

Level 5 esports

esports is an extremely
IP-rich business model

Possible approaches

- You run the leagues on your own.
- Allow others, from fans to commercial entities, to create esports from your game.
- Prohibit others from using your game as esports.

Key tips at concept phase

Monetize your IP

Consider using the IP of your game to drive revenue or popularity

Decide on your strategy

Develop a model that protects your brand and matches your desired level of involvement

Consider multiple approaches

Adapt your licensing model to different groups, like professionals or grassroots, if desired

Protect your brand

Make it clear what organizers, sponsors, investors, teams and players can do with your game and associated IP

IP is what gives you control to decide whether and how your game is going to be an esports.