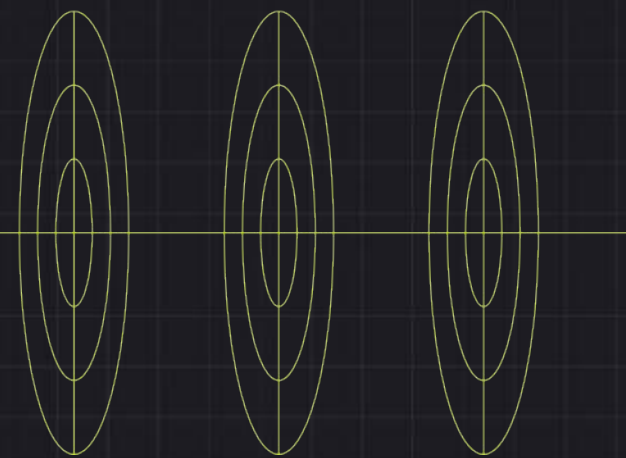


ICONGAMER LEAGUE

Sponsor Name
Partnership Presentation 2023.



THE OPPORTUNITY IN GAMING

GAMING WORLDWIDE

\$300 BILLION

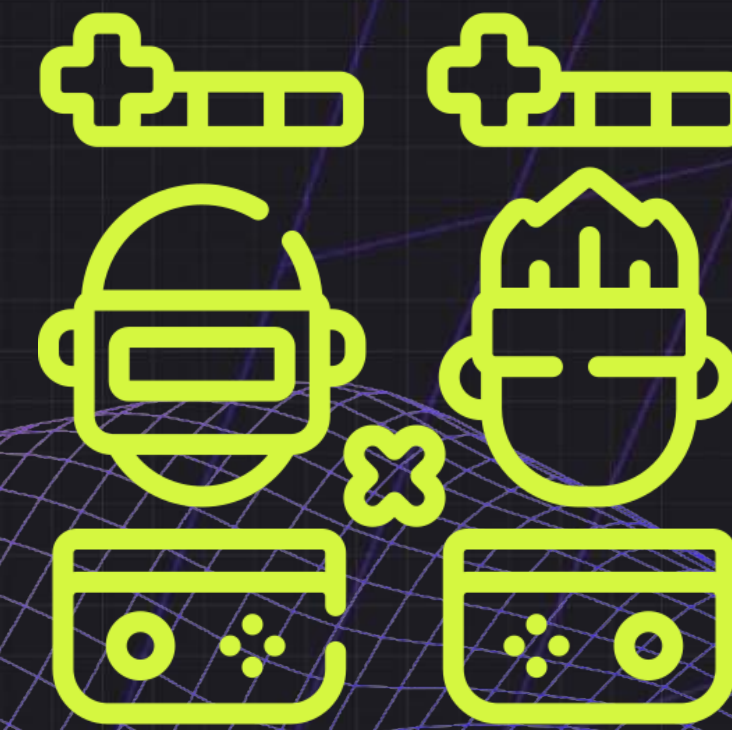


INDUSTRY

GLOBAL GAP

No central tournament platform,
community hub, or brand.

2.7 BILLION



PLAYERS

THE OPPORTUNITY...CONTINUED

THE CREATOR ECONOMY IS BOOMING

Sports stars, celebrities and influencers are seeking new and better ways to engage with fans for more control to grow their personal brand, community and benefit financially.

SOCIAL GAMING AND FANDOM ARE RISING

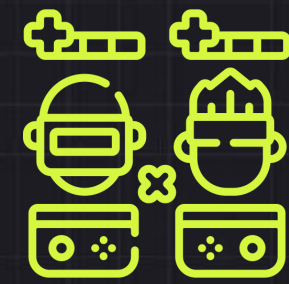
Fans and non professional gamers do not have a dedicated platform to connect with their icons and peers in a feature rich, engaged and fun way. They are seeking new ways to connect with their idols and gaming peers beyond traditional social media.



MARKET SIZE & INSIGHTS



\$300 Billion
Global Gaming Industry*



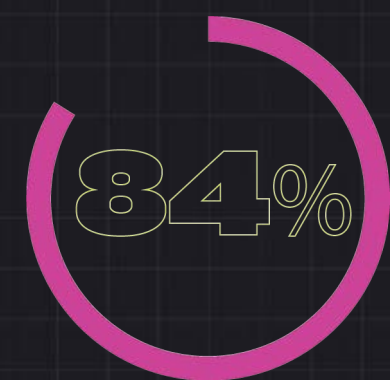
2.7 Billion
Gamers Globally*



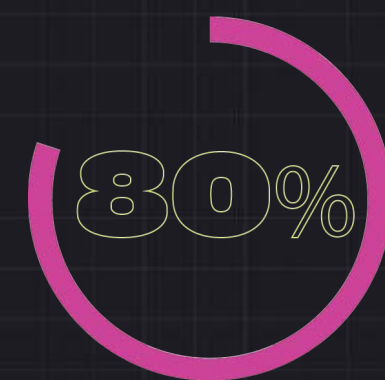
Largest and Fastest Growing
vertical in the entertainment industry ***

Gamers age 18-25 play an average **7.48 hours per week** **

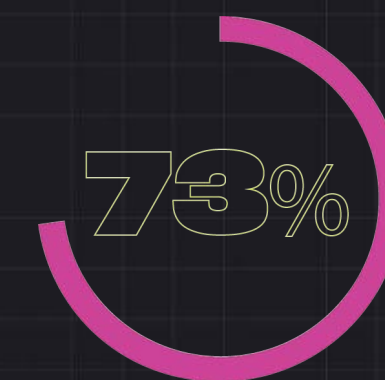
The average gamer spends **\$76 per month on gaming******



84% of gamers say video games help them to connect with others with similar interests*



80% of gamers say video games help them meet new people*



73% of online gamers expect gaming to be a larger part of their gaming experience in the future*

*Accenture: Gaming the new super platform April /May2021
**Limelight 2020

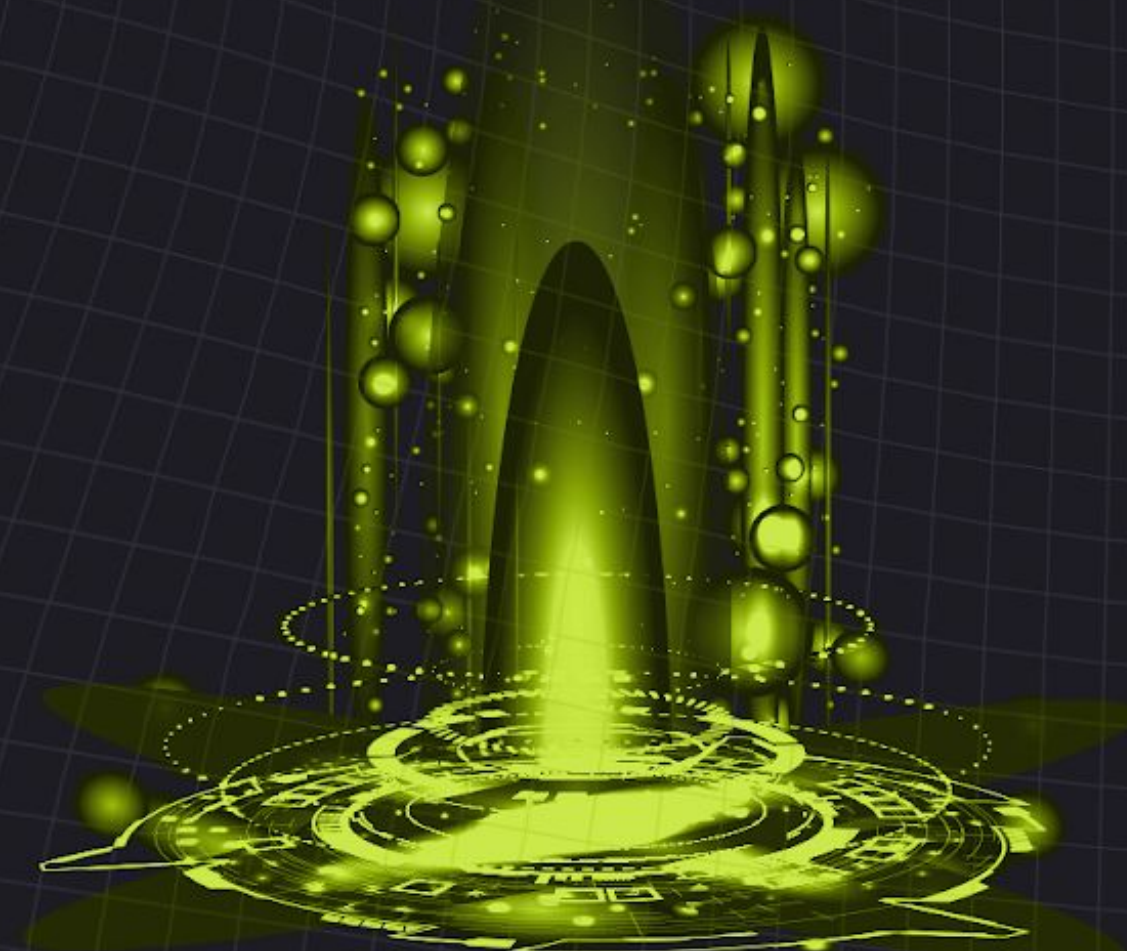
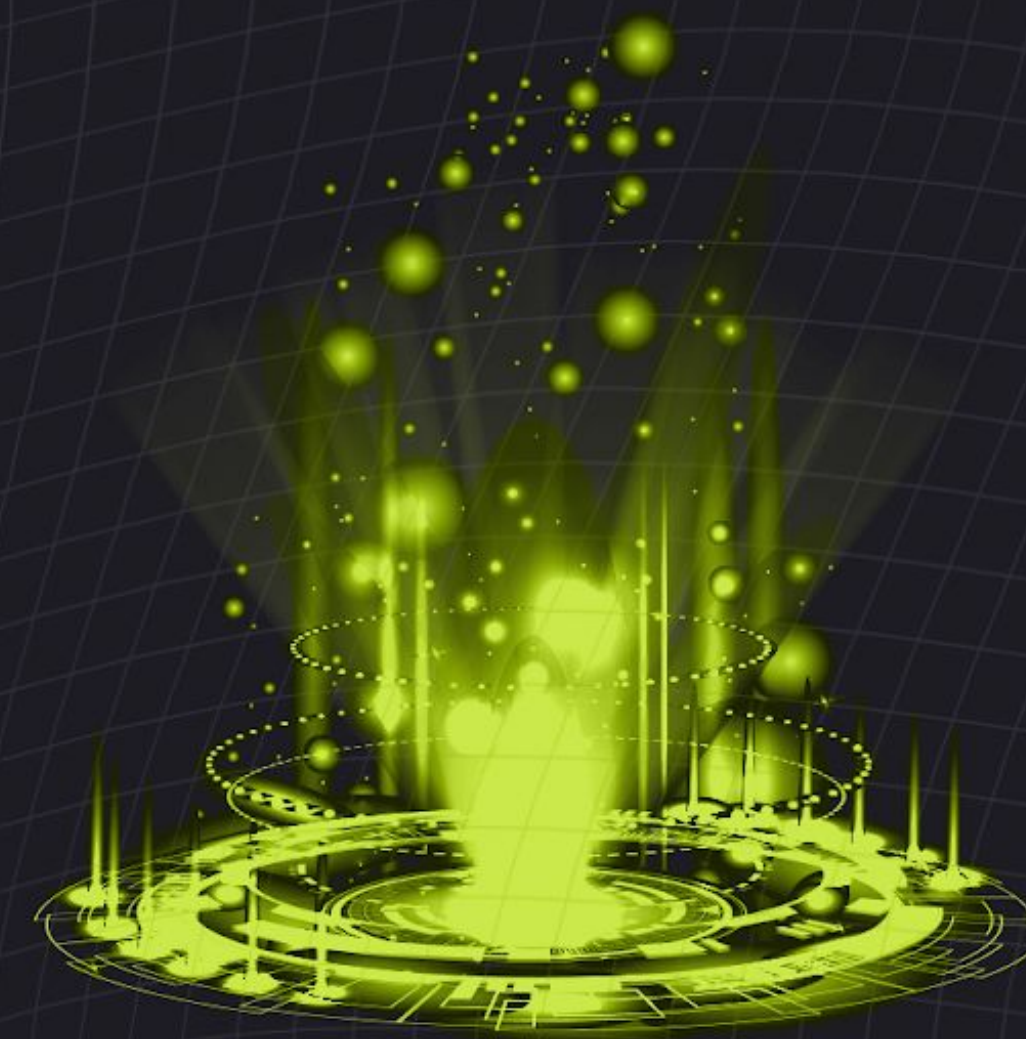
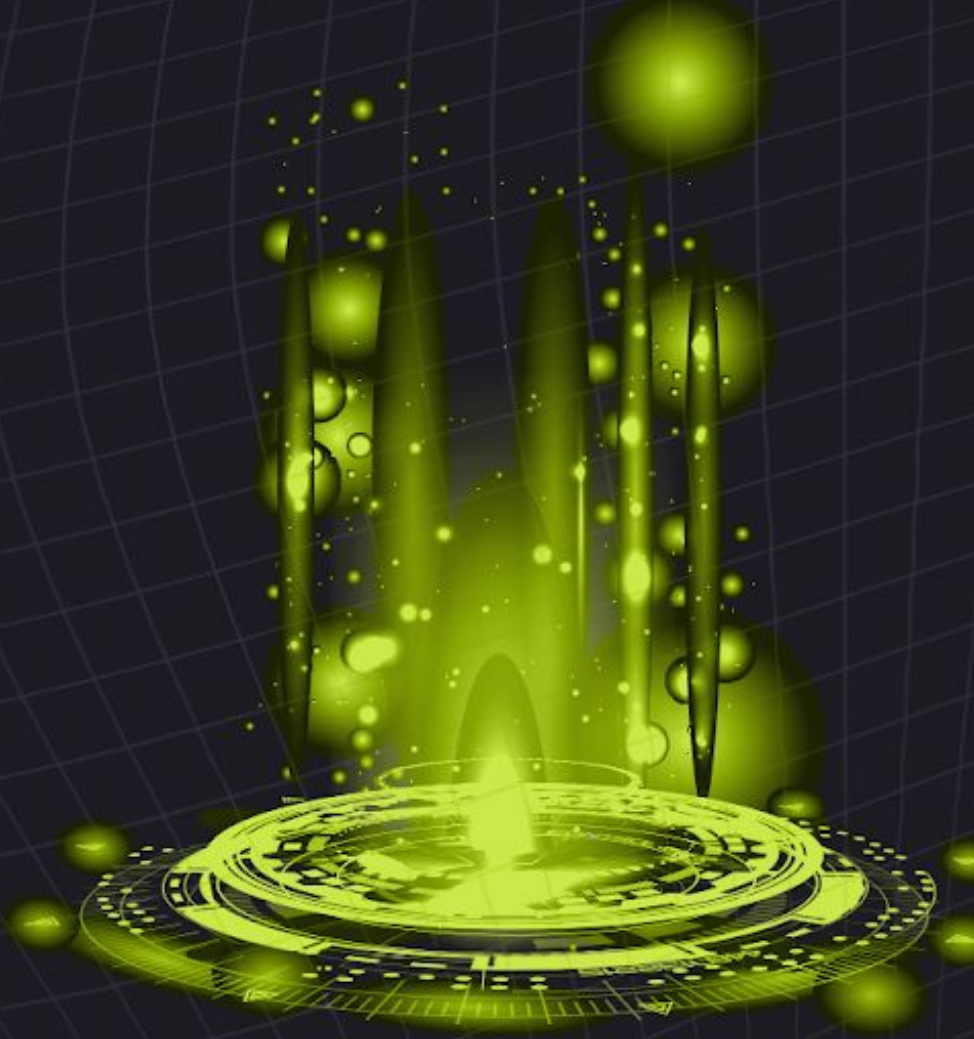
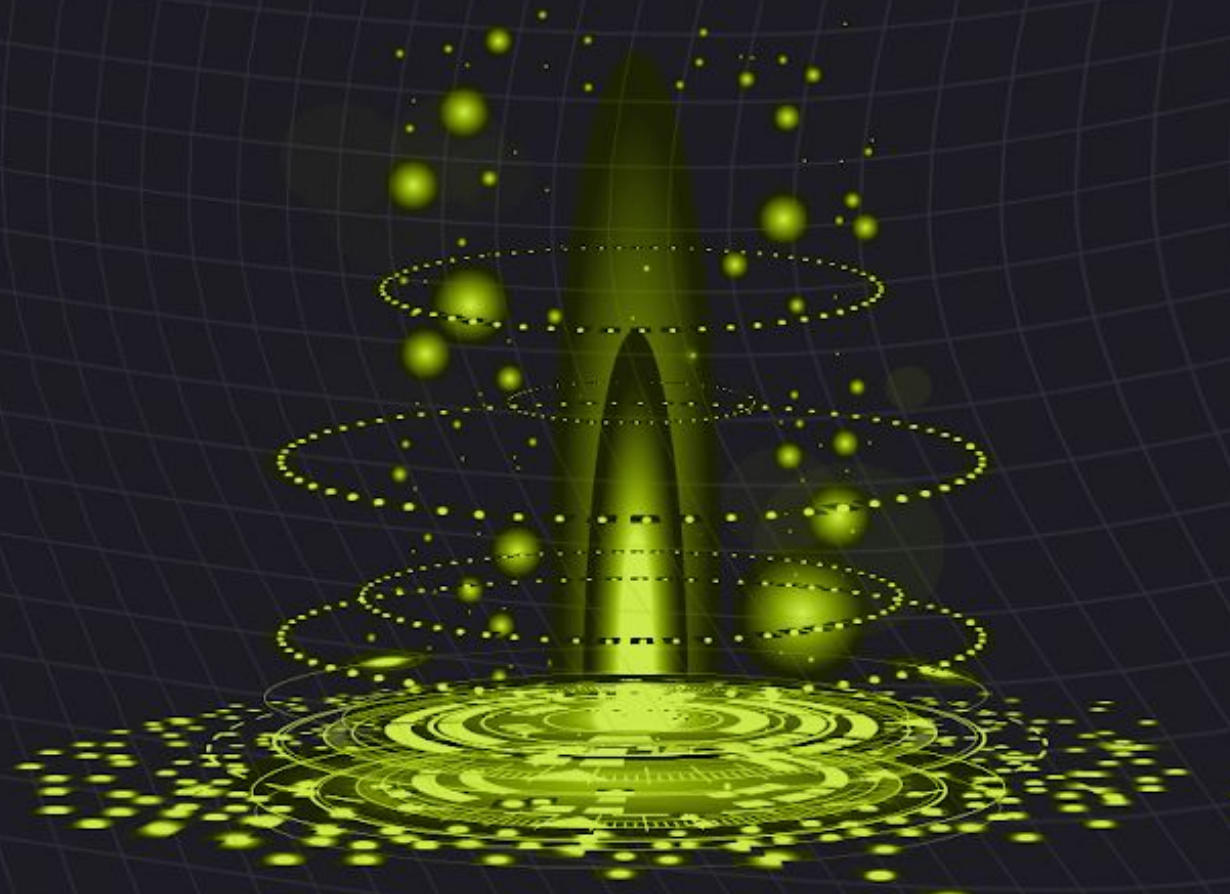
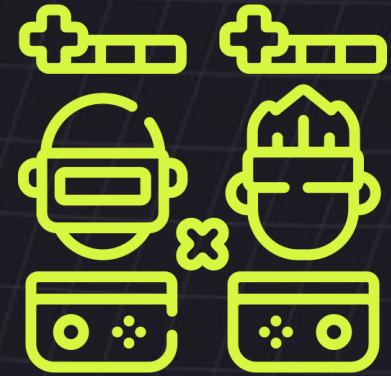
***Newzoo May 2020
****thegamer.com April 2022

WELCOME TO THE IGL

PIONEERING GLOBAL COMMUNITY

The Icon Gamer League is the preeminent global gaming community and tournament platform, built for gamers by gamers, connecting icons and fans through a shared passion for gaming.





Gamers

Icons

Partners

Investors

IGL POWER UPS



A FEATURE RICH PLATFORM



Personal Profile
achievement
badges, ranks,
custom avatar,
wallet, etc



Gameplay
24/7 1v1
challenges, weekly
and monthly
tournaments



Icon Team
Join an Icon team
for exclusive
access and
privileges



Social Integrations
Twitch and Discord
channel
integrations



The Icoin
Platform currency
for joining an ICON
team. entering
tournaments,
wagering on 1v1s,
and to buy merch

PLUS

- Leaderboards** - Team specific and community wide
- Rewards** - Prizes and giveaways
- Marketplace** - IGL and ICON merch
- Gamification** - Members grind and earn Icoins
- Multi-language** - Multiple language options for a global community



PLATFORMS & TITLES AT LAUNCH



GAMING + ICONS + FANDOM



The rise of gaming enthusiasts and fandom meet to create the **Icon Gamer League**.

Beginner, casual or professional gamers and anyone in between. Fans now get to be closer to their icons and be part of a community with **unique benefits, game play and prizes.**

Having **24/7 gameplay** within a community of peers and icons across a global platform meets the gamer demand for socialization with other gamers.

The ability to **wager peer to peer** on skills globally and to win unique experiences, prizes & cash.



THE ICONS ARE COMING

SPORTS, MUSIC, ENTERTAINMENT, INFLUENCERS WHO ARE PASSIONATE, ACTIVE GAMERS

IGL is recruiting Founding ICONs for launch that are:

Male and female sports stars, entertainment stars, streamers and influencers

Passionate gamers

Have a large social footprint and engagement

Have a positive social impact and impression with their fans



THE ICONS ARE COMING

SPORTS, MUSIC, ENTERTAINMENT, INFLUENCERS WHO ARE PASSIONATE, ACTIVE GAMERS

Providing the opportunity for ICONs to:

Build their brand

Through connections with current and new fans and sponsors

Monetize their efforts

Growing their IGL team and personal storefront

Engage in competition

Gaming with and against fans and the other ICONs

Be first

Early affiliation with a first of its kind gaming community

BUSINESS MODEL

FRICITIONLESS AND ACCELERATED GROWTH

IGL community membership – free.

Join IGL community and access 1v1 and igl tournaments.

Icon team membership – 100 icoins.

Join an icon team for 3 month seasons, participate for free in Icon tournaments with potential to play/stream with icon.

Icoin & merch purchase

In addition to grinding and earning Icoins members can purchase Icoin packs to use for staking in 1v1 challenges, tournament play, bidding on auction items and more. Exclusive IGL and Icon merchandise sold in shops.

Sponsorships

Brand advertising and sponsorship packages integrated into platform gamification for earning Icoins and sponsorship of tournaments.



FEATURES COMPARISON

Features	IGL	Gamebattles.MLG	ESL Play	BOOMTV	Repeat.gg	PlayersLounge.co	Battlefy	Community Gaming
Tournaments	✓	✓	✓	✓	✓	✓	✓	✓
User Created Tournaments				✓			✓	✓
Icon/guest Created Tournaments	✓			✓				✓
1v1 Challenges	✓					✓		✓
Profile Creation	✓	✓	✓	✓	✓	✓	✓	✓
Merchandise Sales	✓		✓		✓	✓		
Platform Currency	✓	✓			✓		✓	✓
Cash Prizes	✓	✓	✓	✓	✓	✓	✓	✓
Subscription			✓			✓		
Community Chat	✓	✓		✓	✓			✓
Leaderboards	✓	✓		✓	✓			✓
Play2Earn	✓			✓	✓			
Friend Referral	✓				✓	✓		
Streaming Platform Integration	✓	✓		✓	✓			
Tournament Alerts/notifications	✓	✓	✓	✓	✓	✓		✓
Wagering	✓					✓		
Auctions	✓							
Sweepstakes/Giveaways	✓							✓
Sport, Celebrity, Influencer Teams	✓			✓				✓
Match Play Adjudication	✓		✓	✓	✓			
Gamification of Platform	✓				✓			
Multiple Language Options	✓				✓			
Corporate Social Responsibility Program	✓							

FEATURES ACCESS

Features Access	Community Membership (free)	Icon Membership (100 Icoins)
Profile Creation, Avatar, Wallet	✓	✓
Participate in IGL Tournaments (Staked)	✓	✓
Create/Accept 1V1 Challenges	✓	✓
IGL Auctions	✓	✓
IGL Discord	✓	✓
IGL Storefront	✓	✓
IGL Events & Prizes	✓	✓
Twitch/Youtube Streaming	✓	✓
Partner Box	✓	✓
IGL Leaderboards	✓	✓
Participate in ICON Tournaments (Free)		✓
Icon Leaderboards		✓
Gameplay with ICON		✓
ICON Video Shoutouts		✓
ICON Events & Prizes		✓
ICON Discord Channel		✓
ICON Storefront		✓



ICOIN PACKS

In addition to grinding and earning Icoins members can purchase Icoin packs to use for staking in 1v1 challenges, tournament play, bidding on auction items and more. Exclusive IGL and Icon merchandise sold in shops.

10 Icoins: \$3

20 Icoins: \$5

50 Icoins: \$12.50

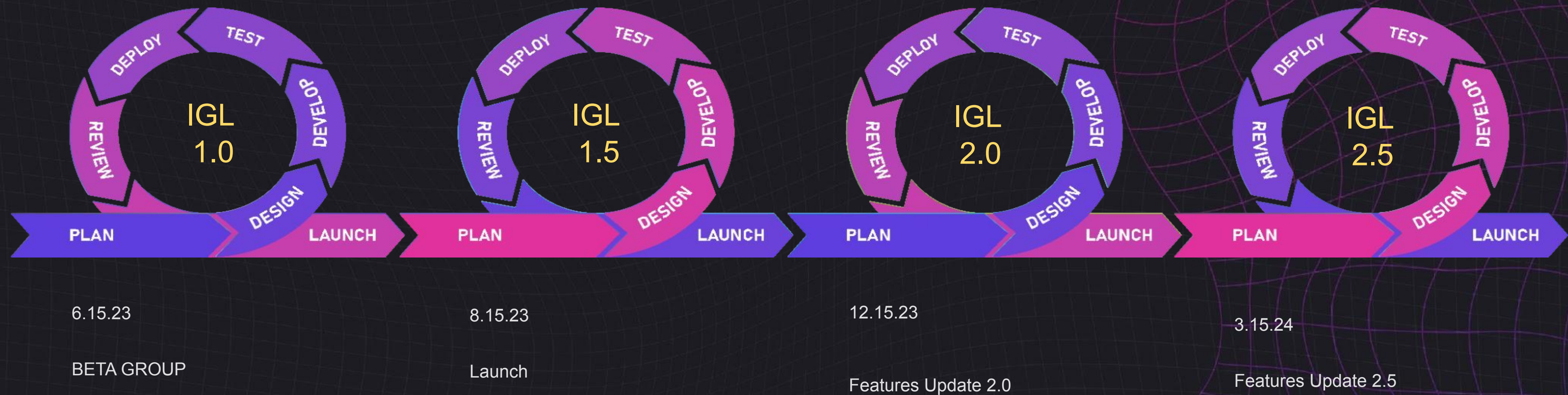
100 Icoins: \$20

250 Icoins: \$45

500 Icoins: \$80



IGL LAUNCH TIMELINE



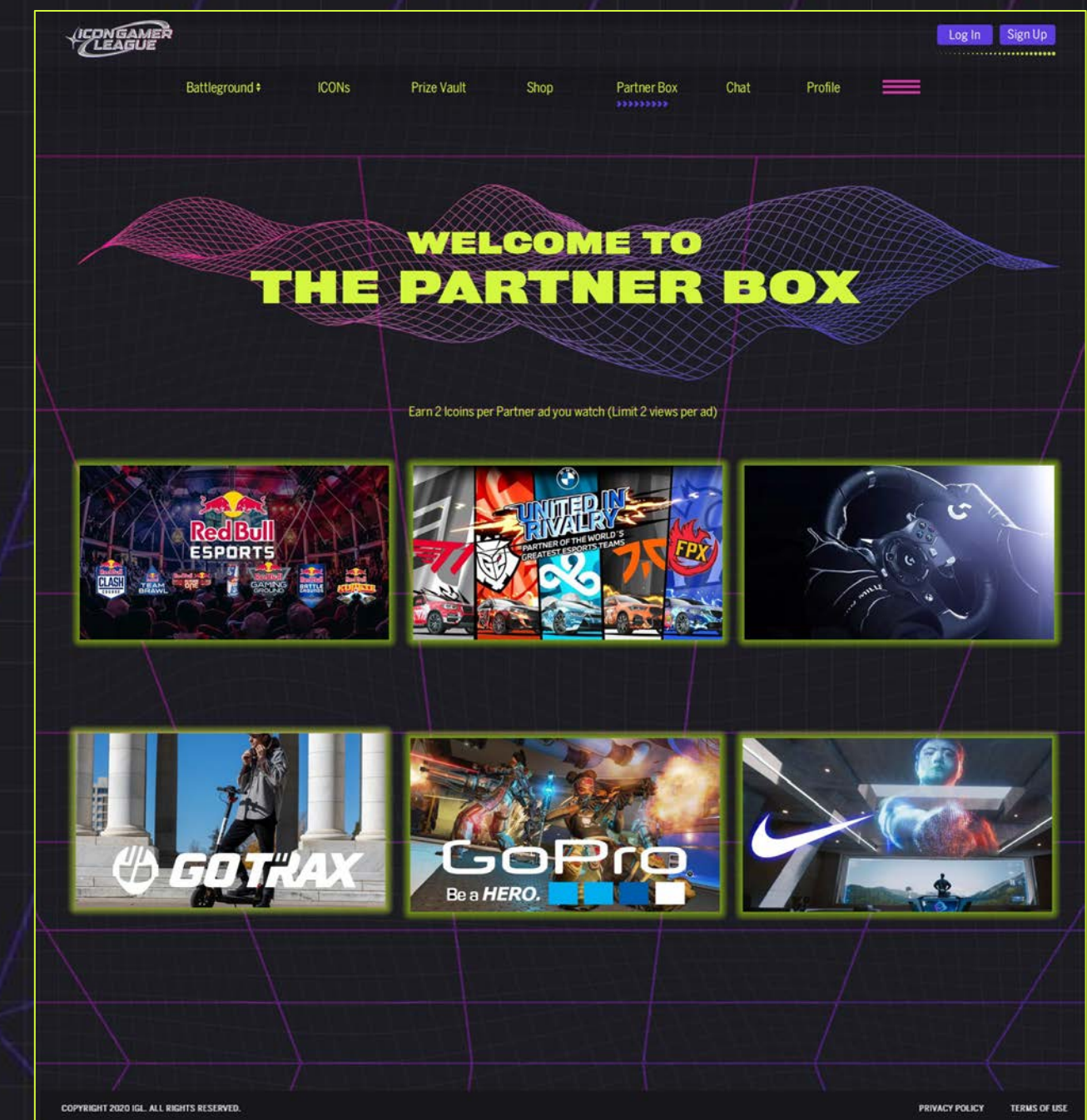
FOUNDING PARTNER OPPORTUNITY

Six* Founding Partner positions available for first 2 Seasons of the '23 IGL (including Beta)

Organic community Integration:

- Gamers grind for Icoins in the Partners Box and exclusive Partner page including 4 digital tiles
- Presented by title for IGL Monthly Tournaments
- On platform brand integration i.e Presented by title for Leaderboards
- Media kit with brand creative and activation guidelines
- Brand inclusion for ICON social post (when applicable)
- Six-month projected minimum media impressions: 44,325,000+

*CATEGORY EXCLUSIVITY



PARTNER ASSETS

TOURNAMENT SPONSOR



LEADERBOARD SPONSOR

Red Bull
IGL COMMUNITY LEADERBOARD

Season All Time Search

IGL Username	Wins	Losses	Win%	Coin Total	Global Index
Username	XX	XX	XX%	X.XXX	X.Y
Username	XX	XX	XX%	X.XXX	X.Y
Username	XX	XX	XX%	X.XXX	X.Y

PARTNER PAGE



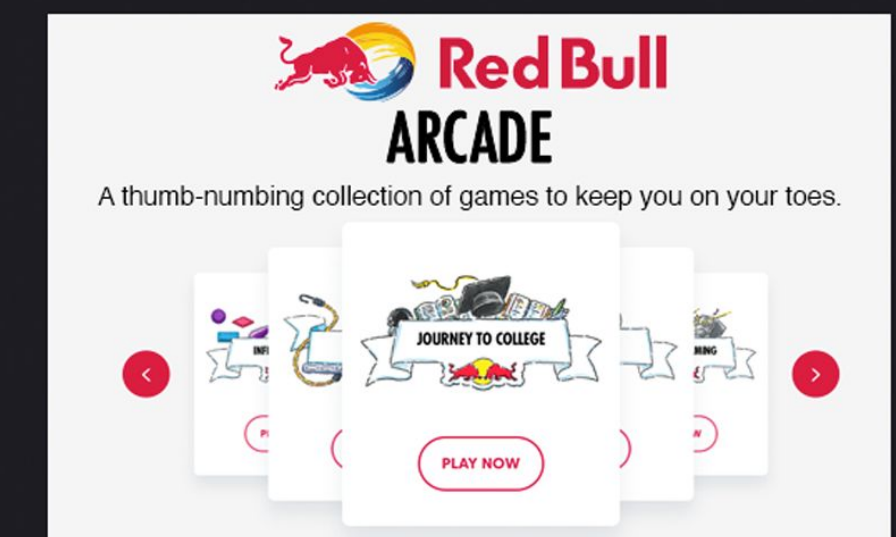
2 views remaining



1 views remaining



0 views remaining



Play Red Bull Mini-Games



Building Scale & Success Together

The Concept Studio is flexible developing a true partnership with WONDR Nation. Initial recommendation is development and execution of a vendor program whereby WONDR Nation will contract TCS to custom build the social gaming community and tournament platform to meet the specifications and needs of its business

Projected Costs:

Project Management (1year):	\$600,000
Creative Design/Front end - UI/UX (4 months)	\$250,000
Tech Platform Build/Customization - Dev/Testing/Production (6 months)	\$1,250,000
Platform Monthly Management/Maintenance/Updates:	\$60,000/month



Gamers Grind Against Bullying

FOUNDATION

The IGL is a global community and culture of inclusiveness and belonging that breaks down and neutralizes bullying through fair, competitive and casual play in gaming. The IGL founded the not for profit **Gamers Grind Against Bullying Foundation.**

Bullying knows no boundaries and shows its ugly negative impact overtly and in silence attacking the vulnerable regardless of age, gender, color, culture, physical and mental capabilities. The IGL and its community are on a mission to help stop bullying by bringing forward awareness, education and support of those bullied.



69%

of gamers are more likely to play if the game is moderated to eliminate toxicity and bullying*



70%

of gamers want companies to do more to prevent toxic behavior and bullying*



EXPERIENCED MANAGEMENT TEAM

DECADES OF EXPERIENCE ACROSS TECHNOLOGY, GAMING, SPORTS MANAGEMENT AND FINANCE



Stephen O'Shea
CEO

Stephen, is a marketing pioneer, entrepreneur, founder and strategist. His career has focused on leveraging new technologies and bringing them into the marketplace for B2B and B2C mass adoption.

President of Infinite Sports - KOI esports Team: League of Legends, Valorant, Call of Duty, Rainbow Six, FIFA and Rocket league



Jake Pavel
CTO

15 years experience as a programmer and senior engineering director for fortune 500 companies, specializing in information security with a focus on building reliable, scalable services and applications.



David O'Shea
CFO

David, MBA, has 20 yrs+ managing multinational treasury portfolio risk, developing enterprise financial software and platforms, creating product programs, and executing global franchise coordination, on-the-ground experience in Asia, LATAM, E.Europe, London, and NYC.

Finance and Strategy Director, Infinite Sports - KOI esports Team: League of Legends, Valorant, Call of Duty, Rainbow Six, FIFA and Rocket league



Stephen Macklin
CCO

A multi-disciplinary creative specializing in making thoughtful work for energetic brands. Stephen has a wealth of experience working with many different teams on both brand and agency sides. His diverse creative background enables him to come up with unique creative solutions for all types of problems.

Stephen's work includes communications, technology, public safety, gaming, food and beverage, apparel, office products, personal care, and automotive.



CONTACT

STEPHEN O'SHEA

**ICON GAMER
LEAGUE**

