



**PRIME TIME
GAMING**

LOCATION: 1606 W WALNUT

MILWAUKEE, WI 53205

Hours:

Tuesday – Friday: 11:30am – 9pm

Saturday – Sunday: 10am - 9pm

ABOUT US



- WE ARE AN E-SPORTS CAFÉ TARGETED AS AN INNOVATIVE SOLUTION TO THE GROWING POPULARITY OF CASUAL AND COMPETITIVE VIDEO GAMING
- WE WILL HOST MONTHLY TOURNAMENTS WITH PRIZES AND RANKINGS
- BRING AWARENESS AND TEACH AN ESPORTS CURRICULUM TO THE YOUTH OF MILWAUKEE
- PROVIDE A GREAT SELECTION OF FOOD

WHAT IS “E-SPORTS”



Why “E-Sports”

- “E”-LECTRONIC SPORTS
- COMPETITIVE ONLINE MULTIPLAYER GAMING
- TEAM-BASED OR INDIVIDUAL
- REFLECTIVE OR STRATEGIC
- REQUIRES INCREDIBLE SKILLS IN:
 - CRITICAL THINKING
 - SITUATIONAL AWARENESS
 - COMMUNICATION
 - PROBLEM SOLVING



- HUNDREDS OF COLLEGES ACTIVELY RECRUITING PLAYERS PROVIDING MILLIONS IN SCHOLARSHIP MONEY.
- THE NATIONAL FEDERATION OF HIGH SCHOOL SPORTS RECENTLY RECOMMENDED SCHOOLS ADD ESPORTS, THE LAST SPORT WAS LACROSSE IN 2000.

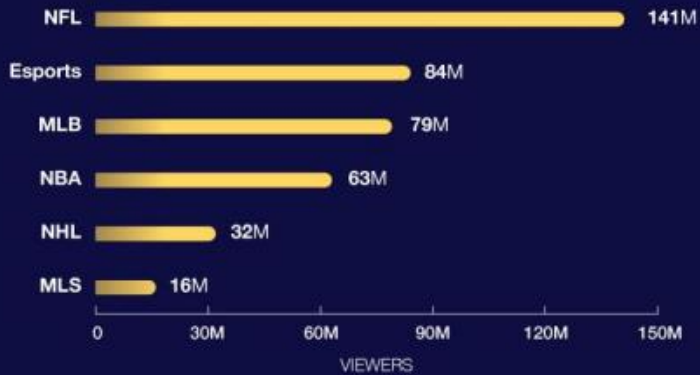
E-SPORTS OUTLOOK



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ESPORTS VIEWERS IN THE UNITED STATES

In the U.S., esports will have more viewers than every professional sports league but the NFL by 2021.



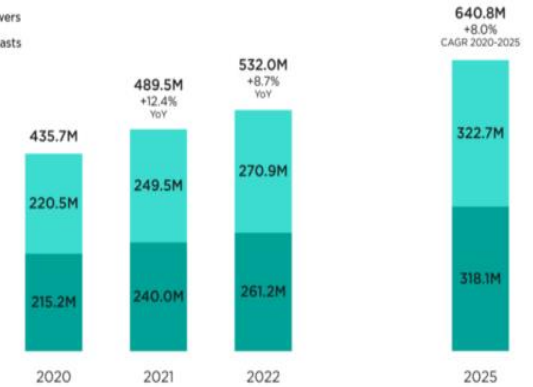
Source: <https://www.slideshare.net/ActivateInc/activate-tech-media-outlook-2018>
Created by MBA@Syracuse, Syracuse University's online MBA program



Esports Audience Growth

Global | For 2020, 2021, 2022, and 2024

- Occasional Viewers
- Esports Enthusiasts

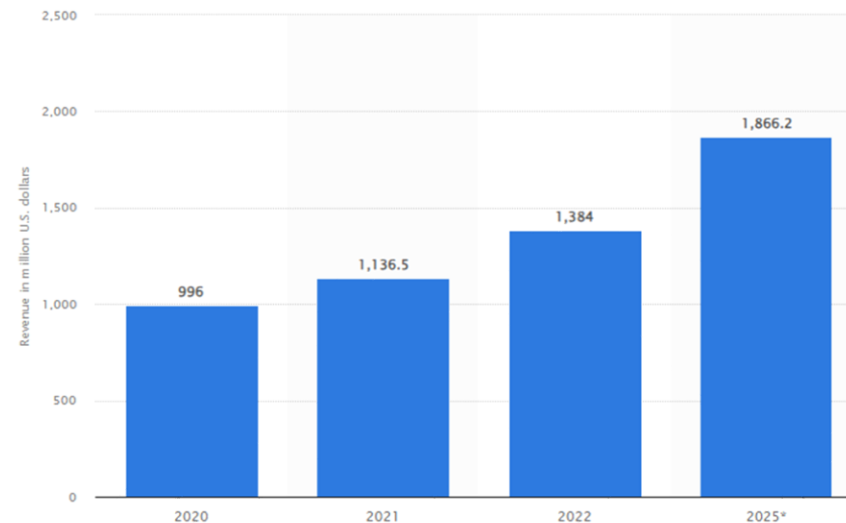


Due to rounding, esports enthusiasts and occasional viewers do not add up to the total audience in 2022.

©Newzoo | April 2022 Global Esports and Live Streaming Market Report
[newzoo.com/esports-report](https://www.newzoo.com/esports-report)

Sports market revenue worldwide from 2020 to 2025

(in million U.S. dollars)



[Additional Information](#)

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ESPORTS FROM BREAKFAST CLUB





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PARTNERSHIPS



NORTH AMERICA
SCHOLASTIC ESPORTS
FEDERATION

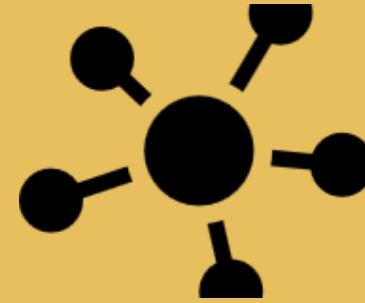
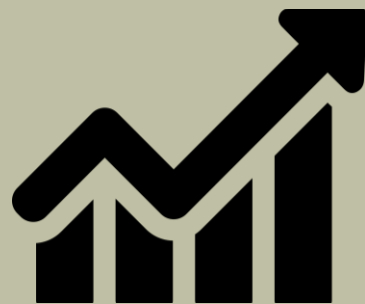
VARSITY ESPORTS
FOUNDATION

WIHSEA

BREWCITY MATCH

LRC

HGA



WRA

SYSCO

SENET

GGCIRCUIT

NEWEGGBUSINESS

MICROSOFT
(MINECRAFT)

UNIFI

GREENLIGHT

SCORE





- GAMING
PC'S,XBOX,
PLAYSTATIONS
- CAFÉ WITH FOOD
&DRINKS
- VIRTUAL REALITY





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THE INCREDIBLE GROWTH OF ESPORTS

- Esports organizations are becoming more structured and professional, with players receiving better support, salaries, and facilities. This trend is likely to continue as the industry matures.
- There's an ongoing discussion about the inclusion of esports as a medal event in future Olympic Games. Progress in this area could have significant implications for the industry(<https://olympics.com/en/esports/>).
- Total video games and eSports revenue in the U.S. was \$54.1 billion in 2022 and is forecast to reach \$72.0 billion by 2027, representing a 5.9% compound annual growth rate



HIGHLIGHTS AND REPLAYS



Olympic Esports Series | Closing Ceremony | Singapore

Olympic Esports Week 2023



Highlights | Basketball | Exhibition
Matches | eFIBA on NBA2K23 |
Singapore

Olympic Esports Week 2023