



**GREAT  
GAMERS**



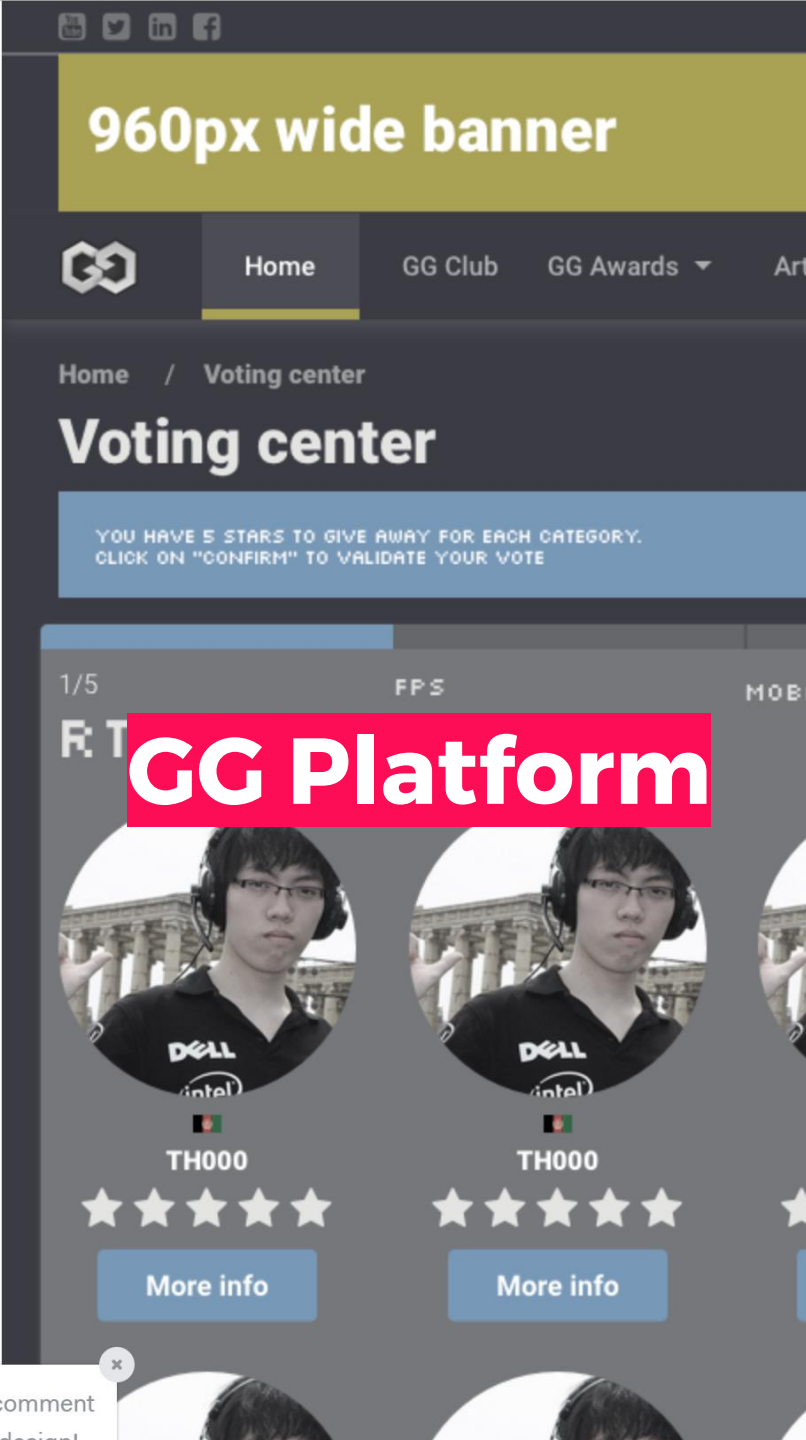
**Probably the most  
exciting esports  
project you can  
invest into**

## **Our goal is to:**

- 1. Create the world's most influential esports community**
  - 2. Create the world's most prestigious esports award**
  - 3. Create the world's most popular local esports events**
- under a single brand**

We will do it.  
**Join us!**





# Part 1.

# **The Market**

A professional esports player is shown in profile, wearing a dark blue cap with a yellow logo and large black headphones. He is sitting in a black and white gaming chair, looking intently at a computer monitor. The background is dark and out of focus, showing other people and lights, suggesting a tournament or event setting.

# GREAT GAMERS

Esports, the abbreviation of electronic sports, transforms online gaming into a spectator sport. The experience is similar to watching a professional sports event, except that instead of watching a physical event, the spectators are watching video game players compete in a virtual environment



# Why invest in esports?



## An Audience of 385M in 2017

With engaged users during 51 minutes every day on average, video games are **now more attractive than any other social media** (Facebook, Snapchat, Instagram...). It's the digital platform with **the most engagement in the world**



## The Virtual and Real Fans

in 2016, the League of Legends championship sold all the tickets for the Staples Center in Los Angeles **in 15 minutes** and The International DOTA2 Championship filled the World Cup stadium in Seoul with a capacity of **40 000 people**. Also this year, the Intel Extreme Masters in Poland brought **173 000 fans** together over the course of two weekends



## New Business Models Rewarded

For example, Twitch is the most popular streaming website for esports. Bought by Amazon in 2014 for **970 million dollars** and has reached nearly **355 billion total minutes** of broadcasting in 2017, with its **15 millions DAU**



## The Broadcasting Rights

In terms of dynamics, the revenue channels that will experience the quickest growth will probably be broadcasting rights that will generate **€300 million by 2020 compared to €87 million this year**. Exclusive content offers, as we see in traditional sports, will be the motor of this growth



## New Sponsors Emerging

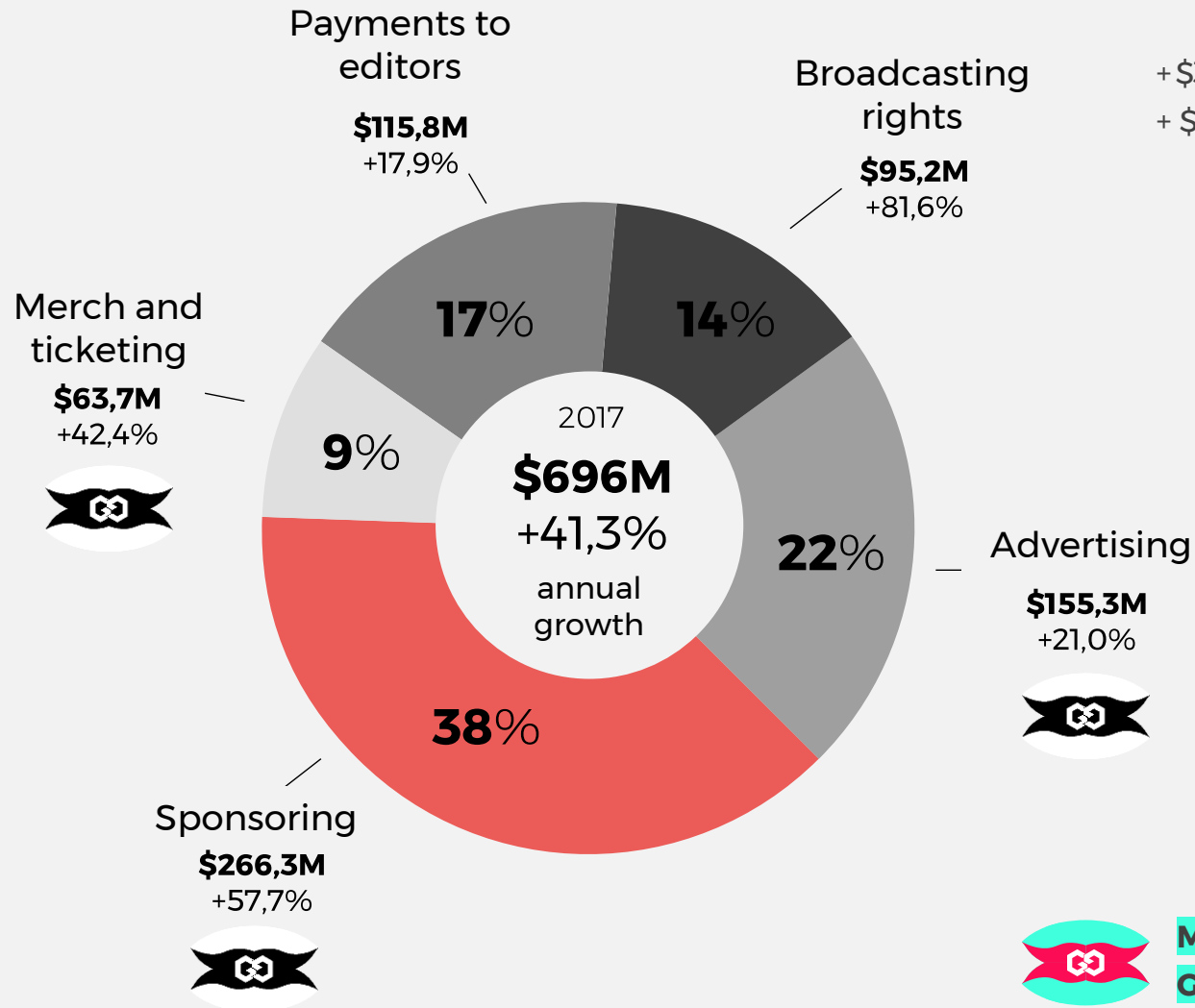
The well-known gaming sponsors are more and more involved while non-endemic sponsors and life-style brands are going from experimental marketing budgets to dedicated budgets



The sport of  
tomorrow



# The Esports Market Structure



**Huge market  
and huge  
opportunities for  
GreatGamers**

**+\$420M POTENTIAL MARKET**



# The Esports Market Structure

**WITH ITS INTEGRATED BUSINESS MODEL, GREATGAMERS ADDRESSES THE EVEGROWING SEGMENTS OF THE ESPORTS MARKET, WITH THE VOLUME OF \$420M IN 2017 AND EXPECTED MORE THAN \$500M IN 2018**

## **Advertising and sponsoring**

Solutions for brands both locally and globally for online promotion (gamers.online), brand positioning (GG Awards) and BTL opportunities (GG Gatherings)

## **Merch and ticketing**

As the possible “Oscar” of the esports, and the global series of events, GreatGamers will become a seller of its own goods

## **Subscriptions**

Regular payments that allow to get discounts for esports gear via our partners, for GG Gathering events and on the GG shop

# Part 2.

# **The Project**



## GreatGamers





# The GreatGamers Platform

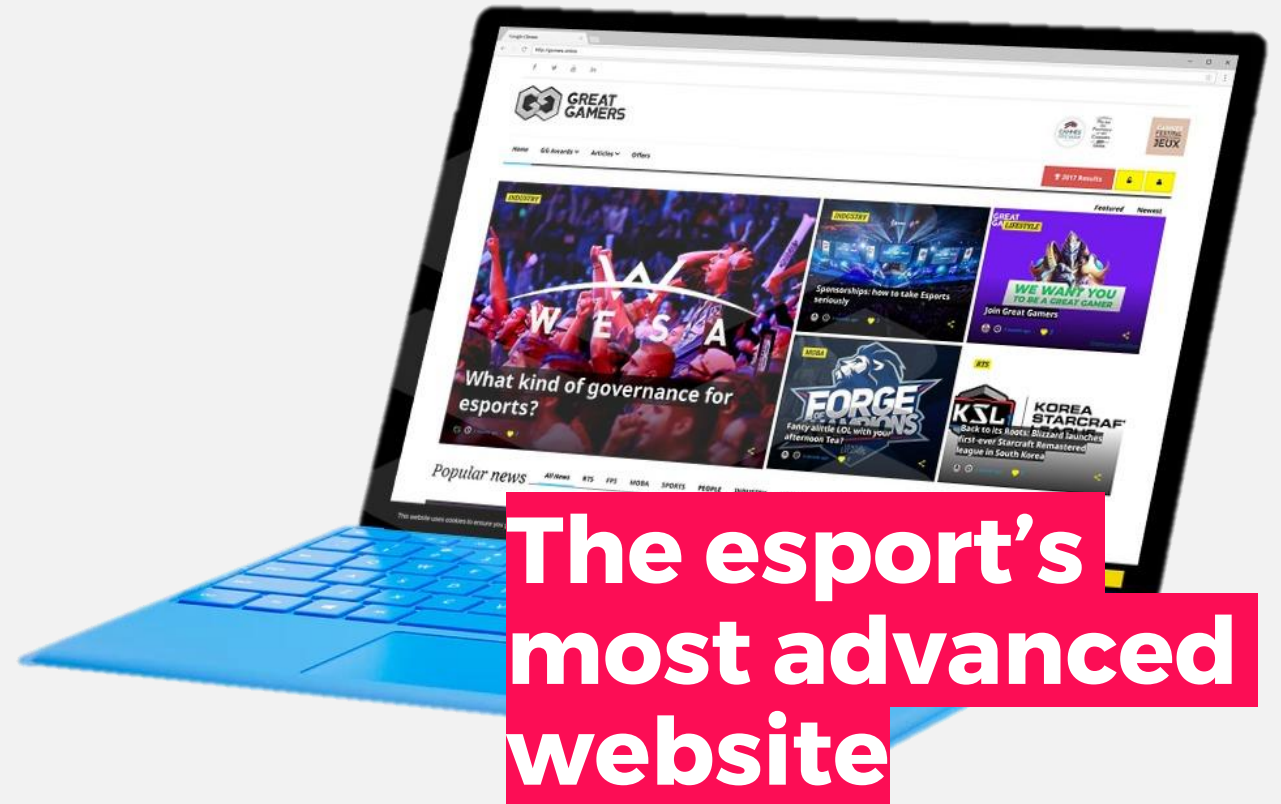


## gamers.online

LAUNCHED IN TEST MODE IN DECEMBER 2017,  
PREPARING TO FULL SCALE LAUNCH IN  
DECEMBER 2018

**The GG Platform is the focal point of the GG project. It unites the GG community, whatever the country, and allows to:**

- create and manage accounts
- vote for the GG Awards Nominees
- read editorial articles
- write own articles and posts
- follow favorite authors
- buy merch
- subscribe to get additional features
- buy and earn website tokens to exchange against offers from partners



# The GreatGamers Platform

## Contents

Editorial articles, exclusive contents from our partners, jury and nominees

User-generated content, preselected by the editors to appear on the Frontpage and / or accessible through search and subscriptions

## Award

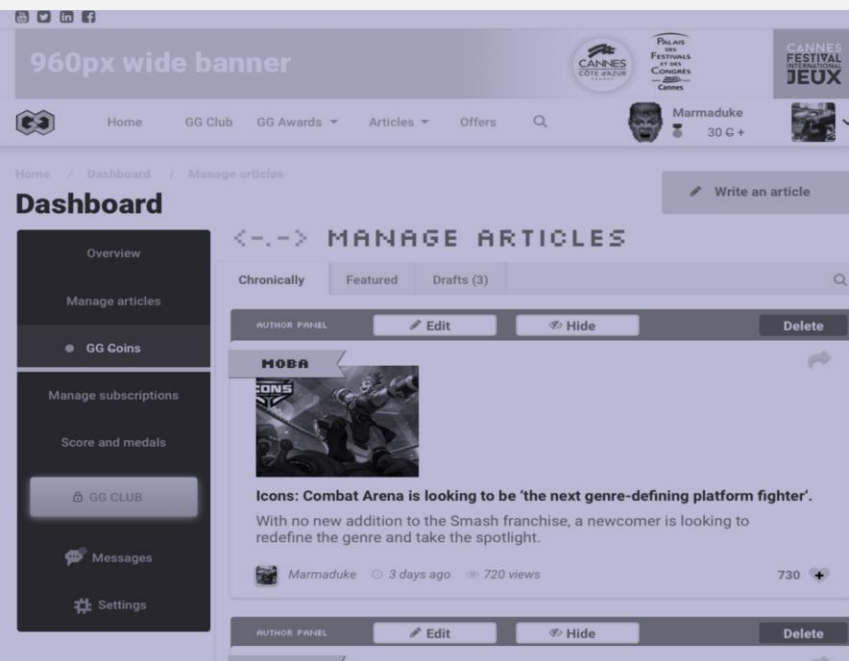
Read info about nominees and vote for them, check their progress

## Gamification

Users can buy or earn, through writing and commenting, the GG Coins that allow to buy merch and discounts from partners on ticket events, games and gamers gear

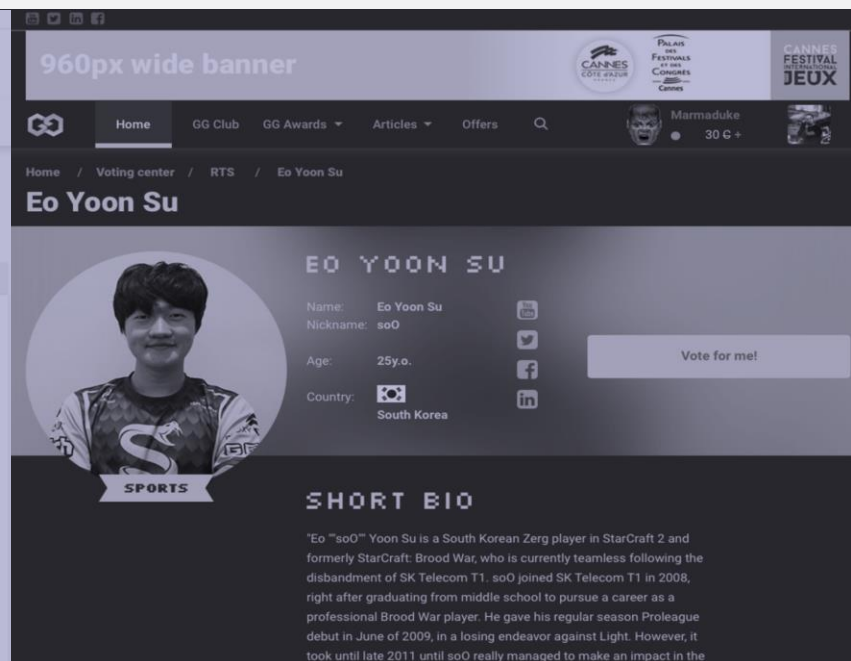


# The GreatGamers Platform: v1.5 ready to launch in Dec'18



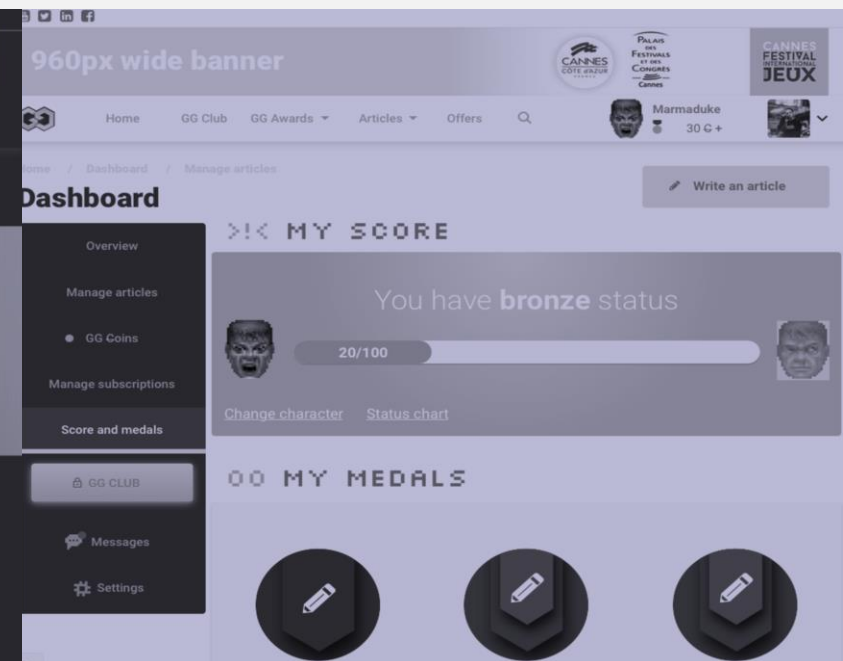
## Powerful Content Management

Write, edit, post articles. Manage followers and follow other. Comment and chat within the system. Easy to use, Medium-style editor



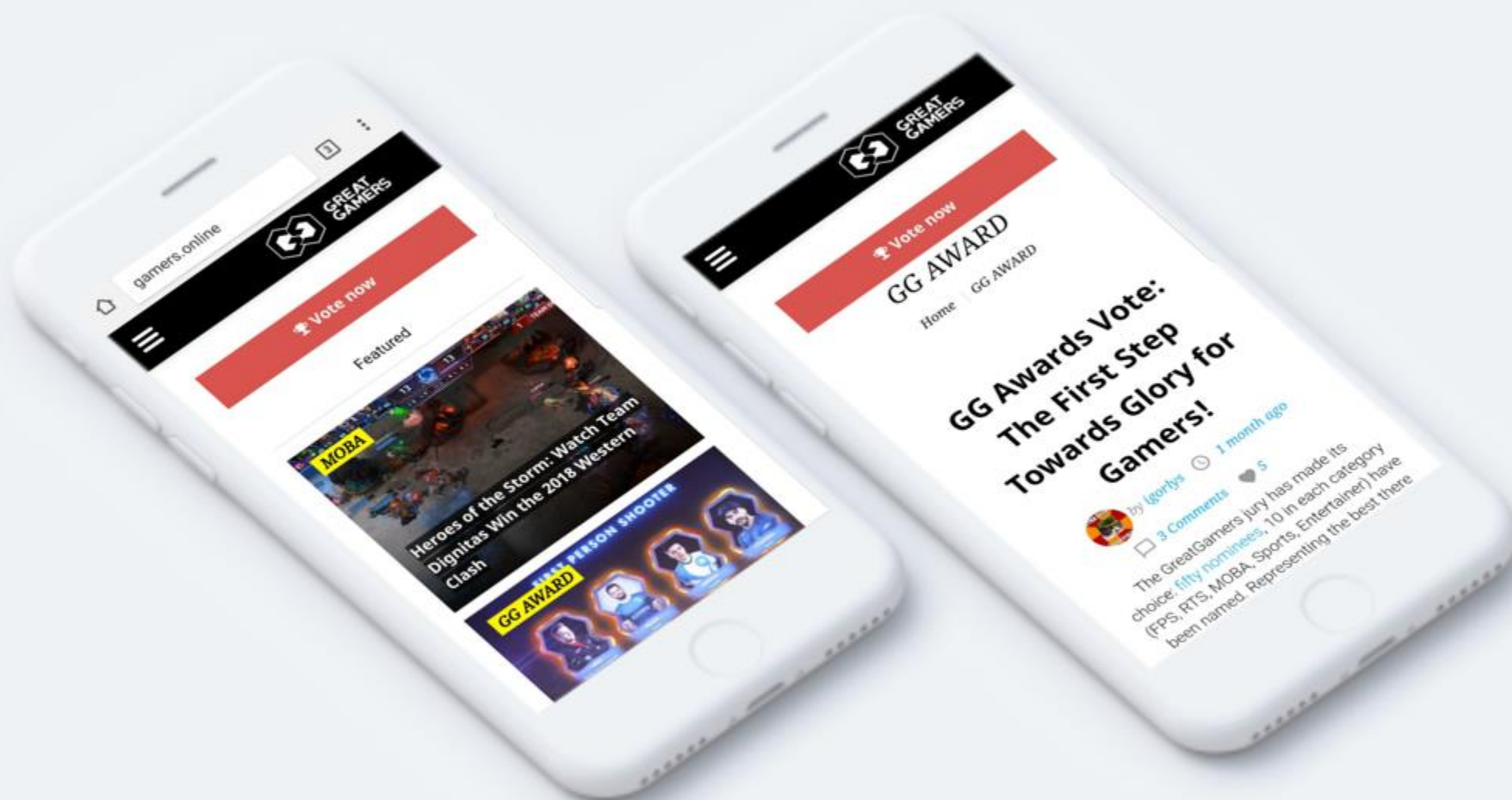
## Enhanced Vote and Nominees System

Separate section on the website with its own, darker layout to separate it visually from the media part. Better voting. More info. More interaction



## New Score System

New progress indicators, new achievements and better design of the Successes system. Better gamification of the whole process





# The GreatGamers Newsletter

## The GreatGamers media strategy

GreatGamers will not compete with the daily esports industry outlets. The information the platform will provide will be focused on the following elements:

1. Exclusive content (mostly GG-related)
2. Content from the community about local events (so through the system of following everyone will be able to follow and write news and analytics on a certain game, certain town, or a certain, even very small, tournament)
3. **Weekly selection of news, infos and pictures via the newsletter**

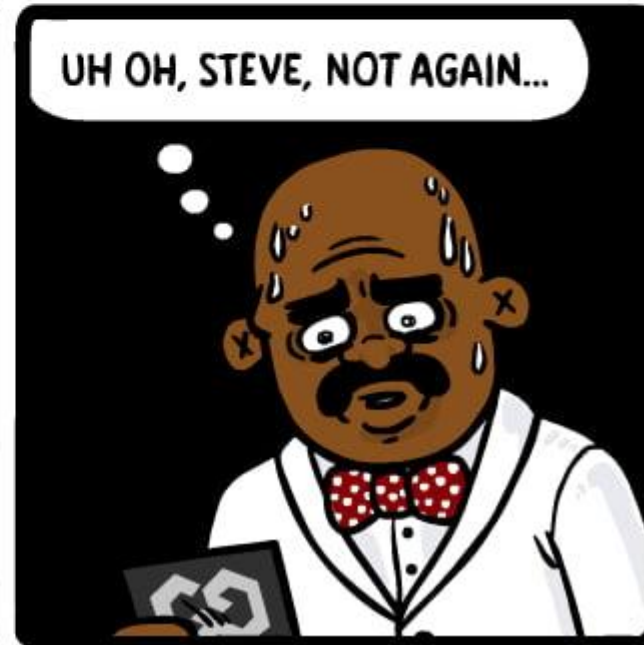


## The Weekly Industry Insight

The contents of the GG Newsletter will be as follows:

- Major esports events of the week
- Best articles from the GG Platform
- Esports webcomics exclusively for GG
- Materials from our sponsors and partners

Written in a fun, concise, comprehensible way



# The GreatGamers Awards



## The Oscar Of Esports

First test event held in Feb 2018 in Cannes during the Cannes Festival of Games

The esports' only balanced, transparent award covering every game – the Gamer of the Year prize given to the best gamer all games combined, chosen amongst the winners of all the major categories (in 2018 : RTS, FPS, MOBA, Sport + Entertainer)

Even for the test year, we have united the world's top esports names, including Daigo Umehara, Stephanie "missharvey" Harvey, head of ESL France Samy Ouerfelli...



**Uniting the best  
around the  
esports values**



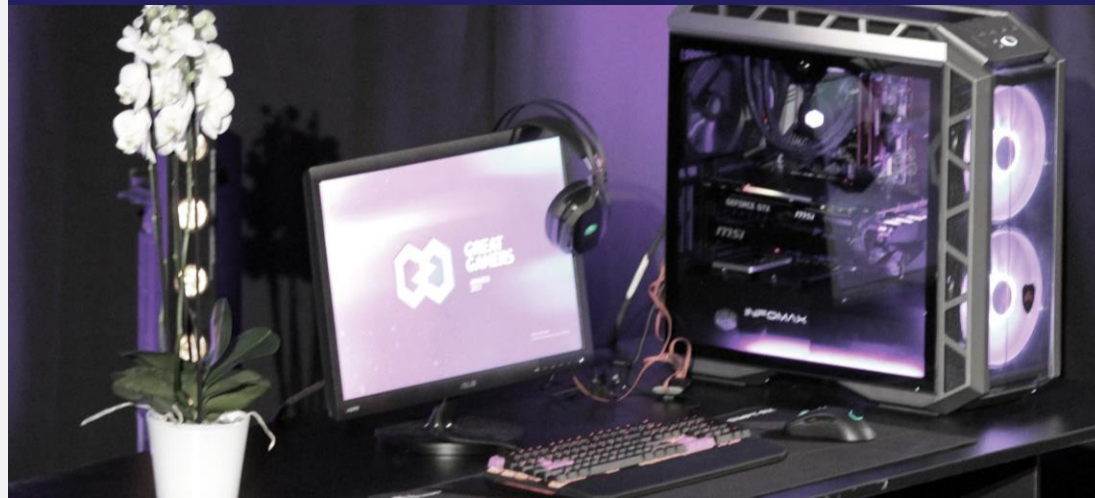
# The GreatGamers Awards

To build entrance barriers, create exclusive content for the platform subscribers, and book for GG the future market of the “esports luxury”



## Be The First Ones

The only world esport awards 100% focused on the players and players alone. No « game of the year », no dealing with the editors: just give the gamers the glory they deserve!



## Opening For The Brands

Create a unique opportunity for brands to access the gaming community, all games combined, though streaming, naming and other solutions, for endemic brands (Intel, IBM, HP Omen, Razor etc...) and non-endemic brands (Coca-Cola, Tissot, LVMH etc...)



## Improve Brand Value

For the shareholders and the brands, we will capitalize greatly on the intellectual property and the « immaterial capital », as do many of the prestigious events brands (that sell their prestige, as for example the write to say « Cannes Film Festival Official Haridresser »)



# The GreatGamers Awards: Success Factors

2K18

GREAT GAMERS

The GG Awards can successfully compete with any existing esports ceremony (major competitors: The Game Awards /USA/ and the Esport Industry Awards /UK/)

## Prestigious Jury

The GG Awards Jury consists of 5 great names of the industry. They nominate 10 nominees for each of the categories. **We have the capacity to work the the best of the best, even for the 1<sup>st</sup> test year our Jury was amazing (see on the right)**



SPORTS

Daigo Umehara 🇯🇵  
TheBeast

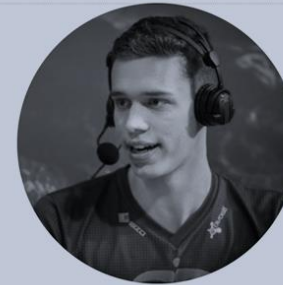
Internationally recognized fighting games legend.



PEOPLE

Jeff Hougoungagne 🇨🇦  
Hougoungagne

Jeff is a famous CS:GO-focused YouTuber and streamer with dozens of millions of views.



RTS

Kevin de Koning 🇳🇱  
Harstem

Kevin "Harstem" de Koning is a Protoss player from the Netherlands, currently playing for Asterion. One of the top European esports masters.



MOBA

Samy Ouerfelli 🇫🇷  
Samy

Head of ESL France and one of the key figures on the European esports scene.



FPS

Stephanie Harvey 🇨🇦  
missharvey

Five times CS:GO world champion and the female rights in esports activists.

## Transparent Selection

While the Jury selects the 10 initial nominees per category, it's the GG community that votes on the GG Platform to elect the 4 finalists. Of those finalists, the Jury will select the winner of the category, and of those categories, the jury will choose the Gamer of the Year all games combined

MULTIPLAYER ONLINE BATTLE ARENA

GREAT GAMERS AWARDS 2017  
CANNES, FRANCE



DENDI  
Ukraine

BEST MOBA GAMER OF THE YEAR

twitchtvgreatgamersawards  
www.gamersonline.fr

REAL TIME STRATEGY

GREAT GAMERS AWARDS 2017  
CANNES, FRANCE



NEEB  
United States

BEST RTS GAMER OF THE YEAR

twitchtvgreatgamersawards  
www.gamersonline.fr

ENTERTAINER

GREAT GAMERS AWARDS 2017  
CANNES, FRANCE



SJOKZ  
Belgium

BEST FPS GAMER OF THE YEAR

twitchtvgreatgamersawards  
www.gamersonline.fr

FIRST PERSON SHOOTER

GREAT GAMERS AWARDS 2017  
CANNES, FRANCE



NIKO  
Nikola Kovacs

BEST FPS GAMER OF THE YEAR

GREAT GAMERS AWARDS 2017  
CANNES, FRANCE



MENARD

BEST SPORTS GAMER OF THE YEAR

GREAT GAMERS AWARDS 2017  
CANNES, FRANCE



NIKO  
Nikola Kovacs

GREAT GAMERS AWARDS 2017  
CANNES, FRANCE

Niko has of the Year and Samy the winner MOBA





One of the esports' iconic personalities, Sjokz, and her message as a winner of GG Awards Entertainer 2017





Famous streamer Jeff Hougoungagne speaking in Cannes at Test GG Ceremony



# The GreatGamers Awards: 2017/18 Season Test

The first test year was performed without a dedicated marketing budget, but with the participation of our jury members and minor promotion on social networks

## RESULTS:

- Prestigious jury assembled
- Test vote during 1 Month on the GG platform: 13"000 voters, 60'000+ visits
- Unpromoted tweets receiving up to 450'000+ impressions per week
- Even in Cannes viewed by 10'000+ spectators live on Twitch (0 paid promotion)
- Interest in the industry for the 2<sup>nd</sup> event





# The GreatGamers **GATHERING**

## The Future Best Esports Event Brand

The GreatGamers Gatherings (GGG) are the syndicated brand for every GG event apart the GG Awards ceremony, including:

- **Streaming events all over the globe in the cinemas – “Friends+Food+Esports”**
- **Presentation of the nominees**
- **Any other esports event under the GG brand**

**40 events planned in 2019**, with a total of 1500€ of profit per event

**Partnerships already concluded** for the first events in Austria, France, Russia and the U.S.

**The goal:  
create the  
world's most  
recognizable  
« esports  
party » brand**



## First Test Event: end Oct'18 in Vienna, Austria

In partnership with the  
**Hollywood Megaplex Kino** theater and:



**ELS One Finals  
streaming +  
snacks +  
moderation + fun**

# GreatGamers

## The Team

GREAT  
GAMERS



Igor Lys

**Founder.** More than 10 years experience in international projects



James Berry

**Conseiller esport.** France's number 1 esport scene host and expert.



Romeo Machado

**Chef des partenariats.** Former AirFrance and Orange executive with global network of connections.



Alexandre Sumar

Senior Advisor / Finances. 15+ years of experience in finance and investments



Konstantin Bashenko

CTO. Manager and executor of more than 20 complete IT projects in Europe



Alexis Armitano

Content & Community Manager







