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Overview of  
**A**lphatech



# A NEW PLAYER IN THE ESPORTS GAME

CSE:ALPA

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## Technology Driving **C**hange

The rapid emergence of esports as a global phenomenon has occurred alongside a number of recent technology

# Why Invest In Alpha Esports Tech Inc.

**Alpha Esports Tech (AlphaTech) is a new technology company that offers investors the opportunity to participate in one of the fastest growing segments of media and entertainment, esports. AlphaTech operates the GamerzArena online platform, which allows gamers to compete in video game tournaments and leagues for prizes. It also provides spectators the ability to stream and watch esports games and competitions. It has a fast-growing user base and aims of becoming a leader in the sector.**

01. □

AlphaTech is a new technology company providing an online gaming platform for esports, which has become an attractive market for strategic and financial investors. The company was listed on the Canadian Securities Exchange in May 2021.

02. □

Esports is one of the fastest growing segments of media and entertainment today and is particularly popular with the younger generation. Global esports revenues are rising rapidly and expected to surpass US\$1.5 billion in 2023.

03. □

Esports covers amateur and professional gamers competing in online video game competitions and the spectators that watch them. Gamers can play head-to-head or compete in regular tournaments and leagues to earn prizes.

04. □

The esports industry is centred around video games and mobile games but also incorporates the creative industries, live events, broadcast media, technology and more. The professionalization of the sport has drawn in major players and a large fan following with its big prize winnings.

05. □

In 2020 there were an estimated 2.8 billion esport players globally, and a reported audience of 443 million, and both player and audience numbers continue to grow at high single digit CAGRs.



06.

**AlphaTech** operates the **GamerzArena** platform that allows gamers to play and watch games alongside their peers and compete in tournaments to earn prizes. It will shortly launch **GamerzArcade** which will specialize in developing games and tournaments to be played on one's mobile device.

07.

It has also released a subscription version of the **GamerzArena** platform with increased capabilities and prize money. The platform stores gameplay and statistical data on each of **AlphaTech's** gamers and has the ability to provide coaching and improvement tools.

08.

**AlphaTech** has a number of partnerships with professional organizations, Universities and charities. **AlphaTech** currently has four global brand ambassadors and intends to continue to engage other ambassadors globally.

09.

The celebrity-culture of esports is helping to drive the participation and audience numbers in Esports, and through video game-specific streaming platforms like Twitch and YouTube Gaming fans are able to connect directly to the players and teams.

10.

The **GamerzArena** platform has already onboarded over 100,000 unique users and has over 5.2 million spectators. By the end of 2022, **AlphaTech** forecasts 5.0m users.

11.

**AlphaTech** aims to become a leader in the sector and recently strengthened its position through a partnership with Irony, which allows **GamerzArena** to become Irony's exclusive partner for all of its online esports events in India, which is one of the most popular markets for esports and mobile gaming.

12.

**AlphaTech** offers exposure to a new and exciting area of technology, media and entertainment with high growth rates. It is rapidly growing its **GamerzArena** platform globally, including an important move to mobile gaming. Similarly, more established esports companies are trading on high multiples and many are quickly being acquired by gaming companies to compliment and broaden their portfolios.

# Why Invest...



# The **E**sports Opportunity

Esports is one of the fastest growing segments of media and entertainment today. **Global esports revenues are expected to surpass US\$1.5 billion in 2023.** Esports is a business built around amateur and professional gamers competing in video game competitions online for spectators to stream and watch. Competitors can either play head-to-head or in regular tournaments and leagues to earn prizes. The professionalization of the sport has drawn in major players with big prize winnings and large fan followings. Esports has become an attractive market for strategic and financial investors.





## WHAT IS ESPORTS?

Esports is short for electronic sports. It involves organised, structured and competitive playing of video games, often in an online or physical spectator space. It also allows its audience to stream and view the sport live. The esports industry is centred around video games and mobile games but also incorporates the creative industries, live events, broadcast media, technology and more.

Esports enjoys worldwide recognition as the fastest growing segment of media and entertainment, with a young and coveted fan base. Esports and gaming platforms have become a place to socialize, meet friends, and exchange experiences culturally beyond gaming for many.



Esports are set to be included in the 2022 Asian Olympics, and competitive video gaming is being seriously considered to be included in the 2024 Olympics in Paris.

If you are young enough to be Generation Z or possibly a Millennial then you are likely aware of the concept which is esports. Older investors may not be as familiar with this new vibrant industry, because it is at the cutting edge of screen audience engagement and technology. However, it is growing fast and should not be overlooked.

Global esports revenues are expected to grow by about 15% this year to US\$1,084 million, up from US\$947 million in 2020 according to [newzoo](#). [Business Insider](#) expects Esports revenues to surpass US\$1.5 billion in 2023.





## THE PARTICIPANTS - GAMERS AND SPECTATORS

Amateur video game players remain the major component of online competitors and spectators within the sector. In 2020 there were an estimated 2.8 billion global players, an increase of 6.4% from 2019. Asia-Pacific accounted for 54%, Middle East & Africa 14%, Europe 14%, Latin America 10% and North America 7%, according to data from newzoo.

There are now a number of companies that provide an online platform for gamers to play against each other around the world. Gamers are able to watch and compete through organized leagues, amateur events, and professional tournaments to earn prizes. The award of cash prizes has resulted in the top-level players being highly remunerated professionals. In addition, this platform creates community by allowing individual players to compete on behalf of larger esports organizations, with team rosters spanning across multiple geographic regions and game titles, such as League of Legends, Call of Duty, Rocket League, Overwatch, Fortnite, and FIFA.





## TOURNAMENTS AND PRIZE MONEY

As a result, esports tournaments, leagues and events command major global audiences. Similar to traditional sports, fans can follow their favourite teams or individual players through digital streams, on traditional linear television broadcasts or in person at live events.

An increase in prize money has helped accelerate the number of professionals in the industry. The top ten esports players have accumulated more than US\$35 million in prize winnings. Also with the increase in the presence of professional players, there has been an increase in spectators, seeing as top players draw in loyal fan bases that watch hours of their streams from league play and practice.

Globally, the total esports audience is expected to be 474 million people in 2021 and grow at a CAGR of 7.7% to 577 million by 2024. This comprises occasional viewers and esports enthusiasts, with esports enthusiasts making up 286 million of the 2024 number.

At major tournaments, thousands of viewers attend live events to watch professional gamers compete on theatre sized screens. Additionally, these tournaments are often streamed online with viewers logging on to watch from their computers or mobile devices. As an example, the 2019 Fortnite World Cup, carried a US\$30 million prize pool, and took place at New York's Arthur Ashe Stadium. An estimated 2.3 million viewers watched the final on Twitch and YouTube.

The League of Legends World Championship was 2020's biggest tournament by live viewership hours on Twitch and YouTube, with 91.9 million hours. League of Legends Champions Korea Summer was the most-watched league by live viewership hours on Twitch and YouTube, generating 53.9 million hours.

The most watched games on Twitch in March 2021 were Grand Theft Auto V, League of Legends, Fortnite, Minecraft and Call of Duty: Warzone.



# Technology Driving Change

The rapid emergence of esports as a global phenomenon has occurred alongside a number of recent technology trends and structural changes, such as the digitisation of content distribution and business models, as well as developments in audience viewing habits and methods of engagement, which includes the ability to livestream gameplay and develop online communities. Esports bridges the gap between online video games and the phenomenon of spectator sports.

The celebrity-culture of esports is also helping to drive the participation and audience numbers in esports. Video gaming-specific streaming platforms like Twitch and YouTube Gaming give fans a direct connection to the players and teams.

The esports ecosystem has also expanded to include various supporting pillars such as analytics, event management, player representation, physical technology, and, perhaps most importantly, a vast influx of sophisticated investor capital. Esports' rise in popularity can be tied to its global accessibility and the enormous pool of players and enthusiasts. Business Insider suggests that the future of esports will likely be powered by mobile, which will further reduce participation barriers and allow even more gamers and fans to pour in.

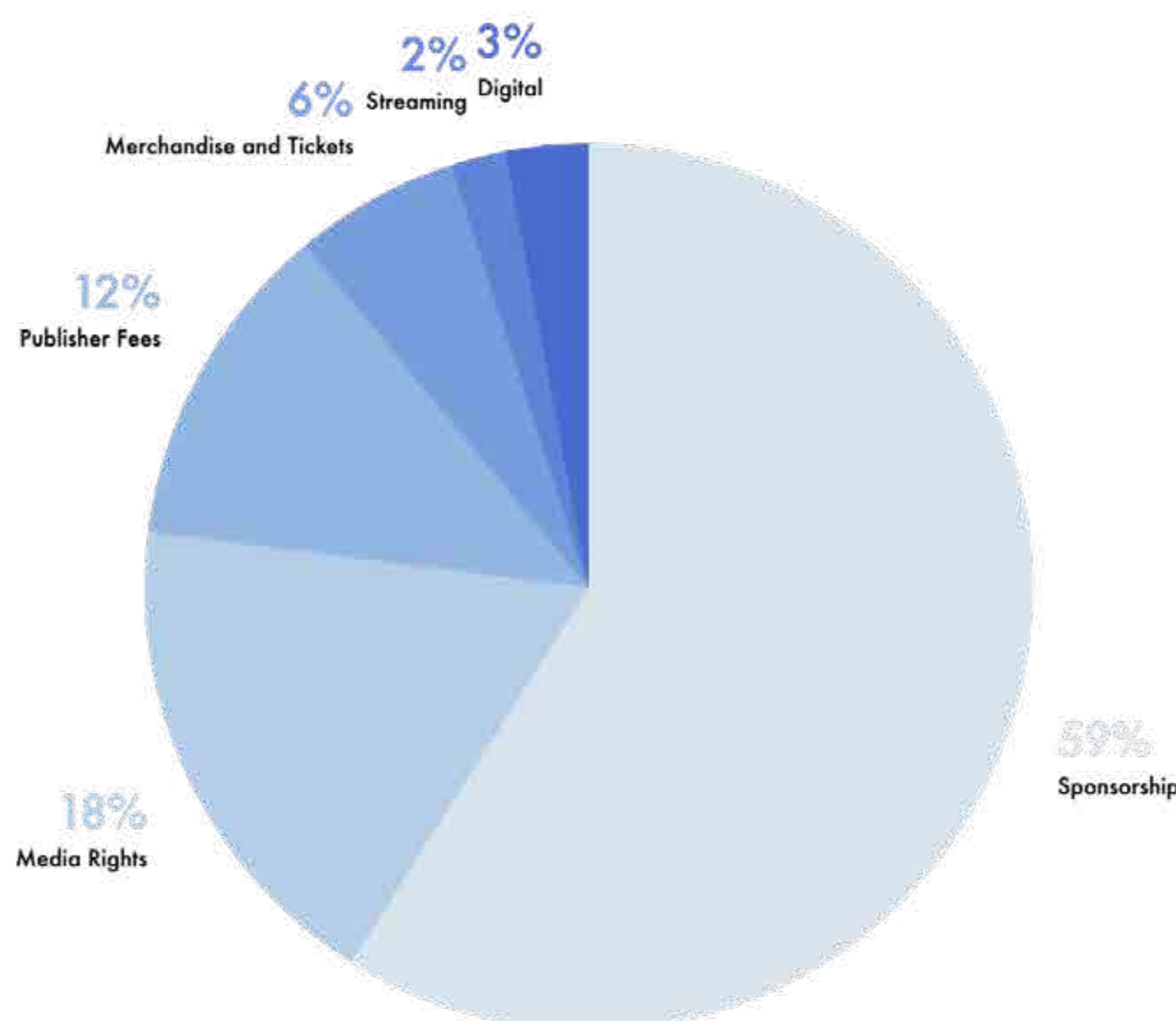


# The Esports Business Model

The main area of revenue generation is through sponsorship and advertising fees. Some 77% of the revenues created by this industry now come from media rights and sponsorship equivalent to US\$834 million. North America currently accounts for 37% of esports revenues.

There has been a significant increase in investor and commercial interest, with major brands such as BMW, Intel, BT, HP, Microsoft, Dr. Pepper, and NOS Energy Drink undertaking esports partnerships and sponsorships. Other areas of revenue generation include publisher fees, merchandising and tickets, digital, and streaming. Publishers are investing millions in their leagues to attract more in-game advertising, and there is a clear trend for more digital advertising in games.

## 2021F Esports Revenue Stream



Source: Newzoo (chart compiled by VFM will provide)

The global Esports revenue is expected to be US\$1,084 million this year, equivalent to an average of US\$4.63 average revenue per Esports enthusiast. This is expected to rise to US\$5.25 in 2022 after live events are restored. With the COVID-19 pandemic, the Esports industry has seen significant growth, both in the terms of users playing video games, competitively and recreationally, and the number of individuals consuming and streaming online gaming content.

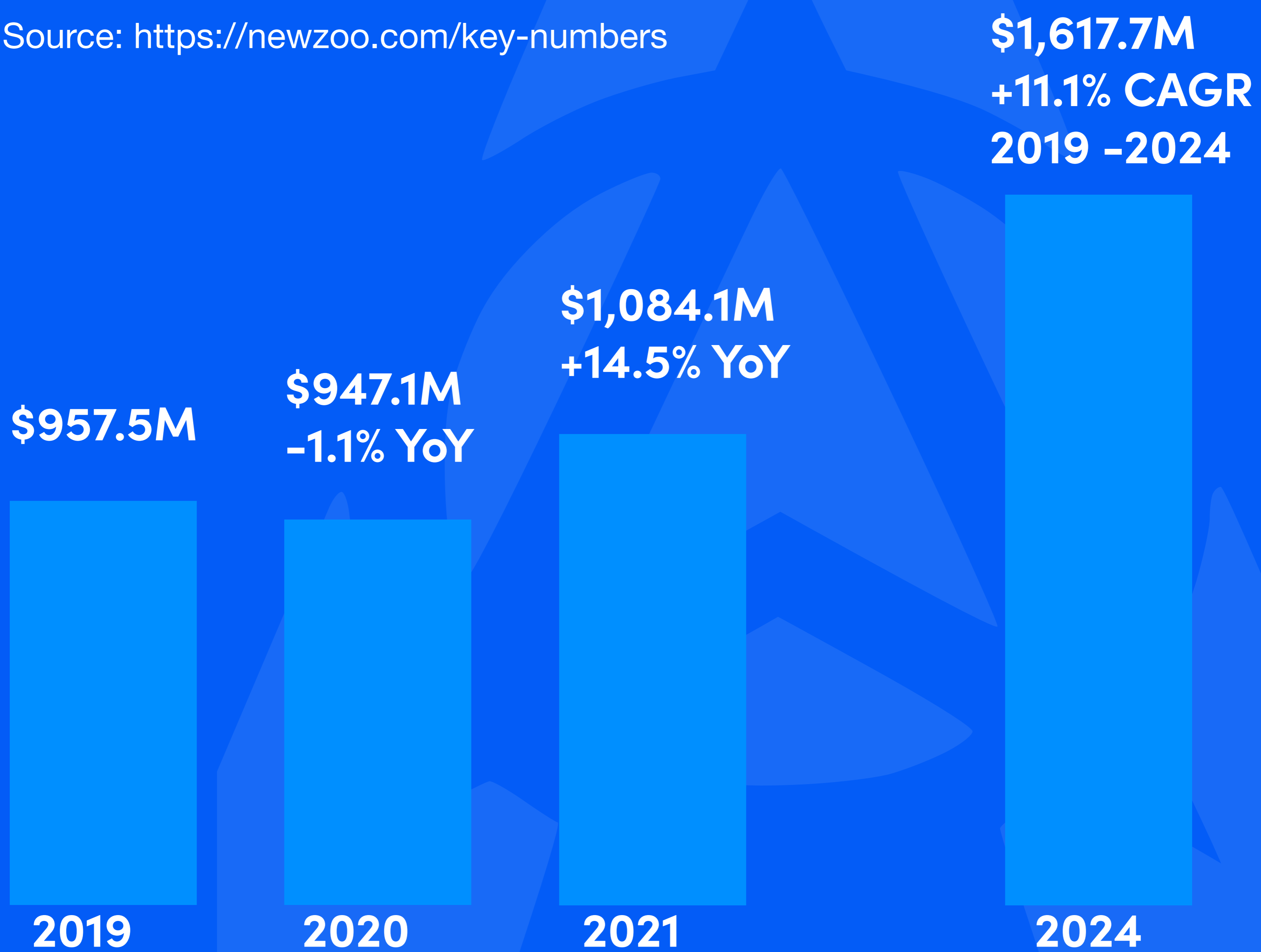




# Esports Revenue Growth

Major League Gaming is North America's largest esports streaming platform with over 10 million registered users, of which 90% are male, and over 40% have a household income of over US\$100,000 per annum.

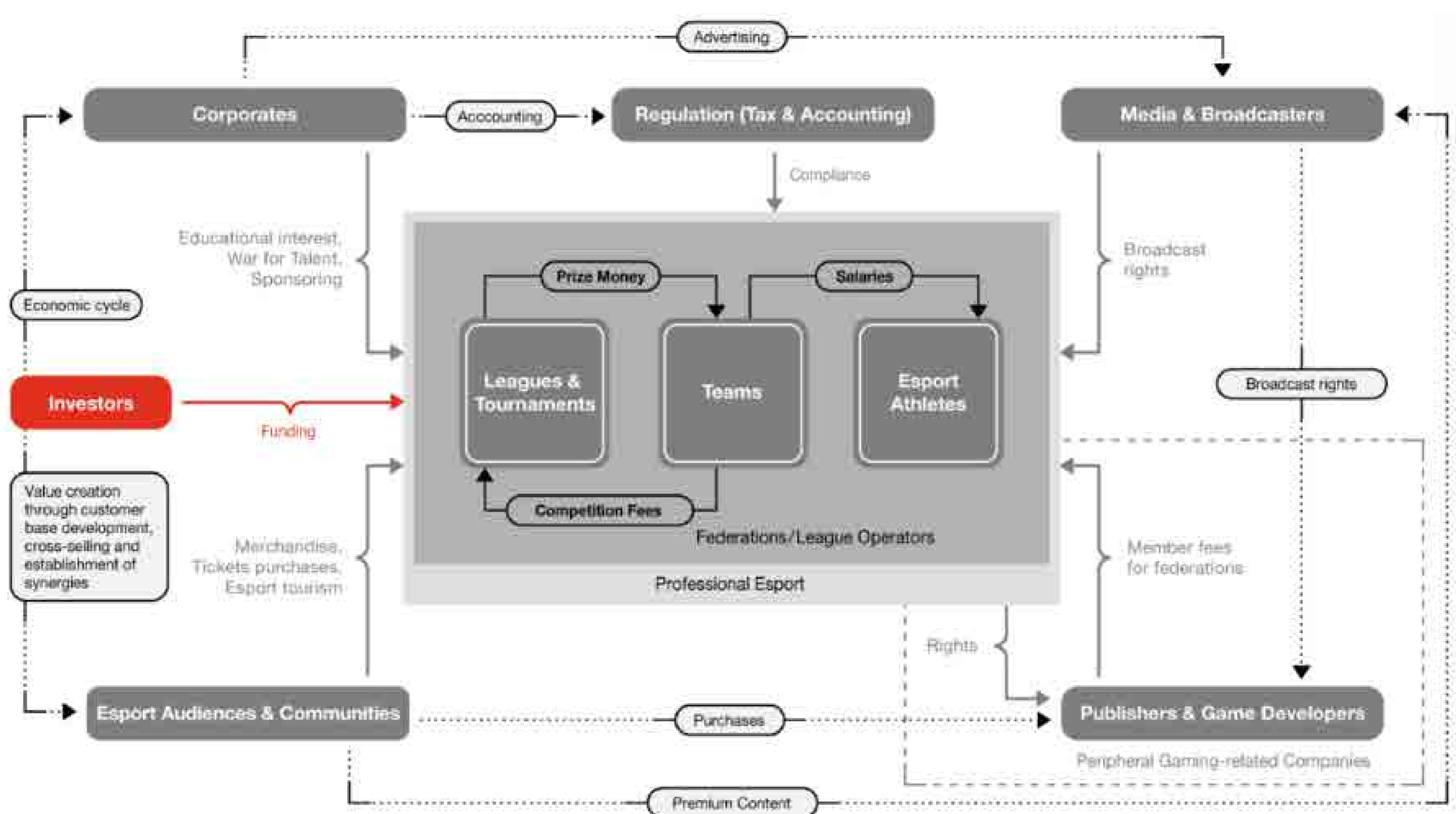
Source: <https://newzoo.com/key-numbers>





# Investing in Esports

PwC highlights that esports has become an attractive market for strategic and financial investors. The increasing number of consumers in esports enables profitable returns through a wide range of business development opportunities. Although esports is still in its infancy, there is clear interest and strong potential to monetize its growing fan base, and as such a total of US\$1.1 billion was invested in esports companies in 2020 according to PwC.



Source: PwC Digital Trend Outlook Esport 2020



The largest esports gaming companies include Major League Gaming, Electronic Sports League, Engine Media, Skillz, Allied Esports and World Gaming Network. Of these, Engine Media [TSXV: GAME], Skillz [NYSE: SKLZ] and Allied Esports [NASDAQ: AESE] are listed.

Engine Media is also involved in gaming and news and acquired the esports arm of its business UMG in October 2019.

In March 2021, Allied Esports received an unsolicited proposal from Bally's Corporation (a US gaming company) to acquire all of the outstanding equity interests of the company for a total consideration of US\$100 million. As such, since the beginning of 2021, the share price has risen by around 80%.

Skillz, a leading mobile games platform and esports tournament host, with 2.7 billion gamers globally was publicly listed in December 2020 and has a market capitalization of **US\$10.8 billion**. It attracted new capital to accelerate growth in the rapidly expanding mobile gaming market, including **US\$849 million** in funding from investors Wellington, Fidelity, Franklin Templeton, and Neuberger Berman, among others. It reported full year revenue of **US\$230 million** in 2020, up 92% year-on-year. It listed at US\$17.68/share in December 2020 and is now trading at US\$29.32/share, although has been as high as US\$43.72/share.



# Overview Of AlphaTech

**AlphaTech** is a new technology company providing an online gaming platform for esports. Its **GamerzArena** platform allows gamers to play and watch games alongside their peers and compete in tournaments to earn prizes. The **GamerzArena** platform has already onboarded over 100,000 unique users and has over 5.2 million spectators, and forecasts 5.0m users by the end of 2022. **AlphaTech** has also released a subscription version of its gaming platform with increased capabilities and prize money, and recently acquired a platform to develop mobile games and tournaments.

Alpha Esports Tech (**AlphaTech**) is a Canadian company that commenced trading on the Canadian Securities Exchange (CSE) in May 2021.

**AlphaTech** is a technology company that focuses on esports, and aims at becoming a leader in the sector. The company currently operates the online esports platform **GamerzArena**, where gamers can play and watch games and compete in tournaments to earn prizes.

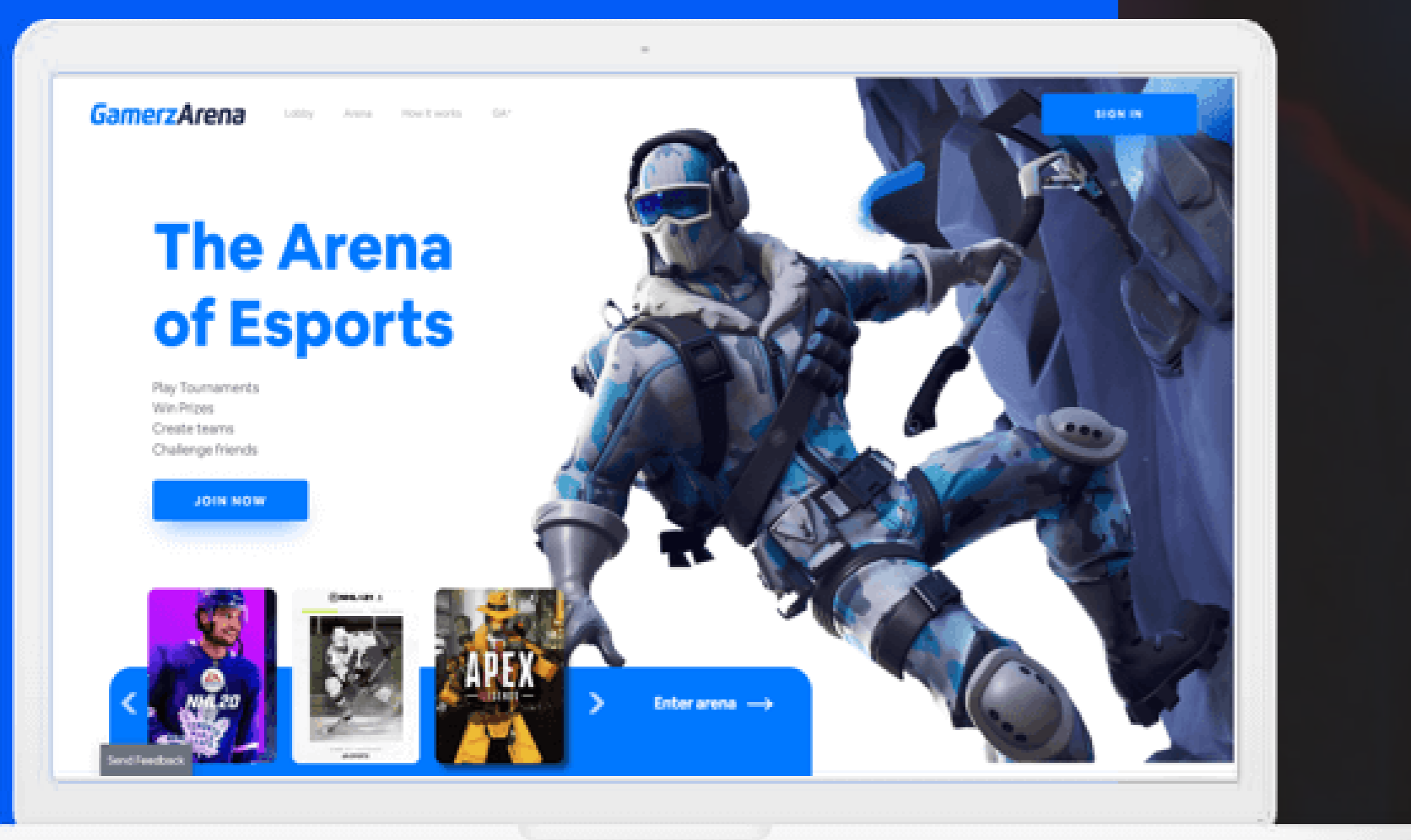


# GamerzArena

**GamerzArena** enables cross-platform competition, allowing Gamers on an Xbox, Playstation, Switch or PC to compete against one another in the same game regardless of the gaming system they are using. Through **GamerzArena**, gamers are also able to live stream games for users to view around the world, allowing casual gamers to experience the world of competitive gaming. The basic model is a freemium model but with users able to build monetary value through Alpha Coin, a bitcoin pegged token.

**GamerzArena** allows head-to-head skill-based betting for users and is expected to be a significant source of revenue going forward. **AlphaTech's** user data estimates 10-20% of **GamerzArena** freemium users are placing head-to-head wagers with an average bet size of C\$2-\$10 per match monthly. **AlphaTech** takes a 10% service fee on the betting. It is estimated that esports wagering exceeds C\$12.9 billion worldwide in 2020.

In addition to **GamerzArena**, the company also hosts live events and tournaments across North America in partnership with different parties and venues, whereby gamers and esports teams can compete for the chance to win cash prizes. While the hosting of live events and tournaments has been impacted due to the continued health risks posed by COVID-19, the company intends on resuming live events and tournaments in the future once such events are authorized to resume by the appropriate health authorities.



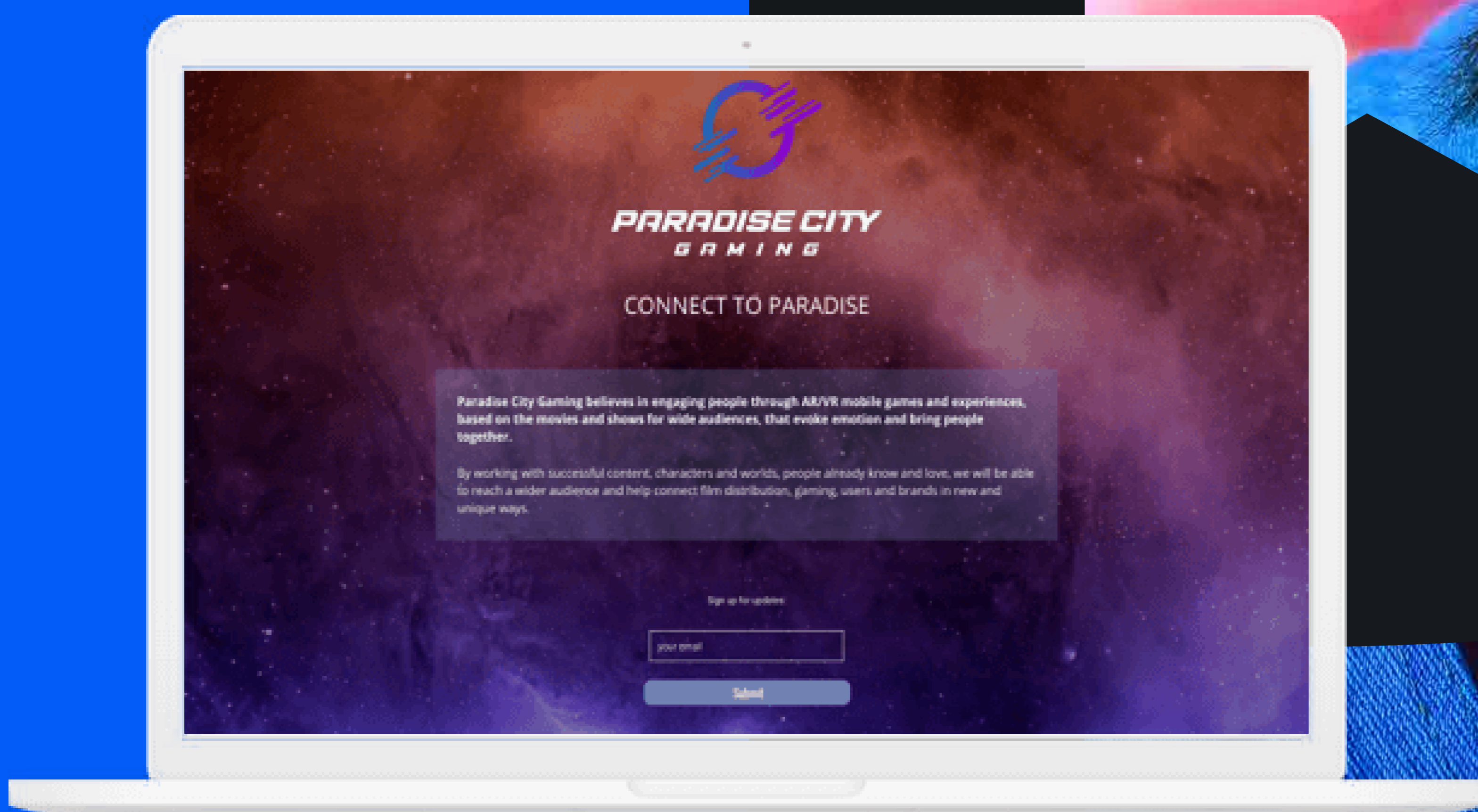
The **GamerzArena** platform was first launched in 2016 and acquired by **AlphaTech** in April 2020. **AlphaTech** has subsequently invested capital and resources into the marketing and branding of the platform. These marketing efforts have included partnering with various professional sports franchises, professional athletes and esports athletes, universities and other recognizable entities.



**AlphaTech** currently has four global brand ambassadors who are former and current National Hockey League players (Eddie Lack, Ben Hutton, Adam Gaudette, and Ty Smith) and intends to continue to engage other ambassadors.

The **GamerzArena** platform was re-developed and upgraded in August 2020 and has expanded globally, with current users residing in countries including Canada, the United States, Lithuania, India, Egypt, and Australia. As of the beginning of 2021, the **GamerzArena** platform had onboarded over 100,000 unique users and had over 5.2 million spectators. Both continue to rise steadily.

**AlphaTech** provides access to the **GamerzArena** online platform to all users at no cost for purposes of connecting with other gamers and playing games online, but such users have access to limited functionality of services provided and can only participate in tournaments and events with lower prize money pools.





# GamerzArena Plus

In Q2 2020, **AlphaTech** launched **GamerzArena Plus**, a subscription-based service whereby players pay a fee of US\$12.99/month to gain access to tournaments with higher prize money pools and special events. The platform stores gameplay and statistical data on each of **AlphaTech's** gamers and has the ability to provide coaching and gamer improvement tools. In addition, it provides players who may desire to become professional gamers an opportunity to monitor and improve their skills and to showcase their talent to a larger audience.

Seeing as a number of professional teams and universities utilize the **GamerzArena Plus** platform, gamers have the possibility of being scouted for scholarships and placements in established Esports teams. Universities that have used and partnered with **GamerzArena** include Notre Dame, Penn State, Syracuse, Rochester, British Columbia, Western Michigan, and Albany, among others.

In addition, **AlphaTech** has a number of partnerships with professional organizations and charities such as the New Jersey Devils of the National Hockey League, the Vancouver Whitecaps FC of Major League Soccer, Wasps Rugby Club, Devil Child E-Sports Management, Oxygen Esports, RSG Hockey, Wagon Hockey, Ruben's Shoes and KidsPlay.

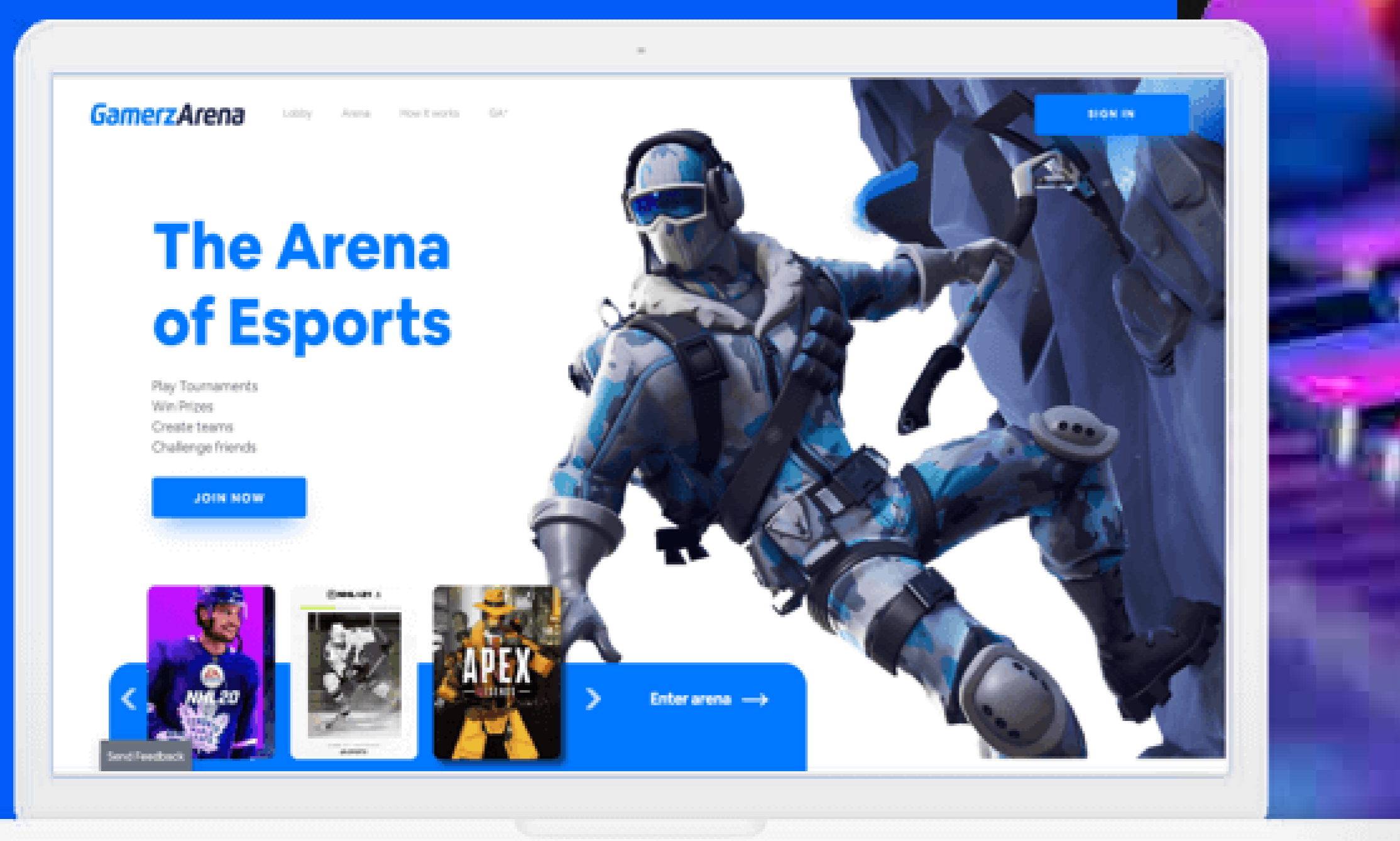
One additional partnership is the company's relationship with DTI, a sports management firm that organizes training camps, friendly athletic competitions and humanitarian efforts to increase athletic participation and exposure. As such, through the **GamerzArena Plus** subscription service, **AlphaTech** plans on hosting online tournaments, contests and player development leagues for existing participants in DTI's Esports development program.



# Extending the Technology Platform and Future Growth

**AlphaTech's** core business consists of running the **GamerzArena** online platform, continuing to grow **GamerzArena Plus** and developing its mobile gaming catalogue and licenses.

In December 2020, **AlphaTech** also acquired the assets of Paradise City which will allow **AlphaTech** to launch **GamerzArcade**. This will allow them to specialize in mobile games and tournaments, through the development of augmented reality games with recognizable titles. Due to **AlphaTech's** current user base, this new avenue has the potential for rapid scalability.





In January 2021, **AlphaTech** announced an expansion into the Indian market via a partnership with Irony Inc., which will allow **GamerzArena** to become the exclusive partner for all of Irony's online esports events in India, which is one of the most popular markets for esports and mobile gaming.

**AlphaTech** will also host and operate a variety of gaming tournaments for Irony, including an eDevelopment league, where Irony will be able to find and sign top gaming talent for their program. Irony will also leverage its existing relationships in Esports and traditional sports to promote and grow **AlphaTech's** subscription service, **GamerzArena Plus**.

**AlphaTech** plans to expand within media rights & publishing once a larger footprint in the Esports industry is established within the coming years. It intends to sell and deliver content online through the "over-the-top" platform to established streaming services, such as Twitch and Mixer.

**AlphaTech** will also look to grow through further strategic acquisitions. Potential opportunities include complementary or tuck-in businesses.

**AlphaTech** is currently forecasting **GamerzArena** to have 1.5 million users by the end of 2021 generating a revenue of C\$7 million, and 5.0 million users by the end of 2022 generating a revenue of C\$19.5 million.



# Shareholder Base & Share Structure

In May 2020, AlphaTech issued **1.76 million** units at **C\$0.25** per unit for total proceeds of **C\$0.44 million** through a private placement. Each Unit is comprised of one common share and half a warrant, with each warrant entitling the holder to purchase one common share at a price of **C\$1.00/share** for a period of 24 months.

In August 2020, the company split its shares on the basis of two common shares for each outstanding common share.

In December 2020, the company completed a capital raising of **C\$5.89 million** through a private placement of **16.82 million** units at a price of **C\$0.35/share**. Each Unit is comprised of one common share and half a warrant, with each warrant entitling the holder to purchase one common share at a price of **C\$0.50/share** for a period of 24 months.

As at the end of December 2020, the company had **C\$0.8m** debt and cash of **C\$4.8m**.

The share structure as at the end of January 2020 is shown in the table below.

SHARE ISSUED	59,106,498m
WARRANTS & OPTIONS	18,244,844m
FULLY DILUTED SHARES	77,351,342m



# Management & Directors



## Matthew Schmidt, CEO & Director

Mr. Schmidt is a technology entrepreneur and film producer. Mr. Schmidt has worked within Vancouver's film industry for over nine years, while simultaneously producing and marketing nightlife and cultural events in Vancouver, British Columbia. Mr. Schmidt opened his first entertainment venue at 26-years-old. In 2016, Mr. Schmidt produced his first feature film, and has since Executive Produced over nine films, with cumulative budgets of over \$60 million.

Mr. Schmidt co-founded Paradise City Films in 2017 and now focuses on film finance, development and "film packaging", working closely with the industry's leading agencies. Mr. Schmidt has advised on tech and gaming companies such as Victory Square Technologies, Immersive Tech and V2 Games. Mr. Schmidt takes both a conventional and unconventional media approach to the social competitive gaming space, focusing on the immense value of connecting people, fans and brands in an emotional and cultural way.





## **Timothy Laidler, Director**

Mr. Laidler is currently the Executive Director of the Centre for Group Counselling and Trauma at The University of British Columbia. Mr. Laidler also proudly served in the Canadian Armed Forces from 2002 to 2015. As a military veteran himself, and through his time as an Executive Director of the Veterans Transition Network (2012–2015), Mr. Laidler has extensive experience with assisting veterans with the trauma and difficulties suffered as a result of their service. Mr. Laidler has also received a Master of Arts in Counselling Psychology from The University of British Columbia. In addition, Mr. Laidler is experienced in financial regulatory matters as he was a Mortgage Specialist for TD Canada Trust and during his time with the Veterans Transition Network, Mr. Laidler was responsible for the charity's financial matters, including budgeting and annual audits of financial statements.



## **Mike Aujla, Director**

Mr. Aujla brings over 16 years of experience acting as a lawyer, director and officer for both public and private companies. He holds a Bachelor of Arts degree from the University of British Columbia and a Juris Doctor from the University of Victoria. Mr. Aujla was previously a corporate lawyer who worked with top international law firms. He has experience advising companies in financial services, corporate mergers and acquisitions and commercial real estate in various jurisdictions. Mr. Aujla is currently the Founding Partner of Hunter West Legal Recruitment.





## **Jonathan Anastas, Director**

Mr. Anastas brings a wealth of experience in Esports, gaming and the public markets. Mr. Anastas is currently the Group Chief Marketing Officer for ONE Championship and ONE Esports and overall, and holds over 20 years of experience in marketing, digital, and data-driven expertise. In his previous role at Activision Publishing, Inc., Mr. Anastas helped each of Call of Duty, Black Ops 2 and Call of Duty, Modern Warfare 3 (MW3) reach one billion dollars in entertainment industry record time periods, making Call of Duty the world's largest entertainment property.

Before joining Activision Publishing, Inc., Mr. Anastas served as Vice President, Head of Global Marketing for Atari, the legendary video game publisher. Mr. Anastas was also previously Chief Marketing Officer of LiveXLive Media, a public (NASDAQ) music streaming platform.



## **Eli Dusenbury, CFO**

Mr. Dusenbury, CPA, CA has extensive experience in public accounting, providing services to both public and private sector clients reporting in Canada and in the United States over a broad range of industries including, but not limited to, technology, agriculture, engineering, mining & exploration, manufacturing and financing. Mr. Dusenbury obtained his Chartered Professional Accountant designation in 2011 and holds a BBA in business and accounting from Capilano University. Mr. Dusenbury has served as consultant for audit and public practice firms in both Canada and the United States and has held Chief Financial Officer positions for: Integral Technologies, Inc., YDX Innovation Corp., Isodiol International Inc., Chemesis International Inc., and IMC International Mining Corp.



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