

# **GAMING HOUSE** **PROJECT**



- 2018 -

**GAMING HOUSE PROJECT** is the first reality show brimming with video games and full of crazy and colorful gamers. The “Big Brother” formula combined with the best elements of gaming world, everything streamed online 24/7!



### **What is it all about?**

The natural demand for streamed videos in which experienced players show play-throughs or share arcane secrets with others is currently a very hot topic in the Internet. Every day brings new videos, vlogs and podcasts. Some viewers choose to watch pro-gamers beat games “for them” instead of actually playing them themselves! Audience is massively entertained, newborn YT celebrities rise to fame almost on daily basis and advertisers willingly use new opportunities to reach broad masses. Hundreds of thousands views within 24 hours and well established fan bases = huge marketing opportunities for those who target gamers.

Vloggers have limited time, they cannot “clone themselves”. They hire managers, editors, social media experts just to be able to cope with the huge demand their videos create. It is not enough, though. While they focus on their narrow specializations and activities, massive amounts of information pass them by - it is simply impossible to track and process everything that is going on in the world of gaming, from new releases to industry events and new trends. Also, time zones make it harder to reach everyone in time; some viewers get the “hot stuff” while others always get “old news” every morning.

**GAMING HOUSE PROJECT** aims to fix at least some of those issues.

24/7 streaming, dozens of different channels, various people, topics, games, motivations for playing. What gamers talk about? What do they wear? What techniques and equipment they use for gaming? What do they dream of? What interests them? What upsets them? All those answers are in the Gaming House, all you need to do is log in and stream live broadcasts.

## The Place

The Gaming House is a comfortable villa, filled with electronics. Viewers can access live streaming via WWW or mobile applications. All cameras in all rooms are accessible. The only places without them are bathrooms and bedrooms. Gamers who live in the villa are allowed to freely pursue their passion in an unscripted way, just the way “they do it”. Cameras observe their every step inside the building and in its immediate surroundings, while feeds presenting gameplays are streamed via Twitch/Mixer. Internet users can access live streams and review archived ones on YouTube as well as in internal archive.





## Tournaments

Tournaments will be held in the GH, and they surely will spice up the lives of gamers and bring vivid attention to their activities. Online competitions create massive buzz. The temperature will be heat up by professional commentators and additional attractions, accompanying the competitions, like discussion panels, game comparisons, celebrity guests, professional gaming teams, meetings with seasoned Industry personalities, and so on. Even simple “unboxing videos” can be shown in real time and turned into shows.



## Brand zones

The Gaming House Project is a perfect place for brands, titles, accessories, lifestyle trends and events. The villa will be divided into theme zones, housing different gaming platforms. There will be place for all types of consoles, PCs and retro devices - from classic arcade machines to no longer produced consoles of first generations and arcade machines. Additionally, some areas can be reserved for classic paper RPG, board and card games.

## Monetization

The GHP is a perfect place to organize premiere events and promote brands. With a players' support, the viewer will not have opportunity to experience boredom, bombarded with attractive content all the time. The Gaming House Project is also an ideal place to use product placement in any form: themed rooms, posters, roll-ups, branded equipment, clothes, and so on. Directly or in the form of uncensored discussions between players who will speak their minds about various products.

We are also counting on the generosity of viewers who will be able to fund the accounts of individual players or thematic channels, through donations during streaming. Patreon accounts can be set up for every participant and everyone will be able to “sponsor” their favorite players.

## Business development

The GHP will be launched in Poland as an English language project (the Gaming House HQ). Future will open numerous possibilities, including franchise licensing for different countries. Each of those will require specific tweaks to fit in to local culture and gaming communities. Think Gaming House USA, Gaming House UK, Gaming House China, Gaming House Russia, and so on.



## Cooperation

We invite all companies interested in promoting their own brands to take part in this phenomenal and unprecedented project.

Video games are an extremely grateful market, with which you can associate many brands. Players not only communicate in their company with a secret verbal code, but also dress specifically, eat and drink, use displays, sound equipment, mobile devices and any gadgets. They watch movies, read books, go to concerts, play sports, enjoy life. The possibilities of locating products are therefore unlimited.

## E-sport team - RAW Gaming



**RAW Gaming** is a new team on the Polish E-sport scene, which includes the best Call of Duty players. RAW Gaming will operate under the aegis of the Gaming House Project and stream all workouts. In the future, the team will grow, among others for **Counter Strike: Global Offensive**, **Fortnite**, **PUBG** and **Overwatch** divisions.

### RAW Gaming line-up (Call of Duty division)



#### **Dawid „Braneey” Branicki (20) – Captain**

The most titled Polish player on the E-sport console scene. He repeatedly won titles in prestigious tournaments. Dawid started his adventure in the time of Call of Duty 4 - he gained experience which resulted in the title of Polish Champion. The most important achievements of Braneey include: multiple Showtime by Gamesters champion, multiple Gfinity Cup champion, three-time Dystopia Cup champion, 2nd place in the prestigious Val League. He also won victories in online tournaments for successes in LAN competitions: Polish Champion of Call of Duty: Infinite Warfare at GGArena 2017, PGA Champion title AIM Arena 2016 and Master during the tournament organized by Activision from the Call of Duty World League POLAND 2016 series.



#### **Jan „Af3cion” Rowicki (19)**

Another young talent of the Polish e-sport console scene, which is very successful in both online and offline tournaments. He was able to reconcile his passion with education, winning the title of the Polish Champion of Call of Duty: Infinite Warfare. Af3cion's goal is to attack the professional scene of Call of Duty. The most important trophies: ESL Online Cup champion, multiple Showtime by Gamesters champion, multiple Dystopia Cup champion. He also succeeded in LAN competitions: the PGA AIM Arena 2016 champion title, the Polish Call of Duty Champion title: Infinite Warfare at GGArena 2017, the title of Master during the tournament organized by Activision from the Call of Duty World League POLAND 2016 series.





#### **Konrad "Konriego" Jagodziński (19)**

One of the most experienced players of the Polish Call of Duty scene. After starting the adventure on the X360 console, he moved to the PS4 arena, where he immediately won several online tournaments. Participant of LAN tournaments in Poland and abroad. Achievements: Showtime by Gamesters champion, champion of the prestigious Gods of CoD tournament, multiple Gfinity Cup champion. In the LAN arenas, he can boast the third place during the tournament organized by Activision from the Call of Duty World League POLAND 2016 series.



#### **Adrian „JuMVPeR” Grzybek (18)**

One of the best Polish players, who - despite his young age - is familiar with the competition. Competition at various levels began at the age of 11 years. Professional approach allowed him to achieve a lot, as for the Polish E-sport console scene. Participant of many online tournaments. He won championship titles in tournaments: multiple Showtime by Gamesters champion, multiple Gfinity Cup champion, 2nd place in the prestigious Val League. The experience gathered in online tournaments allowed him to win the championships at LAN competitions: the title of PGA champion AIM Arena 2016, the title of Polish Champion of Call of Duty Infinite Warfare at GGArena 2017.



#### **Patryk „k1kS” Cieszyński – **Manager****

A passionate player since childhood, addicted to rivalry, an orchestra man who turned his passion into achievements in E-sport. Realizing himself mainly on consoles, he won many tournaments in the Call of Duty series. Polish champion in Call of Duty 4 and Modern Warfare 2, 3rd place on the most important so far LAN Call of Duty tournament in Poland, organized by Activision in Warsaw in 2016. After finishing active participation in tournaments, he took up coaching teams sports in Call of Duty.

## **RAW GAMING ACHIEVEMENTS**

- CWL POLAND 2016 **CHAMPIONSHIP** (LAN)
- PGA AIM Arena 2016 **CHAMPIONSHIP** (LAN)
- GGArena 2017 **CHAMPIONSHIP** (LAN)
- Showtime by Gamesters **MULTIPLE CHAMPIONSHIP** (online)
- Gfinity Cup **MULTIPLE CHAMPIONSHIP** (online)
- Dystopia Cup **MULTIPLE CHAMPIONSHIP** (online)
- Val League **2ND PLACE** (online)
- God of CoD **CHAMPIONSHIP** (online)

**THANK YOU FOR YOUR TIME**



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*Tomasz Koziel – industry journalist with 20 years of experience, mainly in the iconic PSX Extreme magazine. Video games aficionado who finished Super Mario Bros. going left. A natural leader with professional experience in the field of management and marketing. A volcano of ideas, hardly sitting in one place for long. 35 years with games and counting.*

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# **WE PLAY HARD**