



LEAGUES.GG

CREATING A GATEWAY TO GAMERS

- At our launch in 2017, we created and ran our first Danish esports tournament. Since then Leagues.gg created and hosted more than 10.000 matches, bringing top level esports entertainment for millions of players across Europe in both Counter Strike and League of Legends.
 - We have operated in Denmark, Sweden, Norway, Finland, UK & the CIS region.
- ▷ Scandinavian front-runner in league based esports.
 - ▷ Nominated to **HeyFunding** Start-Up award from a pool of 500 startups.
 - ▷ Pre-Seed investment round led by **Accelerace** and **Vækstfonden**. Aswell as extraordinary soft-funding from **Innovationsfonden**.
 - ▷ **834.000 DKK** Revenue last fiscal year
 - ▷ **7.000** in userbase

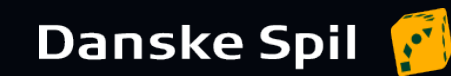


TRUSTED BY

These brands have already trusted us to create unique esports experiences

COMPANIES

We helped reach the esport community



ORGANISATIONS

Who trusts our league systems



KOVA ESPORTS



ABSOLVED



HREDS



ABS ESPORT



QUANTUM BELLATOR FIRE



AND MANY MORE

MISSION

Leagues will through strategic partners be the market leader and largest national provider of esports in all countries and games we are active in today.

We strive to be the best platform resolving everyday tasks for any esports organisation and player.



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



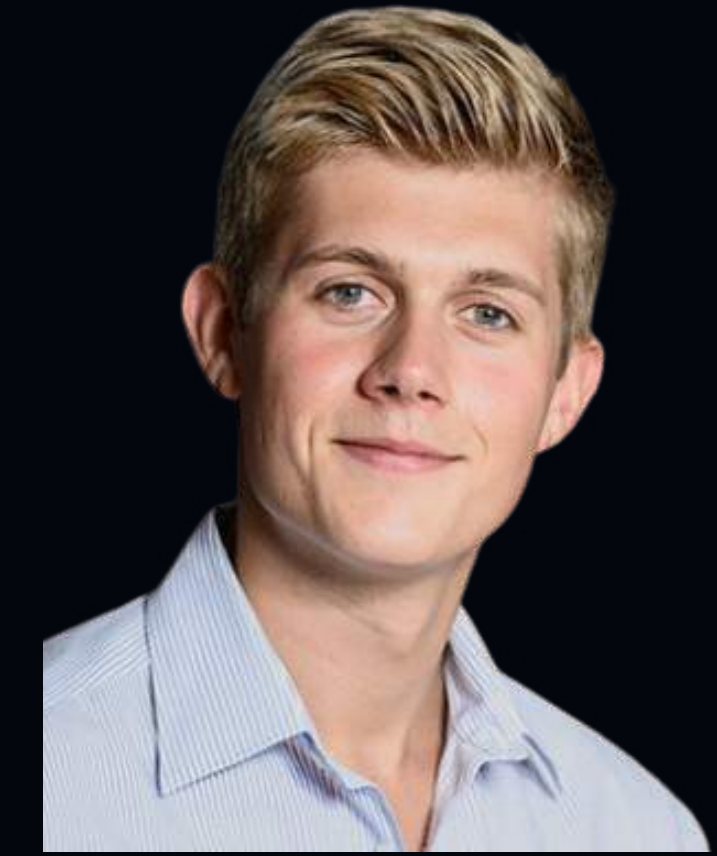
Mathias Horn

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 10 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/>

ACTIVE USER ROADMAP FOR LEAGUES.GG PLATFORM

LEAGUES.GG TODAY

7K USERS

GAMES:



REGIONS:



Monthly Page Visits

50K

LEAGUES.GG BY 2023

50K+ USERS

GAMES:



REGIONS:



Monthly Page Visits:

300-500K

*BASED ON ESTIMATE FROM ALREADY ESTABLISHED FROM PRESENT DATA

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

5-10M

REVENUE B2C

IN 3 FINANCIAL YEARS
IN DKK, ESTIMATED

10-20M

REVENUE GENERATED FROM ESTIMATED TEAMS
AND USERS

MARKET POTENTIAL

THE GLOBAL ESPORT AUDIENCE

▷ MORE THAN 100 MILLION ACTIVE MONTHLY USERS IN LEAGUE OF LEGENDS AND CSGO

About 90% of teenagers (male) play electronic games every week and 50% of those are playing every day!

▷ MORE THAN 570 MILLION VIEWERS ARE EXPECTED TO FOLLOW AND WATCH ESPORTS BY 2024*

The esports market has boomed in recent years with more and more viewers tuning in to watch their favorite games being played by some of the best gamers in the world.

▷ GAMERS IN THE AGE OF 16-26 YEARS OLD

An audience who are know for their resistance to traditional marketing, follows and trust brands that dare to do the things differently.

LEAGUES.GG AUDIENCE

▷ Countries we operate in:

▷ The largest 2 esports titles in the world

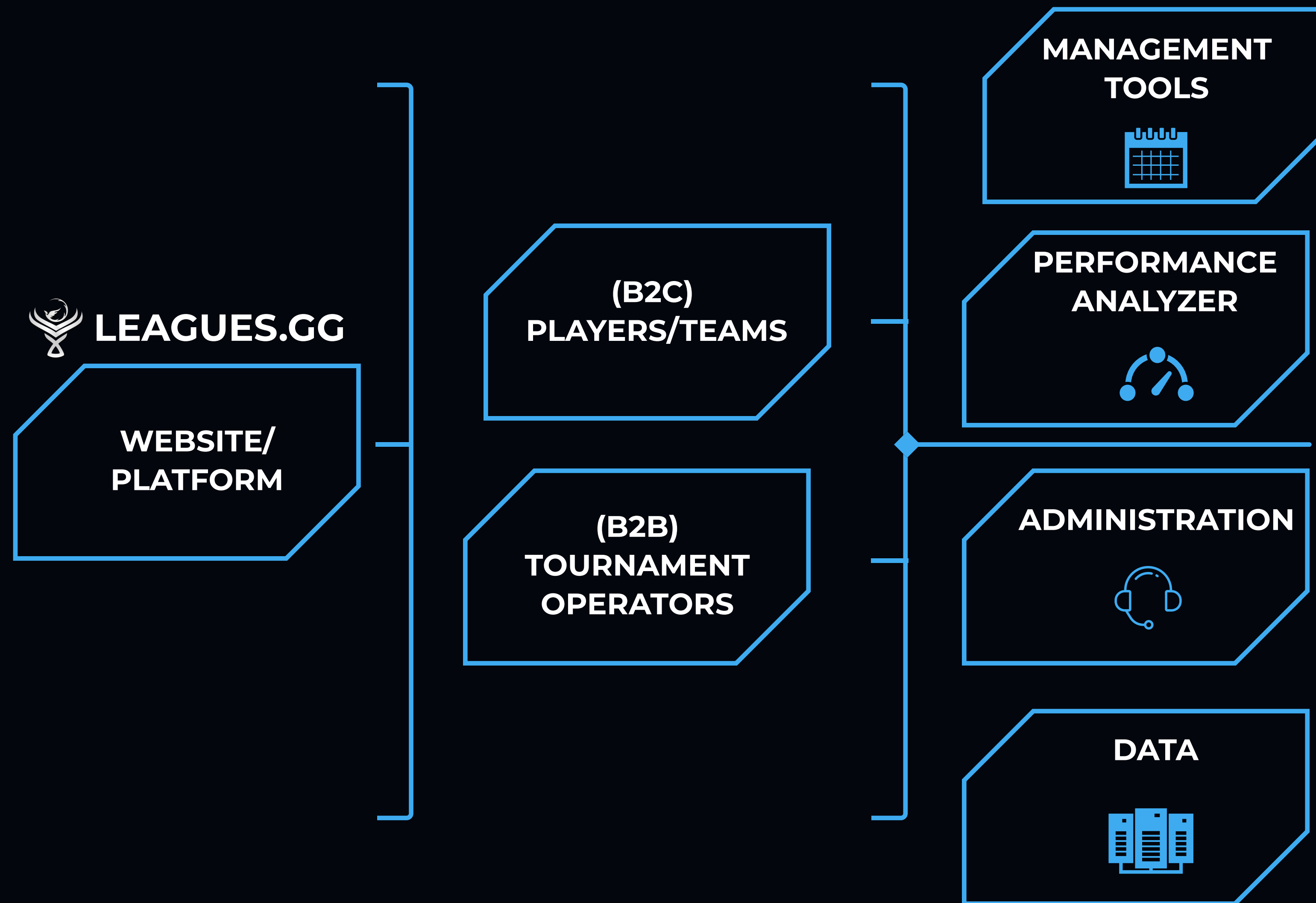
▷ Mainly men - growing number of women

▷ Community based audience committed to our content and the leagues universe

*Statista (2022)



HOW DOES OUR BUSINESS WORK?



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. This means that managers now through multiple **player management tools** can **decrease** their **workload** by **automating** crucial processes such as reminding players to practice, seeing the schedules of players, and gaining insight into overall performance.

Lastly, we also wish to introduce a never seen before **contract system** for esports organisations, which will ensure that players in, all the national leagues we host must be on an individual contract to participate. This is in order to avoid teams pushing players beyond their capabilities and to ensure that sensitive topics such as minors in esports are addressed.

Not only will this benefit players and teams but also push towards larger transparency within esports teams towards instance such as the local tax authorities, parents, schools with esports as a subject, sponsors, companies working with esports and other esports leagues.



WHAT DO WE OFFER TEAMS AND PLAYERS?



B2C

LEAGUES.GG

FREE

- ▶ Play in tournaments and leagues on high performing servers
- ▶ Track limited stats
- ▶ Find practice matches and scout players aswell as teams

PRO

- ▶ Full access to stats and performance metrics
- ▶ Full access to player/team management tools

PRO+

- ▶ Full access to stats and performance metrics
- ▶ Full access to player/team management tools
- ▶ Full access to contract system

TEAM/PLAYER PRODUCTS VISUALISED

TEAM/ORG. MANAGEMENT

The screenshot shows the profile of Christian Henriksen, a player from Denmark. The interface includes a navigation menu with 'OVERVIEW', 'STATS', 'TEAMS (2)', 'ORGANISATIONS (1)', and 'CONTRACTS (1)'. A calendar view for October 2020 is displayed, showing various appointments such as 'PRACTICE' and 'TEAM DINNER WITH STRATEGY MEETING'. A sidebar on the left allows for filtering by team (Absolved Pink, Yellow, Black, Gold) and viewing appointments, matches, and events.



CONTRACT SYSTEM

The screenshot displays the 'Legion' contract system dashboard. It features a header with the team name and logo. The main section is titled 'CONTRACTS' and shows '13 ACTIVE CONTRACTS'. It includes three data visualizations: a bar chart for 'EXPENSES 2021' (Prize Pool and Salaries), a pie chart for 'PRIZE POOL DISTRIBUTION %' (listing players like gIngeren, Omena, Lunddog, and Priskornet), and a line graph for 'SALARY / MONTH'. Below these charts is a table of active contracts with columns for player, team, signed date, expires date, prize pool cut %, salary, and purchase agreement.



ANALYZER TOOL

The screenshot shows the 'ANALYZER TOOL' for player gIngeren. The interface includes a navigation menu with 'OVERVIEW', 'MATCH LIST', 'PICKS AND BANS', 'PLAYERS', 'CHAMPIONS', 'HEAT MAP', and 'GOLD GRAPHS'. The main content area displays 'OVERVIEW' statistics, a 'PLAYER' profile card, and 'STATS' including 'COMBAT', 'INCOME', and 'MAP CONTROL'. A 'COMBAT' section at the bottom shows 'DEATH / MINUTE', 'KDA', and 'KILL SHARE' metrics with progress bars.



WHAT DO WE OFFER TOURNAMENT ORGANISERS?



B2B
LEAGUES.GG

FREE

- ▶ Tournament operators can for no cost create tournaments and leagues on leagues.gg

API

500 EUR monthly

- ▶ Create tournament or league on leagues.gg
- ▶ Access to API on own website
- ▶ Limited support function
- ▶ SEO optimised page

ENTERPRISE

1000-1500 EUR monthly

- ▶ Create tournament or league on leagues.gg
- ▶ Access to API on own website
- ▶ Full admin and website support
- ▶ Promotion and SEO optimised page
- ▶ Access to live-broadcast network and broadcast servers for outsourced production

READY TO INVEST IN ESPORTS?



Do you want to be part of a journey with a team that has potential to pave the way of a billion dollar industry?



We are developing next level technology for future gamers all over the world. Esports lacks maturity, we believe that leagues.gg is the solution



Do you want to have your money grow through a scalable company with a sustainable B2C and B2B plan which work on a positive feedback loop?



Take advantage of getting on board early



QUESTIONS?

LET'S GET IN TOUCH

CONTACT



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