

Organiser

ESI ESPORTS
INSIDER



Moderated by

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#ESILondon

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EVENTS | MEDIA | NEWS | CONNECT

trad

London

MEET OUR SQUAD

D'ARTAGNAN



SAM COOKE
Managing Director

ATHOS



MARK MANTLE
Events

ARAMIS



SEAN CARR
Sales

PORTHOS



OLLIE RING
Media

"We know the business of esports"

"Esports for all, and all for Esports"

THE ESPORTS PROBLEMS

A purple diamond shape containing the number 1.

1

INWARD-LOOKING

For years industry leaders of all shapes and sizes have been going after the same targets and brands single handedly with only their own promotion in mind.

A purple diamond shape containing the number 2.

2

RESOURCES

The constant free consulting and time wasting removes time away from delivering the products and services the industry excels at.

A purple diamond shape containing the number 3.

3

FRAGMENTED

Endless options and constant one upping has fragmented the industry into insular parts and slowed down its overall progression.

A purple diamond shape containing the number 4.

4

DISMISSED

The amateur, instant accessibility and willingness to do anything to bring in fresh revenue, makes the industry less appealing and confusing to high end mainstream brands.

THE OUTSIDER PROBLEMS



1

RISKY

Navigating the all encompassing esports landscape is tricky. Endless wannabes and con artists float around in upcoming industries to make a quick buck at the expense of all the legitimate hard workers currently supporting and delivering real benefits.



2

TEDIOUS

Most esports operators are busy doing what they do best, and finding the right fit or perfect business partner can take a huge amount of time and energy.



3

CONFUSING

With each one promoting a singular perspective, it's close to impossible to see all the options out there, let alone who can deliver exactly what they need, at the right price point.



4

ILL-FITTING

Endless meetings and trial and error toe tipping does not yield the case studies necessary to fully commit.

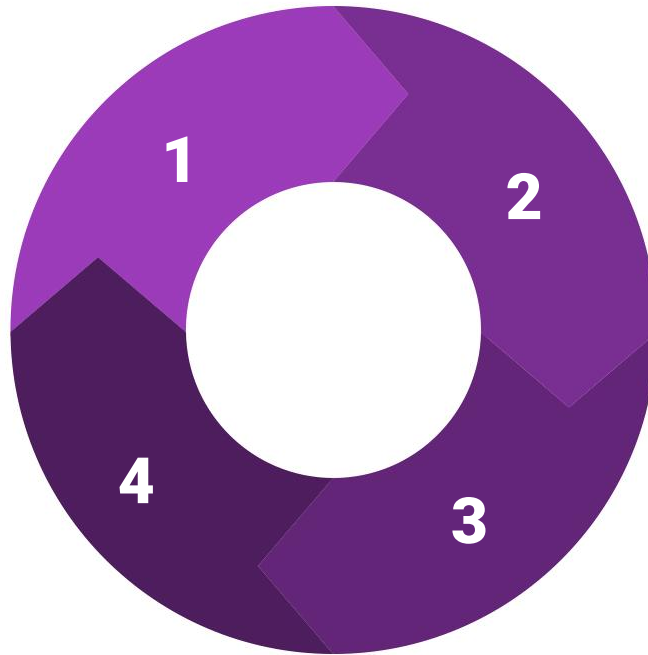
WHERE WE COME IN

EXPERIENCED

We've been at the heart of the industry, promoting and educating about esports through our news, media and events for years. We live and breathe esports, and know what works and what doesn't

CONNECTED

In addition to running an industry leading business news site, which ensures we stay up to date and connected across the space, we provide the best esports first networking events globally from London, to NYC and L.A.



UNBIASED

We believe that everyone under the ESI banner has a fair chance and valuable proposition. But this shouldn't be restricted to a handful of exclusive events per year. Now, via ESI Connect, this opportunity follows us, and you, everywhere.

KNOWLEDGEABLE

As fans and followers of the industry for well over a decade we're on the pulse of esports. We cover every new arrival in this space and follow enterprise progression from inception to world dominance or collapse.

INTRODUCING

THE ESPORTS BUSINESS MATCHMAKING SERVICE



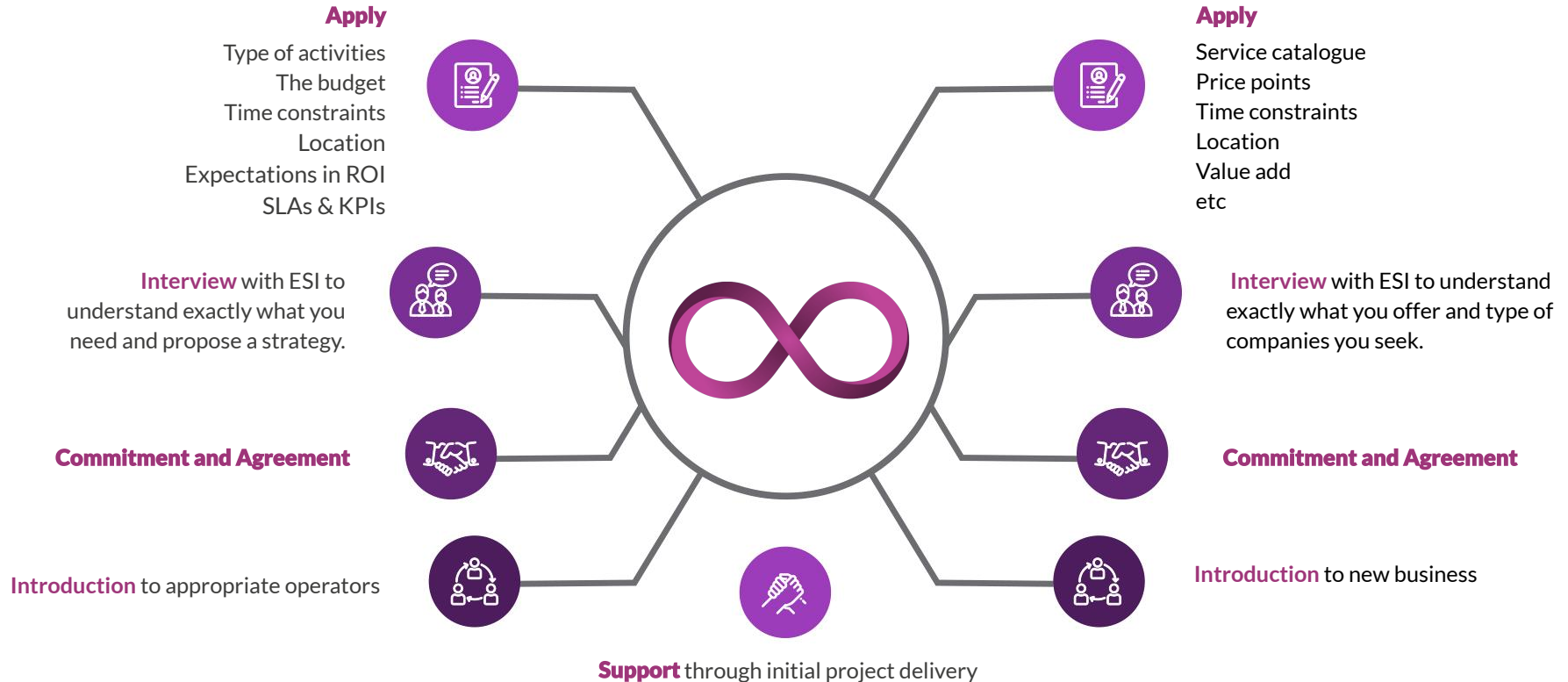
ESI CONNECT

BUSINESS MATCHMAKING

- **Finding the right information, people and opportunities** inside and outside the esports space has now become **much easier**. ESI Connect is no fee and non exclusive, it runs on a commission only basis.
- **Bringing together** esports and other industry thought leadership **so that you don't have to** do it yourself.
- **ESI Connect** sits in between current esports rights holders and companies (from brands, to suppliers and investors) seeking **to do business** the right way, **without all the hassle**.
- Acting as an agency, **media house, translator** and **mentorship group**, the **ESI Connect** will evaluate what you seek to do, propose **the best fit**, initiate the right contacts and support you in the **delivery of your plans**.



HOW IT WORKS





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