



COMPANY PRESENTATION — FEBRUARY 2026

Training today the esports ecosystem of tomorrow.

An initiative by IES — Independent Electronic Sports · Switzerland



WHO WE ARE



The Swiss company building the esports ecosystem through education



Independent Electronic Sports (IES) is a Swiss company specialized in esports consulting, education and research.

IES supports federations, institutions and private organizations in structuring the esports sector on solid, research-based foundations — from strategic consulting to the design of accredited training programs.

To turn this expertise into action, IES created the Esports Academy Network (EAN): an international network that implements standardized, research-based programs for the next generation of esports athletes and professionals.



IES IS A MEMBER OF

Education: the foundation of a credible esports ecosystem

MISSION

Education is the first step toward building a sustainable and credible esports ecosystem. From local academies to international cooperation, it guides every EAN activity.

VISION

- ✓ Develop and standardize esports globally
- ✓ Provide equal opportunities for young people
- ✓ Connect academies across borders
- ✓ Engage institutions to recognize esports as an educational, value-driven tool

WHO WE TRAIN



A global program for the next generation

EAN programs are open to young people aged 13 and over, anywhere in the world, who want to turn a passion for competitive gaming into a real profession — whether as esports athletes or as the coaches, analysts, managers and technical staff the industry relies on.

13+

MINIMUM AGE

Worldwide

GEOGRAPHIC REACH

10–25

STUDENTS PER CLASS

Open to aspiring athletes and future technical professionals alike.

From the first academy to an international network

Key milestones in the development of the Esports Academy Network.

2024

First EAN Academy opens in Rome, Italy

Standardized, research-based curriculum defined

2025

Second Academy opens in Treviso, Italy

Agreements with National Esports Federations in Italy, France and Cameroon

2026

New academies planned in Cameroon, Canada and the Philippines

International training projects — Italy–Cameroon cooperation launched

Three pillars, one connected ecosystem



01

Esports Academies

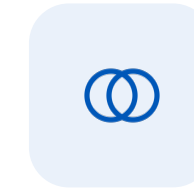
At the core of the network, training companies and academies deliver specialized programs, certifications and collaboration opportunities that support the educational and professional development of esports.



02

Federations

National Esports Federations act as institutional facilitators — promoting educational initiatives, coordinating cooperation and supporting the structured development of the ecosystem in each country.



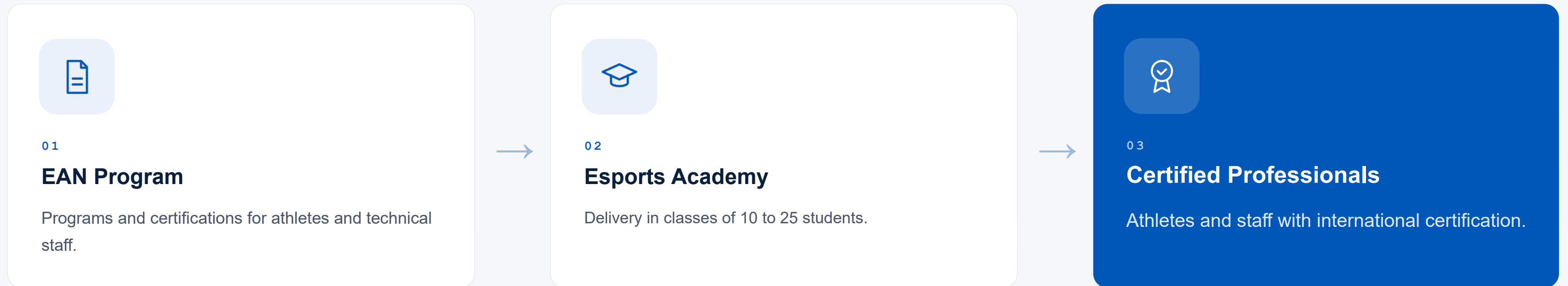
03

Strategic Partners

Partners strengthen the network's impact, gaining international visibility and building targeted collaborations with federations and academies to drive innovation and expansion.

The operational flow of the network

From standardized programs to internationally certified professionals.



SUPPORTED BY

Esports Federations Institutional recognition and coordination.

EAN Partners Visibility, recruitment and innovation.

Two complementary training tracks

Athlete Training

6

ESPORTS GENRES

300h+

TRAINING PER TITLE

50+

ESPORTS TITLES

- ◆ Structured programs across all major esports genres
- ◆ Designed for competitive performance and long-term athlete development

Technical & Professional Training

The technical track spans 10 professional areas, each with several specializations — some adapted from established training programs, tailored to esports:

- ✓ Entertainment
- ✓ Information & Technology
- ✓ Media
- ✓ Business
- ✓ Performance Optimization
- ✓ Communication
- ✓ Event Organization
- ✓ Administration
- ✓ Sales & Marketing
- ✓ Education

Estimated market presence by esports genre

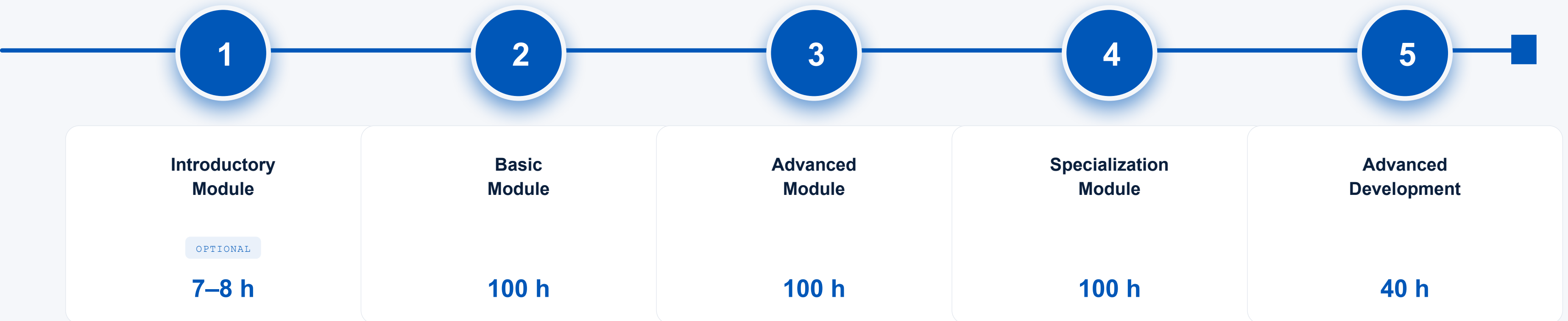
Share of global prize pool and competitive athletes.

GENRE	PRIZE POOL			ATHLETES		
	2024	2025	Δ	2024	2025	Δ
1 Shooters FPS / TPS	44%	46%	+2	70%	71%	+1
2 MOBA Multiplayer Online Battle Arena	52%	49%	-3	29%	27%	-2
3 Simulations Sports & others	2.7%	3.5%	+0.8	0.1%	0.1%	stable
4 Fighting Games 1v1 competitive	—	0.5%		—	0.7%	
5 Strategy RTS / TBS	—	0.5%		—	0.15%	
6 Collectible Card Games CCG	—	0.5%		—	0.05%	

Values are estimates of market presence; 2024–2025 comparison shown where available.

A structured, five-stage training pathway

Modules are available across all titles within the same esports genre.



- ✓ Each module ends with an optional examination to certify the level reached and unlock the next module.
- ✓ Completing the full pathway issues an international certification and an individual evaluation report.

Basic Module — « FPS Fundamentals »



DURATION METHODOLOGY

100 hours **40% / 60%**

TEACHING STAFF

Esports Instructor **70%**

Mental Coach **20%**

Psychologist **10%**

OBJECTIVE

Build the fundamental competencies of an FPS player, integrating technical, tactical, mental and collaborative skills within a competitive framework.

PROGRAM STRUCTURE

1 Introduction to FPS & Competitions **10h**
 Fundamentals, roles, fair play, first guided competitive experience.

2 Aiming & Character Control **20h**
 Precision, movement, technical configuration, mechanical training.

3 Weapon & Inventory Management **15h**
 Weapon typologies, strategic choices, situational usage.

4 Map Awareness & Positioning **15h**
 Zone control, rotations, map reading, coordination.

5 Communication & Teamwork **10h**
 Call-outs, role distribution, collaboration, conflict management.

6 Strategy & Tactical Foundations **10h**
 Offensive / defensive setups, timing, decision-making.

7 Mental & Physical Preparation **10h**
 Focus, stress management, pre-game routines, ergonomics.

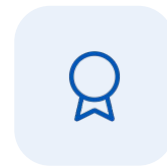
8 Mini-Tournaments & Review **10h**
 Competitive simulation, replay analysis, individual feedback.

Building complete and sustainable ecosystems



Ecosystem Development

Built on international cooperation projects, supported by education and development funds (e.g. ERASMUS+), in close collaboration with governments and institutions such as Italy–Cameroon.



Certifications & Careers

Internationally recognized certifications, structured evaluation and accreditation pathways, and access to professional careers in esports worldwide.



Career Opportunities

EAN partner professional teams recruit certified players and technical staff, selecting EAN graduates to join teams and technical roles.

The mission of EAN: to build complete and sustainable esports ecosystems — even from scratch.

Educational cooperation: Italy–Cameroon



THE PROJECT

- ◆ International cooperation project led by EAN
- ◆ Supported by the Office of the Prime Minister of Cameroon and the Ministry of Sports
- ◆ Public funding for training 300 technical esports instructors
- ◆ Train-the-Trainers model: 160 h on-site in Italy + 40 h online
- ◆ First generation of certified esports instructors in Cameroon

THE IMPACT

- ✓ Trained professionals will educate new instructors, athletes and staff at national level
- ✓ A pioneering, high-impact project for Cameroon and Central Africa
- ✓ Strengthens Italy–Cameroon and Europe–Africa cooperation
- ✓ ERASMUS+ funding under evaluation to expand reach and reduce costs

Benefits for Esports Federations

✓ **No entry fee**

Free access for federations officially recognized by the Ministry of Sports and/or the National Olympic Committee.

✓ **30% academy discount**

30% reduction on the annual EAN membership fee for affiliated academies that are members of the national federation.

✓ **International training & certification**

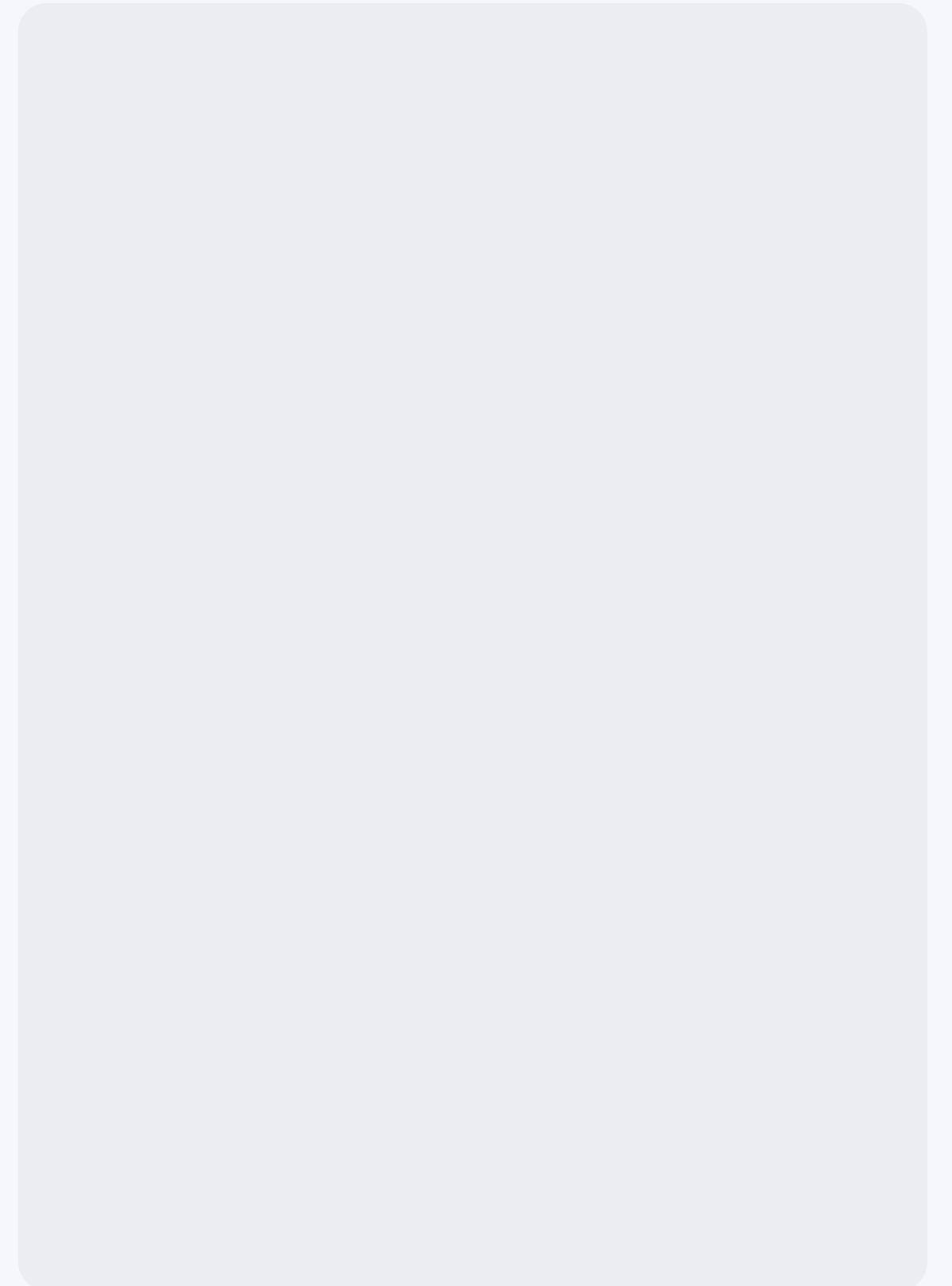
Professional programs and internationally recognized certifications for athletes and technical staff.

✓ **Intercontinental cooperation**

Projects such as Italy–Cameroon that create global esports connections.

✓ **Access to funds**

Eligibility for education and international cooperation funding programs.



Benefits for Esports Academies



✓ **Training for athletes & staff**

Programs across 6 athlete categories (50+ titles) and 10 technical professional categories.

✓ **Transparent fees**

Annual affiliation fee (variable by country) and 10% of the public fee for issuing international certifications.

✓ **No management constraints**

No restrictions on public training fees or academy management, subject to service quality and compliance with IES policies.

✓ **International cooperation**

Promotion of international cooperation to develop esports training activities.

✓ **Access to funds**

Eligibility for education and international cooperation funding programs.



JOIN THE NETWORK

Become part of the Esports Academy Network

Federations, academies and partners: join a growing international network standardizing esports education worldwide.

Federations

Academies

Strategic Partners

NOW IS THE RIGHT TIME TO GET IN TOUCH.

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