

Twitch Student University Challenge

Introduction: The proposed challenge would be a way to bring an interdisciplinary and collaborative approach to creating a business in this new digital media industry. This would involve not only the practical application of each different discipline but also the application of soft skills often lacking in recent graduates.

This challenge can be either on an individual basis as exemplified through a “six page business plan” or, ideally, as a team based collaborative effort.

The primary goal would be for the students to formulate a business strategy to increase visibility across the student body to grow a large esports community. The secondary goal would be to further engage this community by introducing them to how their specific discipline can be practically applied to an esports organization. The final goal would be the creation of a business plan centered on the financial tools provided by the Twitch Student program (Viewed minutes of content, Twitch Prime Subscriptions, Bits, Amazon Affiliate through the Amazon Gear Extension and, lastly, Twitch Merchandise).

The key business KPI's would correlate closely to a professional esports organization:

- Identify target audience (as many departments and clubs on campus as possible).
- Creation of initial messaging to draw attention (e.g. Be a part of this fun, inclusive and diverse community; support for esports club against rival schools etc. etc.) to grow the esports community.
- Engagement of different departments and clubs of the student body by identifying how they can contribute their education to the esports community to professionalize it and drive revenue.
- Outreach to different segments of target audience (e.g. different messaging and approaches to involving the marketing department students than the messaging and approach to the woman's study club).
- Further incentivize participation of students at a professional level: plans to educate the community on career opportunities and how to find gainful employment through storylines on cover letters that show application of both hard and soft skills with an accompanying portfolio showing proof of executions.
- Content is king and viewed minutes is the currency of content. Plan to increase viewed minutes of university content (esports, IRL, workshop content etc).
- Identification of baseline metrics and data with projects on growth (Viewed minutes, Twitch Prime, Bits, Amazon Affiliate, Twitch Merchandise).
- Application of baseline and projected growth data to estimate revenue.
- Proposals on how to distribute baseline revenue to further engage and grow the community to reach projected revenue growth.
- Extra credit: the creation of a marketing deck to sell against to potential sponsors.

The exciting part of this challenge is that it is not for some theoretical business or revenue stream. The practical application of this strategy and business plan in conjunction with the Twitch Student program can actually generate an incredible amount of revenue for the esports community at no cost to any student outside of the purchase of optional merchandise and Bits.

Hopefully this can also be used to elevate esports clubs to club sports to further incentivize students.