



# Esports Facilities Plan

**Design • Install • Activate**



**Jan 2024**





# ESPORTS IN NUMBERS

## WHAT ARE ESPORTS?

Gaming is no longer just a hobby. It's a profession, a living and even as some would suggest, a sport.

Professional gaming, known to most as 'eSports', is a booming industry. Its rise is likely to see **video games** stand toe-to-toe with more respected entertainment industries such as **music** and **film** in the near future.

## WHO IS WATCHING?

eSports viewership is on the increase, and in a big way. Interest in eSports is beginning to pick up in areas such as Europe and North America, spreading outwards from its birthplace in Asian countries Korea and China.

2020

ESPORTS AUDIENCE

2023

435.7 MILLION

540 MILLION

## TOURNAMENT WINNERS PRIZE MONEY

2022 International [DOTA]  
\$ 18,930,775

2022 US Masters [GOLF]  
\$ 20,000,000

Wimbledon Singles 2022  
\$ 2.6 million

World Championship Snooker  
\$ 500,000

## ESPORTS PLATFORMS

For fans looking for their daily hook of competitive action, Twitch is almost certainly their first stop. The online streaming platform has grown into a spiritual homeland for eSports, and their traffic figures are testament to the significant audience eSports now enjoys.



**twitch**  
www.twitch.tv

BOUGHT BY AMAZON FOR \$970M IN 2014



140 million monthly visitors

1346 billion minutes watched per month

## WHAT DO THEY PLAY?

There are a number of eSports that are popular with the online gaming community. An emphasis on cooperation, teamwork and strategy define a top eSports title.



MADDEN NFL 10



DOTA 2



OVERWATCH

NBA 2K21



LEAGUE of LEGENDS



# WHO ARE THEY WATCHING?



## TOP ESPORTS TEAMS

Those lucky enough to make it in the competitive world of eSports are heading for an increasingly lucrative market.

A quick look around [esportsearnings.com](http://esportsearnings.com), and you might be tempted to hand in your notice and pick up a mouse in search of a new career.



teamliquid

PLAYERS



TOURNAMENT APPEARANCES

**1428**

**\$48M**  
MILLION IN PRIZE MONEY



EVIL GENIUS

PLAYERS



TOURNAMENT APPEARANCES

**1004**

**\$28M**  
MILLION IN PRIZE MONEY

# # of Universities with Varsity Esports teams

2015

**ZERO**

2022

**270**



# JUST HOW BIG IS THE MARKET?

eSports is only going to grow as an industry.

Expected to expand at a rate of 30% over the next five years, professional gaming will soon compete with Hollywood as a medium of entertainment, with its players elevated to levels of celebrity comparable to Justin Bieber and Zac Efron.

## REVENUE BREAKDOWNS

## 2022 GLOBAL ESPORTS

**\$1.45 BILLION TOTAL**



### NORTH AMERICAN ESPORTS



- Corporate Sponsorships \$ 275 MILLION
- Prize Money \$ 50 MILLION
- Merchandise \$15 MILLION
- Ticket Sales \$4.5 MILLION

The UK and Europe as a whole has a long way to go before they can claim a spot at the top of the eSports tree. Most of the prize money given out since the inception of eSports has gone to gamers in Asia, but the US are quickly climbing the ranks as the industry becomes more attractive to western audiences.

## ESPORTS EARNINGS BY COUNTRY



**CHINA**  
\$383.44 MILLION



**USA**  
\$669.48 MILLION



**KOREA**  
\$254.14 MILLION



**UK**  
\$172.70 MILLION





## DESIGN : INSTALL : ACTIVATE

### What is the purpose of this document?

To provide a basic understanding of the opportunity for esports infrastructure development across schools, colleges, universities, and military bases.

### Who are we?

We are a team of highly experienced esports professionals with a wealth of experience across multiple disciplines; from events management, to sports marketing, to AV design and fulfillment.

### What do we do?

- Esports facility **DESIGN** - *Whether new build or remodel....we will design it*
- Esports facility **INSTALLATION** - *A full turn-key process.*
- Esports facility **ACTIVATION** - *Staff training, league formation, curricular development.*

### What is the Total Available Market?

- 5,000 colleges & universities
- 25,000 high schools
- 5,000 military bases (US based)







## *The Executive Team*

2050systems is an esports infrastructure project that boasts an expanded team of experienced professionals across a multitude of disciplines. The following team members are the core of the Company's executive team.



### *Heath Jones - Project Leader*

Heath founded 2050esports in 2014 and has built a well respected esports brand, executing annual live events and hundreds of on-line tournaments (with broadcasts) across multiple gaming communities. The Company identified massive opportunities in esports infrastructure in 2018 and has developed college facilities and in room entertainment systems for the hotel and leisure industry. He sees the coming esports infrastructure boom as a once in a generation opportunity, and sees his deep experience in the esports events space as an integral part of the offering, helping clients successfully launch facilities once they are completed.



### *Steve Garrison - AV Integration Specialist & Co Project Lead*

Steve is a highly skilled, senior account executive, who has worked with the world's largest AV companies. He is a Sr. Technology Integrator for esports and gaming and a technology partner for several, professional sports teams. Steve leads projects from small esports gaming labs to mega arenas around the globe. He has been driving infrastructure projects into the esports space for a number of years, having seen the deep potential of the industry. He is also a two-time published Author and Speaker. Steve's technical skills, and unsurpassed AV integration know how are indispensable to the 2050systems team.



### *Nathan (Nate) Duke - Technical Lead (Esports Design & Activation)*

Nathan Duke is a lifetime gamer who has a deep passion for esports. A graduate of the Full Sail University Show Production program, and founding member of Full Sail Armada, where he held various roles including Community President, Nate has worked at all levels of esports production. Nate currently for Butler University as the Manager of Esports Programs and Facility Operations where he oversees all programmatical operations and execution of events. Nate acts as the technical lead for 2050esports in their production efforts ranging from broadcast execution to venue design.



### *Tom Pokorny - Marketing & Fulfillment*

For three decades, Tom Pokorny has delivered sports marketing programs, employing innovative and creative event activation strategies. He has amassed considerable experience in delivering value through fully-integrated, focused, and comprehensive platforms that prioritize audience engagement. With a wealth of experience and strong industry connections, Tom guides companies in harnessing the marketing potential of esports, ensuring they capitalize on valuable opportunities.





### *What are esports?*

According to the Harvard International Review ‘Simply put, esports are video games that are played in a highly organized competitive environment. These games can range from popular, team-oriented multiplayer online battle arenas (MOBAs) to single player first person shooters, to survival battle royales, to virtual reconstructions of physical sports.’

Audiences reached 532 Million in 2022, enjoying 8.7% growth year-on-year. According to NEWZOO this trend will continue through 2025 with audiences projected to reach 640 Million.

In 2022, over 65% (212 million) of Americans play games regularly, with the average age being 33 years old. Over three billion people worldwide are playing video games regularly.

### *Why an esports facility is a massive win for your school / college.*

Schools, colleges, and universities are all waking up to the cold, hard truth that esports and gaming are here to stay, and that those faculties investing in this space now, are going to enjoy a significant advantage as the industry comes of age. In 2016, the National Association of Collegiate Esports (NACE) formed at a time when only seven US colleges had varsity esports programs. Today, that number is closer to three hundred, and rapidly growing (with over eight hundred associate members).

### *Many students are passionate about gaming and esports.*

Integrating esports into the school's offerings meets students at their level of interest, fostering engagement and relevance.





## *Introduction - cont*

### *How gaming and esports will drive quality student applications.*

Since the first esports degree was offered at USC Irvine in 2016, there are now over one hundred-seventy US colleges offering esports degrees.

People want to pursue careers that reflect their passions and interests. Gaming offers a number of rewarding, highly skilled career paths across multiple disciplines.

### *How gaming improves attendance.*

According to the National School Boards Association,

‘Students who join esports programs have better attendance (+10%) and earn better grades (GPA +1.7). Esports can also increase engagement with peers and reach students that may have been left behind. In fact, 80% of students who play in high school esports have never participated in an extracurricular activity.’

### *How gaming develops STEM skills.*

Down to its very DNA, gaming and esports excel in the fields of Science Technology, Engineering & Math (colloquially known as STEM).

Designing games requires imagination, cutting edge digital design and coding skills. Bringing games to market relies on world-class marketing talent, and playing games themselves demands that players develop a whole plethora of problem solving, and critical thinking skills.

### *How gaming improves tech literacy and creates ‘future readiness’.*

Gaming and esports inherently involve technology. By embracing this trend, schools promote technological literacy and prepare students for careers in fields related to gaming, streaming, design, programming, and esports management.





## *Introduction - cont*

*Here are just some of the career paths associated with gaming / esports.*

- Sports broadcasting
- Marketing & Social Media
- Event Management
- Game Developer
- Marketing Analyst
- Video Game Writer
- Video Game Artist
- Animator
- Game Tester
- Professional Gamer
- Team Owner
- Programmer
- Audio Engineer
- Drone Pilot (and other military based occupations)

### *How gaming builds strong communities.*

Esports brings together diverse groups of students, fostering inclusivity and teamwork. It creates a sense of community among students who might not otherwise interact, breaking down social barriers.

According to Sciencemill.org

‘Most video games emphasize collaborative gameplay, fostering teamwork and communication among players. By working together to solve problems and achieve objectives, students develop essential skills for collaboration, cooperation, and effective communication. This aspect of video games mirrors real-world scenarios in which scientists, engineers, and mathematicians collaborate to tackle complex challenges. Learning how to collaborate effectively in virtual environments can seamlessly translate into successful collaborations in STEM-related careers.’





### *How esports fosters a competitive spirit and identifies leaders.*

Through varsity teams and tournaments, students learn about competition, leadership, sportsmanship, and handling success and failure—all crucial life skills.

According to INTEL,

‘School-sponsored esports leagues can foster positive interactions and friendships among students, teach teamwork and communication skills, provide opportunities to build leadership skills, and create a sense of belonging for students.’

### *Conclusion.*

The optimum time for your school or college to invest in an esports facility was YESTERDAY...the second-best time is NOW!

In the next section, we’ll discuss the design requirements of a new facility.







## *Design*

An esports / gaming facility is an act of imagination. We'll help you fully define your vision every step of the way, culminating in a set of high-resolution concept designs tailored uniquely to your space. We'll also provide a fully costed, forensically detailed financial plan.

Here are just some of the questions we will work through together as we build out your dream facility.

### *Defining your esports vision.*

Q. What does your educational landscape look like with a vibrant esports and gaming community?

### *Defining your esports mission.*

Q. How do we turn your vision into a reality?

### *Building a varsity framework.*

Q. Which gaming communities best reflect your student demographics?

Q. What varsity esports teams should you create to develop those communities?

### *Defining the curricular requirements.*

Q. What subjects do you want to deliver initially?

### *Assessing space.*

Q. Is it a new build or a remodel?

Q. What are the required capabilities?

Q. What are the technological requirements to deliver those capabilities?





## *Design - cont.*

### *Designing the facility.*

- Q. How many stations are required?
- Q. Will you require broadcast ops?
- Q. Will you require a LAN center function?
- Q. Will streaming & podcasting be available?

### *Creating a fully costed plan.*

- Q. What are the construction / remodeling costs
- Q. What is the Bill Of Materials (BOM) for AV & IT technology.
- Q. What are the installation costs
- Q. What is the service plan

### *Financing your facility.*

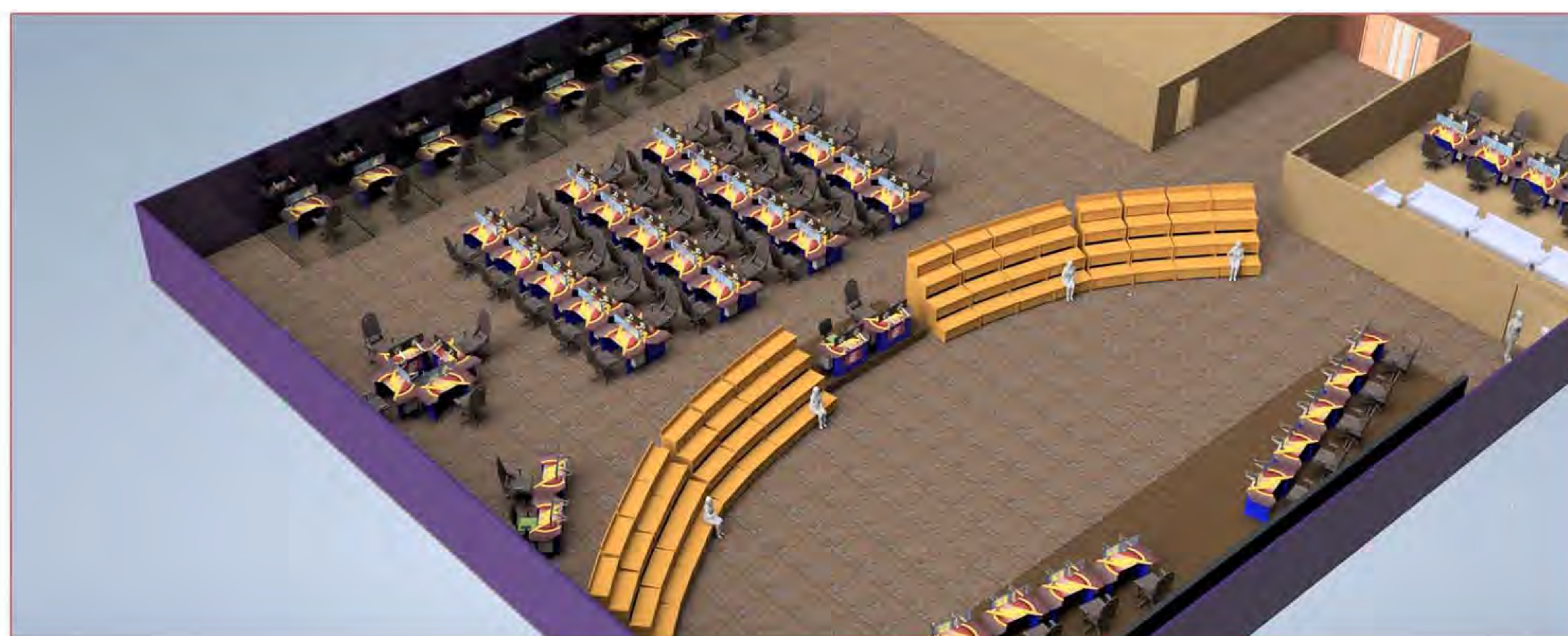
Whether you are a for profit business, or a 501(c), there are multiple strategies for funding your facility. These may include direct investment, leasing, debt financing, donations, and sponsorship.

We will actively work with you to create investor decks, and other presentation materials needed to develop your target investor base.

In some cases we will actively seek investment on behalf of your project.







## *Install*

Ensuring a world-class installation is our number one priority. An esports / gaming facility is a fusion of hardware and software. Everything we deliver is tailored to exactly fulfill the needs of your institution and achieve the goals you have laid out. Construction

We are able to work with whatever level of project management required. We can work with your existing contractors, or source them directly. Your Esports Facilities Plan will intricately detail the preparatory work that needs to be completed prior to the AV installation.

## *Procurement.*

We will procure all the audio and visual technology for your facility.

## *Programming*

Our AV partners will also program all the technology in their labs and ship it to the site ready for installation. We will work with local partners if required, to install all the technology in the lab and work with the school's IT team to integrate all the games and STEM curricula into the lab.

We will commission all the technology and do any final programming once all the technology is installed.

Finally, we will train your staff to use the technology, so it best meets the STEM and gaming needs of the school and any esports teams, which is an ongoing process covered in our after-service Activation plans.

We will also provide the platform to manage and monitor all the audio/visual as well as all the switches in the facility to help identify and fix technology issues as they arise.

**NEXT**

**ACTIVATE**





## *Activate*

### *Staff Training*

A fully functional esports facility is a business in and of itself. We'll help you identify and/or recruit the key personnel needed to run your facility efficiently. Once you have selected your team, we'll ensure they are trained to a standard of excellence.

### *Launch event(s)*

An esports launch event is your opportunity to create a massive 'first impression'. We'll help you design and run your launch event, including any graphics packages. We can also provide sponsor fulfillment, and any ad design & delivery services required.

### *Broadcast events*

We'll help establish your facility with a program of broadcast esports tournaments that will augment your online presence and professionally promote your facility, your school, college, and your programs.

### *League creation & management*

Regular gaming & esports content will keep your fans engaged. If desired, we'll help you design and execute your own leagues, so that you are driving the narrative, and capturing the attention of future students through the visibility of your new facility.

### *Curricular delivery*

Whatever STEM, esports and gaming focused curricular you planned for in the *Design* phase, we'll help you deliver it in the *Activate* phase. We'll help you select / recruit and train the right team, so that your program is one to be envied.





## *Activate - cont*

### *Sponsorship*

Your facility is now a sports venue, with sport teams, sports fans, and a vibrant online presence. This makes your facility a natural fit for good quality sponsorships.

Here are just some of the opportunities,

- Venue naming rights
- Team sponsorship
- League sponsorship
- Scholarships
- Merch partners

### *Advertising*

Every broadcast is an opportunity to sell advertising. As your online presence grows, you can enjoy revenue from existing platforms such as YouTube and Twitch, but you can also sell your own advertising to local and regional prospects. We'll help you design the packages and create the digital content.

### *Additional monetization*

As a LAN Center, you can monetize the venue for casual drop in gamers, or you can sell the venue as a turnkey esports venue for local orgs, and even other schools / colleges. As you have the facility, the staff, and the know-how, why not let us help you monetize it?

### *On going consultancy*

We are with you every step of the way, and following the successful launch of your new facility, we'll stay close to ensure that we overcome any challenges, maintain your strategic advantage, and ensure you remain abreast of all the latest developments in the incredible world of esports / video gaming.



# Esports Facilities Plan



## *NEXT STEPS*

*Order your fully costed 'Esports Facilities Plan'*

If your high-school, college, university, or military base is ready to join the white hot esports infrastructure revolution, then we are ready to help you **DESIGN, INSTALL** and **ACTIVATE** your facility.

Contact us to arrange a discovery call today

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*386.478.3318*







**DESIGN**



**INSTALL**



**ACTIVATE**

