

Supradip Muralidharan

Esport's Business Pitch



About Me & Team

- Mobile App Developer [2017-19], Casual Gamer, Watching Esports from 2015
- Solo Founder (hope you don't reject me for this, I'm more than what meets the eye)
- Researching Esports Industry from 1.04.2020
- Spoke to players of dota2, pubg, csgo
- Spoke to 1 streamer & 2 gaming influencers
- Identified a working business model
- Built a visual prototype
- Built a small pipeline of marketing agencies and brand personnels
- This ppt is just a sample, I've much more perspective & info need a chance to present it!!

Work References:

Pransata Sanyal, MD of Bright Edge Edusystems Pvt Ltd

Pranshu Diwan, Head of Insurance at Ola

Ruchir Kanakia, Founder at Stealth Insurance Startup



What is Esports?

- Electronic sports. Same as normal sports model except this is over the internet / online
- 'Professional gamers (who are best at the game)' compete either as Single-Player [individual] or Multiplayer [team].
- They compete in tournaments & complex games [IQ > 120]
- Cash Prize distributed to everyone participating in tournaments (1st,2nd & 3rd)
- Spectator Sport



1972 in Stanford university. Space Invaders Championship 10,000 participants

SCORE< 1 > HI - SCORE SCORE< 2 >

0070

0880



3

CREDIT 00

Space Invaders Championship In-Game



1998 Tournament Game - (Starcraft 2) Viewership - (50 million)

Some games that were
played massively during 1999
to 2006->

Gorre was melted by Slash's plasmagun
Wrack was melted by Slash's plasmagun
Angel was railed by Casualty



Angel

You fragged Angel
3rd place with 1
Angel



1999 Game - Unreal Tournament 1 [Multiplayer]



2000 Game - Counter Strike 1.6 [Multiplayer]

02:48

0 vs 1

100

You killed Greith



Greith



2006 Game - Unreal Tournament 3 [Multiplayer]

Post 2010 how have the
games evolved? ->

A dynamic, high-energy photograph of a Counter Strike Global Offensive player. The player is wearing a black and yellow headset and has a determined, shouting expression. They are wearing a dark blue and yellow jersey with 'GCF' visible on the shoulder. The background is a blurred, colorful scene from the game, suggesting a fast-paced match.

INSANE CLUTCHES OF 2020

2012 Game - Counter Strike Global Offensive [5 v 5 Multiplayer]

The background of the banner features a dynamic scene from the game Dota 2. It shows several characters engaged in combat on a lush, green battlefield. One character is prominently featured in the center, surrounded by a large, glowing yellow and orange energy field. Bright streaks of light and energy radiate from this character, suggesting a powerful ability or attack. The overall atmosphere is one of intense action and magic.

TOP 10 OF 2019

2013 Game - Dota 2 [5 v 5 Multiplayer]



16 bobbyjamesc

MK11: BRAZIL GAME SHOW 2019

TOP 8: Tekken Master, KillerXinok, DizzyTT + more

E-sport Game Categories?

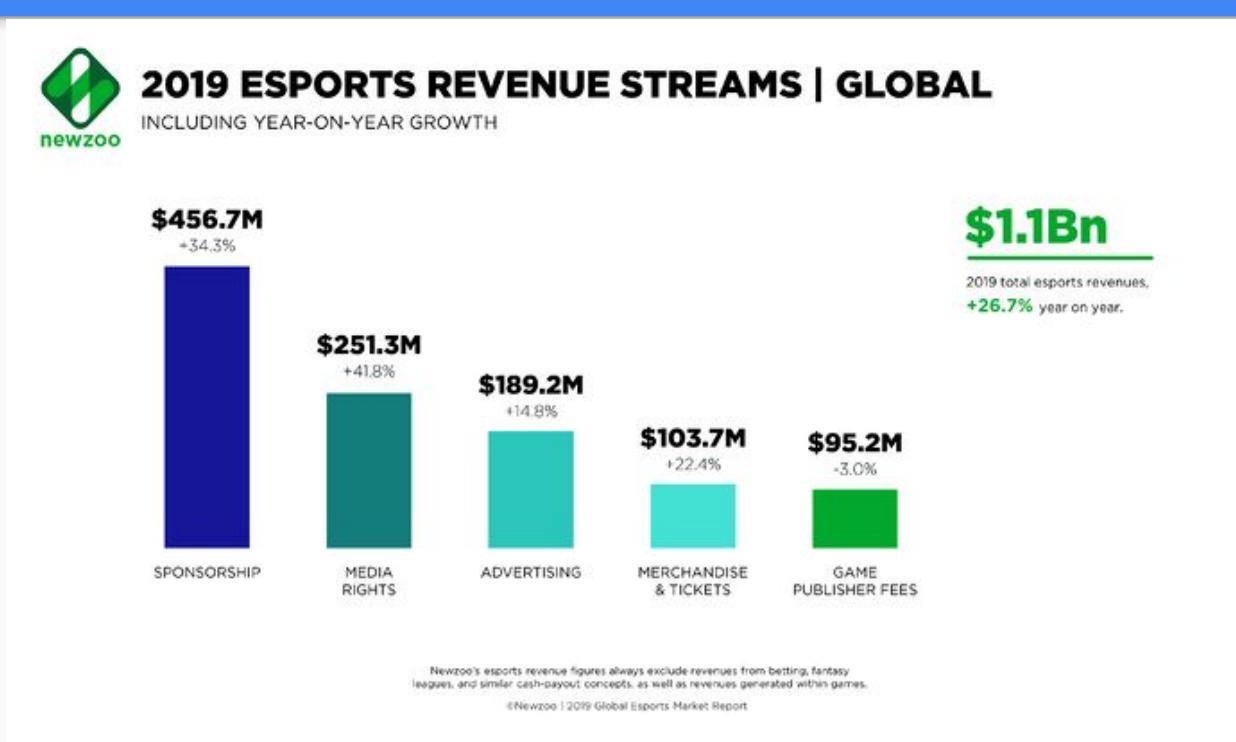
** Watching those videos did it excite you???

- First-person shooter (FPS) like Call of Duty, Battlefield, and Halo
- Multiplayer online battle arena (MOBA) events like League of Legends and Dota 2
- 2D / 3D Fighting games like Mortal Kombat, Tekken & Super Smash Bros
- Sport games like Madden, NBA2K, FIFA
- Others like card games and real-time strategies

How does this industry function?

- League Registrations : All the teams pay specified amount and register. Winner takes all!
- Sponsored Leagues : Companies wanting to market their brand/product to the gaming audience can sponsor a tournament.
- Just like any other sports you'd need media rights to broadcast e-sport tournaments. Customers pay for a ticket and come to watch the game.
- Branding, Sponsorships, Promotions & Advertisement.
- Teams are owned by business entities or bootstrapped. One or multiple teams are owned by business entities. They give contracts to players. The prize pool is split between players and owners. Also any deals that players do company takes a cut. If failing to perform they shut down or transfer them. Coaches, Operations Manager & Accounts are some positions.
- Players are top pros in the game. They stream games (youtube / twitch) trying to gain recognition. Pros get signed and typically sleep & work in a gaming house. 14 hour work day. They do influencer marketing for gaming products.

Let's look at the data of this industry - 1



Let's look at the data of this industry - 2



ESPORTS AUDIENCE GROWTH

GLOBAL | FOR 2017, 2018, 2019, 2022

- OCCASIONAL VIEWERS
- ESPORTS ENTHUSIASTS



*Due to rounding, Occasional Viewers (347M) and Esports Enthusiasts (297M) add up to 645M.

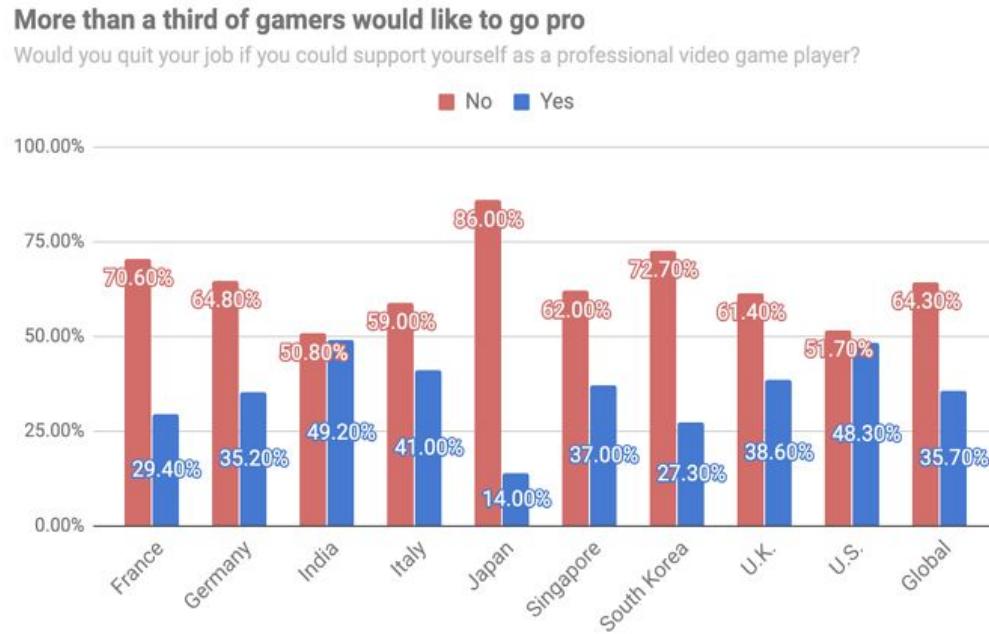
©Newzoo | 2019 Global Esports Market Report

Asia-Pacific will account for
57% of Esports Enthusiasts in 2019

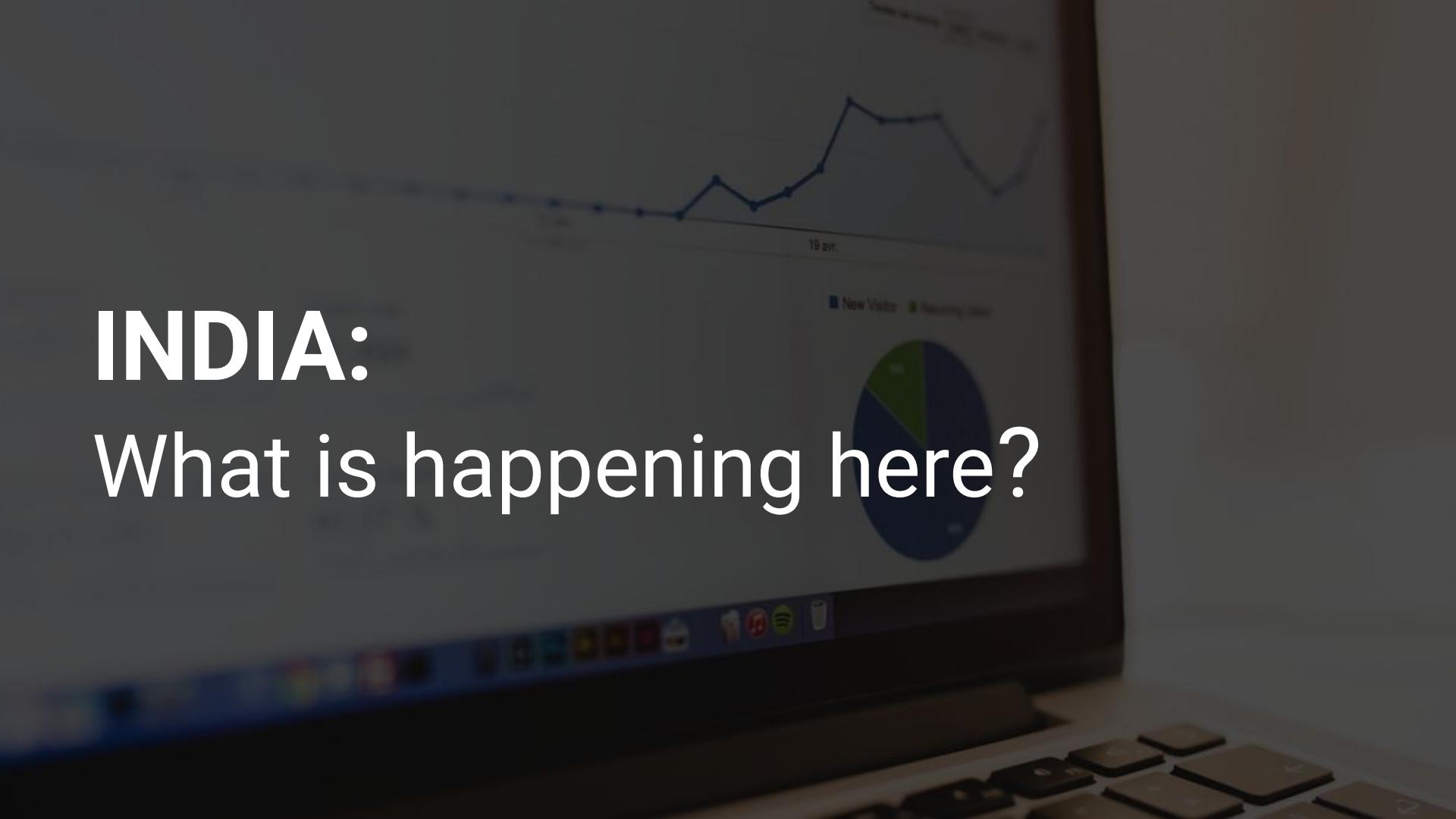


● NAM ● EU ● APAC ● REST OF WORLD

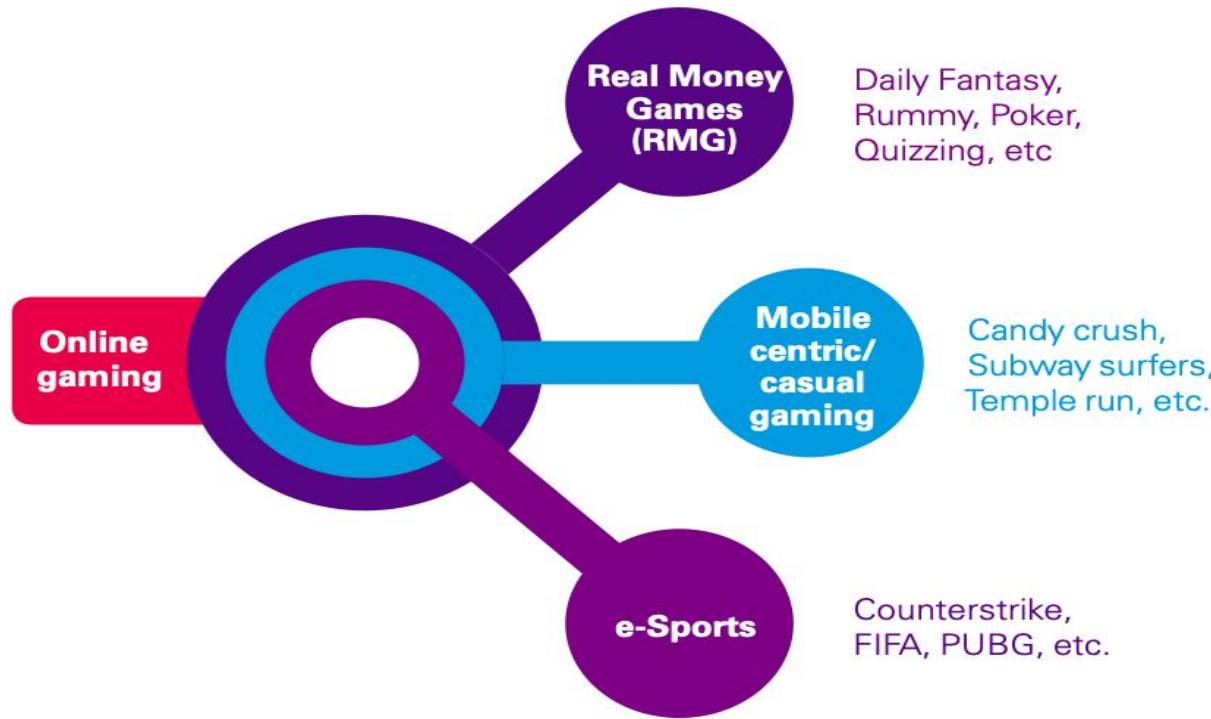
Let's look at the data of this industry - 3



INDIA: What is happening here?

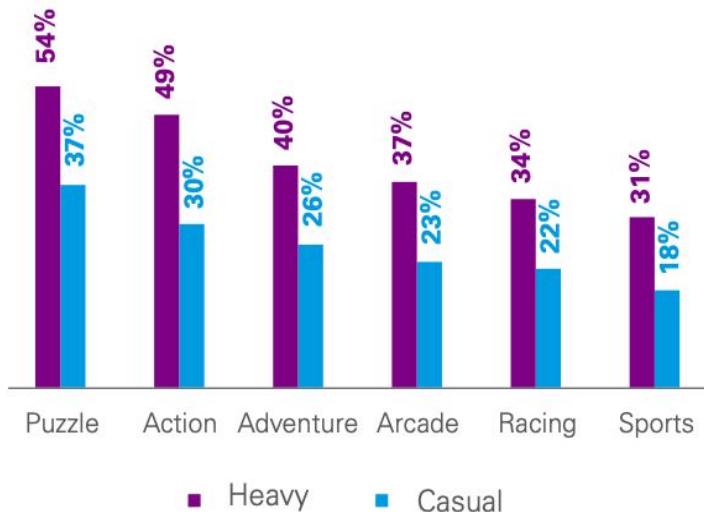


Let's look at Indian Data - 1

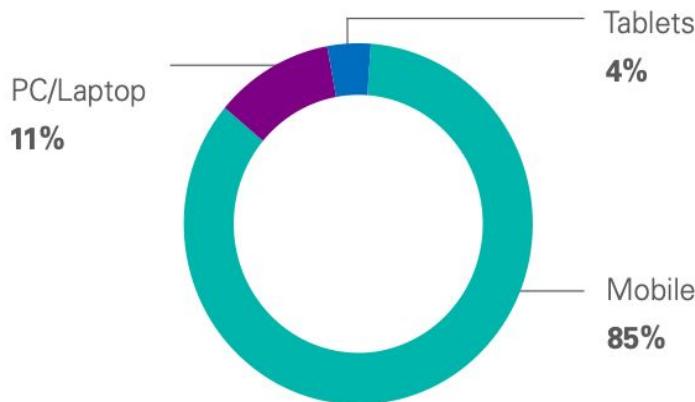


Let's look at Indian Data - 2

Top mobile game genres

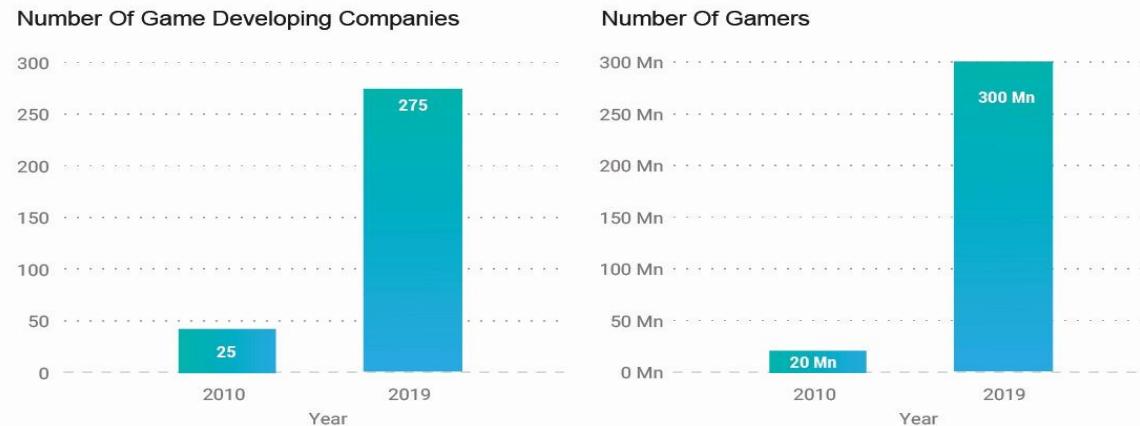


Device preference



Let's look at Indian Data - 3

Number of Gamers And Gaming Companies In India Grow Over 10X In Last Decade



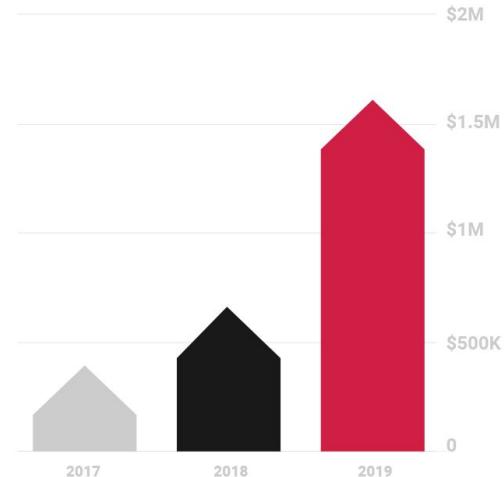
Source: KPMG, Statista
© 2020, Inc42 Media

Inc42

Let's look at Indian Data - 4 [180% growth]



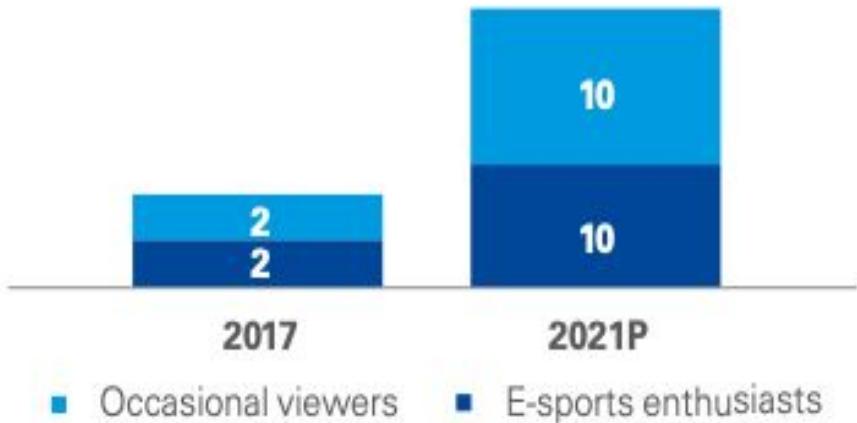
ESPORTS PRIZE MONEY GROWTH IN INDIA (IN USD)



FOR MORE PLEASE VISIT OUR WEBSITE: ESPORTSOBSERVER.COM
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India: e-sports audience growth (Mn)

Source: PC Quest, January 2019, accessed on 6 February 2019



Source: 2019: The rise of e-sports in India, PC Quest, January 2019; accessed on 6 February 2019

This is a ‘serious business’ not
some ‘casual pass time’..

Let me show you who all are in
this game already

Indian Esport Teams



Indian Esport / Game Tech Companies



Esport Games played by Indian Pros



Top Indian Esport Players



Problem Statement:

1. Where & how did I find this info?
2. Where can I find ESL Tournaments?

How is it being done today?

- Tournaments are being advertised through **Content Creation** [fb,Ig,LIn,Discord,YT.. Etc], Second problem with companies is that they're **advertising all kinds of things** like new player entry, gaming products, scores..etc
- **Some Gamers** discover tournaments when they're **in-game**, i.e. Game dashboard
- Newsletters / Email promotions
- Word of Mouth



V1 - One website for all E-sport Tournaments Info



The solution

|

V

Website (No-App) [Mobile Responsive]

Create a centralized place
for all info related to
tournaments, leagues,
teams and players.

Revenue model

B2B2C

B2C : Monetise the website with targeted ads from gaming companies or products from that space.

B2B : Subscription Plans or Pay Rs for creation of event / tournament

Event / Tournament Organisers

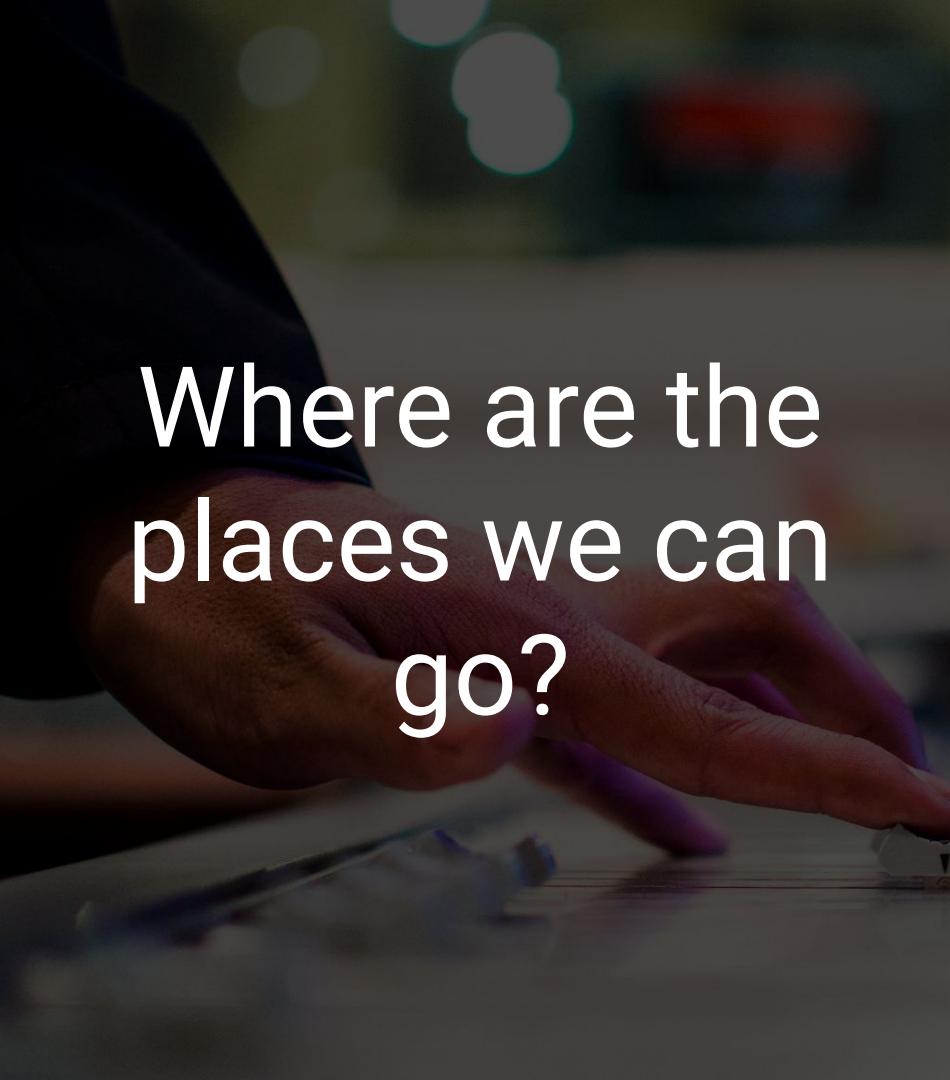
Our Product

Customers

A close-up photograph of a person's hands playing a keyboard. The hands are positioned on the keys, and the fingers are moving rapidly. The background is blurred, showing colorful, out-of-focus lights, likely from stage lighting or a screen. The overall atmosphere is dynamic and focused.

Audience

1. Esport Organisations
2. Esport Enthusiasts
3. Professional Gamers
4. Casual Gamers
5. Talent Management Companies
6. Brands, Advertisers, Sponsors of Gaming Industry
7. Normal Citizens



Where are the places we can go?

1. Presenting Live score of tournaments [v1.2]
2. Can handle payment for customers wanting to go for an event [v1.5]
3. Data hub of INDIAN teams, players [v2] and tournaments
4. Publishing of Industry Reports (Yearly / Half-yearly)
5. Can be a job portal or communication platform between players and teams [Aspiring & Professionals]
6. With the data collected can pivot to sports talent agency

Competitors:

<https://esportsflag.com>

<https://liquipedia.net>

<https://www.esportsearnings.com>

<https://esportsone.com>

https://www.toornament.com/en_GB/

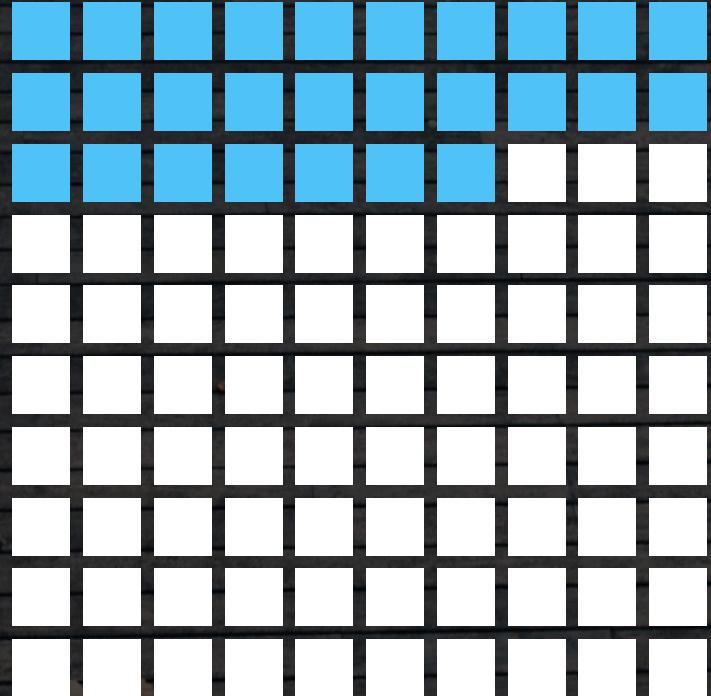
There are some more but all in nascent stage

Why now?

Timing is the most crucial part of this business.

Esports in India has been there since 2012. Previously tournaments were conducted in silos plus very few audience knowledge. Still there are many misconceptions. It is still in nascent stage. Perfect time to attack and test!

Not many competitors, Can pivot to some different calculated avenues.



References

- Google Image Searches for games and game related references
- <https://learn.g2.com/esports>
- <https://liquipedia.net>
- <https://esportsinsider.com/?s=india>
- <https://homegrown.co.in/article/803783/more-than-just-games-the-rise-of-indias-esports-industry>
- <https://assets.kpmg/content/dam/kpmg/in/pdf/2019/03/online-gaming-india-fantasy-sports.pdf>
- <https://yourstory.com/2020/07/esports-business-prospects-covid-19-impact>
- <https://yourstory.com/2020/04/gaming-startup-gamerji-esports>
- Other 15-20 articles on Indian Esports

GAME OVER

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