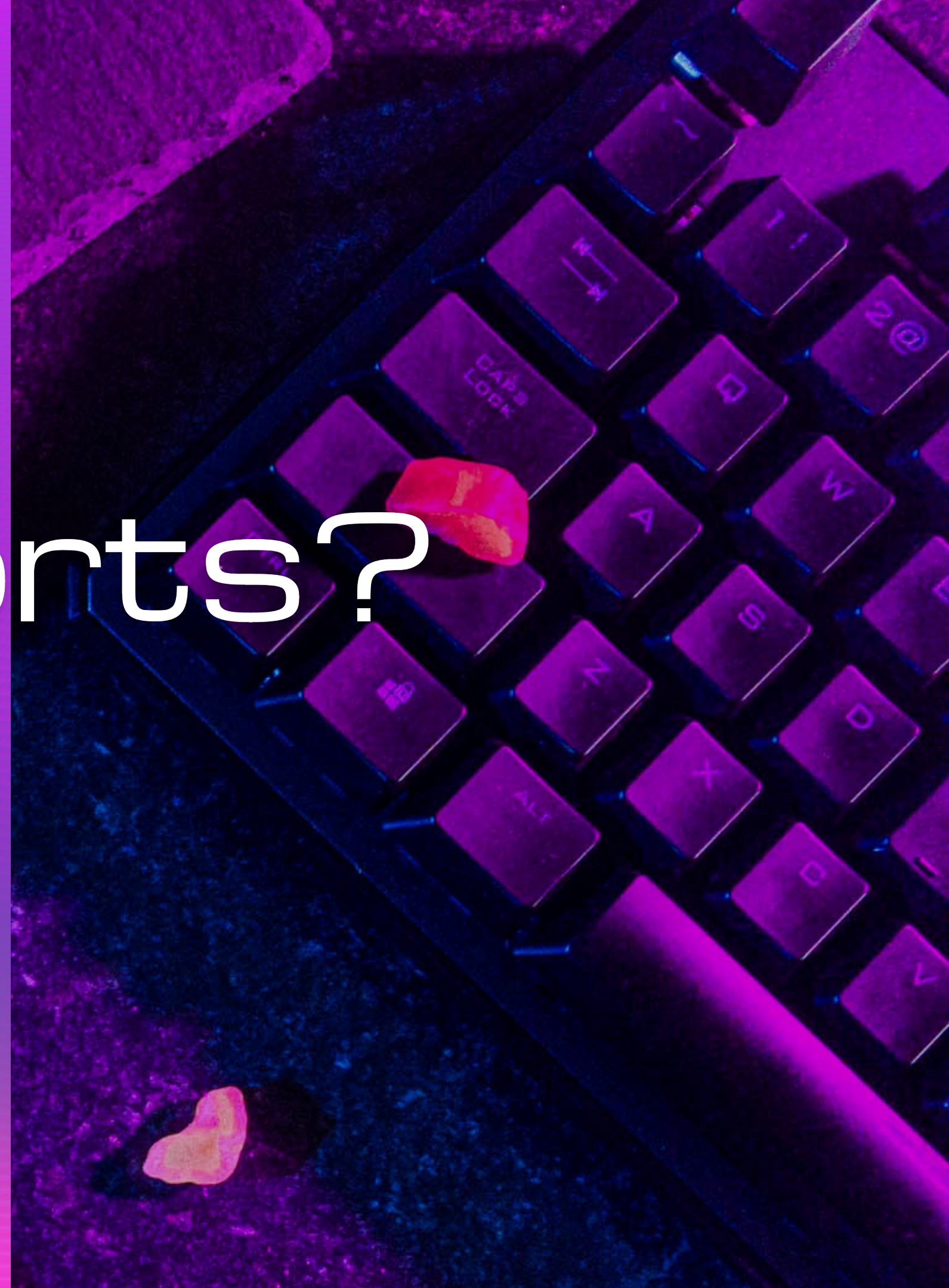


KOHIMATA

A Decentralized Esports Project

What Is Esports?

Understanding eSports Industry



Electronics sports (esports) are competitive tournaments organized for video game players. It imitates the experience of viewing a professional sports event, where audiences watch video gamers compete against each other. Esports events comprise competitive leagues and tournaments.

The esports revenue is generated through sponsorships and advertisements, tickets and merchandise, and media rights. Sponsorships play a vital role in the esports business, as an increasing number of companies are investing in the esports industry.

ESPORTS LIVESTREAMING HAS MADE IT POSSIBLE TO VIEW OTHER PEOPLE'S GAMEPLAY, EVEN IF THEY LIVE ON THE OTHER SIDE OF THE WORLD.



Further, with increasing player wages and expanding the esports market, introducing new sponsors is critical for future commercial success. As the esports market matures in the coming years, the revenue generation opportunities would also increase.

The eSports industry has grown massively in the past decade and shows no signs of slowing down.

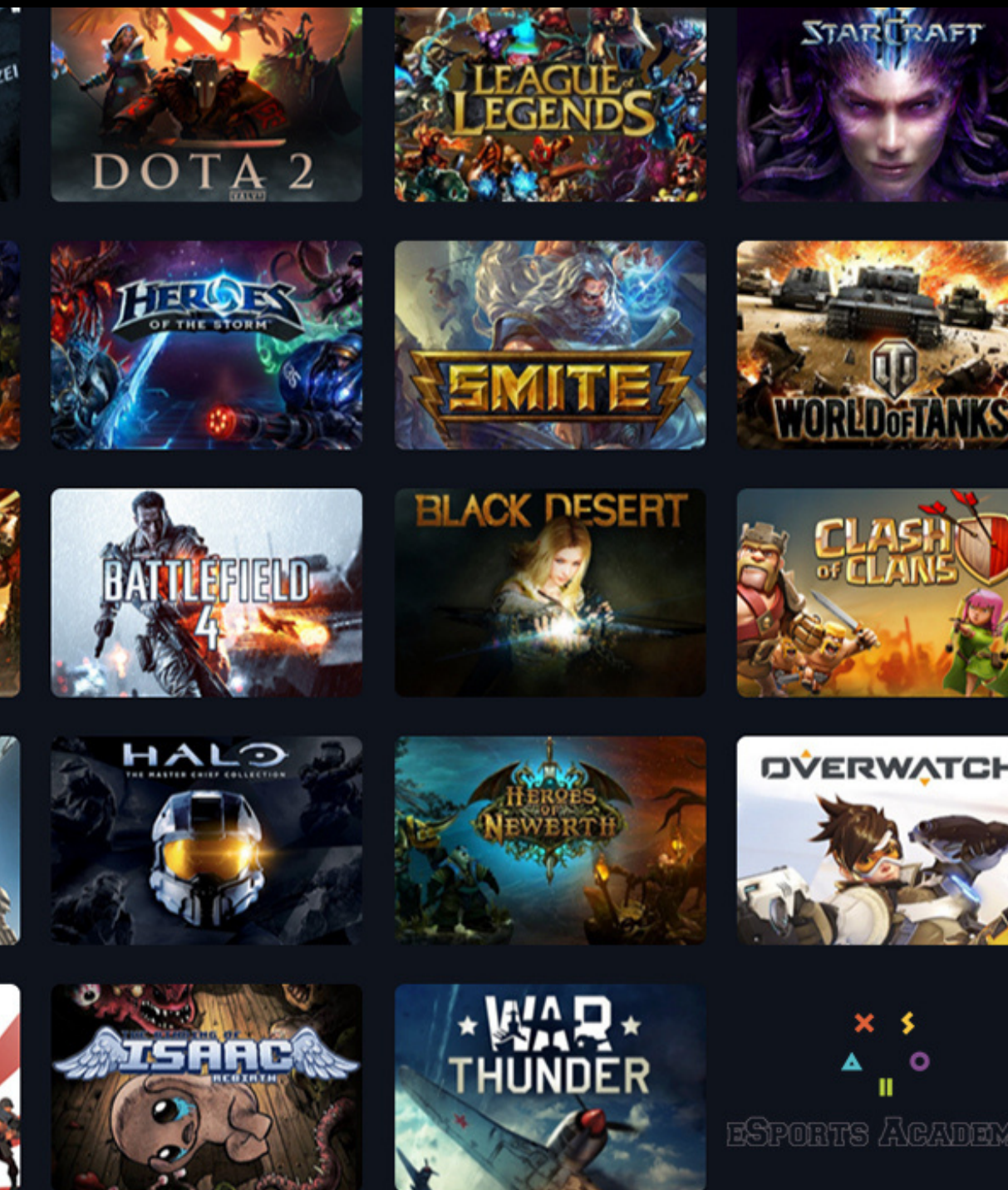
According to Statista, earlier this year, the global eSports industry was valued at just under \$1 billion, estimating that it will reach \$1.6 billion by 2023. Statista predicts massive 300 million frequent viewers of eSports worldwide in just another three years. Showing just how much the eSports industry is expected to grow in the coming years—opening up a new market for more job opportunities.

eSports is not only profitable as an entire industry but opens up plenty of opportunities for individuals to make vast sums of money.

A blue-tinted image of a video game controller on a reflective surface. The controller is positioned in the lower-left quadrant of the frame, with its reflection visible below it. The background is a gradient of blue, transitioning from a lighter shade at the top to a darker shade at the bottom.

HOW MUCH IS
THE ESPORTS
INDUSTRY
WORTH?

TOP ESPORTS GAMES CONTRIBUTED \$922 MILLION USD IN YEAR 2020





Plenty of the top players have earned upwards of \$5 million, with these numbers only expected to continue growing in coming years. With a total global audience of 495 million already as of this year, a year-on-year growth of 11.7%.

The majority of the eSport revenue comes from sponsorship and advertising. This year, \$990.4 million, nearly three-quarters of the total market, in revenues will come from media rights and sponsorship.

The increasing popularity of video games and growing awareness about esports drives the growth of the esports market.

Below is a list of top players who made a decent amount of USD by playing different tournaments and esports league matches.

#1

Highest Total Prizes Awarded

 N0tail	\$6,958,011.58
 JerAx	\$6,470,000.02
 ana	\$6,000,411.96
 Ceb	\$5,559,712.41
 Topson	\$5,476,317.57

Dota 2

\$229,336,216.55

1472 Tournaments

#2

Highest Total Prizes Awarded

 dupreeh	\$1,889,656.07
 Xyp9x	\$1,865,955.23
 dev1ce	\$1,854,156.54
 gla1ve	\$1,719,017.41
 Magisk	\$1,483,115.30


Counter-Strike: Global Offensive

\$108,570,663.91

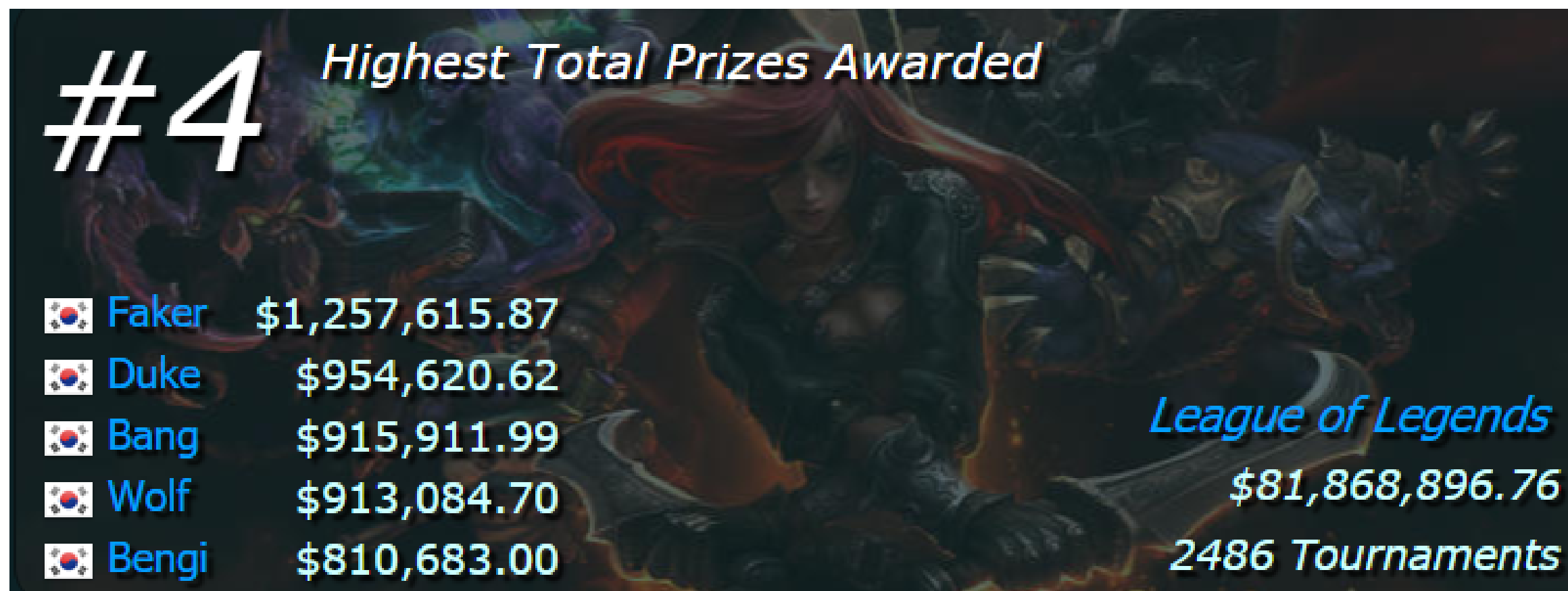
5436 Tournaments








#3 Highest Total Prizes Awarded

 Bugha	\$3,141,395.05
 Aqua	\$1,924,974.23
 psalm	\$1,873,138.80
 Nyhrox	\$1,536,845.69
 EpikWhale	\$1,349,767.32

Fortnite
\$99,362,917.41
673 Tournaments








#4 Highest Total Prizes Awarded

 Faker	\$1,257,615.87
 Duke	\$954,620.62
 Bang	\$915,911.99
 Wolf	\$913,084.70
 Bengi	\$810,683.00

League of Legends
\$81,868,896.76
2486 Tournaments

#5

Highest Total Prizes Awarded

 Serral	\$897,536.55
 Maru	\$889,095.83
 Rogue	\$884,798.24
 Dark	\$802,327.39
 INnoVation	\$763,737.00






StarCraft II

\$34,388,574.78

6061 Tournaments

#6

Highest Total Prizes Awarded

 Rascal	\$331,108.68
 Striker	\$327,424.24
 smurf	\$322,184.16
 ChoiHyoBin	\$319,657.20
 Moth	\$314,548.25

Overwatch

\$26,050,317.28

744 Tournaments

HOW TO MAKE MONEY IN ESPORTS?

BECOME A KOHIMA CONTENT
CREATOR.





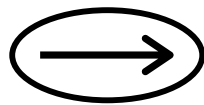
The eSports industry is booming and if you have the skills, becoming an eSports gamer is an excellent way for you to start earning! The prize pools for some global competitions like Data 2 International have reached over \$25 million.

eSport tournaments will have a prize pool. The better a pro gaming team does in the match, the more money they'll take home. Not something to be sniffed at and worth trying to get a piece of.

Most of their income comes from sponsorship, promoting, and selling gaming items for both streamers and pro teams. These can be anything from eSports drinks to jerseys and t-shirts, or even much pricier gaming keyboards and chairs.

However, the big leagues aren't the only way to make money in eSports. If you think your skills are better suited to entertaining people online while gaming than playing at a competitive level, you may find you'll have a better chance of making money streaming.

KOHIMA GAMER



Become a Kohima Content Creator.

BACKGROUND REQUIREMENT

- Must have some vlogging experience
- Should have played some top games.
- Should have a youtube, twitch and some kind of following on social media.
- Your content will be posted on Kohima Gaming Platform.

REWARDS

Can earn up to \$10,000-\$20,000 Worth of KHM Tokens every month and some incentives as well.



KOHIMA REVENUE MODEL

Sponsorships
and Direct
Advertisements

Content Creation



Sponsorships and Direct Advertisements

Esports is a lucrative business wherein sponsorship and direct advertisement contributes considerable value to the market.



Coca-Cola

Totino's





In recent years, sponsorship has witnessed a vast increase, bringing a whole new dimension to the concept of professional gaming.

Sponsorship and direct advertisement offer the brand owners various opportunities to directly reach the game fans in an event. Booths, video displays, posters, freebies, interactive advertising, and many other creative methods facilitate this reach.

On ground sponsoring is cheaper than an online advertisement and tends to be influential, especially for companies offering products and services directly related to gaming.



Most eSports teams make the majority of their revenue from sponsorships, advertising, and promotions.

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KOHIMA INTRODUCES DECENTRALIZED SPONSORSHIP IN ESPORTS WORLD

Kohima will be debuting as an "online sponsor and organizer of esports tournaments." It will bring more awareness to the Kohima project and generate revenue for our gaming platform.

KHM token will be the center point of all activities as the rewards are distributed in the form of KHM tokens, sponsorship deals, and tournament prize money shall be distributed in KHM tokens.

Kohima will give the whole esports industry a decentralized way to do sponsorships and esports activities on the ethereum blockchain.



Step 1

Sponsorship

By doing sponsorships, the Kohima gaming website/platform will get a massive amount of web traffic.

Step 2

Content Generation

Content is king, and unique and fresh gaming content will bring followership and viewership towards the Kohima gaming platform.

Step 3

Revenue

Kohima will generate eCommerce sales through selling unique merchandise like T-shirts, gaming keyboards and accessories, gaming chairs, and 100+ gaming items and digital collectibles, all through the KHM token.

UNDERSTANDING

KOHIMA'S BUSINESS MODEL

Step 1: Sponsorship

Why we need it?

With more than a billion viewership in the world of esports, it's a wild jungle out there for sponsors. Sponsorship can bring many benefits to a brand; firstly, they drive massive traffic if the brand has a web-property; additionally, it drives an enormous sales amount if it has the right product.

Sponsorships alone have generated more than 670 million USD revenue in the year 2020. Kohima will be utilizing this channel to generate web traffic, drive merchandise sales (ecom) and advertisement sales.

Step 2: Content Generation

Why we need it?

Fresh and unique content is always rewarded with higher rankings in google and other search engines. Kohima content creators will get rewarded a certain amount of KHM tokens to create some amazing content published on our gaming website.

This will attract a lot of web traffic, which can be monetized in multiple ways, one of that is eCommerce sales of the branded T-shirts and other in-store merchandise, which can be purchased only through KHM tokens.



Step 3: Revenue

How?

Online game ads are also a significant part of the Kohima revenue model; once we have enough web traffic, we can become a premium ad publisher in google and other ad networks. Our inventory will be only available for well-known brands deep pockets.

The revenue stream for every business is essential same goes for Kohima; we are in a billion-dollar niche. If we can grab only a 0.5% share of this industry, that will make us a decent amount of USD every month. We can then use these funds to buy back KHM tokens, build more products and sponsor more events.



Opportunity for Early Investors

Early KHM token investors rewarded with an initial 15,000% APY

HIGH FARMING REWARDS

Cryptocurrency investors who know how to do yield farm can benefit from the high initial APY (15,000%) and farm more KHM tokens. They can either sell them or hold them for future use.

Reward halving every two weeks will make the KHM token more deflationary and increase its price. It's the same as the bitcoin halving event that occurs every 4-5 years.

PRICE APPRECIATION

Gamers create content, and viewers need to have a certain amount of KHM tokens to access the digital content, which will bring more buying pressure towards the KHM token. The price of KHM will skyrocket as soon as new gamers and viewers join the KHM platform.

BUY BACKS

Web ads and in-stream ads in the Kohima gaming platform will bring in advertising and eCommerce sales; the profits generated from these sales will then be used to buy back a certain amount of KHM tokens from the open markets.

TOKENOMICS

Total Supply = 1,000,000 KHM.

Total KHM Supply divided into two parts, each with 500k allocation.

Allocation #1 – For Gamers and Streamer Rewards. Reserved Fund for Esports Activities = 500,000 KHM.

All esports activities like reward distributions to gamers and streamers and tournament bounties are also distributed from allocation #1.

Allocation #2 – For Marketing & Development, Pre-sale, Yield Farming, and Team rewards.

Pre-sale allocation = ~35,000 KHM.

1 KHM = 0.01 ETH

1 ETH = 100 KHM

Min Buy = 0.1 ETH

Max Buy = 10 ETH

TOKENOMICS

Uniswap Liquidity Reserve = ~ 65,000 KHM.

Farming Rewards = ~100,000 KHM.

Team Rewards = 100,000 KHM (vested for 5 years)
= 767 KHM/ 2 WEEKS.

Marketing and Development = 2,00,000 (vested for 5 years)
= 1534 KHM/ 2 WEEKS.

CONTACT US

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