DEVELOPMENT
- SCHOLARSHIPS

SPONSORS  
CORPORATIONS

- TECH REMOTE TALENT
- MEET SDG & CSR OBLIGATIONS
- ACCESS TO MARKET





# TRACTION AND MILESTONES

## *RECENT ACHIEVEMENTS*

- Invited to meet with the governments of Kenya and the United States to discuss the creative economy.
- Launched and executed esports tournaments with significant engagement.
  - Enrolled 90 Fortnite gamers, with 40 expressing interest in competitive play.
- Established strategic partnerships with EdTech companies and other key stakeholders.

## *FUTURE MILESTONES*

- Launch MVP in Kenya with a focus on ESG education.
- Scale esports leagues and training programs promoting social and environmental responsibility.
- Develop educational content in collaboration with local educators and ESG experts.
- Achieve profitability within three years through diverse, ESG-focused revenue streams.





# Eureka ▶ Design, innovate, engineer

## Africa takes technology head-on with e-games

Today, technology has become a major driver of change in many industries across the globe. The online gaming arena in Kenya, and the continent as a whole, has not been spared either

by Mwangi Alberto  
@Alberto\_Mwas

When Andrew Muriuki received an invitation from the Ministry of Foreign and Diaspora Affairs to attend an event President William

Ruto graced yesterday at Tyler Perry Studios in Atlanta, Georgia, he was elated. The studios are some of the largest production facilities in the USA. Finally, he had realised that the e-sports and video gaming industry had been recognised. Muriuki and other players in the industry have been working tirelessly behind the scenes to make the sector as lucrative as possible. As the founder of Barbah Games, he admits that e-sports is a word he has to explain to most people whenever he mentions it in different forums.

E-sports is an organised online gaming that includes games and tournaments just like a traditional sports league. The league is virtual and can be played at home, but with the structure and coaching at an off-site lab. Muriuki says gaming should be taken as a vehicle for social change and economic growth.

"During the Covid-19 pandemic, a group of young underserved young men who sold water to drivers at traffic stops had a confrontation with the police, which resulted in a serious injury of an officer. That same week, I attended an e-sports event where a young man, similar in age to the ones who had a confrontation with the police officers, won Sh263,000

(US\$5,000) in a competition," he narrates. Muriuki, 43, moved from Kenya to Atlanta in the year 2000 and through his company, he aims to challenge misconceptions surrounding online gaming, by demonstrating its potential as a viable career path for African youth.

In Atlanta, gamers are a supported and recognised lot. Currently, there's a model endorsed by the city's mayor that recognises the potential of e-sports to nurture soft skills and expose youth to vital technology for a Web3 and AI-driven economy. He reveals that there is a monetisation challenge in African e-sports, specifically citing that the gaming scene in East Africa has seen millions of gameplay that went unmonetised.

### Structured esports leagues

To create a different culture, Barbah Games is strategically focusing on creating structured e-sports leagues, specifically with an emphasis on Fortnite, a game that combines strategic gameplay with broad appeal.

"By developing these leagues, we aim to ensure that East African talent is no longer overlooked at major global tournaments

"By developing these leagues, we aim to ensure that East African talent is no longer overlooked at major global tournaments, thereby increasing participation and success rates in international esports events," says Muriuki.

This journey of forming e-sports leagues was initiated five weeks ago and has already attracted 90 gamers, with 38 of them looking to compete at a competitive level. As an industry that is still young and not well understood, the industry players in e-sports and video gaming support each other to get by.

For Muriuki, he collaborates with fraternal twins George Odongo Ahere and James Ocheng Ahere through their company Weza Interactive Entertainment to

MURIUKI

By developing these leagues, we aim to ensure that East African talent is no longer overlooked at major global tournaments



George Odongo (left) interacts with Mzuto players at the Paris Games Week booth. COURTESY



James Ocheng (second right) with the Weza Interactive Entertainment team at a previous East Africa Gaming Convention. COURTESY



make some of their projects a success. Through Weza, where Odongo and Ocheng sit at the helm, they are set to launch one of Africa's first multiplayer rhythm games dubbed Riziki.

"It takes playing a lot of video games to become a good game designer," says Odongo, who has been playing video games since he was eight years old and was drawn deep into it after an innocent "If only these games could pay you" statement by his mother.

### The gaming enthusiasm

Furthermore, his fraternal twin brother Ocheng is also a gaming enthusiast and together, they own the video games company. By incorporating African music, dance, and art, their company seeks to celebrate and promote African culture while providing gamers with immersive experiences.

As they entered the gaming market, the twins' first game known as Mzuto generated 120,000 downloads, winning them the Best Video Game award at the

2019 edition of the Kalasha International Film and TV Awards. Weza Interactive Entertainment represented Kenya in the 2021 African Gaming Studios and also won the African Game Development Prototype Fund.

"We are all figuring out how to make African games and it will become a little more concrete in a few years. All the gaming companies have a theory they are exploring and eventually, we will have a distinct way of making African games," explains Odongo.

Currently, Ocheng says a lot of African game developers want to create heroes from their own African narratives. According to Newzoo's Global Games Markets Report 2023, Africa is emerging as a notable player in the global gaming landscape, with Kenya ranking sixth in gaming expenditure.

The report indicates that Sh5.2 billion was generated in 2023 on mobile gaming. Nigeria, South Africa, Egypt, Morocco, and Tunisia are the countries that dwarfed Kenya's spending on gaming activities.



The Ambassador  
of the United States of America to  
the Republic of Kenya  
Meg Whitman  
cordially invites you

ANDREW MURIUKI

to join the  
President of Kenya William Ruto  
for an industry leaders dialogue in support of  
the  
U.S.-Kenya Creative Economy partnership

MAY

21

2024

at 10:30 AM

at Tyler Perry Studios  
One Tyler Perry Studios Way  
Atlanta, GA 30310

Please RSVP by Thursday May 16.  
Once confirmed, arrival instructions will be shared  
for parking and ride-share options. Please bring ID.

Drexel Business  
RSVP: 202.286.9290

Email: Catherine.Collins@state.gov  
Grace.Kocherzky@state.gov  
KocherzkyGS@state.gov

Please provide flight information if  
arriving in Atlanta by plane,  
for organizational reference only.

### BRIEFLY

## Youth to receive Artificial Intelligence and cybersecurity training

Kenya Technopolis Development Authority (KaTDA) recently signed a Memorandum of Understanding (MoU) with Azyberschool to train Kenyans on Artificial Intelligence (AI) and cybersecurity. This partnership aims to position Kenyan youth at a vantage position in creating and thriving in the hybrid digital economy jobs across Africa and beyond.

"The programme will be done in phases and our target is to train a million youth. This is a key target for us, and we believe through mobilising resources together, we shall be able to augment our key efforts in Jitume programmes," said KaTDA CEO John Paul Okwiri (pictured) during the MoU signing at the recently concluded Connected Africa Summit 2024.

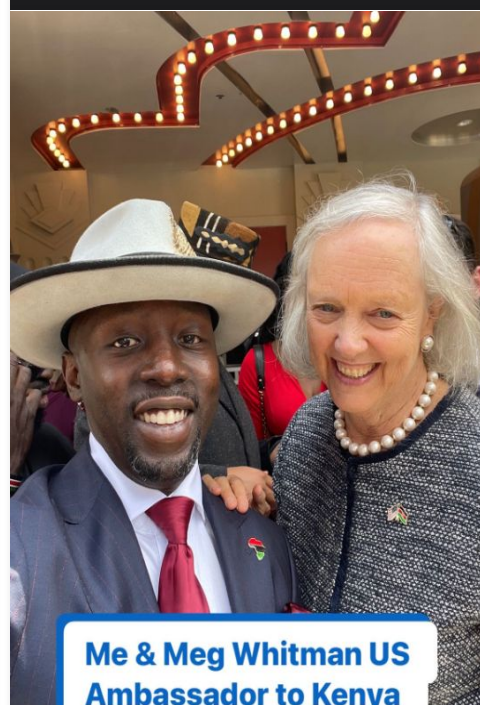
While urging Kenyan youth to take advantage of the training, Azyberschool CEO and Africa Cybersecurity and AI Foundation (ACAIF) chairperson Evelyn Oloo noted that the MoU, which will be implemented in five years, would help young Kenyans to acquire skills required to be ready for the future of jobs.

"Cybersecurity and AI are emerging areas which are key in the new digital jobs. We are training Kenyans for the future of work, and I would like to encourage all young people to take this opportunity, train and acquire the relevant skills required to thrive in the digital industry," she said.

The conversation aligned to the rallying call made by African ICT industry during the Connected Africa Summit 2024 to leverage on young people and advance the



-William Muriigi



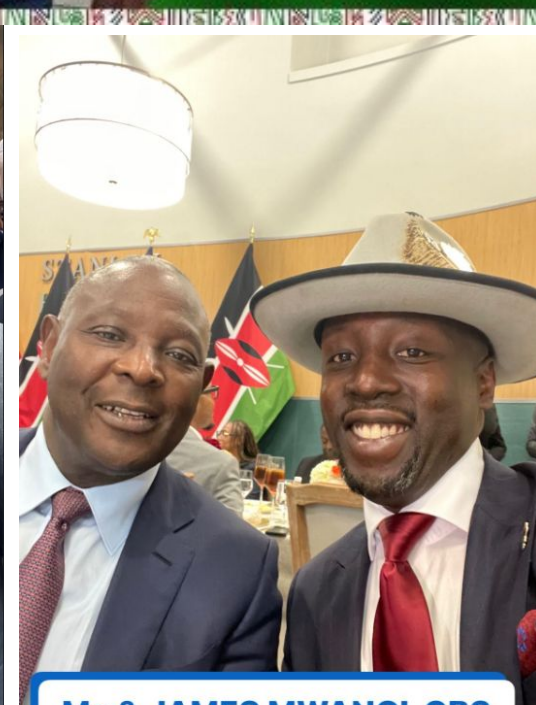
Me & Meg Whitman US  
Ambassador to Kenya



Me & Korir Sing'oei



Me & President of Kenya



Me & JAMES MWANGI, CBS



MINISTRY OF FOREIGN AND DIASPORA AFFAIRS  
STATE DEPARTMENT FOR DIASPORA AFFAIRS

## KENYA DIASPORA POLICY 2024



#MimiNiDiaspora



**We are revolutionizing the industry  
with a powerful SAAS platform that  
will change the game for gamers**

BARBAH Games is all about Bringing Atlanta's  
Resources to Bridge African Hubs





# MEET THE



**ANDREW MURIUKI**  
FOUNDER CVO



**MALCOLM WILLIAMS**  
FORTNITE & LEAGUE  
DEVELOPMENT



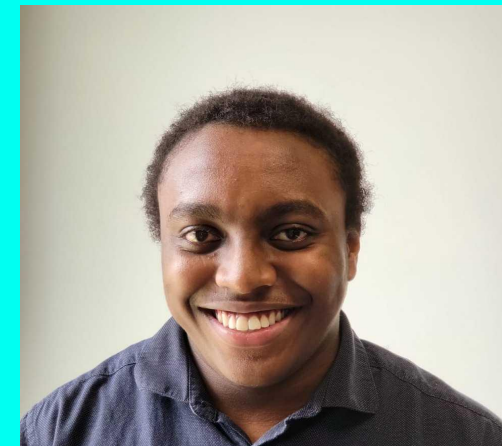
**EMMANUEL MAXWELL**  
LEAD DEVELOPER



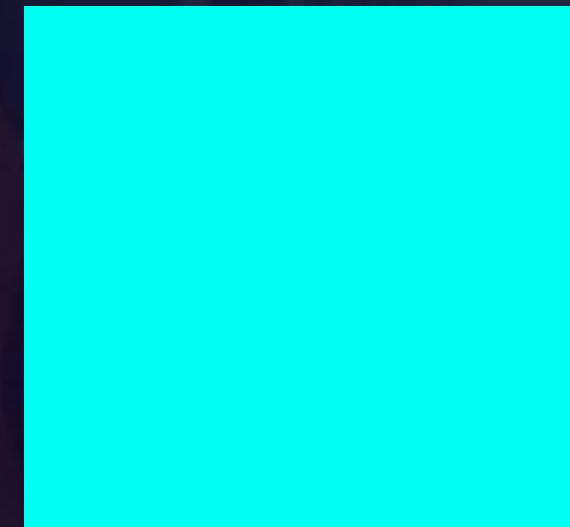
**VICKY NJIHIA**  
MARKETING



**SAGE SUZANNE**  
PROJECT MANAGER

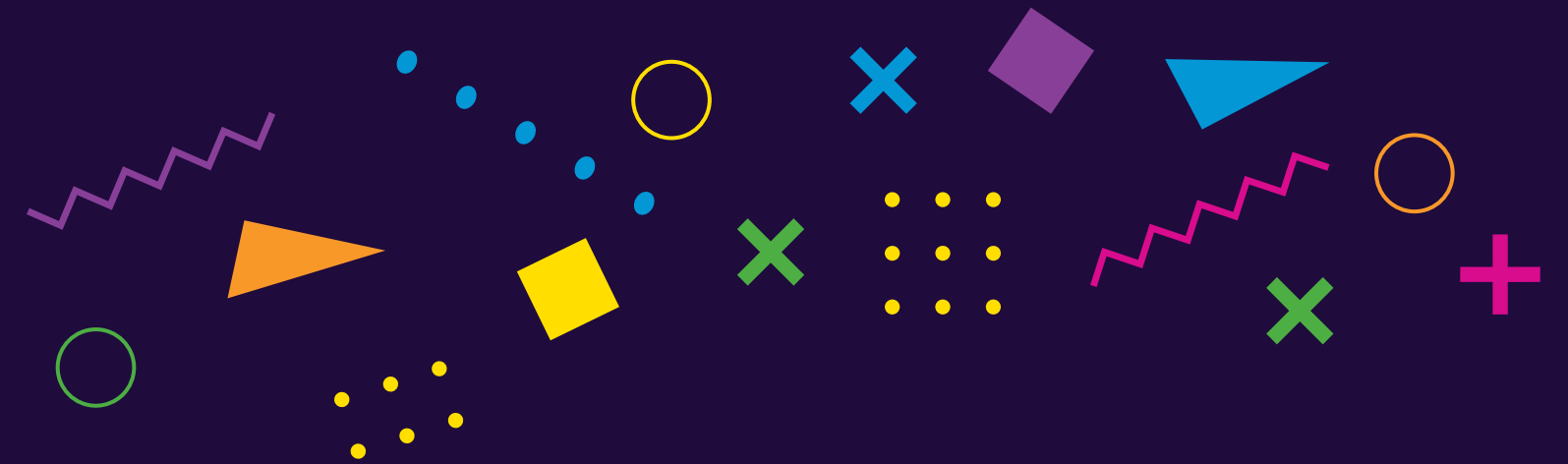


**RYAN GICHURU**  
AI ENGINEER STUDENT



**CARLISSA ARROW**  
DESIGN & SUSTAINABILITY  
ENGINEER





# THANK YOU !



Andrew Muriuki

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