



SERVICE INTRODUCTION



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ABOUT US

Company Name GauG Inc.

CEO Naoto Maeda

Address 2-19-15-609 Shibuya, Shibuya-ku, Tokyo, 150-0002, Japan

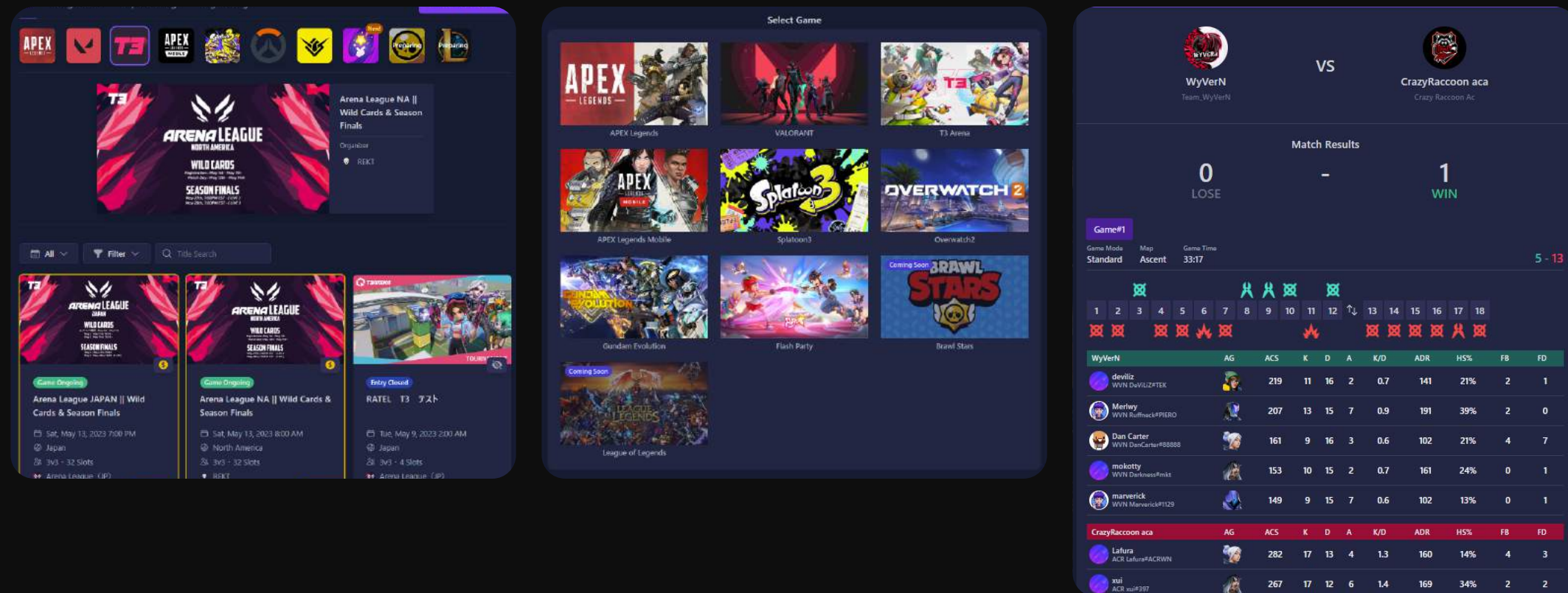
Our Business Community platform operation dedicated to eSports gamers and eSports tournaments

Established October 2021

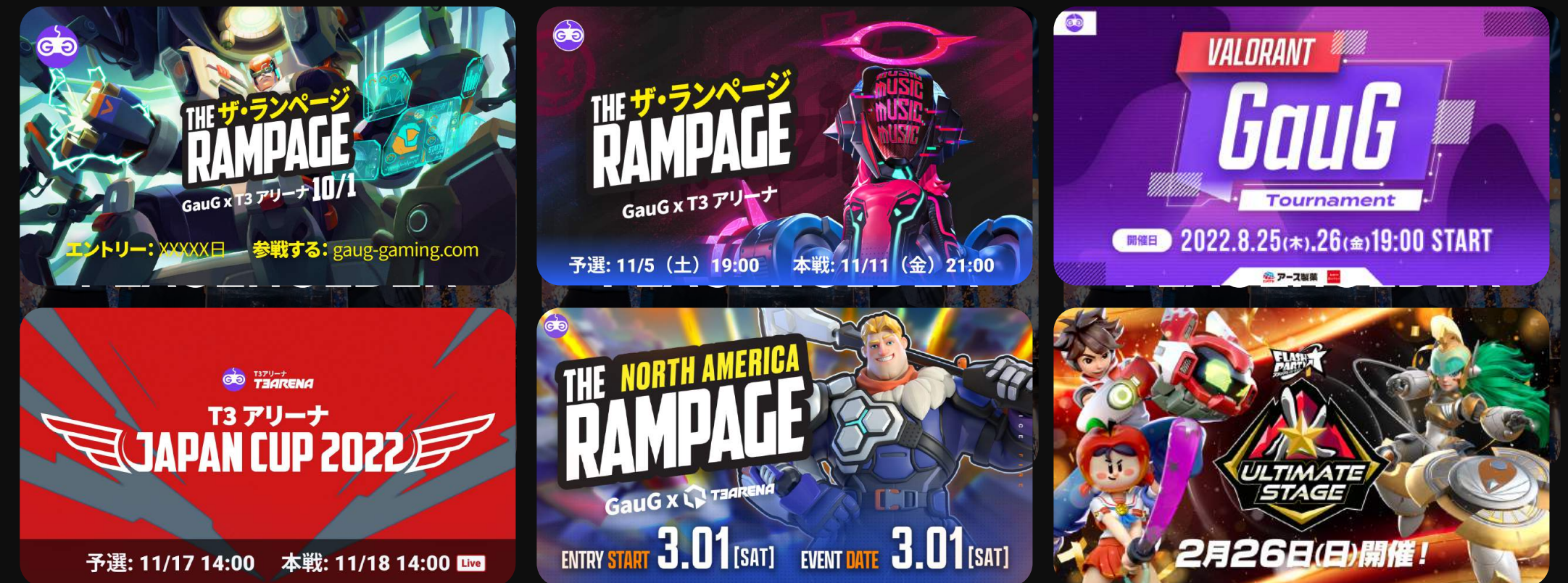


NAOTO "STEVE" MAEDA
 // CHIEF EXECUTIVE OFFICER

// COMMUNITY PLATFORM FOR ESPORTS GAMERS



// ESPORTS TOURNAMENTS AND BROADCASTING



// OUR
MISSION IS

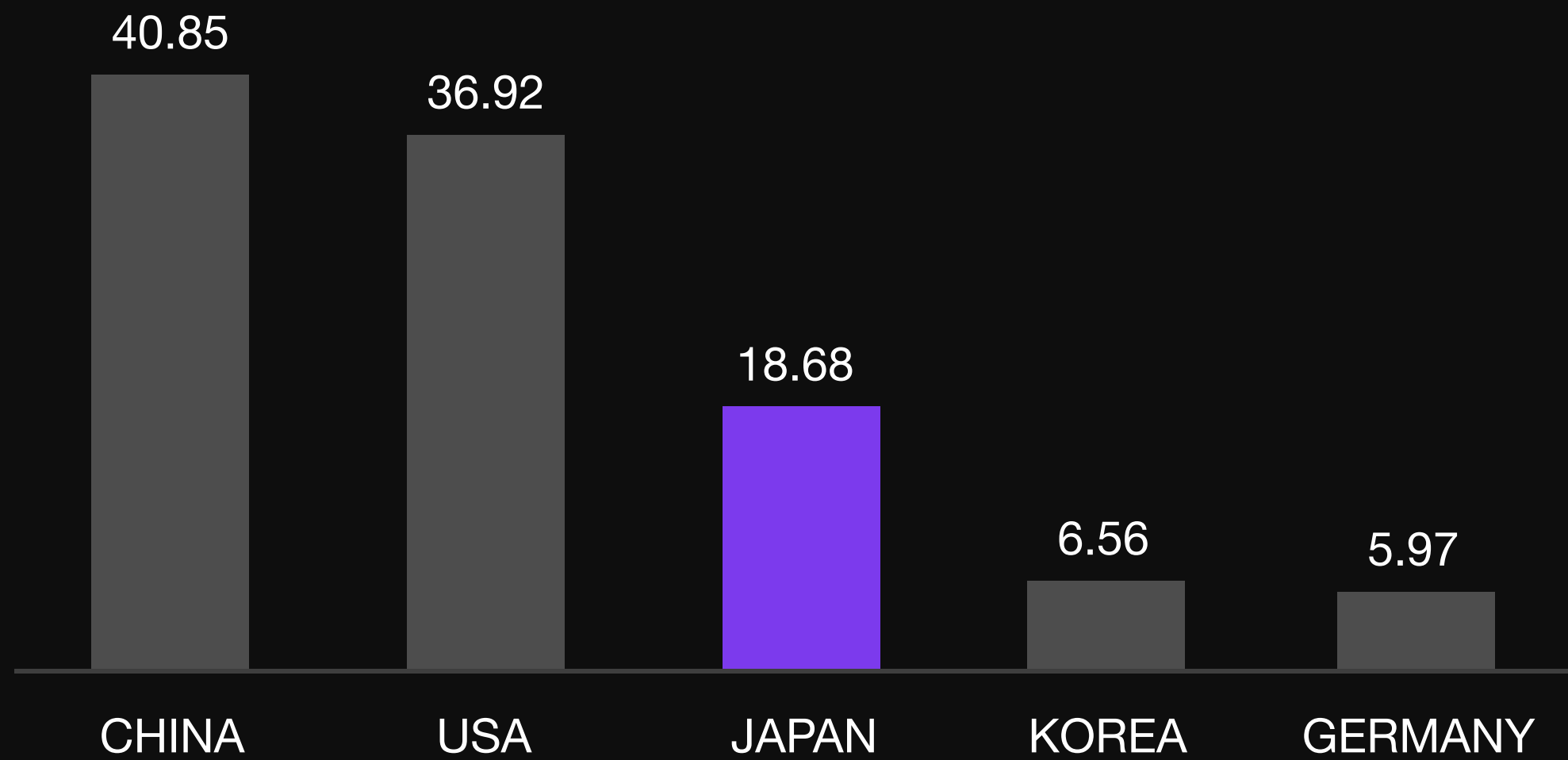
MISSION

To form an ecosystem that fosters a community by supporting the operation of tournaments and leagues and boosting the eSports community.

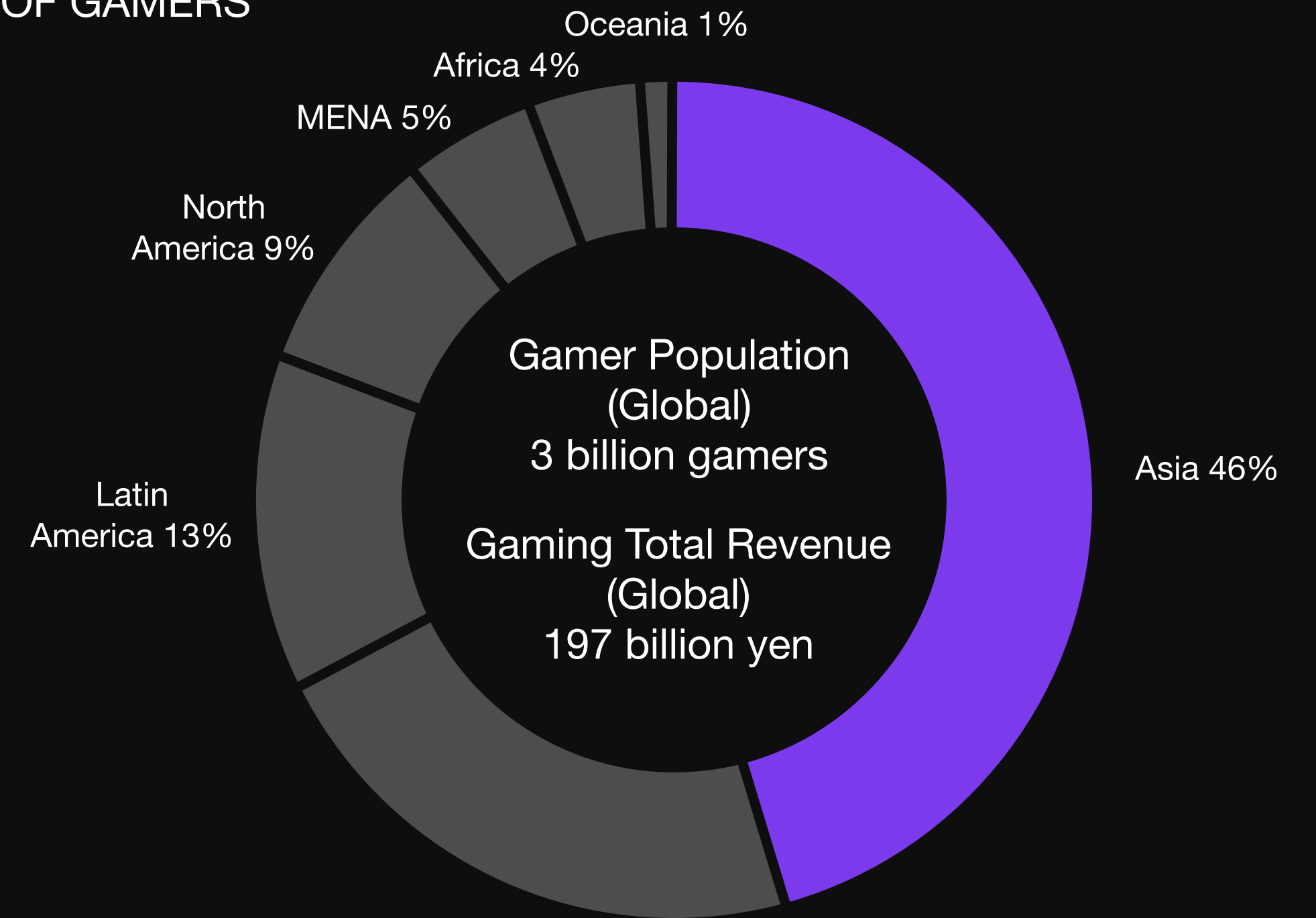
We will focus on fostering a community in the growing Japanese market and aim to invigorate eSports globally by attracting attention to Japan and providing support for outbound activities.

CURRENT GAMING MARKET

// BY REVENUE, JAPAN RANKS 3RD IN THE WORLD



// NUMBER OF GAMERS



// GLOBALLY, 2 OUT OF 5 PEOPLE ARE GAMERS

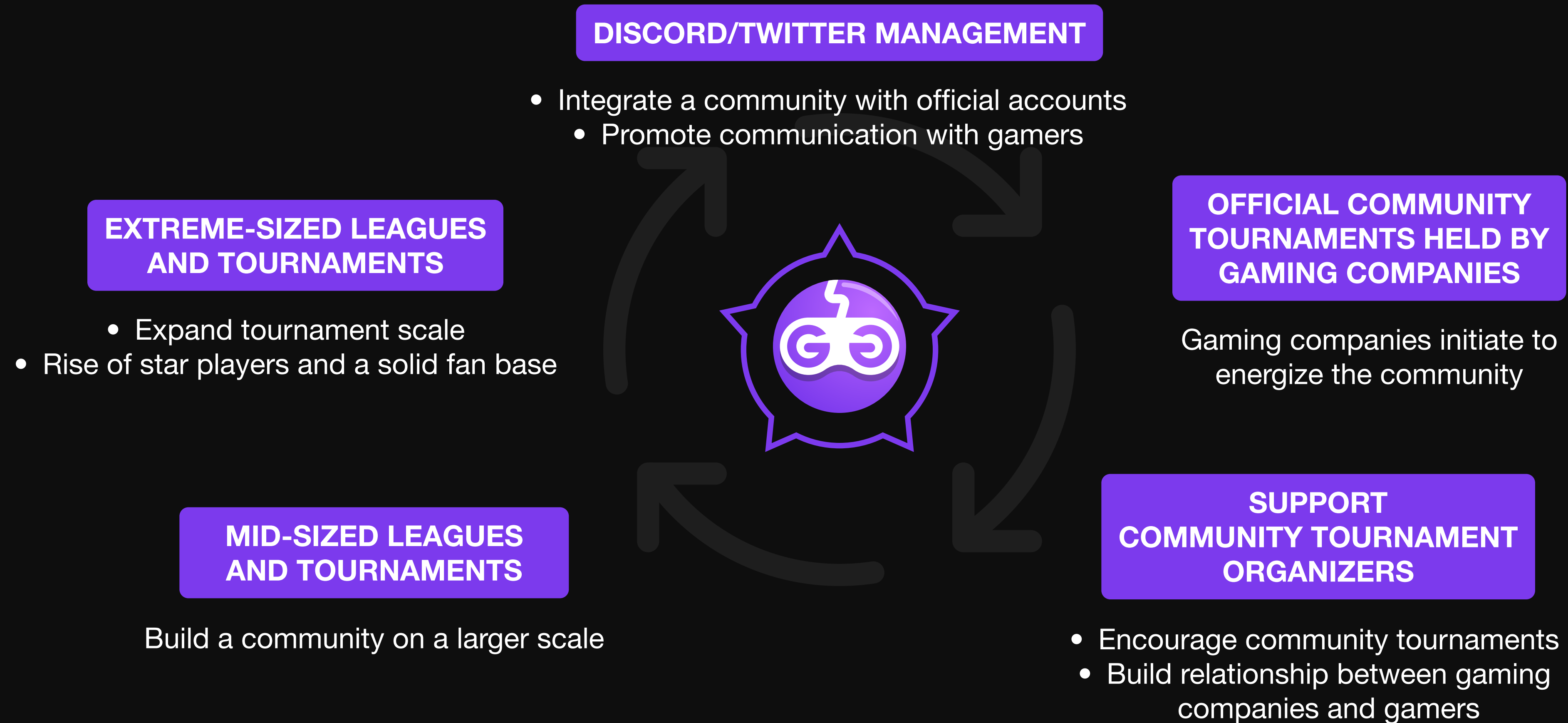


Asia has the largest population of gamers in the world, and sales in Japan are particularly high. Inbound sales are increasing due the entry of foreign games into the Japanese market.

*SOURCE : EXPLODING TOPICS 2022

BUILDING THE ESPORTS COMMUNITY

// ESPORTS COMMUNITY FORMS AND EXPANDS THROUGH THE FOLLOWING CYCLE



BUILDING THE ESPORTS COMMUNITY

// KEY TO FORMING AND EXPANDING THE ESPORTS COMMUNITY



GAMING COMPANIES SUPPORT

Tournaments and Broadcast Management

DISCORD/TWITTER
MANAGEMENT

OFFICIAL COMMUNITY
TOURNAMENTS HELD BY
GAMING COMMUNITIES

MID-SIZED LEAGUES
AND TOURNAMENTS

EXTREME-SIZED
LEAGUES AND
TOURNAMENTS



COMMUNITY SUPPORT

Organizer Support Program

SUPPORT
COMMUNITY TOURNAMENT
ORGANIZERS

SERVICE OVERVIEW

DISCORD/TWITTER
MANAGEMENT



OFFICIAL COMMUNITY
TOURNAMENTS HELD BY
GAMING COMPANIES



SUPPORT
COMMUNITY TOURNAMENT
ORGANIZERS



OFFICIAL LEAGUES AND
TOURNAMENTS



SERVICE

Manage Discord, distribute user trend reports from Twitter, create a plan to fit your budget, create monthly postings, etc.

Produce all creatives and key visuals including tournament logos in accordance to the seasons and meta themes. Provide a full service for operating tournaments and broadcasts.

Support program for organizers by providing prizes based on the size of the tournament. Provide support to manage, review, and approve applications. Provide thorough support to organize a tournament.

Support for longer and larger official leagues and tournaments with visuals that feel more competitive and larger in scale as expectations for competitions grow in the community.

OBJECTIVE

Consolidate a community platform for inquiries, discussions among gamers, and find friends.

Provide a community where core fans can participate in competitions as additional modes, maps, rules, etc are incorporated into the eSports scene.

Motivate organizers to host tournaments by providing them with thorough support, as well as cash prizes, etc.

Increase competitive team building, tactics, and training skills within the community by having mid- to long-term leagues and tournaments.

GOAL

Ease to gather and provide information with a centralized community.

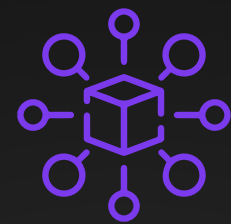
Tournaments will be established within the community and motivate gamers to practice and participate in more tournaments.

Establish an ecosystem where communities voluntarily organize tournaments.

Increase in a core fan base as star gamers emerge through official leagues and tournaments.

WHY GAUG?

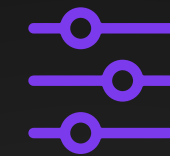
// GAUG'S UNIQUE PLATFORM ALLOWS FOR A SEAMLESS TOURNAMENT MANAGEMENT AND ADMINISTRATIVE SUPPORT, CUSTOMIZATION FOR EACH SEASON AND META, AND FULL SUPPORT IN JAPANESE AND ENGLISH



CENTRALIZED PLATFORM

Ensure consistency in supporting and promoting tournaments by centralizing the community leaders (organizers) to GauG.

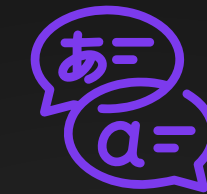
Create a navigation friendly community environment for the organizers and gamers.



CUSTOMIZABILITY

Flexible customization of tournament formats and broadcasting methods to meet the organizer's needs, budget, and tournament scale.

Creative production tailored to the season and meta.



EXTENSIVE SUPPORT IN JAPANESE AND ENGLISH

Japanese and English support for tournament management and organizers' support by bilingual staff.

Simultaneous broadcasting available in Japanese and English.

THE GAUG

SERVICE HIGHLIGHTS

SERVICE HIGHLIGHTS: OFFICIAL COMMUNITY TOURNAMENTS

// PRODUCE CREATIVES BASED ON THE SEASON, HERO, AND META

// T3 ARENA SEASON 2



// T3 ARENA SEASON 3



// T3 ARENA JAPAN CUP



// T3 ARENA SEASON 4



SERVICE HIGHLIGHTS: BROADCASTING CREATIVES

// PRODUCE BROADCASTING CREATIVES WITH A CONSISTENT THEME

Countdown



Live Commentary



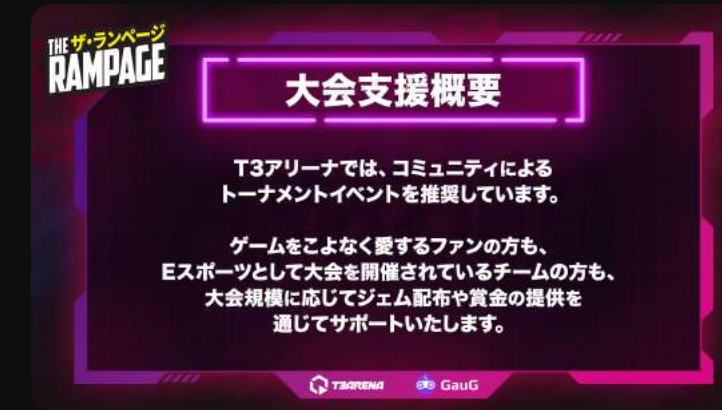
Tournament Overview



Prizes



Campaigns



Company Introduction



Modes



Maps



Match Summary



Ban System



Match Table



Champion



SERVICE HIGHLIGHTS: HIGHLIGHT VIDEOS

// PRODUCE HIGHLIGHT VIDEOS FOR VIEWERS WHO MISSED THE CHANCE TO LIVE STREAM

T3 ARENA HIGHLIGHT VIDEO



FLASH PARTY HIGHLIGHT VIDEO

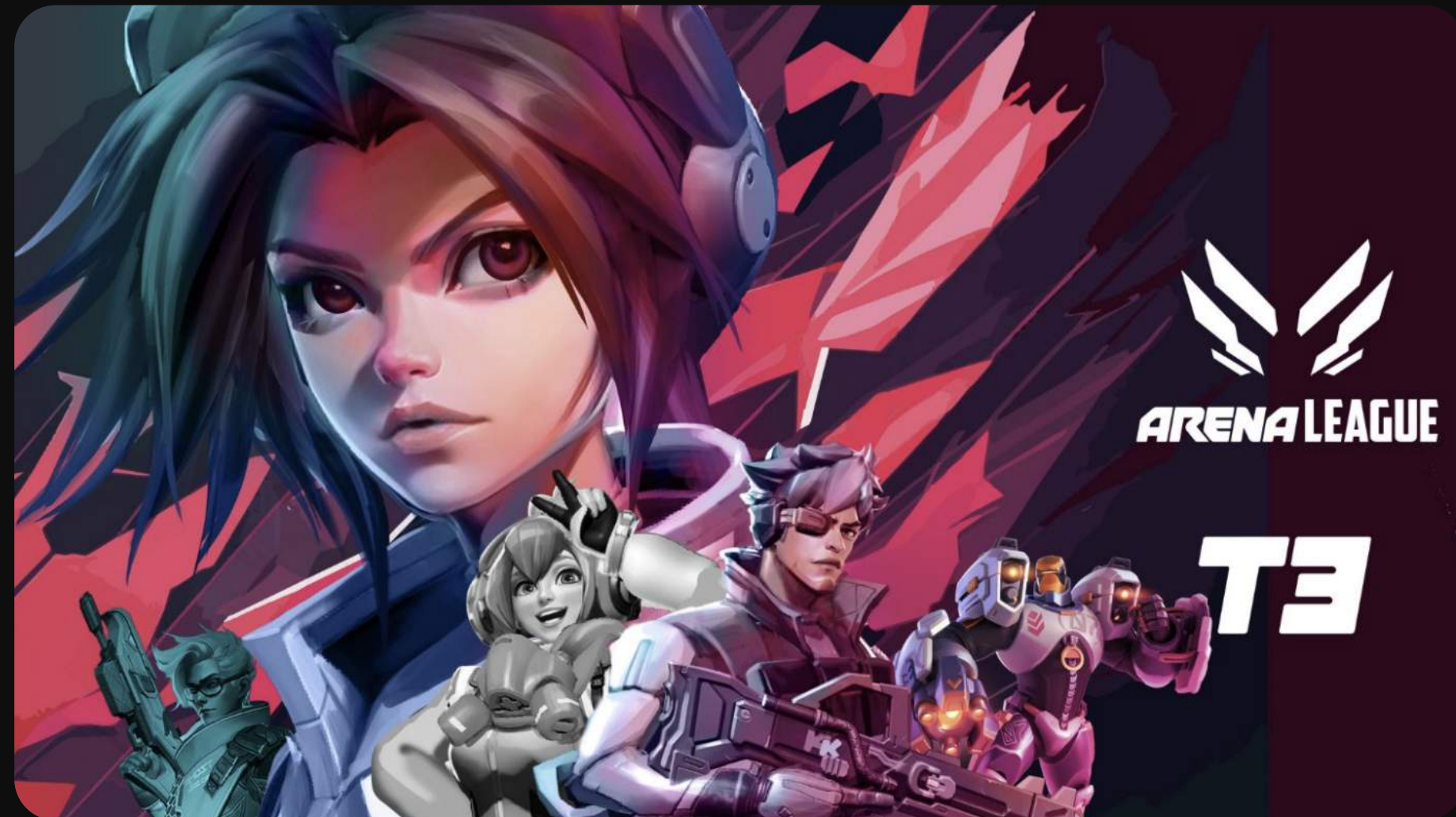


Highlights videos are a compilation of the iconic moments from the tournament and can be utilized as social media or PR content

SERVICE HIGHLIGHTS: OFFICIAL REGIONAL LEAGUE/TOURNAMENTS

// HOLD LEAGUES AND TOURNAMENTS OVER A MID- TO LONG- PERIOD OF 3 MONTHS.
PRODUCE CREATIVES WITH A DESIGN THAT CONVEYS COMPETITIVENESS.

Key Visual



Milestone



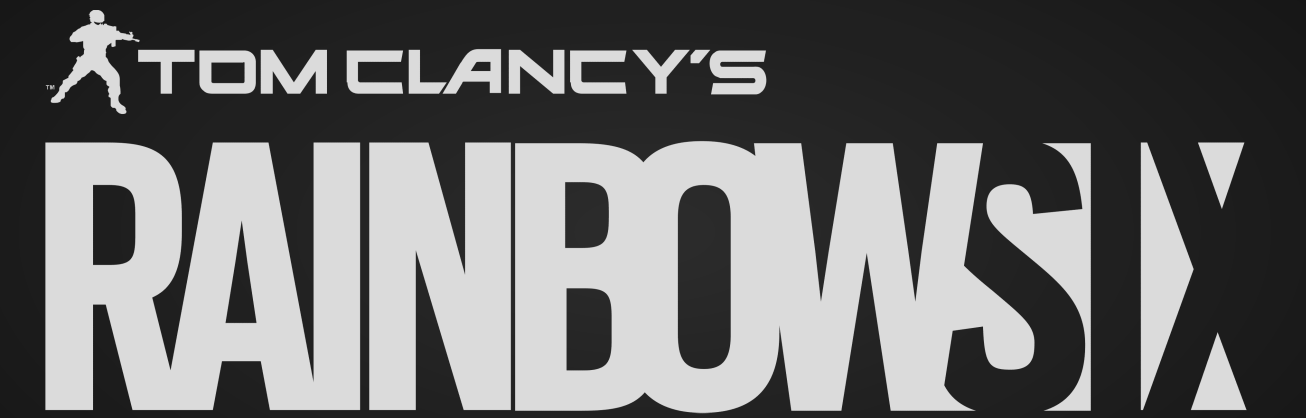
SERVICE HIGHLIGHTS: BROADCASTING CUSTOM STUDIO SET

// WE OWN A DEDICATED STUDIO SET THAT CAN BE CUSTOMIZED TO THE BROADCASTING THEME



WORKED WITH GAMES SUCH AS

// MANAGE TOURNAMENTS AND BROADCASTS ACROSS VARIOUS PLATFORMS (PC/MOBILE/CONSOLES) AND GENRES

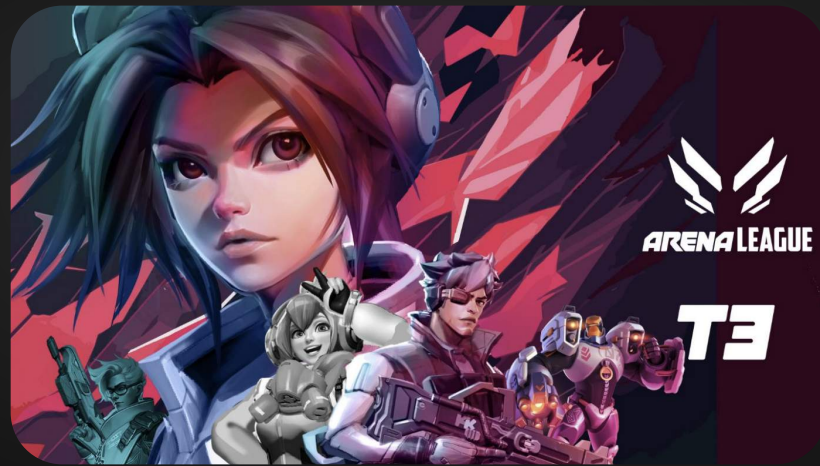


PAST TOURNAMENT VIDEOS

// HIGHLIGHT VIDEOS OF PAST TOURNAMENTS CAN BE VIEWED FROM THE URL BELOW

// JAPAN

ARENA LEAGUE JP



JAPAN CUP 2022



FLASH PARTY - ULTIMATE STAGE



// NORTH AMERICA

ARENA LEAGUE SEASON 2



ARENA LEAGUE SEASON 1



THE RAMPAGE NA



PLANANS

SERVICE PLANS

ONLINE TOURNAMENT AND BROADCASTING MANAGEMENT

// 3 PLANS (LIGHT, BASIC, PREMIUM), ALONG WITH A CUSTOMIZABLE PLAN IS AVAILABLE

	LIGHT	BASIC	PREMIUM	COMPANY A
	FROM ¥600,000	FROM ¥750,000	FROM ¥850,000	FROM ¥1,500,000
SIZE	OVER 32 TEAMS	OVER 32 TEAMS	OVER 32 TEAMS	OVER 64 TEAMS
TOURNAMENT MANAGEMENT	✓	✓	✓	✓
BROADCASTING MANAGEMENT	✓	✓	✓	✓
LIVE COMMENTARY**	✓	✓	✓	✓
BROADCASTING CREATIVE PRODUCTION	✗	✓	✓	✓
KEY VISUAL PRODUCTION	✗	✗	✓	✓
MINIMUM TIME REQUIRED	2 WEEKS	4 WEEKS	6 WEEKS	2 MONTHS

*Tournament management includes creating tournament rules, managing Discord, creating tournament pages (@GauG_Bot), managing registrations and brackets, distributing prizes and merchandise, conducting surveys, etc.

**The number and selection of commentators is negotiable.

***Fees may vary depending on size, # of broadcasts, etc. (Current fee includes one broadcast)

OFFLINE EVENTS

// OFFLINE EVENTS SUCH AS TOURNAMENTS, COMMUNITY EVENTS, AND GAMER SURVEYS



FROM ¥3,000,000

SIZE	APPROX. 50 TO 500 PEOPLE
EVENT MANAGEMENT	✓
BROADCASTING MANAGEMENT	✓
LIVE COMMENTARY*	✓
BROADCASTING CREATIVE PRODUCTION	✓
KEY VISUAL PRODUCTION	✓
MERCHANDISE PRODUCTION	TBD
EVENT LOCATION	TBD
MINIMUM TIME REQUIRED	3 MONTHS

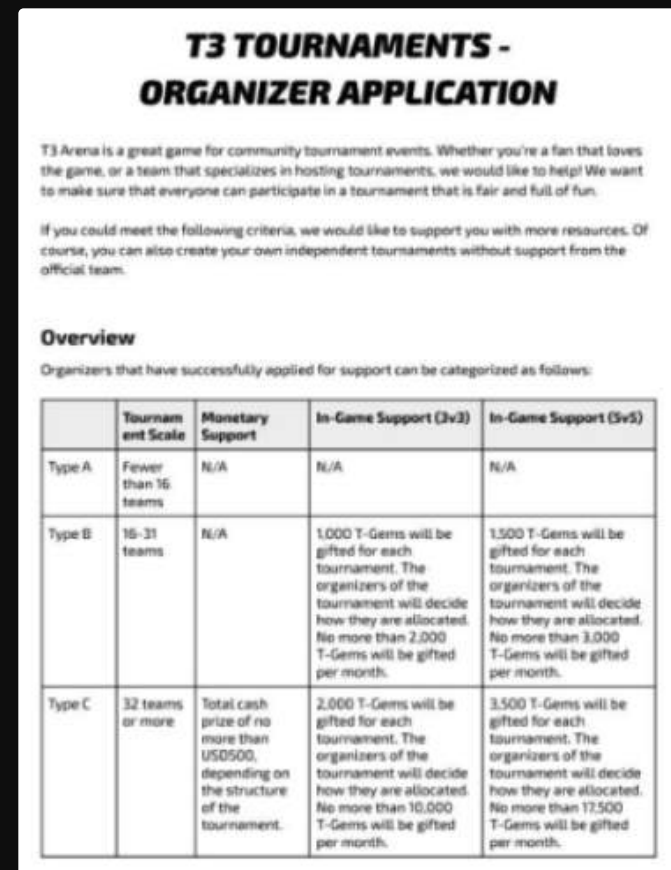
*The number and selection of commentators is negotiable

**Fees may vary depending on size, date and place, # of broadcasts, etc.

TOURNAMENT ORGANIZER SUPPORT PROGRAM

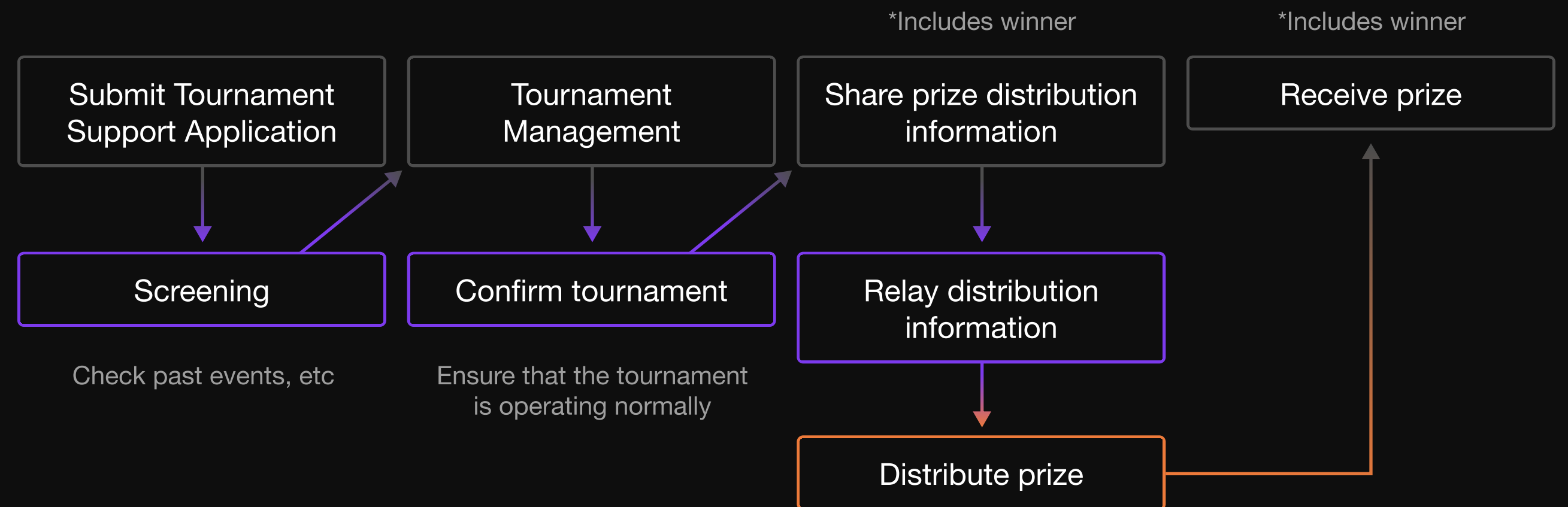
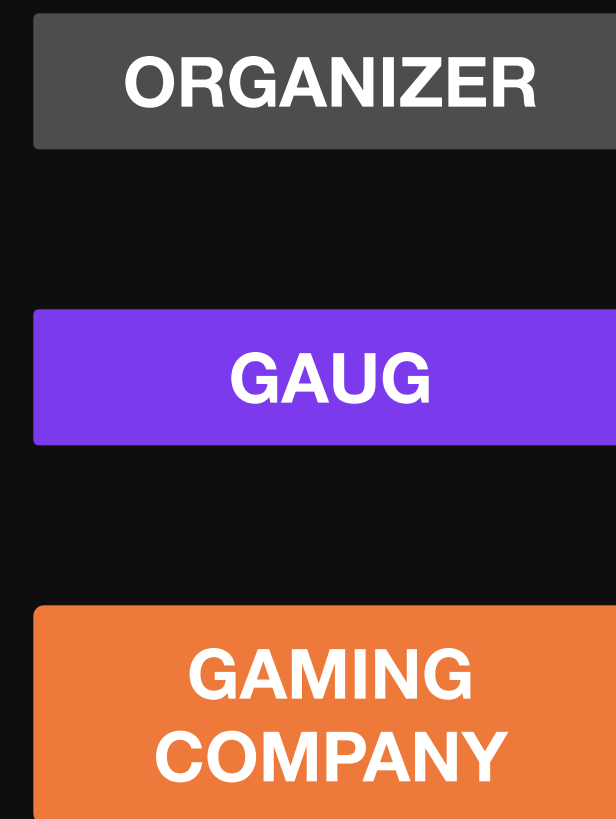
// SUPPORT TO BUILD AN ECOSYSTEM WHERE ORGANIZERS PROACTIVELY HOSTS TOURNAMENTS

// SUBMIT THROUGH THE TOURNAMENT SUPPORT APPLICATION FORM



Application Form

// FLOW FROM APPLICATION TO PRIZE DISTRIBUTION



ie
 Organizer: 1 prize
 Winner: 1 prize/pp (4pp/team)
 Total: 4 prizes

- Prize money and prizes distributed by the gaming companies will vary depending on the size of the tournament (32 or more teams, 64 or more players).
- GauG will collect necessary information to distribute the prizes and relay the information to the gaming companies. (Twitter ID, email address, etc)
- For prize money, GauG can support payments to the winners and organizers.

→ Minimize administrative communication between the gaming companies and players

DISCORD/TWITTER MANAGEMENT



DISCORD SETUP

INFORMATION

- Rules and Guidelines
- Game Announcements
- General Announcements

COMMUNITY

- Discussions
- Broadcasting advertisement
- Tournament advertisement
- Chats

THREADS

- Find Friends
- Find Team Members
- Find Coaches

OFFICIAL TOURNAMENT

- Community Tournament Management
- Customization available upon request

Full support from planning to creative production based on the budget



DISCORD MANAGEMENT

LINKED PR

SHARE USER TREND REPORT

TWITTER MANAGEMENT

SHARE MONTHLY TWEET DETAILS

CONTACT US



<https://esports.gaug-gaming.com/ja>



contact@gaug-gaming.com



https://twitter.com/gaug_official

THANK YOU

