

Current Landscape: Fragmented Coverage of Intertwined Niches



The **three niches are converging on the same target audience** as they become more mainstream (see below) – **specialized coverage** of each niche might have served well in the past, but **no longer confers a competitive advantage** going forth

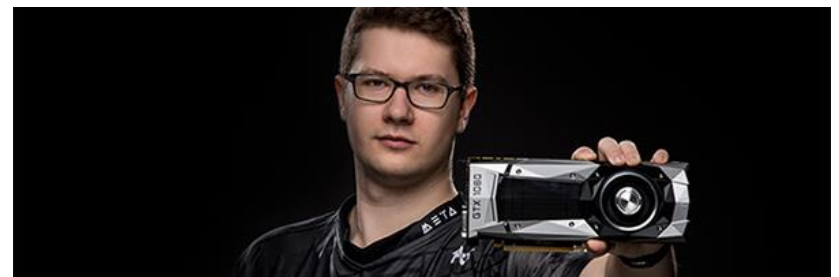
Rise of eSports Thrusts Gaming into Mainstream Culture



- 42% of eSports viewers do not actually play the game they watch
- Streaming propelled eSports into mainstream coverage (more viewers watched 2016's League of Legend championship finals than NBA finals)
- eSports is projected to grow at a phenomenal rate to reach a \$5 billion industry by 2020

Source: Newzoo, 11 May 2017

Renewed Focus on Hardware: Powering eSports & Gaming



- Nvidia, the discrete graphics card maker, was the top performing stock of the S&P500 stock index in 2016 (+238%)
- In May 2017, Nvidia reiterates that eSports is a key growth driver (55% of sales in developed markets are driven by eSports)
- 53% of eSports US viewers are in the high-income bracket (>\$65,000 a year); They are also willing to spend on gaming hardware/peripherals (e.g. 29% of them allocate more than \$100 to their gaming headsets)

Source: Nvidia Investor Presentation 2017

Unique Brand: PlusMana is Positioned Differently vs. Competitors



GAMING



ESPORTS



HARDWARE

FACTUAL
(NEWS)

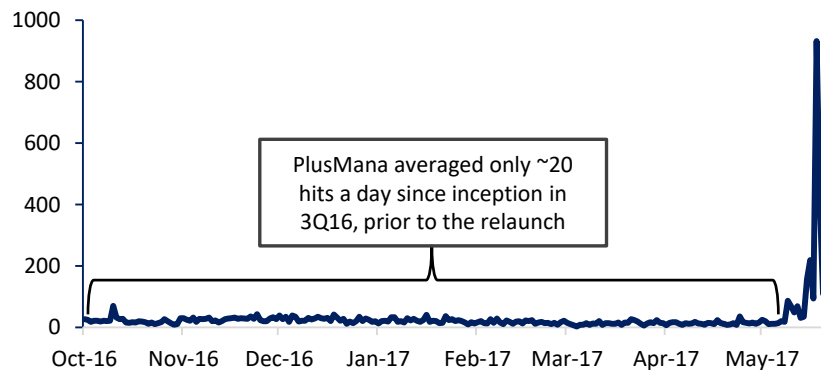
ANALYTICAL
(REVIEWS,
PREVIEWS,
OPINIONS)



- **Geek is Going Mainstream:** Gaming, eSports and Hardware become increasingly intertwined – PlusMana is the first platform that offers a one-stop coverage of the three niches
- **Depth Over Breadth:** PlusMana forgoes the speedy publication of factual news articles and commits solely to publishing analytical-type content

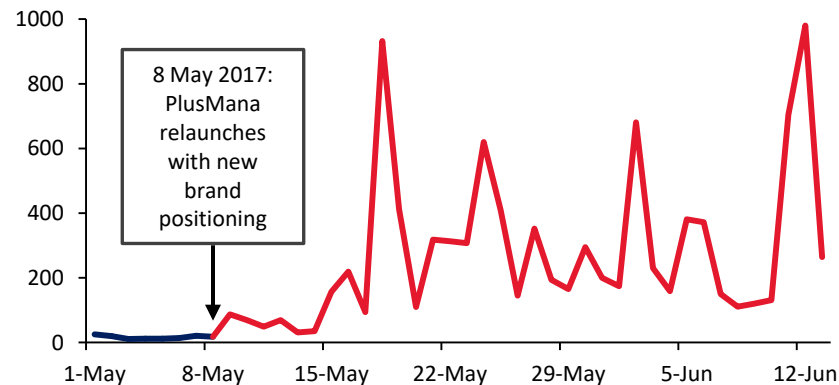
Proof of Concept: PlusMana Made a Promising Start Based on the Above Proposition

Since Inception: Daily Views (1 Oct 2016 – 20 May 2017)



- PlusMana was launched back in 3Q 2016, as your run-of-the-mill gaming blog with no clear positioning or differentiation
- Back then, PlusMana's content had no focus or direction - the site averaged a meagre ~20 hits per day

Post-Relaunch: Daily Views (1 May 2017 – 13 Jun 2017)



- PlusMana re-launched on 8 May 2017, with the above new brand positioning, along with a new management and editorial team
- As of 13 Jun 2017, we are averaging ~2,000 hits in a single week (~300 hits per day)

PlusMana is Looking to Expand

PlusMana's proof of concept is heartening and the founding team would like to take the site to greater heights. We are looking to scale in a fashion similar to that of other established blogs – in the case study below, we draw parallels to Polygon's journey to becoming a gaming blog staple.



Launch

- Polygon was launched back in Oct 2012
- **Unique Positioning:** “Sought to distinguish itself from competitors by focusing on the stories of the people behind the games” and “also produced long-form magazine-style feature articles”

- PlusMana inception dates back to Oct 2016, but re-launched on 8 May 2017 with a new brand proposition
- **Unique Positioning:** PlusMana provides one-stop coverage of the three intertwined niches (Gaming, eSports and Hardware). It forgoes the publication of speedy news articles and commits solely to publishing analytical-type content.

Expansion & Recruitment

- “Forbes described Polygon's original 16-person staff as ‘star-studded’ for including the editors-in-chief from three competing video game blogs.”
- In Oct 2013, Polygon's parent company, Vox Media, raised \$40 million in funding for ‘additional video content for Polygon and The Verge’

- Similarly, PlusMana recognizes that content is king, and that recruiting proficient content creators is integral for scaling up
- PlusMana is currently looking to **recruit more talented content creators for PAID positions** – see plusmana.com/joinus for more details.

Sources and Credits

Image Credits

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Sources

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