Intro to Esports & why start an Esports program
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Introductions
Today’s Presenters

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Esports Overview
What is Esports?

Esports describes the world of competitive, organized video gaming.

**Popular Game Titles include:** Rocket League, League of Legends, Fortnite, Super Smash Bros., Valorant, Overwatch, NBA 2k, etc.

Games are watched by millions of fans all over the world

- Live events
- Television
- Online streaming services
- Streaming services like Twitch allow viewers to watch their favorite gamers play in real time – this is where popular gamers build up their fandoms

In 2019 League of Legends had 2 million more unique viewers than the Superbowl

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Career Paths in Esports

Transferable Skills Developed Through Participation in Esports
- Teamwork
- Leadership
- Communication
- Strategic Thinking
- Problem Solving
- Decision Making
- Analytical Skills
- Cyber Skills
- Ability to Multi-Task
- Dexterity
- Improved Processing Time
- Improved Reaction Times
- Goal Setting
- Task Management
- Emotional Management

Roles in Esports
- Professional Player
- Coach
- Shoutcaster / Host
- Game Analyst
- Journalist
- Observer
- Admins and Referees
- Broadcast / Production
- Community / Social Media Manager
- Team / Player Management & Operations
- Streamer / Influencer
- Video Editor / Photographer

Academic Links
- Computer Science
- ICT
- Sciences
- Technology
- Engineering
- Mathematics
- Creative Media
- Business Studies
- Entrepreneurship
- Game Development
- Sports

Careers in Tech/Digital/STEM Industries
- Cyber Security
- Software Development
- Big Data & Analytics
- Cloud Solutions
- Network Engineering
- Mobile Technologies
- Digital Engineering
- Artificial Intelligence
- UI/UX Design
- Network Management
- Virtual Reality
- Software Engineering

General Roles in Esports Related Companies
- Marketing
- Sales
- Advertising
- PR
- Branding
- Merchandising
- Media
- Event Management
- Social Media
- Design
- Business Development
- Investing

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Benefits of Esports
Benefits of Esports

1. Jobs and Careers
2. Academic excellence
3. College Scholarships
4. Kids learn valuable skills
5. Inclusion and acceptance
6. Experience with technology
7. Community engagement
8. Fosters STEM learning

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Challenges in esports & gaming
The Problem Facing Young Gamers

• The amateur esports market is incredibly **fragmented**
• A **lack of development** paths for gamers
• Massive **coaching and mentorship gap** and lack of holistic player development
• Online gaming environment is largely **unregulated** and **lacks structure**
• Online environment is **toxic**

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Areas of Concern in Esports

- Youth gamers don’t have a way to win as a team
- Leads to frustration, poor sportsmanship, cyberbullying, and loss of community
- Current offerings are focused on the individual gamer and not the team
- Esports is not the safe place to play as a kid

“Cyberbullying is poised to turn into the biggest online concern, already affecting up to 35% of all children.” – Dr. Martyn Wild, E-learning Professional

- 26% or 30 million players of League of Legends report cyberbullying monthly
- 2% or 2.5 million players of Minecraft report cyberbullying annually
The Pipeline Problem

USA Baseball
- Major Leagues
- Farm System
- Independent Leagues
- College
- Highschool
- Little League

AAU

USA Esports
- Pro Teams

Fragmented Amateur Pool
- Dozens of tournaments
- Few Farm leagues
- Few Colleges
- Moderate amount of High schools
- Little to no Youth

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Why you should consider an esports program
Why Build a Program

In addition to the benefits individual players receive from esports participation, schools and community stand to benefit as well in a meaningful way.

1. Digital Citizenship & Virtual Etiquette
2. Student Community involvement and engagement
3. Career Optimization of student passions
More about Vanta
Developing a pathway to college

Vanta is a youth esports development platform that provides expert coaching and mentorship

More than just competition

We provide
- Expert Coaching & Development
- Custom White Label Platform
- FREE Competition - Local/National
- COPPA compliant technology platform
- Esport scholarship connections

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How does it work

Vanta offers multiple programs to develop youth gamers of all skill levels ages 8-18

Offerings
- After school leagues
- Summer Camps
- Private Coaching
- Professional Development

League Includes the following;
- Uber Safe COPPA compliant communication platform
- Adult trained expert coaches & moderators
- Age-appropriate instruction emphasizing sportsmanship and teamwork
- Structured practice curriculum focused on holistic development
- Dedicated practice and competition (1x or 2x per week and competition)

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Vanta Coaching Academy

To consistently produce the finest youth esports coaching in the world, ready and able to transform the next generation of gamers into individuals of high talent, character, and respect.

Our Vanta coaches are experienced and vetted.

Our dedicated onboarding and development process ensures commitment, quality control, and player growth.

Rule of Two – Accountability
Always have a Coach & Moderator in virtual meeting room supervising practice/games.

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Basic Practice Curriculum Framework

Season Themes (12 weeks)
- Fundamentals
- Social & Emotional Learning
- Teamwork
- Communication
- Leadership
- Goal-setting
- And more...

Practice Structure (1.5 hr each)
- Check-in, Health & Wellness Review
- Overview of Learning Objectives & Discussion
- Video review of past game/practices or lesson of day
- Drills (individual group) and/or Scrimmage
- Health & Wellness and Post-Practice After Action Review

We provide mid season & end of season report cards to parents.
Technology Required

Technology Options

Single Device
• PC preferred
• Apple MAC with Bootcamp
• Google Chromebook with paid GE force subscription

Multi-Device Option
• Game Console (Xbox, Nintendo Switch, PlayStation) with any computer/laptop to access Vanta Platform. Only available for Rocket League, Fortnite, Nintendo Games

Additional Technology needs: Headset, mouse, internet connectivity, power source. Optional: web camera

Minimum Tech Specs
• Rocket League: 2GB ram, 8GB hard disk space: OS: Windows 7 or better
• Fortnite: 4GB ram, 16GB hard disk space: OS: Windows 7 or better
• League of Legends: 2GB ram, 8GB hard disk space: OS: Windows 7 or better
• Valorant: 4GB ram, 10GB hard disk space: OS: Windows 7 or better

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Vanta Platform

Gamer safety is #1 priority

- Vanta complies with the U.S. Children's Online Privacy Protection Act ("COPPA") which protects children under 13, and goes further by extending COPPA protections to all children on platform.
- Our platform and policies were designed to create a safe and trusted space for learning and development.
- Our dedicated Operations, Coaching, and Moderations teams help support a safe learning environment for everyone.

Children’s Online Privacy Protection Act “COPPA”

**What Personal Information from Kids Under 13 do you collect?**

- We collect Name, birthday, email

**Post a Privacy Policy that Complies with COPPA**

- Our privacy policy is listed on our website

**Notify Parents Directly Before Collecting Personal Information from Their Kids**

- Stated in our privacy policy upon sign up

**Get Parents’ Verifiable Consent Before Collecting Personal Information from Their Kids**

- We ask parents for their signature of approval upon sign up

**Honor Parents’ Ongoing Rights with Respect to Personal Information Collected from Their Kids**

- You may at any time request PII to be deleted and we are to do so

**Implement Reasonable Procedures to Protect the Security of Kids’ Personal Information**

- We implemented SHA256 password encryption for authentication and authorization on all HTTP requests

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# Season Overview

<table>
<thead>
<tr>
<th></th>
<th>Start Date</th>
<th>End Date</th>
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<tbody>
<tr>
<td>Fall Season Registration</td>
<td>Aug 1st</td>
<td>Sept 19th</td>
</tr>
<tr>
<td>Fall Season #1</td>
<td>Sept 5th</td>
<td>Oct 29th</td>
</tr>
<tr>
<td>Fall Season #2</td>
<td>Nov 5th</td>
<td>Dec 16th</td>
</tr>
<tr>
<td>Spring Season Registration</td>
<td>Dec 10th</td>
<td>Jan 23rd</td>
</tr>
<tr>
<td>Spring Season</td>
<td>Jan 30th</td>
<td>Apr 29th</td>
</tr>
</tbody>
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Playoffs & Championship at end of season

**AMLE Fall League Structure:**
- Game Titles Offered: Rocket League & League of Legends
- Pre-season (1 week)
- Regular season (4-5 weeks)
- Playoffs (based on # of teams)
We firmly believe you should not have to pay to play a game

Basic Level- Free to Play

- Cost – FREE
- Competition only with school provided adult supervisor.
- Includes access to COPPA platform

Standard Level- Team Based Coaching

- Cost – $1,399 –preferred rate for AMLE members
- Includes Access to COPPA platform, holistic development programming, adult moderator, expert trained coach
- Price discounts available with multiple teams
Onboarding
How to get started

Steps to register for upcoming season

1. Fill out Registration form
https://forms.gle/G3aGdLVUcyCN4a8a7

2. A Vanta representative will contact you to schedule onboarding.

3. During onboarding meeting, school admin will need to authenticate (COPPA law requirements) with either school ID or paystub from last 60 days.
Thank you!

For more information, contact Ed@vanta.gg or visit our website at www.vanta.gg