



Esports Innovation Center at Stockton University

# EIC PITCH DECK



<https://www.esportsnj.org/>



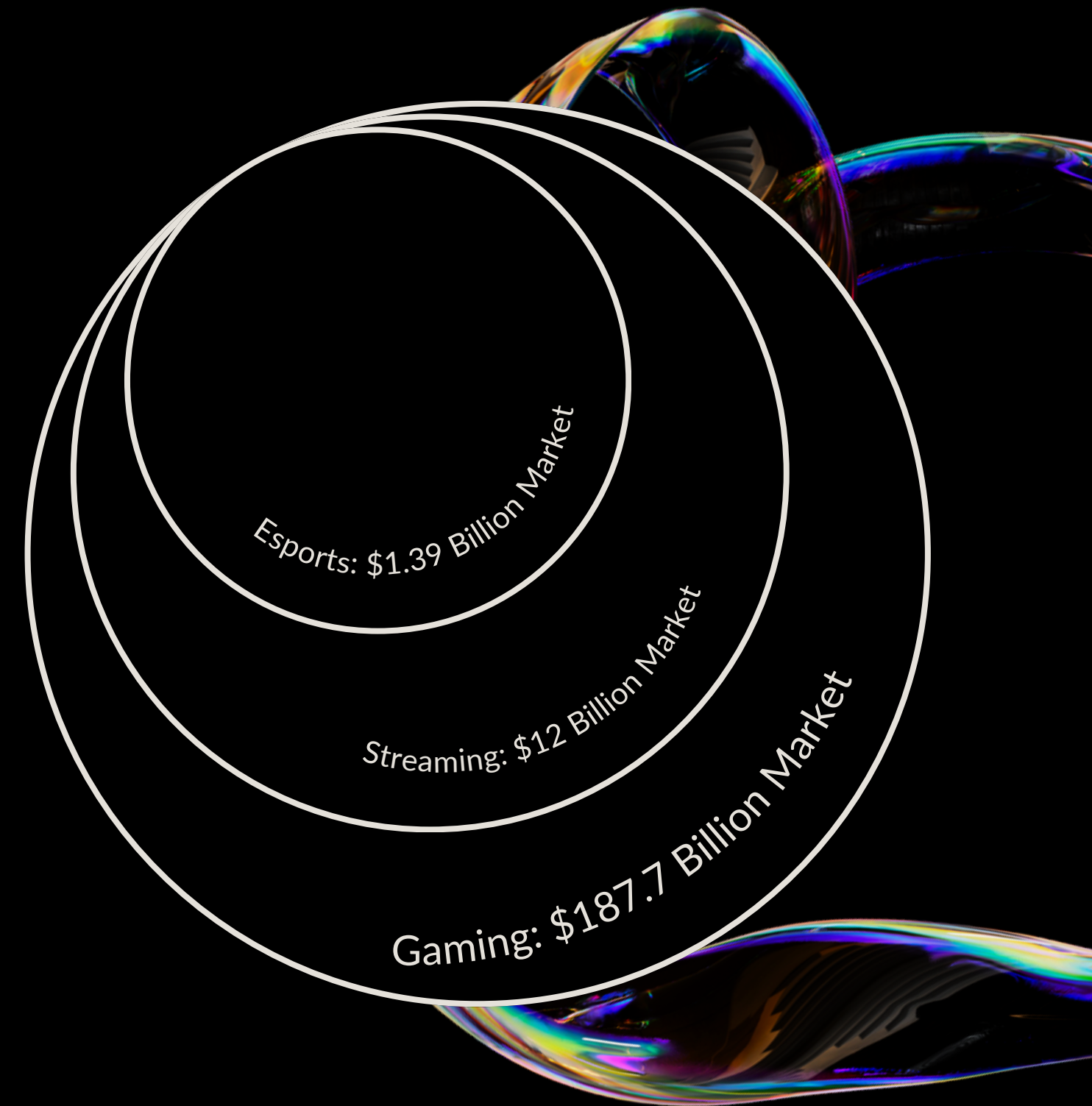
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# WHAT IS ESPORTS?

- Short for Electronic Sports, “Esports” takes on the form of an organized, multi-player video game competition. Players are typically professional or well-experienced, attracting a group of spectators to support the event.
- The broad term of “gaming” involves various well-known game titles, ranging from mobile apps like Candy Crush to more extensive games like League of Legends. Esports showcases its unique quality of attracting an ever-increasing number of spectators. Esports games are typically fast-paced & exciting with a large player base consisting of individuals who are well-versed in the game itself.
  - Esports are also known to involve betting & constant communication with other players through a platform called “Discord.”
  - Some titles reach over 540 million viewers globally.





# TECH COMPANIES IN NJ

Here in New Jersey, there are 63 Universities equipped with scientists and engineers of the highest expertise, providing a ready, diverse, and skilled technology workforce. There are plenty of large technology companies in New Jersey that provide service associated with Esports:

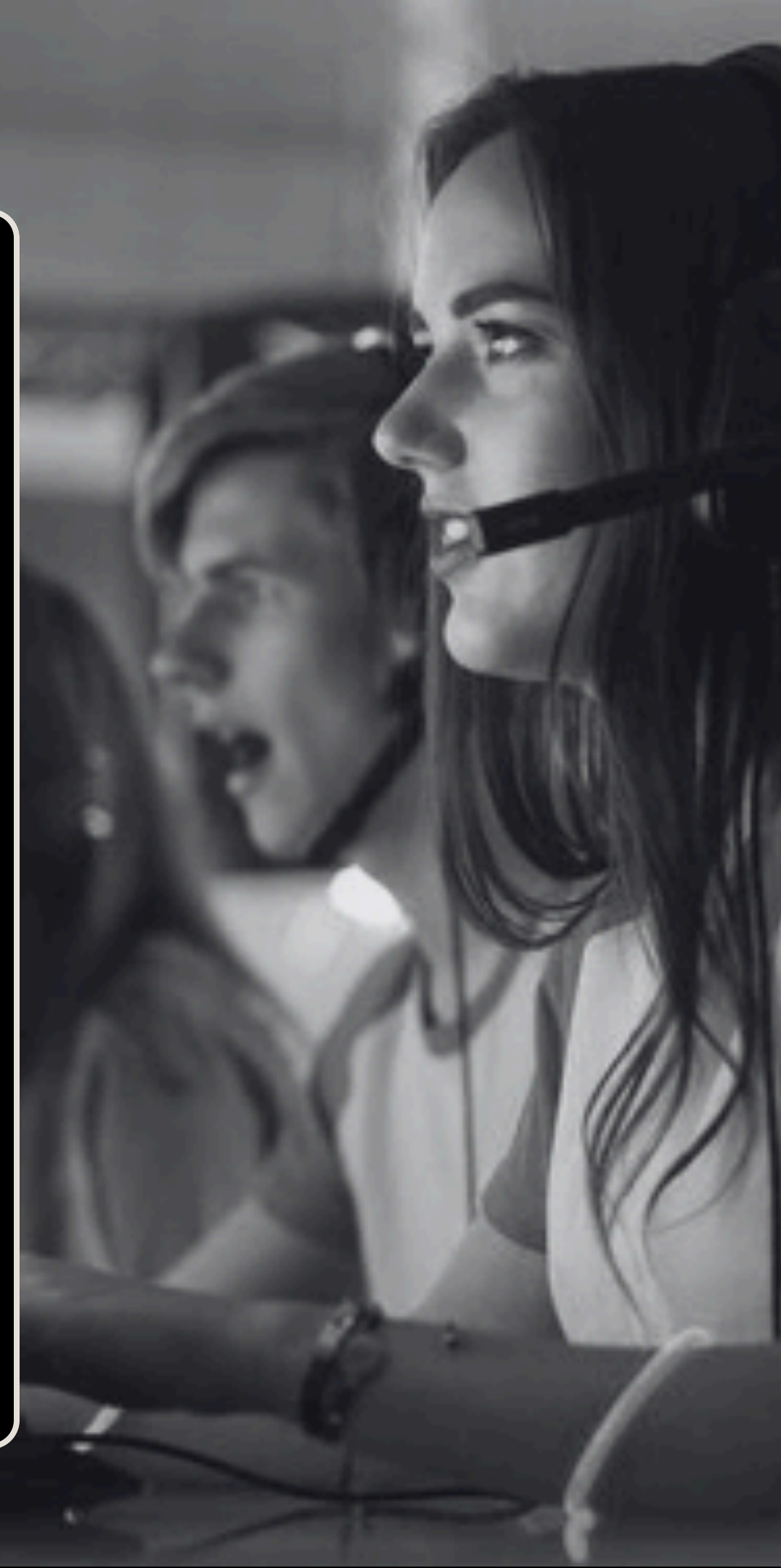
- SHI
- Verizon
- CGI Technologies & Solutions
- Comcast

There are also venture capital firms known to help fund Esports start ups, such as:

- Rittenhouse Ventures
- Edison Partners

**The New Jersey Innovation Evergreen Fund:**

- a program formed to create a partnership between private partners and qualified NJ companies to secure funding and support
- Unallocated Capital available: \$37, 219.13





“You can’t be serious about STEM jobs without being serious about Esports, because that’s where a lot of these jobs are going to be.”

Chris Aviles Esports Coordinator, Monmouth Beach School District

## The pyramid of Amateur (K-12), Collegiate and Professional Esports

Incorporating Esports into educational environments allows for a wider sense of collaboration, creativity, and problem-solving skills in students.

What pipeline exists within them?

<https://edtechmagazine.com/k12/article/2021/06/qa-building-esports-pipeline-college-and-beyond>

### Amateur (K-12)

Jobs Available:

1. Educator: enlighten and inform others on Esports
2. Coaches to guide, train, and prepare Esports teams
3. Technology specialist for equipment operation
4. Technology Repair for equipment maintenance
5. Esports Coordinator for planning & organizing events

### Collegiate

Jobs Available:

1. Educator: enlighten and inform others on Esports
2. Coaches to guide, train, and prepare Esports teams
3. Recruiter: find promising individuals to join the team
4. Technology specialist for equipment operation
5. Technology Repair for equipment maintenance
6. Esports Coordinator for planning & organizing events

### Professional

Jobs Available:

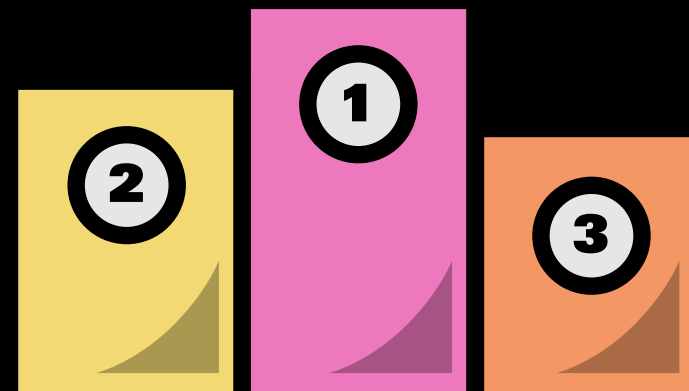
1. Management: Event, Sales, Product, Marketing
2. Network or Software Engineer
3. Graphic Designer
4. Public Relations: Journalist Content Creator
5. Coach, Referee
6. Sports Analyst

# BUILDING SKILLS THROUGH ESPORTS IN THE EDUCATIONAL ENVIRONMENT



## Expanding Education

- Esports ignites teamwork and communication amongst students - highlighted by schools like Barnegat
- Esports can help kids learn career and technical education
- improves social emotional learning (GSE - Chris Aviles)



## Healthy Competition

- Esports provides a level of competition that students may miss out on if they do not participate in any sports outside of gaming. It also gives opportunities for students to earn scholarships or the infamous "Varsity Letters" for excellent skills with equipment.



## Enforcing Diversity & Inclusion

- Throughout K-12, most sports are split by gender. Esports is a great place for girls and boys to collaborate and coexist in a competitive environment. This can be hugely beneficial in showing younger generations that men and women are equals and can work together effectively. Enforcing this concept can translate into the childrens' future career in education and employment.

# MICRO-CREDENTIALS

## WHAT

Micro-credentials are smaller, more specialized elements or skills of aptitude. They focus on specific areas of study and are typically broken down into a few descriptive sessions for students to fully absorb.

## HOW

Can be achieved through cost-effective short courses, workshops, or certifications. Esports can be vital in teaching applying many of these acquired skills.

## WHY FOR STUDENTS

Micro-credentialing can allow for students to essentially create their own unique major with a series of these “certifications”, as well as give them the knowledge and skills they need at an affordable price.

## WHY FOR ESPORTS

Micro-credentialing is perfect for rapidly changing industries like computer science and technology. These specialized elements provide individuals with the correct skillset to stay up to date on up and coming technologies.

# NON-PROFIT ORGANIZATIONS

## GARDEN STATE ESPORTS (GSE)

### “Empowering Students Through Esports”

- GSE was founded during the pandemic to help students stay connected and engaged through the challenges of remote learning and has since become the largest scholastic Esports league in the country
- Their Mission: “to create high-quality, student-centered experiences through scholastic esports so ALL students can use esports as a platform to grow socially, emotionally, and academically. We believe that esports is more than just gaming; it’s a way to teach essential life skills such as teamwork, communication, critical thinking, and leadership.”
- GSE organizes competitions that are inclusive and accessible to all students, regardless of their background or skill level
- GSE also provides resources for building esports programs in schools and extending guidance to educators and districts as a whole.



## BOYS & GIRLS CLUBS

The EIC partnered with the Boys and Girls Club of Atlantic City in June of 2023.

“Running throughout the summer, the program will focus on nurturing the skills and understanding required in the modern esports and technology industries, integrating theoretical knowledge with practical experiences. Beyond summer, further programs will be announced in due course, continuing to pave the way for innovation and workforce development in the esports industry.”

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