



# AUGMENT





# Problem

**Esports Coaching is not scalable.**  
There are overwhelming amounts of match data but very few tools that process the information for esports coaches



# **Solution**

**Providing esports coaches with actionable insights and saving them time by processing large amounts of their match data**



# Esports coaching is estimated to be more than \$1B market

With the growing popularity of esports and its application to schools and colleges, the coach will be of **a fundamental role** in developing the esports industry.

Having coaches is **the first step** to enable the players or students to start their path to become a pro, and this is what we are addressing with Augment.

Source: [Bloomberg](#)





# Total addressable market

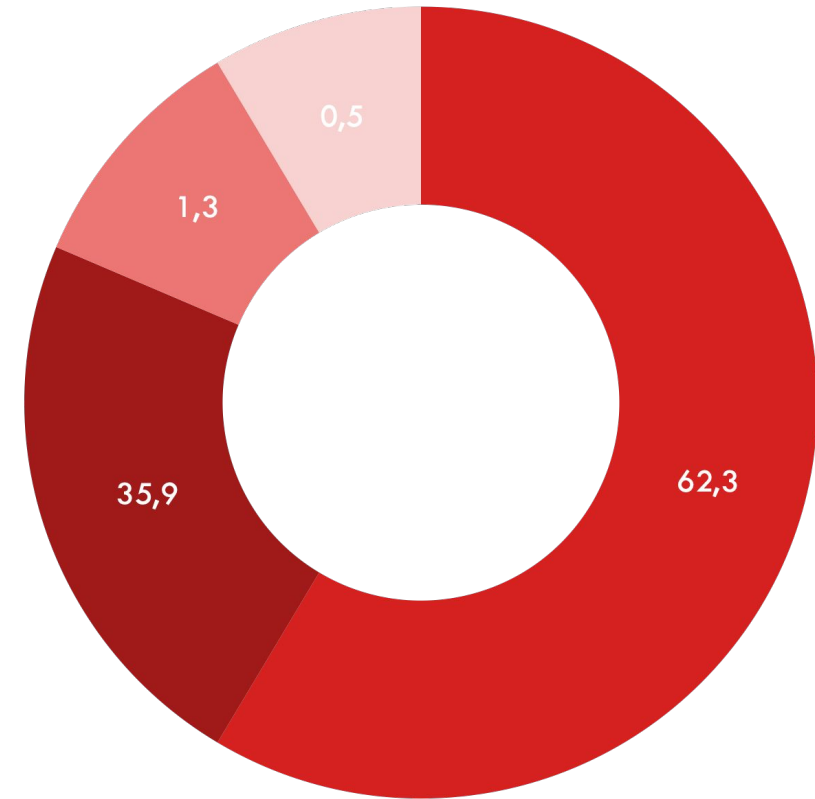
[According to Trends.co](#), the development of scholastic and collegiate esports shows the most significant potential for the esports market for 2022.

There are 48 129 education facilities (high schools, mixed schools and colleges) in the US out of which more than 30 000 of which are already involved with esports according to PlayVS.

Source: [National Center for Education Statistics](#), [Generation Esports](#),

[PlayVS](#)

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■ 62,3% High schools and Colleges in esports

■ 35,9% High schools and Colleges not in esports

■ 1,3% LAN Clubs

■ 0,5% Pro Esports Teams



# Game-winning benefits

We worked together with established coaches in the Valorant and CS scenes, and we are currently working with some of the most successful teams.

## 1. Convenience

Our platform saves coaches up to 60-70 hours a month of mundane data-collection and can be integrated in a simple manner

## 2. Unique data

We are the only company in the Valorant scene which can deliver actual positions, utility usage and custom data metrics

## 3. Insights

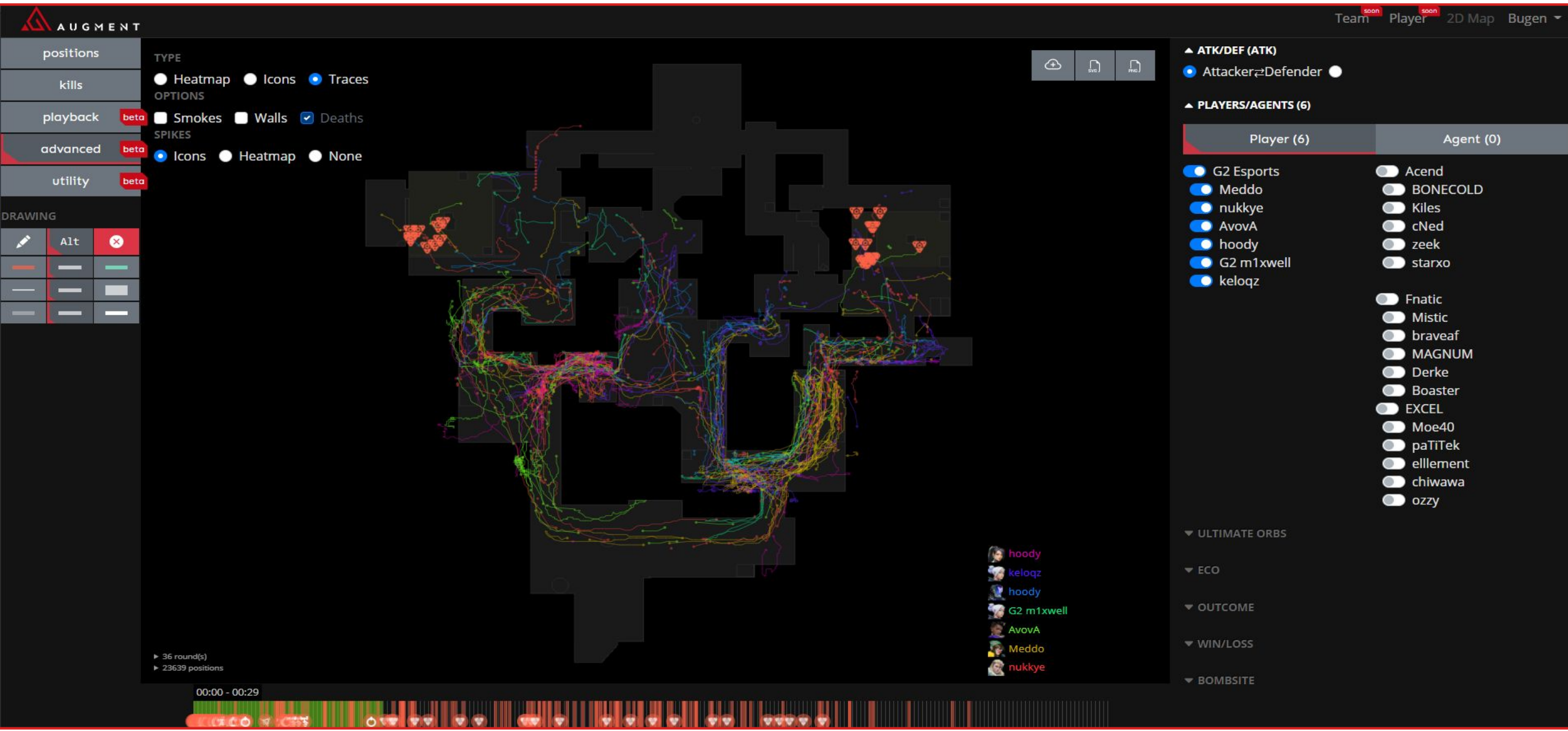
With the help of our tools coaches can spot patterns in opponents gameplay within 10 minutes of usage

## 4. Community-driven

We have a closed community with coaches and analysts from top esports teams which collaborate with us

# Map with Big Data Analytics

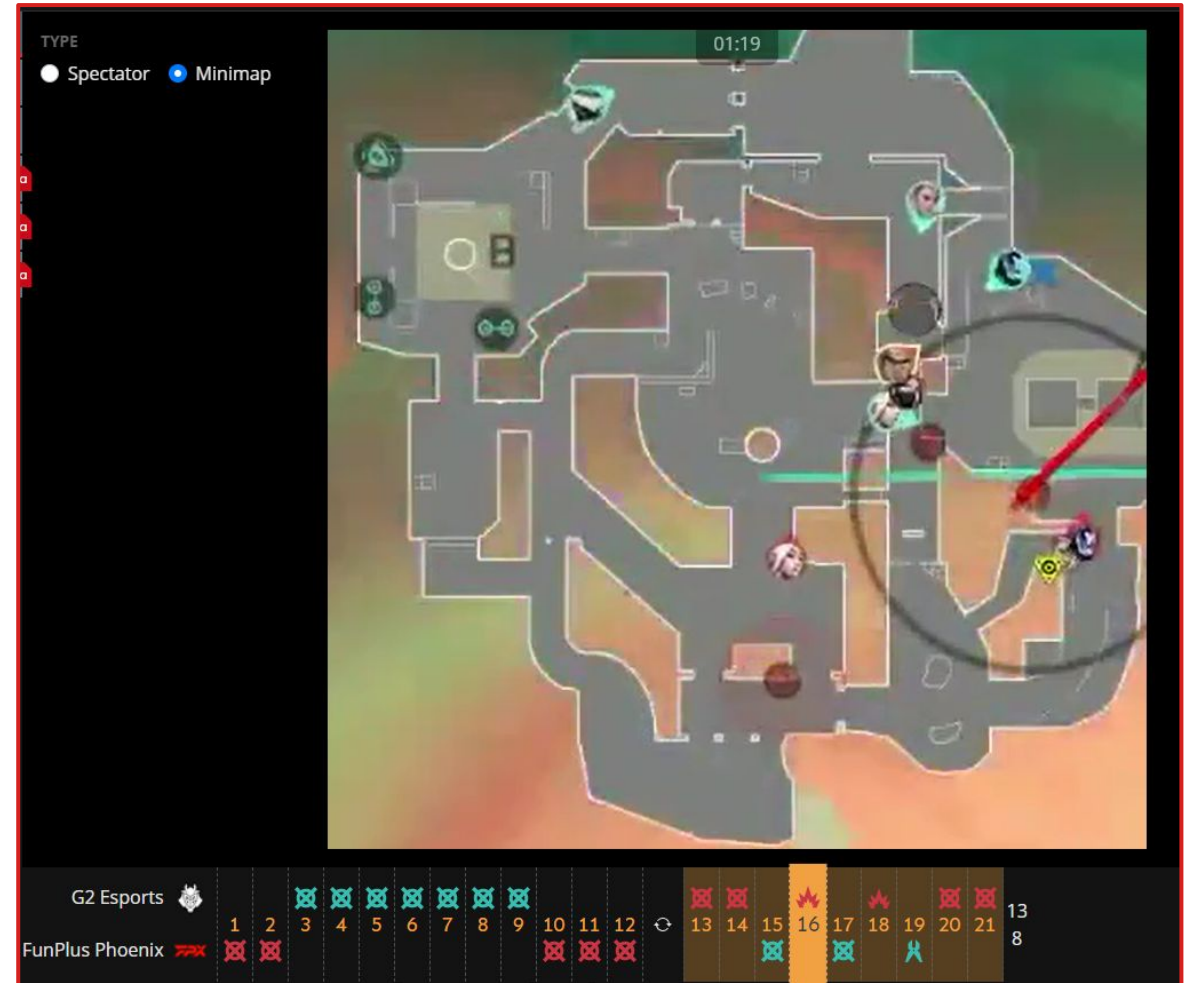
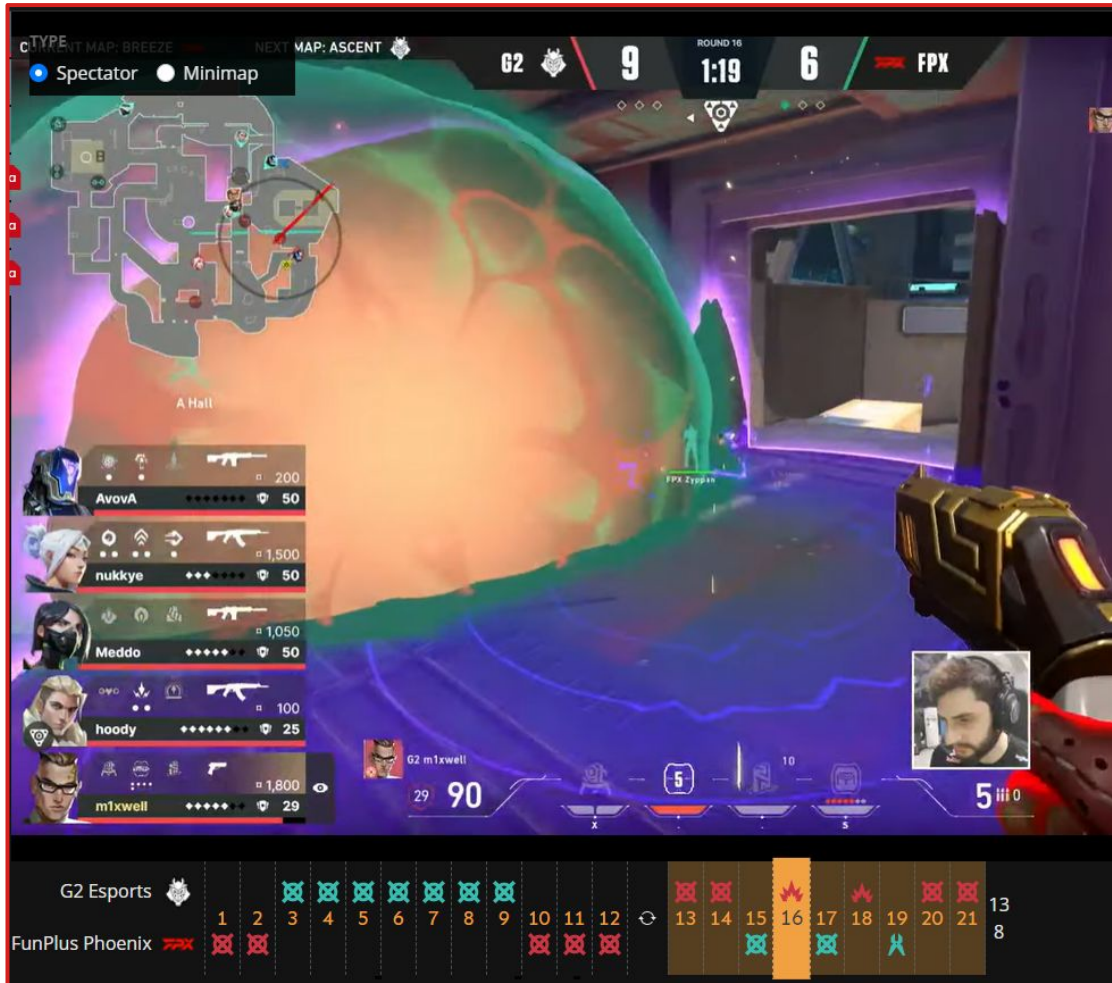
We provide extensive view of all the positions of the players throughout a single or several matches at once





# POV and Map view

Quickly swap between POV or Minimap view on the go.

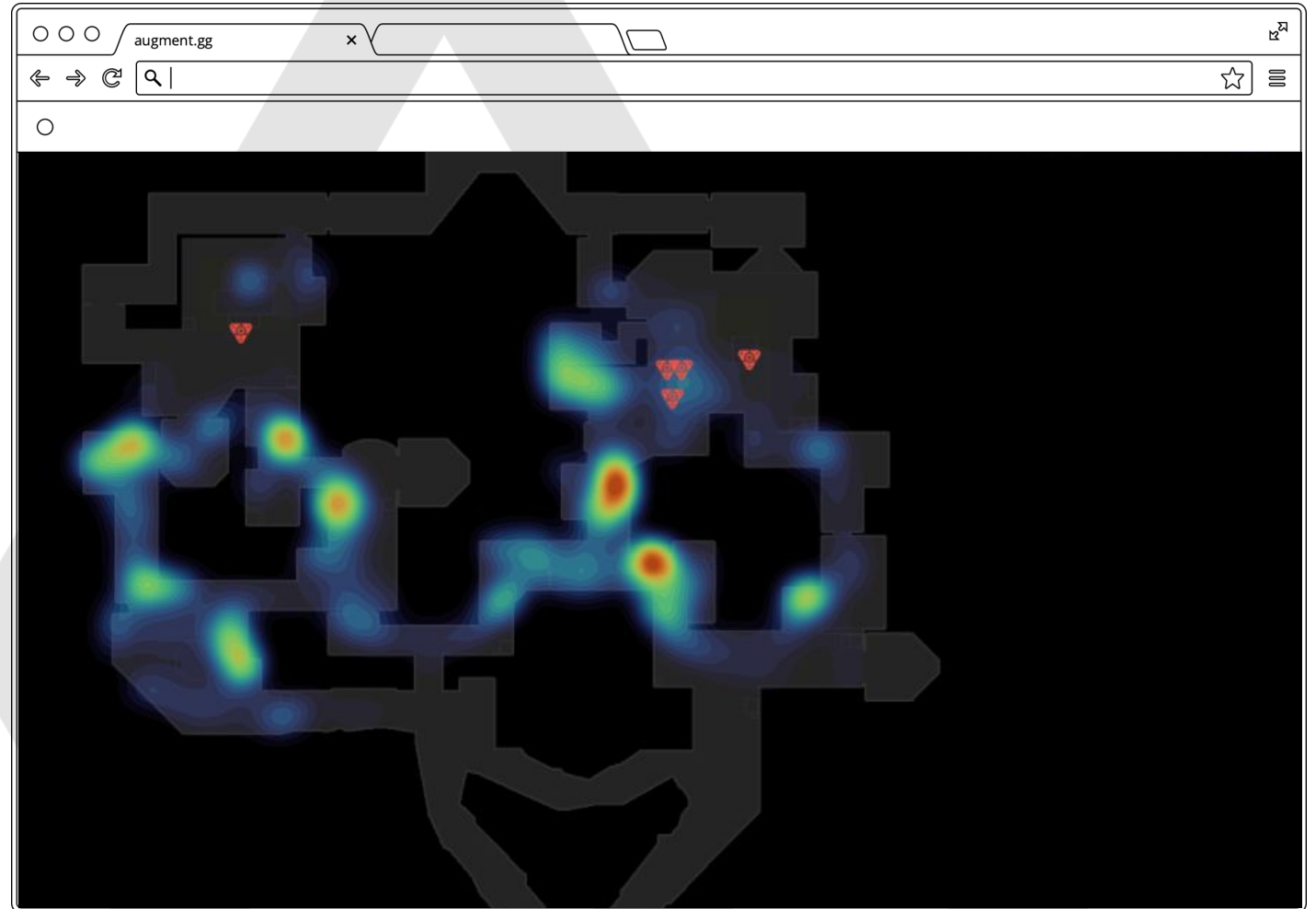






# Heatmaps

Our clients can narrow down within 5-10 minutes tendencies in their opponent's playstyles from over 10 matches at once.



*Click on image for Platform Demo*

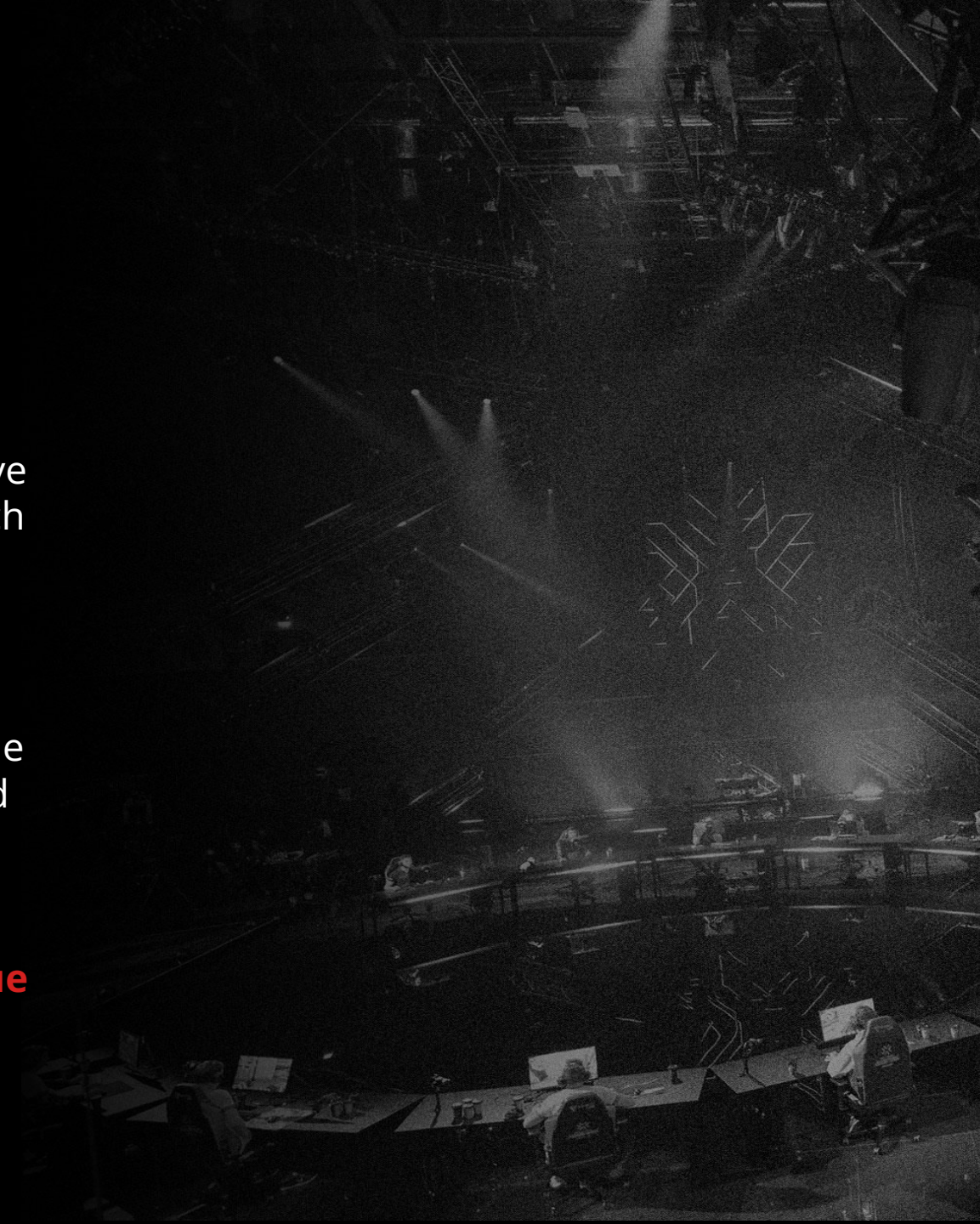


# Competition

Our Direct competitor is [Runitback](#), however, their main focus is being a media company and do not appear to have a strong developer team. They have an analytics tool which very limited currently and we already have a better product.

Our long-term competitor is [Shadow](#) (a side-business of [Bayes Holding](#)) which has covered CS:GO, Dota and League of Legends. They haven't entered the Valorant market and they target only top pro teams.

**All of our competitors currently rely on Game APIs to build their software while we generate our own unique data thanks to our Machine learning algorithms.**





# Current Clients

The **best Valorant teams** are using our software with 30+ in trial 60+ in pipeline.



**The Guard**  
#1 NA



**XSET**  
#3 NA



**RISE**  
#6 NA



**TSMFTX**  
#9 NA



**Movistar Riders**  
EU



**Guild Esports**  
#5 EU



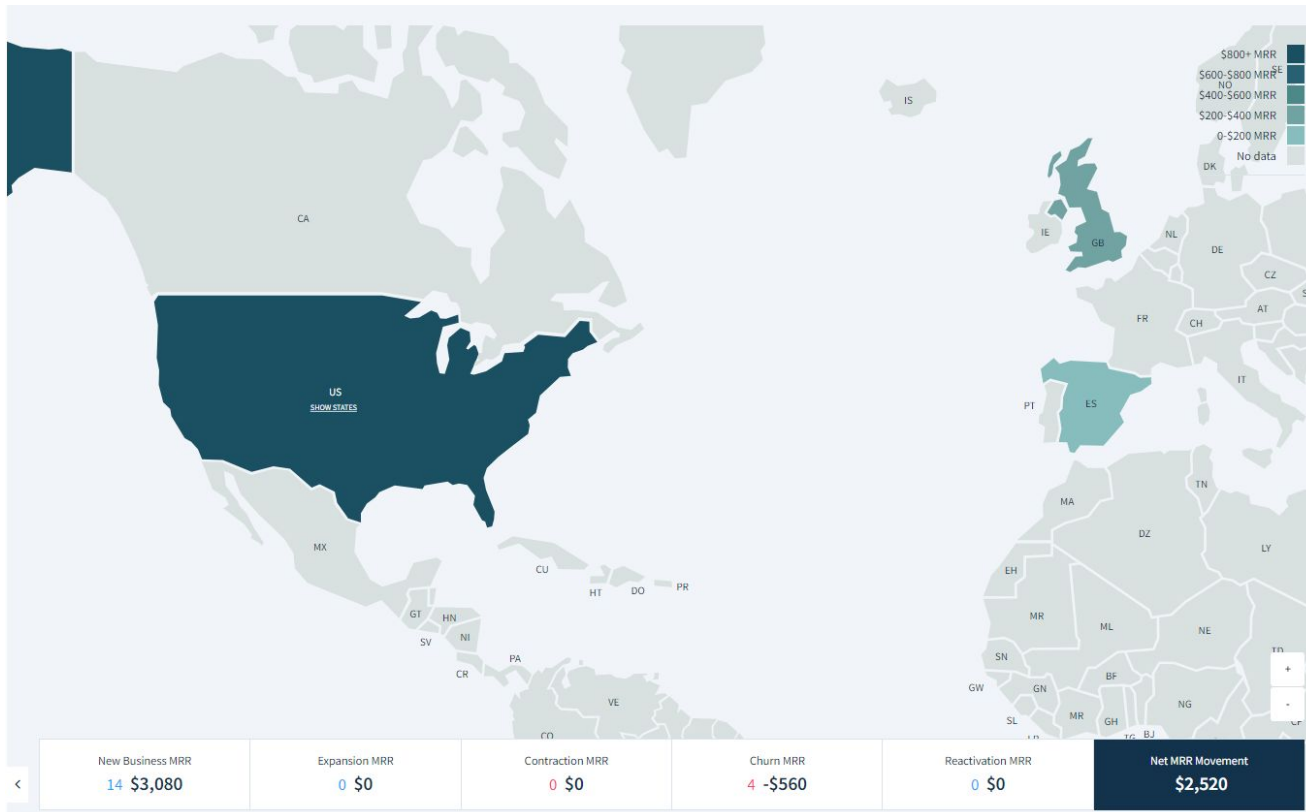
**Ghost Gaming**  
#15 NA



**Bleed Esports**  
#3 SEA



**\$2520 MRR**  
**(as of March 23rd)**



# Traction

- **65 teams** in Pipeline
- **25 teams** in trial
- **9 teams** onboarded on \$140 plan (**5** from USA, **3** from UK and **1** from Israel)
- **2 team** subscribed on \$700 plan from the US and Singapore, **3 more** in trial on Fullbuy



# Pricing

## ECO

### FREE

We are offering this version primarily to free-agent coaches and analysts to speed up their match search process.

- Match Search tool
- Basic Match Overview data

## HALF-BUY

### \$140/m

Our current offering is for teams that want to save time, gain insights. Teams use this plan to reveal the enemy team's defaults within 10-15 minutes of usage of our platform.

- Match Search Tool
- 2D Map tool Vod Replays
- 2D Kills and Positions Tools
- Player and Team Analytics

## FULL-BUY

### \$700/m

We are about to provide soon an AI-powered map and analytics with which teams can have exclusive access to data nobody else has. The Map will include map control, utility usage and analytics.

- Advanced 2D Positions Map
- Utility Usage Analytics
- Advanced Team and Player Analytics Custom features



# Next 12 months

## COMPLETED

### Q4'21:

- 2D Map tool and advanced analytics released.
- 5 top teams as clients and 15 in trial

### Q1'22:

- **ML powered Map and analytics released (Done)**
- 50+ pro Valorant teams onboarded
- 5k MRR by end of Q1
- Hire Senior backend and Frontend
- Hire Biz dev and Marketing team

### Q2'22:

- Broadcasting widgets released for Valorant
- 80% of the pro Valorant teams using Augment
- 25k MRR by end of Q2

### Q3'22-Q1'23:

- League of Legends supported
- 25 pro LoL teams using Augment
- Entry into Varsity esports market
- 10 varsity esports teams clients
- Series A to fully expand and focus on US varsity market



# Roadmap

Year 1

Year 2

Year 3

## The **Premium Esports Platform** for Pro teams

Our GTM is to close the majority of esports teams in the Valorant market and upsell them with each game implementation. With our already established tools we can easily create separate widgets for broadcasters.

## Become the **preferred coaching tool** for **varsity esports** teams

Leverage the established reputation of working with professional teams for easy access to the varsity market. Thanks to PlayVS, Generation Esports and Riot there are a huge number of schools and colleges that are already involved in esports. Become the tool of choice for semi-professional coaches and players.

## Augment being **the premier tool** for coaching in esports

With the expansion of varsity and user adoption, we aim to release a version of the platform available for coaches and players of all levels promoting free practice and player development. We will monetize it through ads and data on upcoming prospects.



# TEAM



## Tim Petrov

**FOUNDER, CEO**

Tim has background as a Business Developer and Product owner for the past 4 years. Previously ran a research department for the largest Chinese blockchain exchange platform and helped them with their B2B Sales. He also has experience in Biz Dev for æternity and their venture fund.

Semi-pro experience in Counter-Strike, FIFA and Football.



## Valentin Alexiev

**CO-FOUNDER, CTO**

Valentin has 12 years of experience in different roles in software development as a Software Architect/Developer building complex accounting and finance systems and Product manager at æternity. He has plenty of previous experience with many startups as a Web Developer and Product Manager.





# TEAM



## Jian Huang

### Head of AI and Backend Development

Jian is one of the most renowned developers in Riot's ecosystem. Experienced in Python, ML and Vue.js. He built the Pyot tool, which is the main API framework to build Python - based software for any Riot game franchise.

League of Legends/Genshin Impact player.



## Geno Rupski

### Head of Frontend Development

20+ years of professional development experience in a vast range of technical stacks like MEAN, NEXT, NUXT and targets from embedded through cloud to edge spanning more than 50 projects in different industries some of which were with Valentin.

Hardcore Civilization fan and author of several indie games.



THANK YOU,  
FOR YOUR TIME

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