



ESPORTS  
**WALES**

---

## OUR STRATEGY FOR ESPORTS WALES

---



The definition of esports: a multiplayer video game played competitively for spectators, typically by professionals.

Esports is competitive video gaming at the professional level. In the same way that regular sports like rugby and football hold tournaments for the top players in the world to compete in for cash prizes and notoriety, esports do the same, bringing individual players or teams of players together in competitive environment in a game. These competitions are entertaining and as technology rapidly grows so is the popularity of these games.

All of the video games played at the professional level are available to players across all skill levels on a PC or gaming console. Once a player has the game of their choice, they will be able to play the same games featured in esports tournaments around the world.

---



THIS IS OUR GAME

---

# THIS IS ESPORTS WALES

Established in 2018 Esports Wales has stepped up to be the governing body for esports within Wales

## OUR MISSION

---

- To support competitive gaming from the grassroots to the professional level.
  - We aim to improve the standard of Welsh esports and increase its level of awareness in Wales.
  - We aim to provide opportunities for esports talent in Wales to be scouted by professional teams through hosting and sponsoring tournaments nationwide with the focus always on Wales.
-

## OUR ARENAS

Arenas are social spaces for the competitive gamers, casual and social, as well as the newest and freshest faces in the world of gaming! With custom high-powered gaming PC's, gaming consoles and gaming peripherals available throughout the arenas, every game and gamer is catered for.

Play top titles with your friends, compete in your favourite games against some of the country's best.

Esports Wales aims to be a place where every gamer can come and feel part of something bigger.



---

# CULTURE, LEADERSHIP & GOVERNANCE

---

## CULTURE

---

We will be led by our values, embrace our reality, focus on solutions and dream for an ambitious Welsh future.

We will take a long term perspective to deliver a sustainable organisation for future generations.

---

## LEADERSHIP

---

We will be open, transparent and involving in how we lead Esports Wales. We recognise our responsibility as role models. We will lead to inspire.

---

## GOVERNANCE

---

We have a responsibility to be agile and inclusive.

We will implement the right governance systems and structures with suitably qualified individuals who are reflective of modern society

---

---

# LIVING OUR VALUES

---

## COURAGE

---

A no compromise, no regrets philosophy – daring to dream.

---

## HUMOUR

---

Bringing perspective and a recognition that we do this for the enjoyment.

---

## INTEGRITY

---

Doing the right thing – even when no one is looking.

---

## EXCELLENCE

---

Pursuit of our goals and a recognition that it's ok to make mistakes to become better.

---

## FAMILY

---

Inclusive and welcoming to all – the esports family. committed to each other's success.

---

## SUCCESS

---

Achieving in and out of game – responsible for each other's reputations.

---



## OUR PURPOSE

**MORE** PEOPLE, **MORE** OFTEN  
WITH **MORE** ENJOYMENT AND  
**MORE** SUCCESS

---



# MORE PEOPLE

- We will encourage more people to play esports and get involved with Esports Wales
- We will focus on core games Overwatch, Rocket League, League of Legends among others.
- We will try to encourage more female gamers to join, bringing down barriers to allow everyone to participate
- We will engage with volunteers, players, casters, supporters, coaches, streamers and our esports partners
- **WELSH ESPORTS IS FOR ALL.**





# MORE OFTEN

- Competitive gaming is the main focus – we want all stakeholders, whether they be players, casters, streamers, supporters or volunteers to engage with esports more often
- We will broaden our appeal by including links to all competitive games not just our core games
- We will deliver an ‘always on’ approach so any of our stakeholders can engage with the game anywhere, anytime
- Using social media platforms such as twitter, discord, instagram we can offer interaction any time of day



---

# MORE ENJOYMENT

- We recognise that the majority of people become involved for fun
  - Our teams and local hubs are community hubs where we go to enjoy ourselves and socialise
  - We will include non esports titles to enable more people to enjoy themselves more often
  - We will provide a mixture of streaming content to keep people entertained
-



# MORE SUCCESS

- As well as enjoyment, we also play to win
- We will deliver structures and systems that underpin individual and team success
- Men and women are equally important for organisation and country
- Success out of games results in more people engaging with esports, more often and with more enjoyment. As a result we are able to invest more in to esports and gaming with in Wales.



ESPORTS  
**WALES**

# STRATEGIC CONTEXT

---

---

# ESPORTS WALES

1. Secure the best players & coaches in a high performance environment.



2. Achieve success in the best competitions.



3. Attract more supporters, more often.



6. Attract, grow and retain potential talent as players, coaches and on committees.



5. Re-invest in the game.



4. Secure higher value sponsorship and investment.





# FROM

- Exclusive and elite
- No team focus
- No brand
- Male focussed & inaccessible
- The underdog
- Nothing

# TO

- To... Being inclusive and involving
- To... Focusing on esports at all levels
- To... A national brand with international appeal
- To... Focusing on everyone and accessible to all
- To... A brand with ambition
- To... Inspire the next generation of players



## CHANGES IN SOCIETY PROVIDE MULTIPLE OPPORTUNITIES

### AGING POPULATION

The ageing population and change in the cultural makeup of Wales means that Esports Wales needs to cater for more diverse supporter and participant bases.

### FLEXIBILITY & LIFESTYLE FIT

People are striving to be more health conscious in their everyday lives and therefore need flexible and low commitment options to fit into their time-limited lifestyles.

---



## CHANGES IN SOCIETY PROVIDE MULTIPLE OPPORTUNITIES

### TEAM GAMES

The 'achievement benefits' that esports offers are important.

- Develops Self-Esteem
- Teaches Leadership Skills
- Teamwork
- Stronger Relationships
- Teaches Respect
- Time Management

### TECHNOLOGY

Technology is changing the way people participate and engage with each other.

We will include socialising and support

---





ESPORTS  
**WALES**

# STRATEGIC OUTCOMES

---



# UNITY & ALIGNMENT

- Welsh esports is aligned at all levels
- We have a common purpose, common goals, healthy relationships and structures that underpin a successful esports structure
- There will be disagreements, but then we will agree and support a collective way forward
- We will focus on solutions and the future



# PLAYER EXPERIENCE

- We commit to support each player through all levels of the games and beyond
- Clear pathways for players to move up through the ranks
- Health and wellbeing support for the players
- Chance to get scouted by professional teams



# SUPPORTER EXPERIENCE

- We aim 'connect' our fans to esports like no other nation
- We will embrace mainstream, social and digital media to enable daily engagement right through to ensuring that our events deliver an 'exceptional supporter experience'
- We aspire to improve esports as a product for supporters – we are in the entertainment business
- Provide a central hub for merchandise for various teams and hubs within our community.
- Provide membership cards that provide added discount for events and merchandise .



# REVENUE UP, COST DOWN

- More people come to support our teams, more often and as a result the 'best commercial partners' aspire to work with Welsh Esports
- We drive cost synergies across all levels of esports in Wales. Consequently we create more reinvestment
- Utilizing free technologies but also keeping the standard high and professional



# OUR PEOPLE

- We have a no compromise approach to talent. We focus on recruiting, developing, involving and igniting the talent in the critical roles in Welsh esports at all levels. We drive for ownership and engagement and as a result we build a sustainable, long term platform for esports and gaming within Wales.
- Our volunteers and committees reflect the diversity of various esports games.



# BEYOND ESPORTS

- We have a responsibility beyond esports to be role models, to make a positive difference to Welsh society and to help to define Wales as a nation
- We understand what segments of the population are looking for in a healthy lifestyle
- We partner with other Welsh stakeholders to play our part in making the nation proud
- Promote health and wellbeing as part of esports within Wales.



ESPORTS  
**WALES**

# SUCCESS FACTORS FOR STAKEHOLDERS



---

## SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS

SUPPORTERS

COACHES

CASTERS

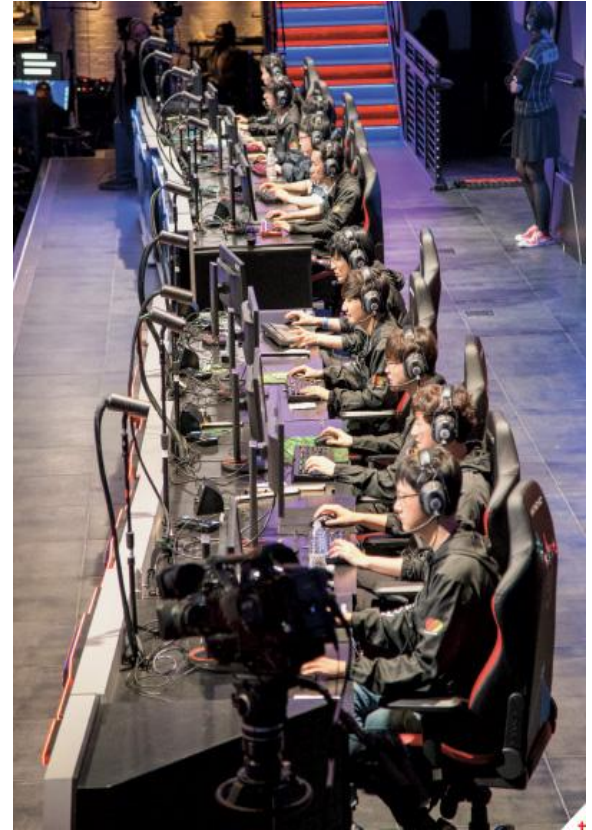
STREAMERS

VOLUNTEERS

COMMERCIAL

PARTNERS

- Clear pathway from grassroots to main Welsh team
- Expectation of success and winning at all levels
- Opportunity to participate at any level
- Successful career beyond esports
- Exposure to the best coaches
- Improve focus on player welfare
- Effective engagement through digital/social media



---

## SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS

SUPPORTERS

COACHES

CASTERS

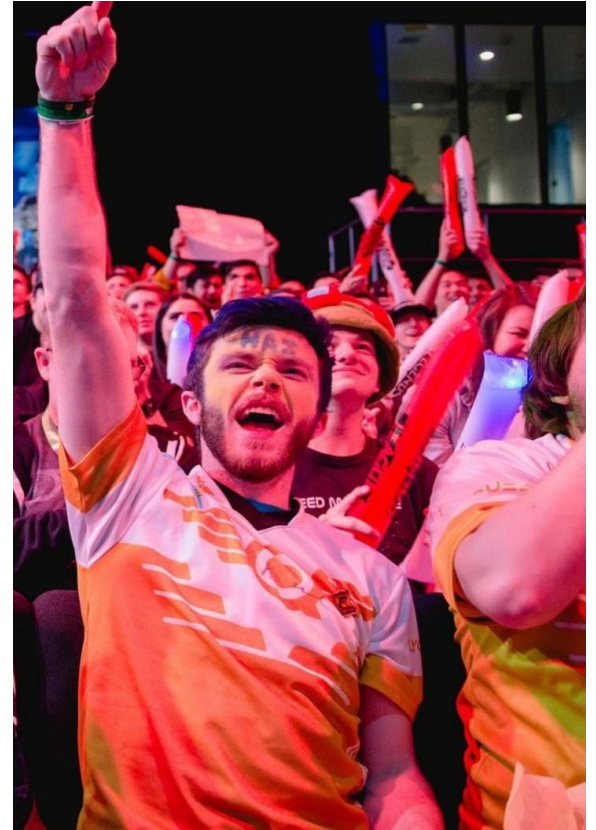
STREAMERS

VOLUNTEERS

COMMERCIAL

PARTNERS

- Promoting Esports Wales teams
- Fan loyalty born from success
- Fulfilling supporter's interests
- Eliminating stigmas and discrimination

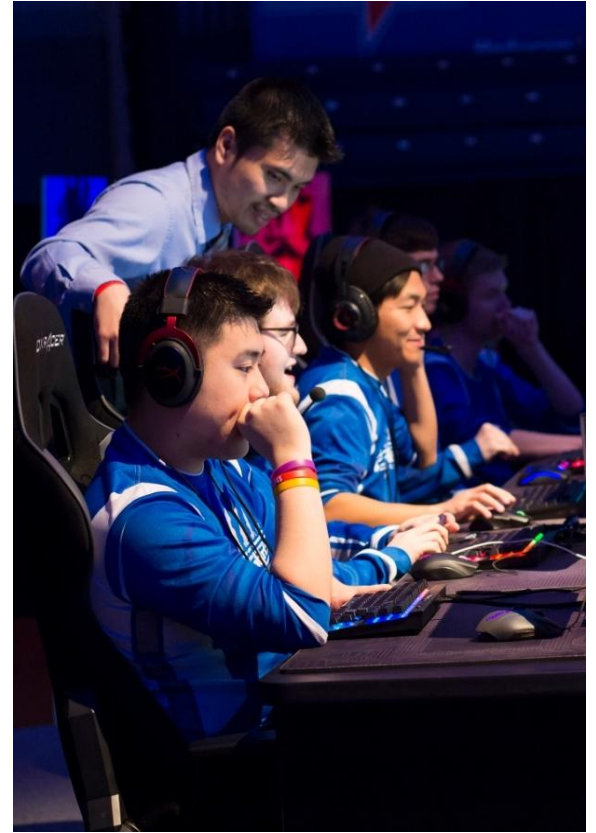


---

## SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS  
SUPPORTERS  
**COACHES**  
CASTERS  
STREAMERS  
VOLUNTEERS  
COMMERCIAL  
PARTNERS

- Giving constructive criticism to build off
- Reflective analysis of past performances
- Identifying team's strengths and weaknesses
- Maintaining effective team communication
- Clear goals for the team
- Ensuring players wellbeing outside the game
- Respected by the players



---

## SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS  
SUPPORTERS  
COACHES  
**CASTERS**  
STREAMERS  
VOLUNTEERS  
COMMERCIAL  
PARTNERS

- Creating a lasting caster community
- Contributing to other casters through feedback
- Ensuring consistent stream quality
- Suggesting how to better the broadcasts
- Up to date game knowledge
- Preparation equalling success
- Passionate about the game



---

## SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS

SUPPORTERS

COACHES

CASTERS

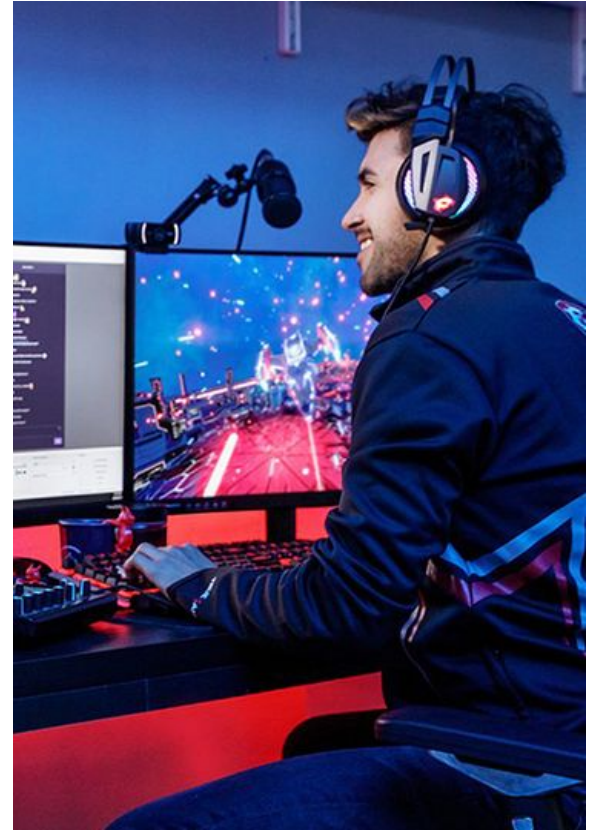
**STREAMERS**

VOLUNTEERS

COMMERCIAL

PARTNERS

- Easily accessible by members
- Streaming skills giving educational advantages
- Freedom to express personalities and creativity
- Hands on experience with new hardware/software
- Learning through content creation
- Entertaining free alternative to TV
- Engage with streamer communities



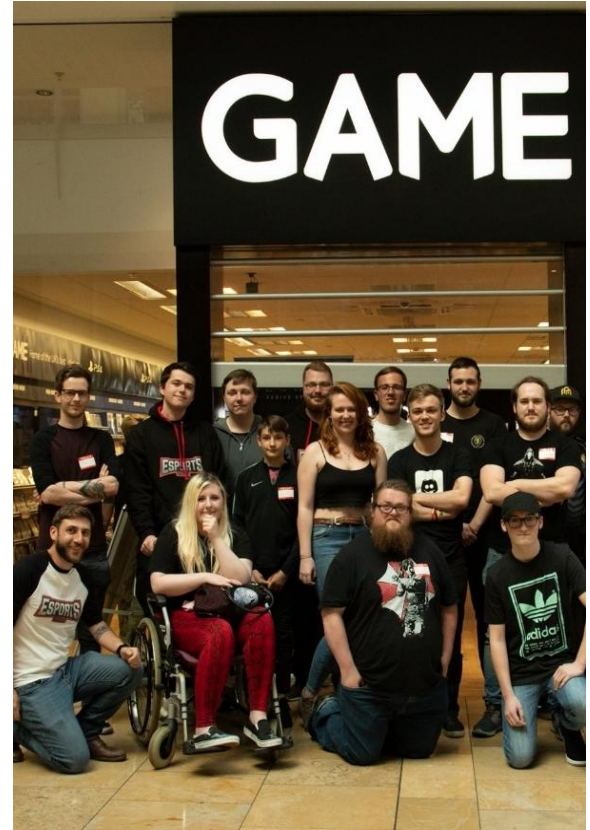


---

## SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS  
SUPPORTERS  
COACHES  
CASTERS  
STREAMERS  
**VOLUNTEERS**  
COMMERCIAL  
PARTNERS

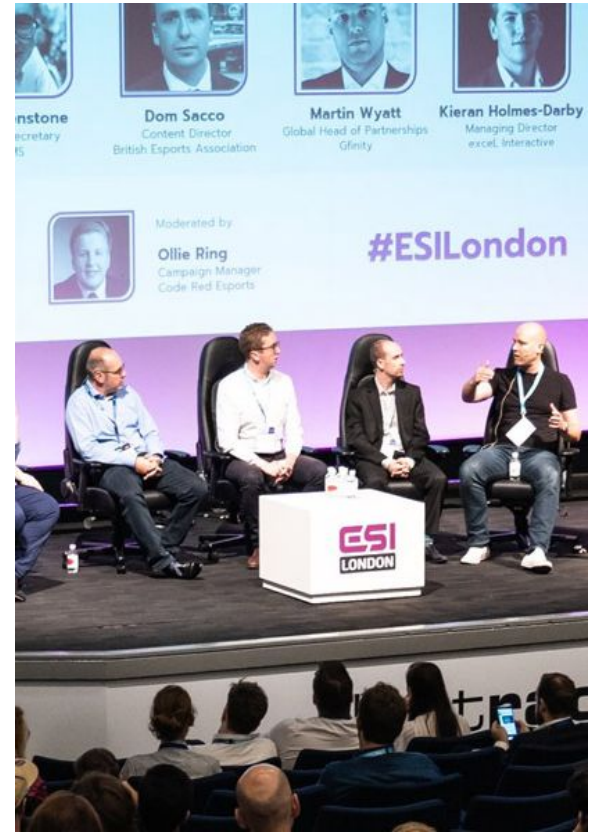
- Integral to the community
- Provides members with connections
- New skills and experiences given
- Boosting staff confidence
- A chance to meet new people
- Giving back to the organisation
- Enhances a member's employability



# SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS  
SUPPORTERS  
COACHES  
CASTERS  
STREAMERS  
VOLUNTEERS  
**COMMERCIAL**  
PARTNERS

- Ensuring annual and monthly targets are met
- Working on customer acquisition and networking
- Building up relationships with new parties
- Creating interesting packages to brands
- Travelling to exhibitions, conferences and meetings
- Resolve customer disputes that satisfy both sides



# SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS  
SUPPORTERS  
COACHES  
CASTERS  
STREAMERS  
VOLUNTEERS  
COMMERCIAL  
PARTNERS

- Joint purpose and common goals
- Work for mutual benefit
- Welsh esports and partner brands aligned
- Welsh esports living its values
- Transparent partnership
- Long term perspective and win/win opportunities
- Create digital assets for partners

Partners and Sponsors of the League of Legends Championship Series 2018





ESPORTS  
**WALES**

WHAT DOES SUCCESS  
LOOK LIKE?

---



# IN GAME

- More people playing esport titles
- More formats, played more often
- Welsh national team
- Grassroots and national team consistently winning tournaments
- Enable esports to be a year-round activity

# OUT OF GAME

- More people supporting, coaching, casting and volunteering
- More digital engagement
- More investment in esports and gaming with in Wales
- More generations and more diverse volunteer base to secure the future of esports within Wales
- Engaging in programmes to help Wales to become a more active nation



ESPORTS  
**WALES**

**BUILDING THE  
GRASSROOTS**

---

# SCHOOLS AND COLLEGES



What Esports Wales can offer colleges:

- Provide advice and guidance
- Provide resources
- Help building teams to play in the British Esports Championships
- Provide Advertisement
- Partnership Tournaments
- Events Management
- Future tournaments
- Coaching sessions
- Organised Talks

Age restriction on games - Rocket League, Overwatch, League of Legends

# COMMUNITY TEAMS



Community teams are online teams that are made up of players around Wales to play in online and in Lan based tournaments.

- Each team has a coach
- Multiple teams to cater for mixture abilities
- Paid entry into tournaments
- Discounted meetups
- Coaching sessions
- Wellbeing & fitness help
- Games will be cast on the twitch channel, and youtube videos which will mean you are more likely to be scouted and make the national team.

Games - Rocket League, Overwatch, League of Legends, DOTA, CSGO, Fighting Games, Card games, Rainbow 6.



# GAMING ORGANISATIONS

What Esports Wales can offer Gaming organisations

- Provide advice and guidance
- Provide resources
- Provide advertisement
- Partnership Tournaments - Official Tournaments
- Events Management
- Organised Talks
- Viewing Parties
- Future tournaments

The staff at Esports Wales pride themselves on years of combined experience in esports from a multitude of backgrounds, such as the National University Esports Leagues, Insomnia Gaming Festivals, Gamers Apparel and National Student Esports.



ESPORTS  
**WALES**

# ESPORTS WALES FUTURE PROJECTS

---

# ESPORTS ACADEMY

## What is a Esports Academy?

The academy is the first step to get young players involved in esports and thinking about esports as a possible career choice for the future.

- **Esports Team Creation** - Create your own competitive team with your classmates and play a selected game.
- **Logo Design** - Create your own esports logo and the class will vote which one cuts it for your team.
- **Merchandising** - You can see how to create merchandise for your team.
- **Esports Event** - Family and friends can be invited to watch your team play in the event.



# LOCAL GAMING HUBS

The local gaming hubs would be developed to attract people into a settings where they can game together. The object of this is to allow people to socialise and allow players to play in teams that compete nationally.

These hubs would focus on developing teams and linking with the Colleges and Universities to deliver digital skills and prepare people for the future of esports and gaming within Wales.

- **Local Team Creation** - Regional Teams that will compete in a national tournament and the final held at the Esports Wales event.
- **Local Branding** - The local team will have it's own logo and branding
- **Merchandising** - The merchandise will be developed and sold via the Esports Wales shop.
- **Esports Event** - Family and friends can be invited to watch your team play in the event.



ESPORTS  
**WALES**

# ESPORTS WALES EVENTS

---

# ESPORTS WALES EVENT

A Lan gaming event that would allow people from the various communities to come and meet and play games together.

Finals from the Welsh Schools and Colleges, Universities Varsity, Esports Academy, and Local gaming hubs would be held there.

- **Partners** - Partner companies would be invited to join for stalls.
- **Merchandising** - merchandise from all the various hubs will be sold at the event.
- **Spectators** - Family and friends can be invited to watch their team play in the event.
- **Community Tournaments** - Not just esports tournaments.

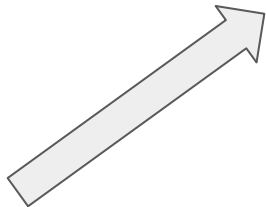


ESPORTS  
**WALES**

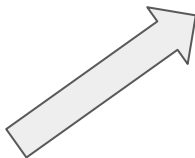
# BUILDING THE NATIONAL TEAM

# NATIONAL TEAM

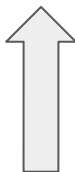
Talent - Players, Coaches, Casters will be scouted from the following:



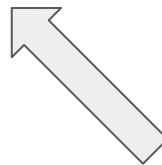
Schools and  
College  
Tournaments -  
British Esports  
Association



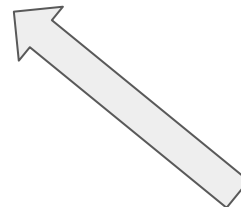
University  
Tournaments -  
NSE, NUEL



Community Teams -  
TAN, IA, DWR, AER



Gaming Hubs -  
Local venues,  
Belong stores,  
LAN tournaments

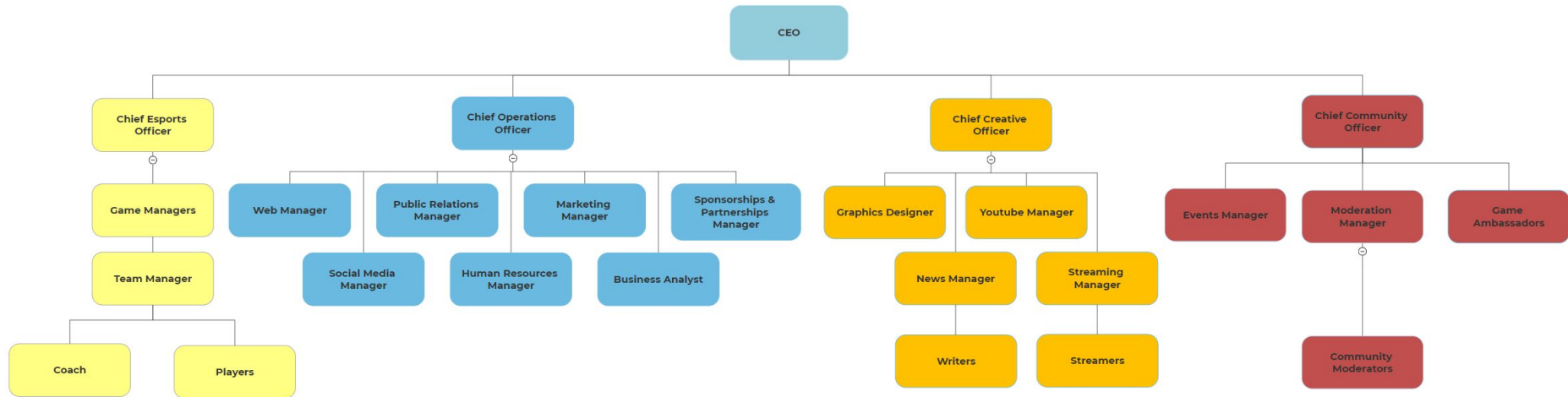


Esports  
Academy



# ORGANISATIONAL STRUCTURE

---



CURRENT ORGANISATIONAL STRUCTURE

# UNIVERSITIES



What Esports Wales can offer universities:

- Provide advice and guidance
- Provide resources
- Building teams for NSE, Nuel
- Provide advertisement
- Partnership tournaments
- Events management
- Organised talks
- Viewing parties
- Future tournaments
- Coaching sessions

Games - CS:GO, DOTA2, FIFA, Hearthstone, League of Legends, Overwatch, Rocket League and a range of fighting games.





ESPORTS  
**WALES**

THIS IS OUR GAME

---

THIS IS ESPORTS WALES

---