



LEAGUES.GG

Leagues.gg - About Us

- Scandinavian market leader in league based esports.
- Founded in **2017**
- Pre-Seed investment round backed by **Accelerace** and **Vækstfonden**
- **834.000 DKK** Revenue last fiscal year
- **50.000+** monthly visits to platform
- **88%** growth in monthly users from 2020 to 2021

TRUSTED BY



PHILIPS



twitch



Hungry

ACTIVE USER ROADMAP FOR LEAGUES.GG PLATFORM

LEAGUES.GG TODAY

7.000+ USERS

GAMES:



REGIONS:



Monthly Page Visits

50.000+

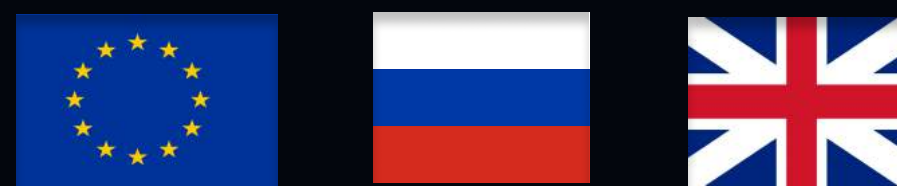
LEAGUES.GG BY 2023

25-50K USERS

GAMES:



REGIONS:



Monthly Page Visits:

200.000+

*BASED ON ESTIMATE FROM ALREADY ESTABLISHED DEALS FOR EXPANSION

IN DKK

LEAGUES.GG TODAY

REVENUE B2B

FROM THIS FINANCIAL YEAR ONLY FROM B2B
IN DKK, ESTIMATED

834K

REVENUE FROM B2C

FROM THIS FINANCIAL YEAR
IN DKK, ESTIMATED

0

LEAGUES.GG TOMORROW

REVENUE B2B

IN 3 FINANCIAL YEARS
IN DKK, ESTIMATED

8-12M

REVENUE B2C

IN 3 FINANCIAL YEARS
IN DKK, ESTIMATED

4.5M

REVENUE GENERATED FROM ESTIMATED TEAMS
AND USERS

THE TEAM



Christian Henriksen

CEO
Co-Owner and Founder

Educational background in auditing at CBS

Experience from Ernst & Young as well as CFO at Appe ApS



Frederik Hockhauf

CTO
Co-Owner - decision rights

Educational background in mathematics at SDU



Mathias Horn

COO
Co-Owner - decision rights

Educational background in International Business in Asia at CBS

Experience from GL Music and Uniqa



Andreas Pedersen

Development Manager
Co-Owner

Owner of successful web development company Bo-We



Phaedra Solutions has been our trusted partner and knowledge provider for the past 6 months, working in close collaboration with us in developing our platform module.

Phaedra Solutions has 6-12 workers ready to help us with developing.
<https://www.phaedrasolutions.com/>

PRESENT MARKET VALUE OF ESPORTS

TOTAL WORLDWIDE ESPORT INTERESTED GAMERS

474 Million People

2021

ESPORTS MARKET WORLDWIDE REVENUE

7+ Milliarder DKK

2021

COMPETITORS

Very few

No major international competitors with league eco-systems at their core. Competition is mostly from other alternatives. But no real substitutes.

ESPORT REVENUE SHARE IN PARTNERSHIPS AND MEDIA RIGHTS

66%

THE PROBLEM

Esports has experienced immense growth the past 10 years. Evolving into a multi-billion industry. But there are some profound issues.

The issues are:

- Critical lack of managerial tools and workforce structures
- Minors join teams without mutual agreements
- Managers overwork themselves frequently with little experience in coaching or leadership



THE SOLUTION

Leagues will introduce the **first-ever** digital toolbox, specifically designed for managing esports teams and organisations.

Managers gain access to:

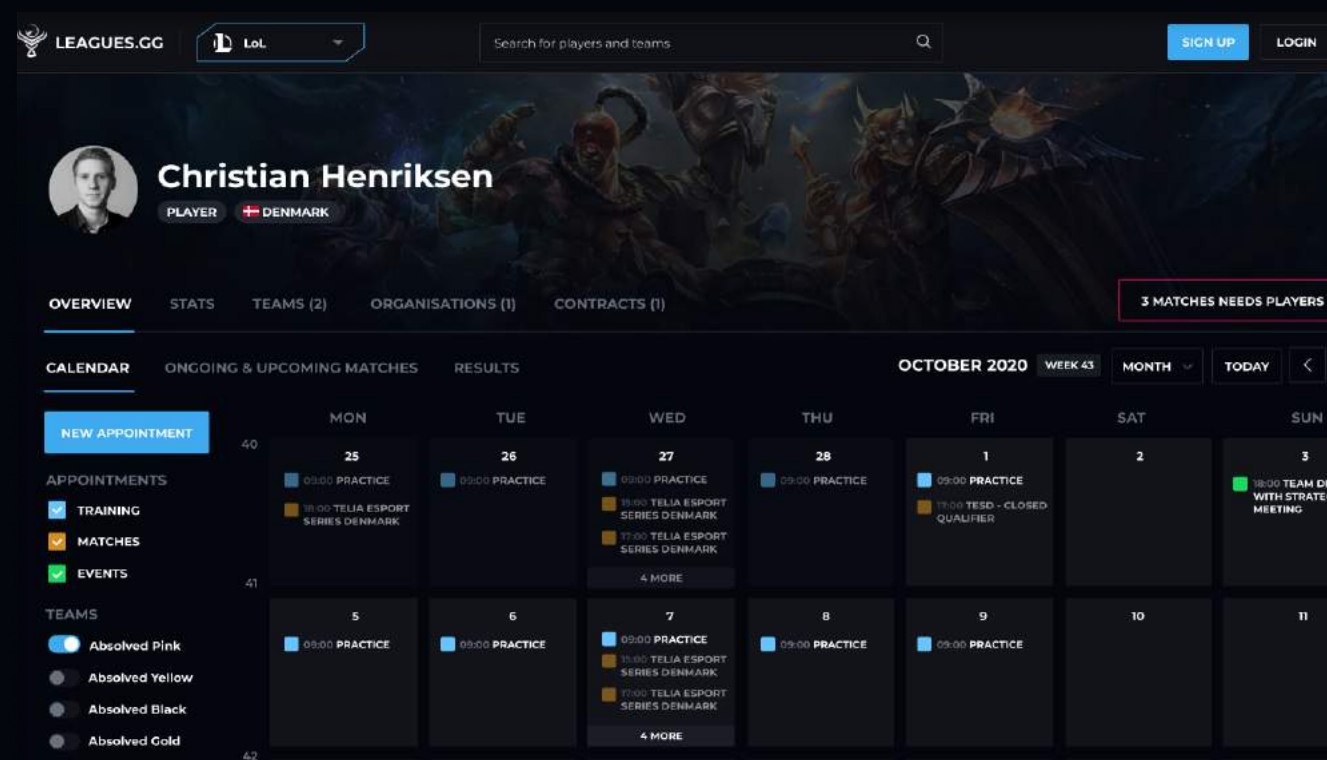
- Multiple **player management tools** which **decrease** their **workload** by **automating** crucial processes.
- A industry pioneering **contract system** for esports organisations.

Benefitting players and teams whilst ensuring a larger degree of **transparency** within esports teams relating to **local tax authorities, parents, schools** with esports as a subject as well as **sponsors** and **companies**.



THE SOLUTION

TEAM/ORG. MANAGEMENT



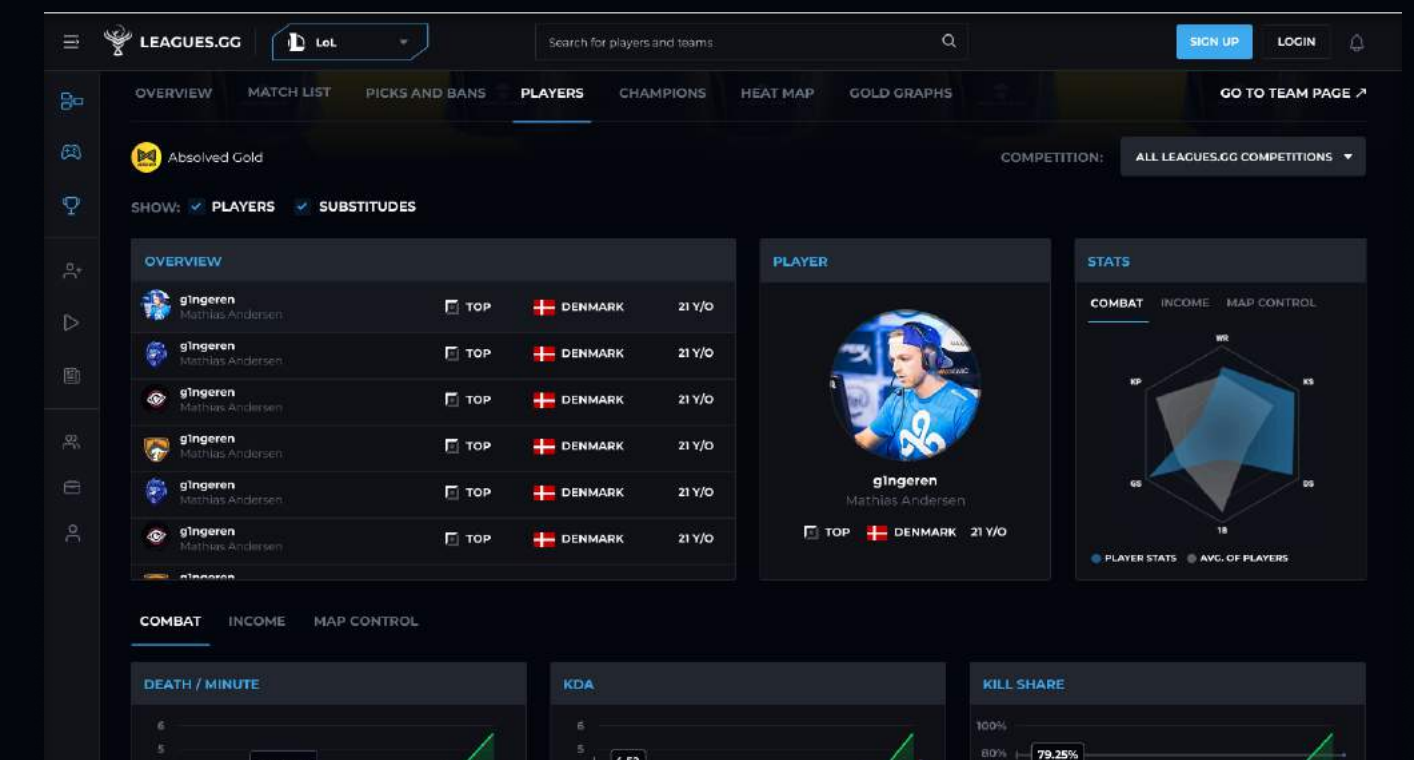
- ▶ Mark availability as a player for esports managers to see
- ▶ Sync with players school/work calendar
- ▶ Schedule and play practice/league/tournament matches
- ▶ Applies to both team manager and owner of organisation

CONTRACT SYSTEM



- ▶ Contract templates that can be customised for the individual needs
- ▶ All contracts can be managed in one place
- ▶ A digital signature, securely stored with a certified partner following GDPR and highest standards security measures.

ANALYZER TOOL



- ▶ Automatically see tendencies in opponents play style
- ▶ Automatically analyse all data from own teams, and see team and player tendencies
- ▶ Set goals for improvement and use as a teaching tool for your players to improve

LIVESTREAMING STUDIO

We have throughout 2021 upgraded our studio in Søborg (Copenhagen), so we can livestream and cast the leagues in a professional level.

It's our studio, so we can film anything in it, to give any brand or product exposure.

- ▶ +4 million impressions watched in last season
- ▶ Branded advertisements
- ▶ Caster desk and analyst with background
- ▶ Professional broadcasting equipment



WEBSITE FUNCTIONALITY

- ▶ Website tracks stats of players and their opponents
- ▶ Automated website with all the data from played matches
- ▶ Used by teams and players every day

LEAGUES.GG LoL Search for users, players, teams and more...

PART OF LEAGUE CHAMPIONSHIP DENMARK (LCDK)

Best of 2
2 - 0
14TH MAR 2021, 20:00 CEST

FLØNG MAIN ABSOLVED GOLD

GAMES LINEUP COMPARE TEAMS MATCH REPLAY

MAP 1 MAP 2

FLØNG MAIN VICTORY 34:40 ABSOLVED GOLD DEFEAT

BANS	OBJECTIVES	KILLS	GOLD	KILLS	OBJECTIVES	BANS
	7 1 2	27	64585	11	3 0 3	


	POSITION	KDA	CS	GOLD	VS	KP		POSITION	KDA	CS	GOLD	VS	KP
	Schorling	4/3/8	245	13.1K	24	44%		ABV Chokolade	1/4/2	214	10.2K	33	27%
	Thorden	5/1/11	162	13.1K	51	59%		Shaafy	2/8/5	190	10.9K	41	64%
	Bent246	6/1/13	262	14.2K	37	70%		ABV Hylander	2/6/7	276	12.3K	27	82%
	Laybock	12/2/8	269	16.1K	25	74%		ABV DHT	5/5/3	276	13.0K	41	73%
	FLG Desler	0/4/17	37	8.0K	81	63%		ABV Yanako	1/4/8	35	7.3K	79	82%

LEAGUES.GG

RULES CONDITIONS OF USE STAFF CONTACT

WEBSITE TECH-STACK

Frontend




ghost

React JS

JS

socket.io

Backend



express

MongoDB

AGENDA

JS

redis

iCal

socket.io

Dev Ops



AWS Amplify

Elastic Beanstalk

GitHub

AWS ElastiCache

CLOUDFLARE

Third Parties



SMTP

matching

twilio

RIOT GAMES

Nodemailer

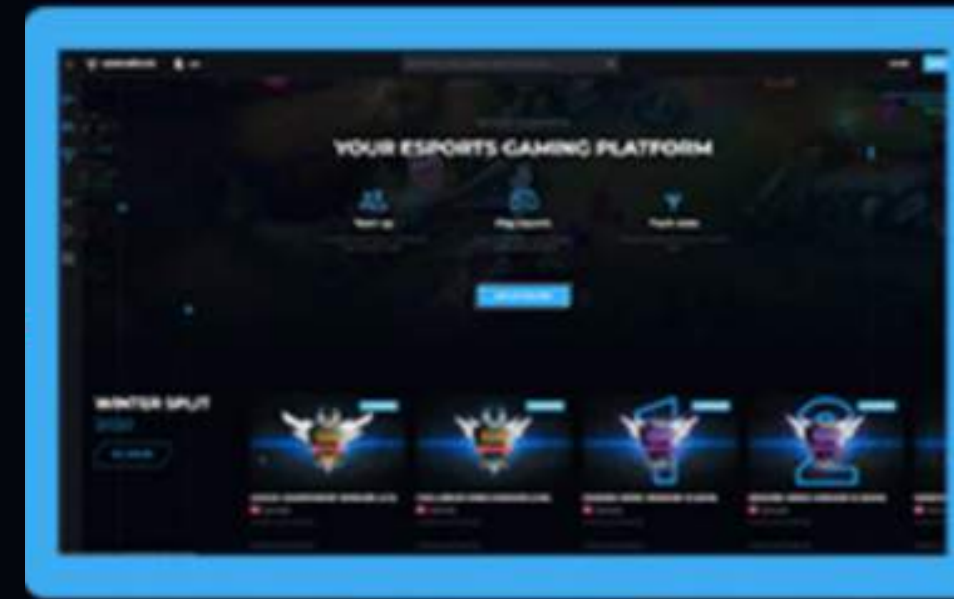
PLATFORM AS OUR CORE BUSINESS

LEAGUE IS CREATED

BRANDS BUY SPONSORSHIPS

PRIZEPOOL IS FUNDED

PLAYERS JOIN ON PLATFORM



THE ENGINE OF GROWTH

Subscription Model for organisations for 5, 20 and 45 EUR

Brand exposure on platform



Future subscription model for users.

PR team creating dedicated content for partnered brands



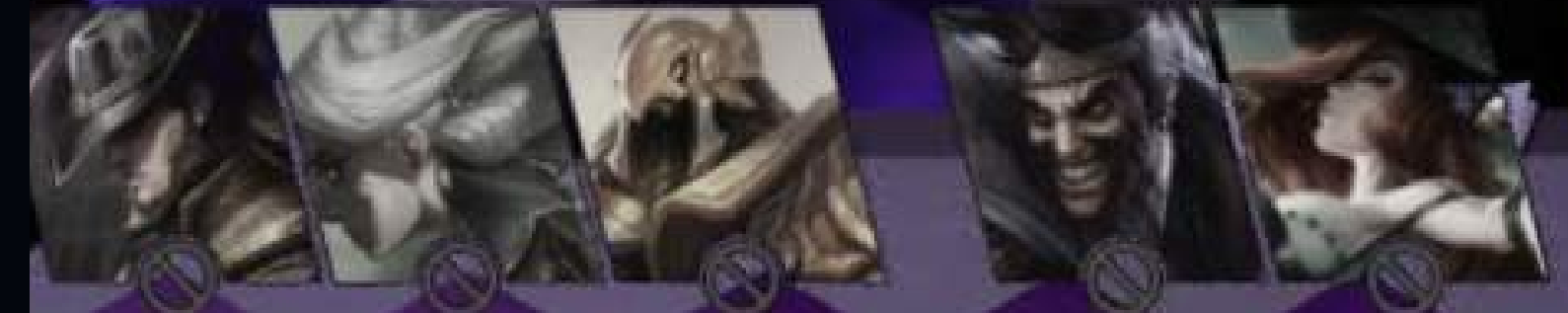
TELIA BUDGET - B2B PARTNERSHIP

NUMBERS FROM REAL CASE

In DKK

Price from B2B case	760.00,00
Costs	396.000,00
Total Net Profit.	345.000,00

We expect that future partnership will match or surpass this size of partnership engagement.



MSC