

**TRUE >> GAMERS**  
Esports Gaming Cafes from Mars

# FRANCHISE



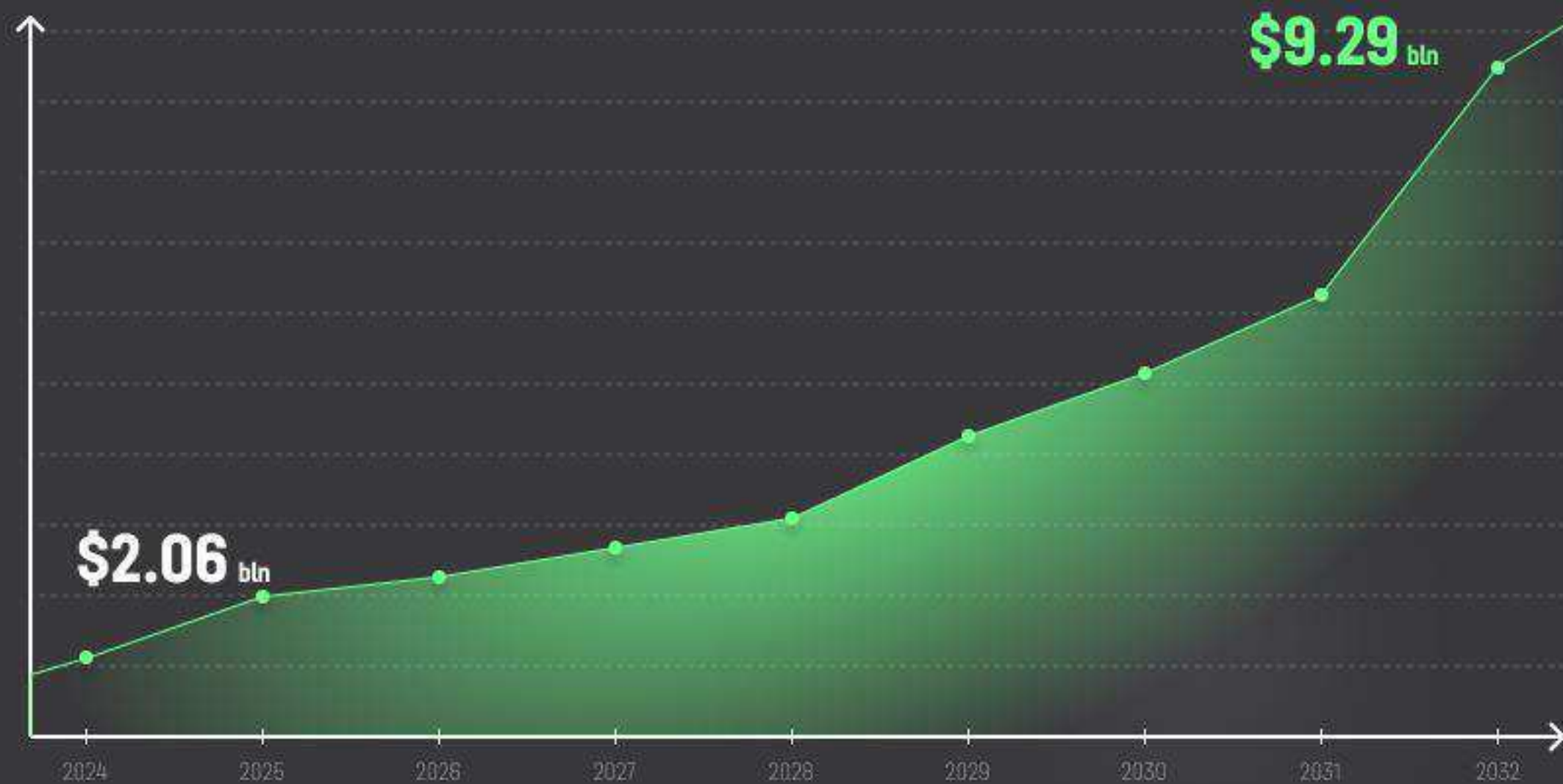


# ESPORTS: THE FUTURE OF ENTERTAINMENT

The eSports industry is not just a fleeting trend—it's on the brink of becoming a dominant force in global entertainment. As gaming continues to explode in popularity, the demand for esports venues is set to skyrocket. True Gamers is perfectly positioned to meet this growing need, providing franchisees with an unparalleled opportunity to tap into a market on the cusp of massive expansion.

## Projected Explosive Growth

The global esports market is expected to grow from \$2.06 billion in 2024 to an astounding \$9.29 billion by 2032, representing a compound annual growth rate (CAGR) of 20.7%.



## Increasing Global Audience

The number of eSports viewers worldwide is set to surpass 640 million by 2025, up from 544 million in 2024. This surge in viewership highlights the growing mainstream acceptance and popularity of esports as a competitive sport and entertainment form.

2024 **544** bln. people



2025 **640** bln. people





# WHO ARE WE?

# TRUE» GAMERS

eSports clubs network & ecosystem

# OUR GOAL

is to unite the entire  
gaming community

## 150+

Branches opened  
all over the world

## 750+

Tournaments  
executed

## 450 000+

Customers every month

## 12

Branches  
opened in UAE

## 5

Branches under  
constructions in UAE

## 10+

Tournaments  
per week

True Gamers is one of  
the largest eSports clubs  
networks in the world



# TRUE GAMERS GLOBAL PRESENCE

CIS region  
**150+ branches**

UAE  
**12+**  
branches

Saudi  
Arabia

HEAD OFFICE

**DUBAI**

## True Gamers Headquarters

Located in the heart of Dubai, the True Gamers headquarters is the nerve center of our global operations. From this dynamic hub, we oversee the management and expansion of our network, which includes over 150 esports clubs worldwide, with 12 state-of-the-art locations across the UAE.

Our headquarters in Dubai is not just a symbol of our presence in the MENA region, but also a testament to our commitment to providing top-tier gaming experiences, innovative design, and cutting-edge technology.

Here, we strategize, innovate, and support our franchisees, ensuring that every True Gamers club meets the highest standards of excellence.

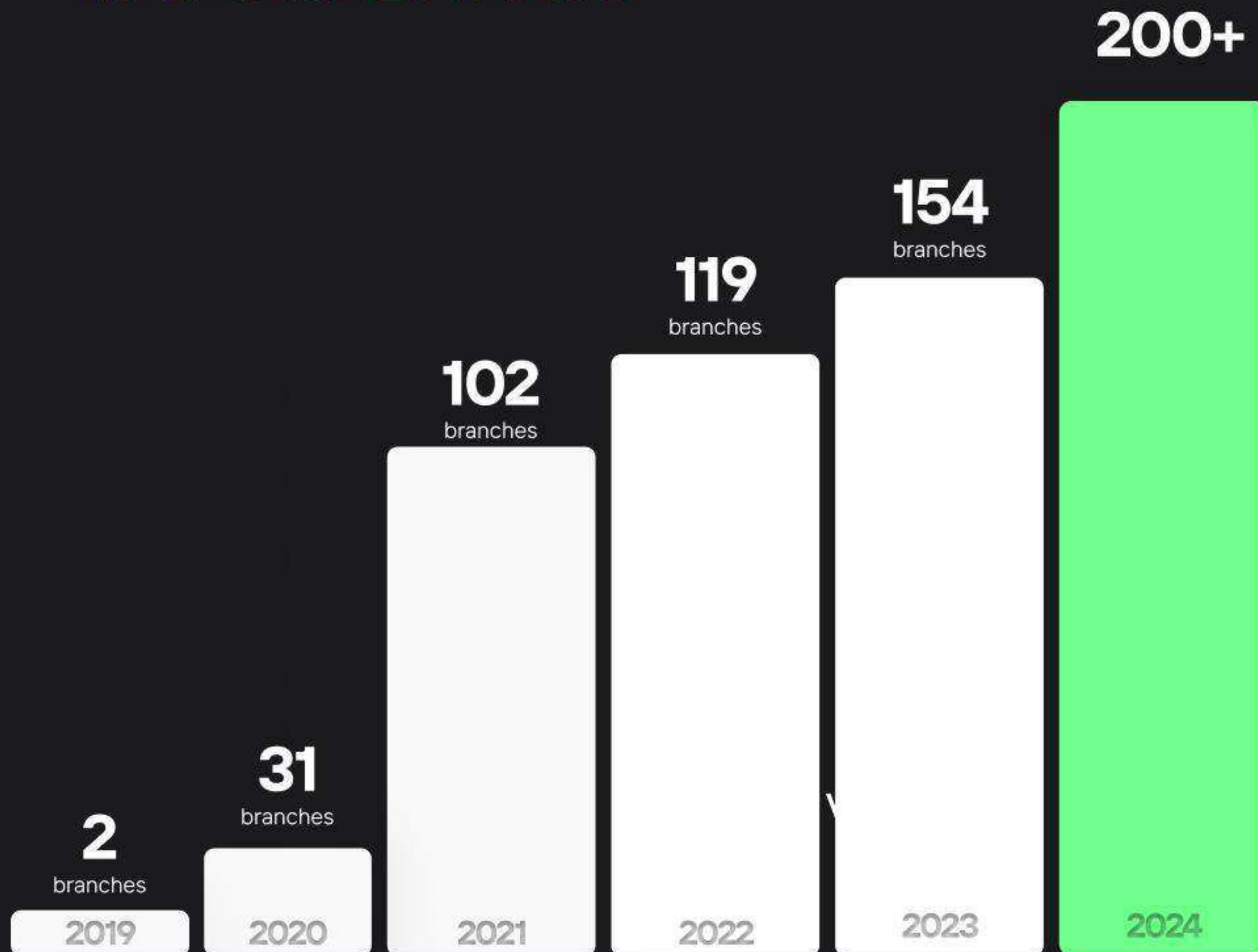
**150+**  
Clubs

**60+**  
Cities

**8**  
Countries



# IN 5 YEARS WE HAVE BECOME LEADERS IN THE FRANCHISING INDUSTRY



A screenshot of the Forbes website showing a ranking of the top 7 most profitable franchises in the CIS. The article title is "30 most profitable franchises - 2022. Forbes ranking". The ranking table includes the following data:

Rank	Franchise Name	Investment	Score
1	Alfa-Bank	RUB 1.5 million	38.5
2	True Gamers	RUB 5.3 million	33
3	True Gamers	RUB 5.3 million	33
4	True Gamers	RUB 5.3 million	33
5	True Gamers	RUB 5.3 million	33
6	True Gamers	RUB 5.3 million	33
7	True Gamers	RUB 5.3 million	33



# TRUE GAMERS: YOUR ULTIMATE ESPORTS DESTINATION

01 / 03



## What is True Gamers?

True Gamers is a network of esports clubs for those seeking more than just gaming at home. It's a place to meet fellow gamers, play on top-tier equipment, and enjoy a unique gaming experience.

02 / 03



## Why True Gamers?

True Gamers - a space to game with others who share your passion. Whether you want to relax, compete, or have a fun night out, True Gamers has you covered.

03 / 03



## The True Gamers Experience

Gaming is a lifestyle at True Gamers. With clubs worldwide, we offer the ultimate destination for anyone who loves gaming. Join us and see why True Gamers is the place to be.

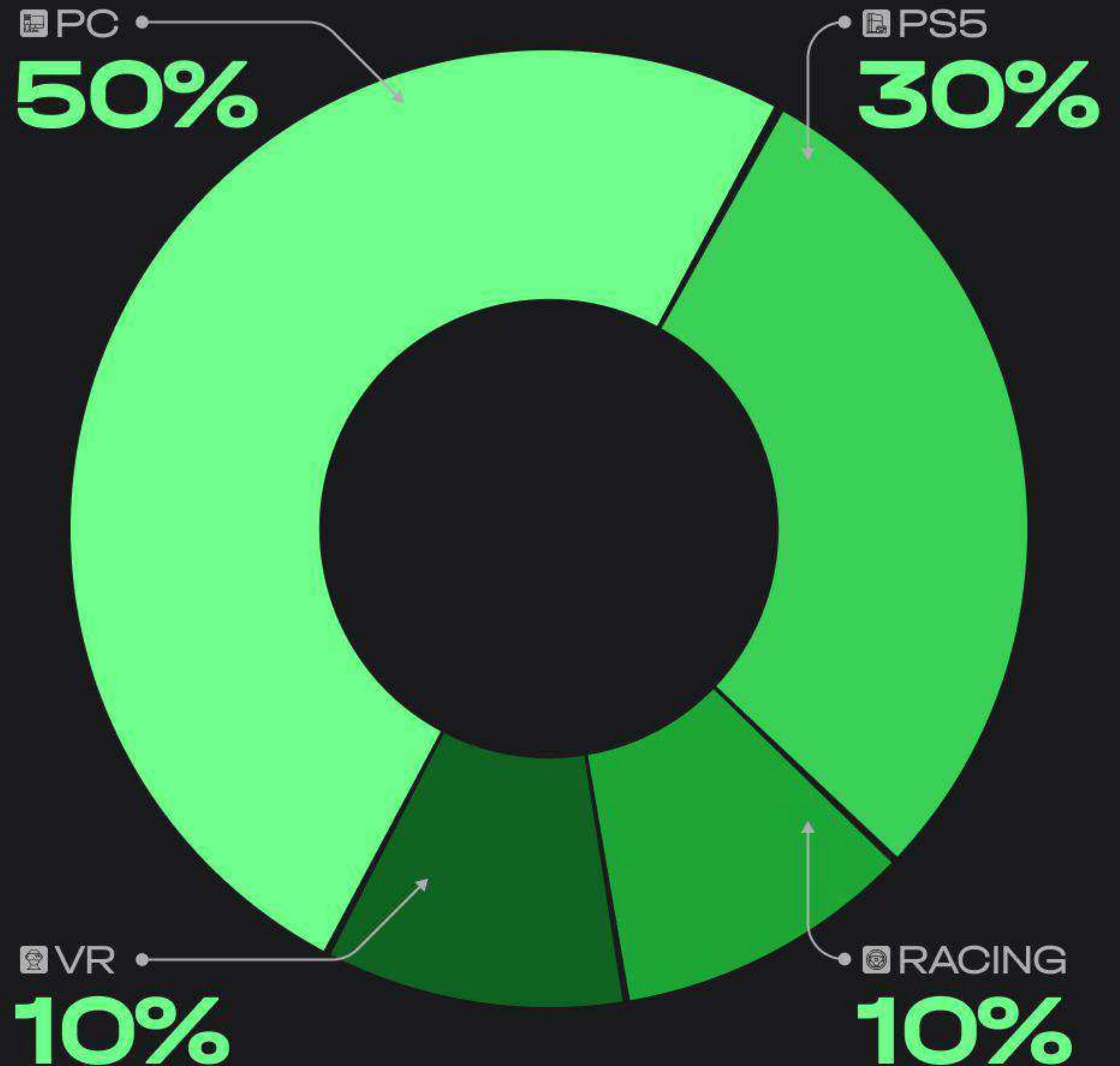


# CLUB LIKE A BUSINESS

It depends on the club's configuration, seasonality, location, and other factors.

## The club's income consists of:

- 01/ Equipment rental  
(PCs - 50%, consoles - 30%, racing simulators - 20%)
- 02/ Bar (20-40%)
- 03/ Merchandise (up to 5%)
- 04/ Events (up to 10%)
- 05/ Other (printing, device sales, partner product sales) (up to 10%)







# CLUB FORMATS FOR OPENING



# CAFE PLUS COWORKING: THE ULTIMATE ALL-IN-ONE SPACE

[ 01 ]

**Comfortable  
work zones**



**A robo-dog waiter  
serves invigorating  
coffee**

[ 02 ]

**Tasty and  
affordable food  
with the best  
coffee**



[ 03 ]

**Access to high-  
tier equipment  
for tackling  
complex tasks  
and relaxing  
after a workday.**





# CAFE PLUS COWORKING TARGET AUDIENCE

## Audience Descriptions:

### Digital Generation:

Young professionals valuing technology and convenience

### Outsourcers:

Professionals working in distributed teams

### Freelancers:

Individuals needing a workspace outside the home

### Producers:

Organizers and creatives needing meeting spaces

### IT Specialists:

Tech experts requiring high-tech workspaces

## Common Pain Points:

- 01/ Lack of comfortable and productive workspaces.
- 02/ Difficulty separating work and personal life.
- 03/ Absence of a professional environment and networking opportunities.

## Solutions:

- 01/ Comfortable work zones with modern equipment and Wi-Fi.
- 02/ Spaces for meetings, brainstorming, and video calls.
- 03/ Events for networking and building professional connections.





# TRUE GAMERS CAFE PLUS COWORKING CONCEPT

**Welcome to TG Cafe!** Our mission is to blend global exploration with the comfort of a modern café, offering a unique experience that fosters connections, celebrates cultural diversity, and builds a community of engaged regular visitors.

## Core Mission:

TG Cafe creates a dynamic space for people worldwide to:

- Explore different cultures.
- Get new knowledge.
- Form professional and personal connections through engaging interactions.

**Operating on a cinema-like model, TG Cafe leverages additional sales with bar revenue contributing up to 40% of total income. We regularly update our menu and combo offers to keep the experience fresh and drive sales.**

## How It Works:

**Team Selection:** Guests choose their team based on their mood for the day

**Green Cup:** Indicates openness to conversation and interaction. Green cup holders are encouraged to approach others with green cups.

**Red Cup:** Allows guests to enjoy their space without social interaction.



## How It Works:

Our dedicated R&D kitchen continuously develops and refines menu items, ensuring we stay ahead in culinary trends and maintain a high standard of food quality.



## Culinary Excellence:

### R&D Kitchen:

Regular events and themed gatherings enhance community and networking opportunities.



## Robotic Waiters

### Efficiency and Innovation:

Robots deliver orders promptly, adding a high-tech touch to the café experience.





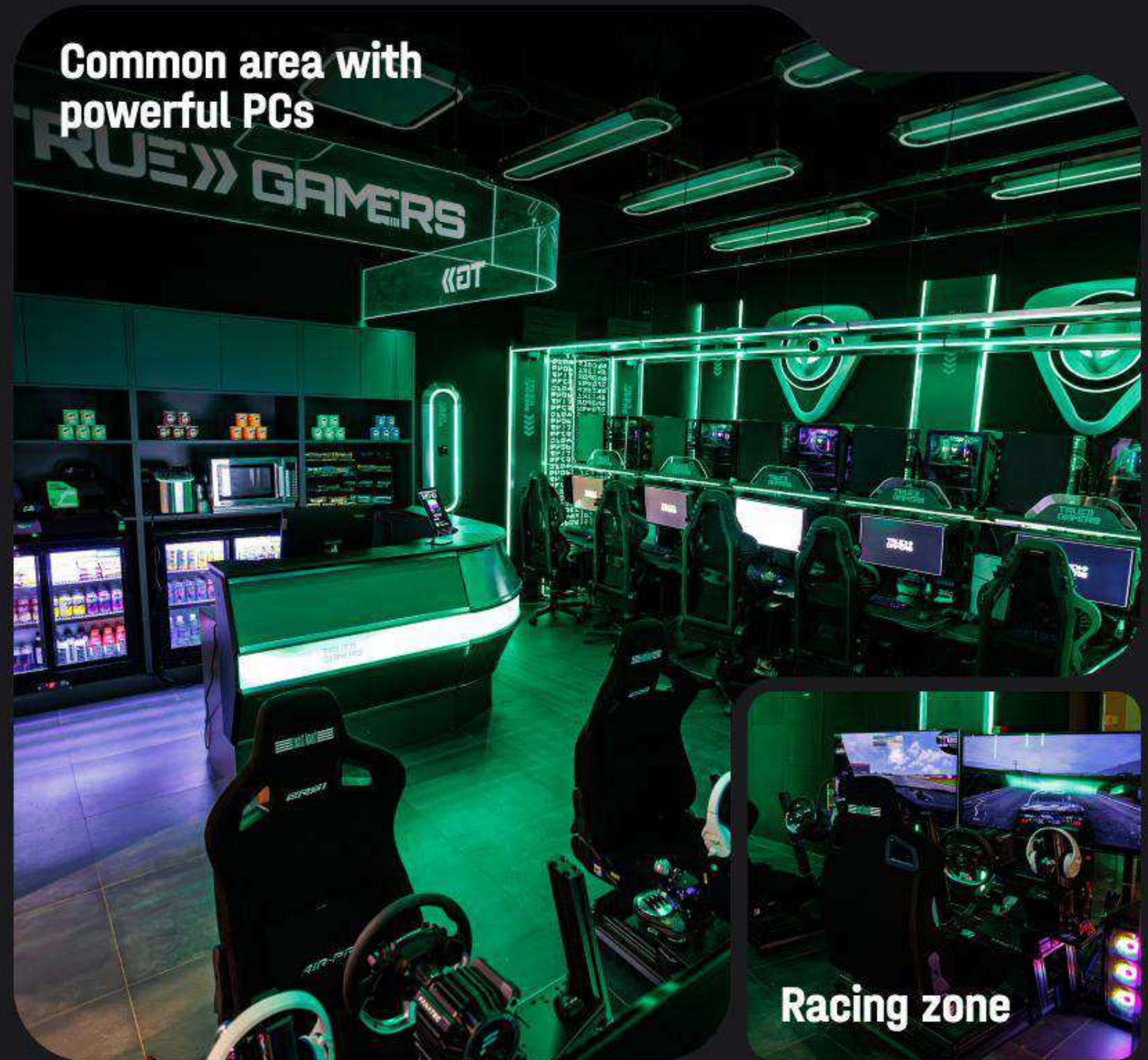
# ESPORTS CLUB: THE ULTIMATE HUB FOR GAMERS AND ENTREPRENEURS



Bootcamp area for team play



PlayStation area



Common area with powerful PCs



Bar with drinks and delicious hot food



Merch Zone



Racing zone



# ESPORTS CLUBS TARGET AUDIENCE

## Audience Descriptions

**Hardcore Gamers:** Dedicated players who seek the best gaming experience.

**Casual Gamers:** Individuals who play for relaxation and socializing.

**Esports Enthusiasts:** Fans and aspiring esports athletes looking to compete.

**Tech-Savvy Youth:** Young people passionate about technology and gaming culture.

**Groups of Friends:** Social gamers who enjoy playing together in a group setting.



## Common Pain Points

Limited access to high-quality gaming equipment at home.

Lack of a vibrant community to share gaming experiences.

Difficulty finding organized and professional gaming events or tournaments.

Need for a social space that combines gaming and leisure.

Challenges in improving gaming skills and staying competitive.



## Common Solutions:

Top-tier gaming equipment, including high-performance PCs, consoles, and simulators.

A welcoming community of like-minded gamers and regular social events.

Organized esports tournaments and events for all skill levels.

A comfortable and social environment that encourages group play.

Coaching and training sessions to help gamers improve their skills and compete at higher levels.





# WHY CHOOSE THE ESPORTS CLUB FORMAT?

01 / 06

## Proven Success:



With 11 clubs in the Emirates and over 150 worldwide, True Gamers is a trusted brand in the gaming industry.

02 / 06

## Comprehensive Support:



True Gamers offers full support, from site selection to marketing, ensuring franchisee success.

03 / 06

## Community Building:



Esports clubs are community hubs where gamers connect and compete, fostering a local gaming scene.

04 / 06

## Exclusive Tournaments and Events:



Access high-profile esports events, boosting your club's visibility and reputation.

05 / 06

## Top-Tier Equipment:



Our clubs feature the latest gaming technology, ensuring an unmatched experience.

06 / 06

## Versatility and Scalability:

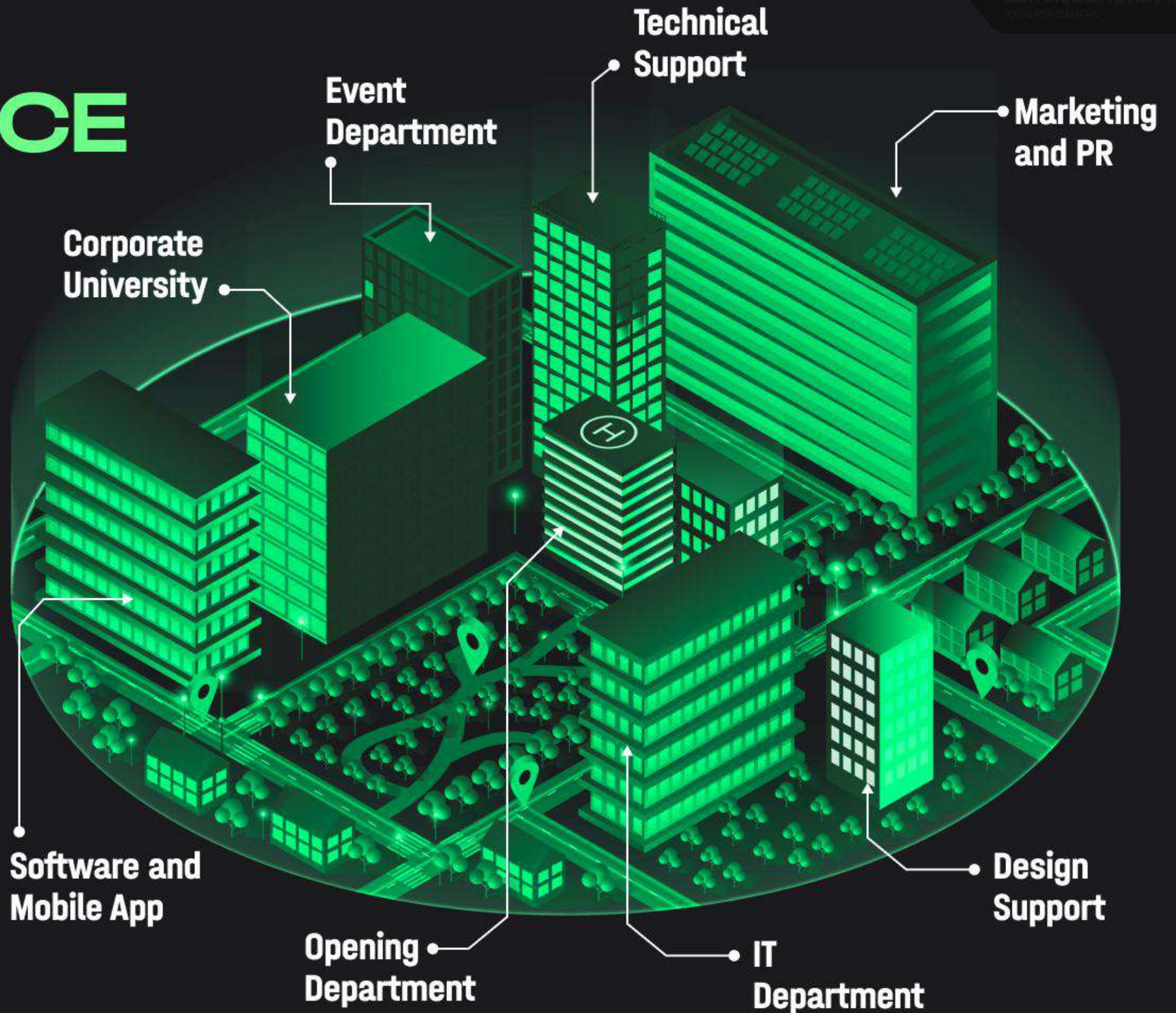


This format adapts to various spaces, fitting both urban and suburban premises.



# TRUEGAMERS CENTRAL OFFICE

Our experienced and dedicated team ensures the successful operation of your franchise, providing comprehensive support at every stage, from launch to ongoing business management. We're here to guide you through every step, ensuring your franchise thrives.





# ESPORTS ECOSYSTEM BY TRUE GAMERS

## Exclusive architectural & design solutions

These solutions allow to create an interior in production and easily install it in a cyber arena



01 / 06

## Crafted Cuisine

To serve the exclusive high quality dishes to our eSports clubs



02 / 06

## ROBO-DOG waiters

Own software and technological solutions for the implementation of robo-dogs in the service sector



03 / 06

## eSports tournaments

Infrastructure to unite gamers and partners through regular tournaments across cities and countries



04 / 06

## ERP system

Partnets ERP system for eSports clubs operations management & reporting



05 / 06

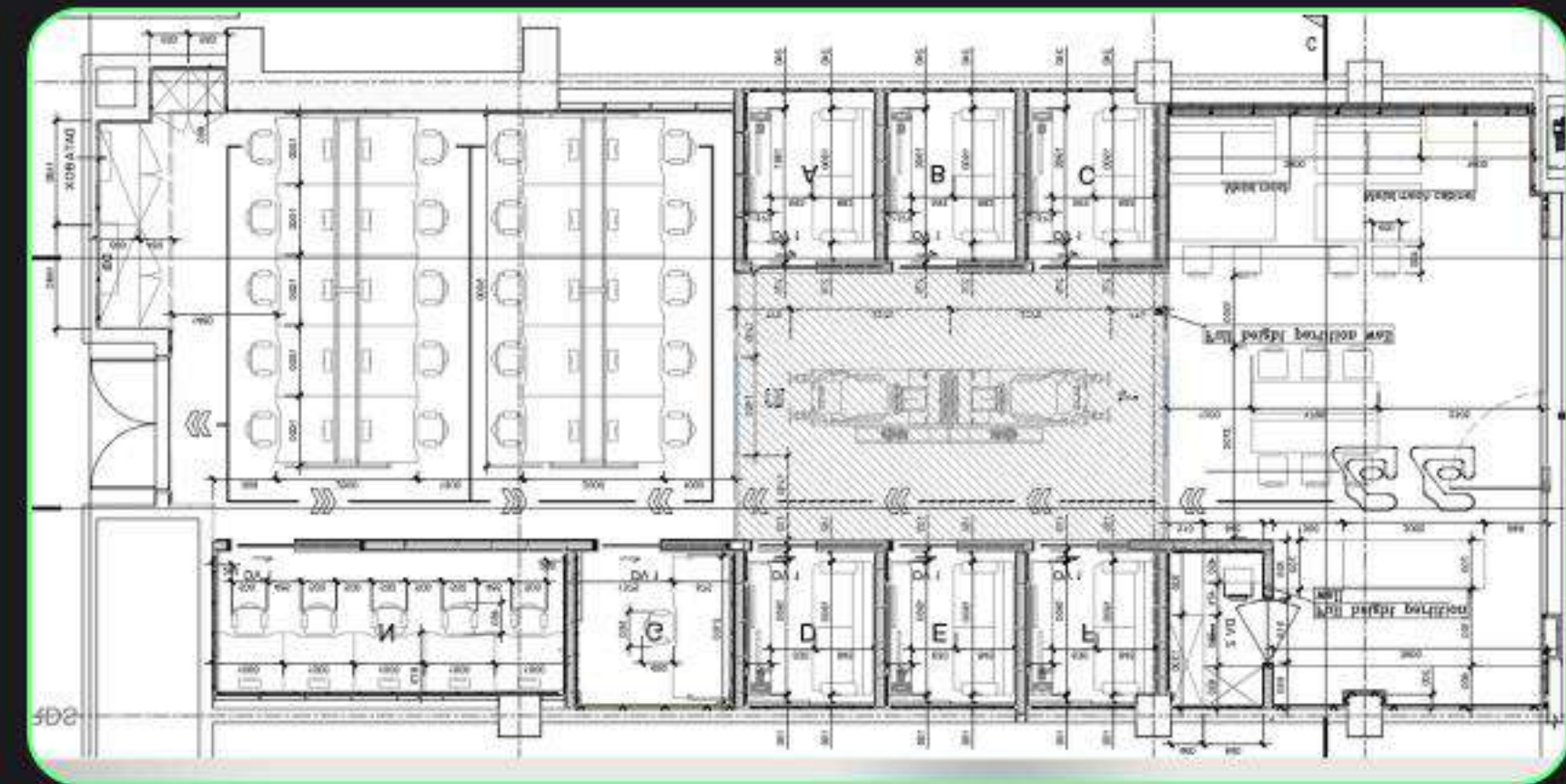


# UNIQUE DESIGN THAT STANDS OUT

At True Gamers, we believe that the design of your club is more than just aesthetics—it's a statement.

Our team of experienced designers creates unique, immersive environments that can't be found anywhere else. These custom-designed spaces are tailored to resonate with the gaming community, making your club a destination in itself.

When people walk into a True Gamers club, they enter a world that reflects the cutting-edge culture of esports. This distinctive atmosphere not only attracts customers but keeps them coming back, helping your club stand out in a competitive market.





# SUPPORT ON EVERY STEP OF THE JOURNEY

From the moment you decide to join the True Gamers family, we're with you every step of the way. Our comprehensive support covers every aspect of setting up and running your club.

We assist with everything from site selection and club design to staff training and daily operations.

Our dedicated franchise team is always available to provide guidance, ensuring that your club meets our high standards and achieves its full potential.



**With True Gamers, you're never alone** —we're committed to helping you succeed at every stage of your journey.



# TRUE GAMERS ONLINE UNIVERSITY: YOUR KNOWLEDGE HUB

Welcome to the True Gamers Online University—your go-to resource for everything you need to know about running a successful esports club.

This extensive knowledge base offers detailed guides, training modules, and best practices across all departments.

Whether it's understanding the latest gaming technology, mastering customer service, or optimizing your operations, the Online University has you covered.

It's designed to integrate you into the True Gamers culture, equipping you with the knowledge and tools to excel.



PRESENTER  
VLADISLAV  
BELYANIN

**To ensure the club is ready to open, the management company conducts pre-opening training for franchisees.**

Training starts even before the franchise is purchased.

**The management company monitors the progress of the training and assesses the level of knowledge acquired.**

TRUE GAMERS



PRESENTER  
JULIA  
BILKA

**Why does the club need tournaments?**

A tournament is a type of marketing activity

For a club	For players
Opportunity to attract new customers	Opportunity to test club/brand services
New activity for regular guests to give them more reasons to come to the club	Opportunity to try your hand as a cyber sportsman
Creating a community of brand ambassadors who will recommend you to friends	Complicity to the cyber sports world and the opportunity to be part of this community

**The club should make money from cyber sports tournaments!**

TRUE GAMERS



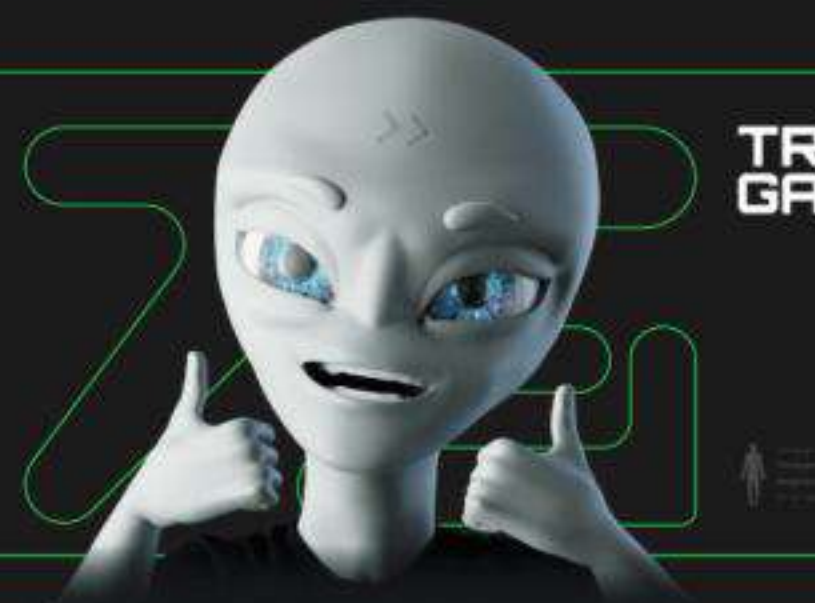
PRESENTER  
MARIA  
LUKASHENKO

**In this video:**

- Purchase of bar products and pricing procedure
- Organization of product accounting
- Order in the bar

ONLINE UNIVERSITY TRUE GAMERS

## ONLINE UNIVERSITY TRUE GAMERS



### MODUL #1 INTRODUCTION

- Training and certification

### MODUL #2 PRE-OPENING PROCEDURES

- Initial PC setup
- Installing software and launchers
- Cash register equipment
- Pre-opening marketing

### MODUL #3 WORKING WITH STAFF

- Searching for employees
- Internship and recruitment
- Working with staff
- Employee motivation

### MODUL #4 OPERATIONS PROCEDURES

- Club management. Standards
- Working in CRM
- Financial performance of the club
- Club cleanliness
- Customer service basics
- Working with reputation
- Organization of security in the club
- Inventory
- Reporting and quality control

### MODUL #5 BAR AND KITCHEN

- Kitchen/bar management
- The kitchen at True Gamers gaming club
- True Gamers bar work
- Residual stock work

### MODUL #6 MARKETING

- Club marketing
- True Gamers brand identity
- Marketing tools
- True Gamers community



### MODUL #7 EVENTS

- Organization of a cyber sports tournament
- Events



### MODUL #8 ADMINISTRATOR'S TASKS

- Job duties of the administrator
- True Gamers dress code
- Maintaining order
- Communication with clients
- Sales skills
- Conflict management
- Organization of tournaments
- Working in the kitchen and bar
- Working in CRM
- Working with a robot dog
- Technical skills of administrator
- Cleaning the gaming place

### MODUL #9 USEFUL MATERIALS

- Regulations for cyber sports tournaments
- Technical and technological chart
- Instructions and regulations



# CONTINUOUS MARKETING EXCELLENCE



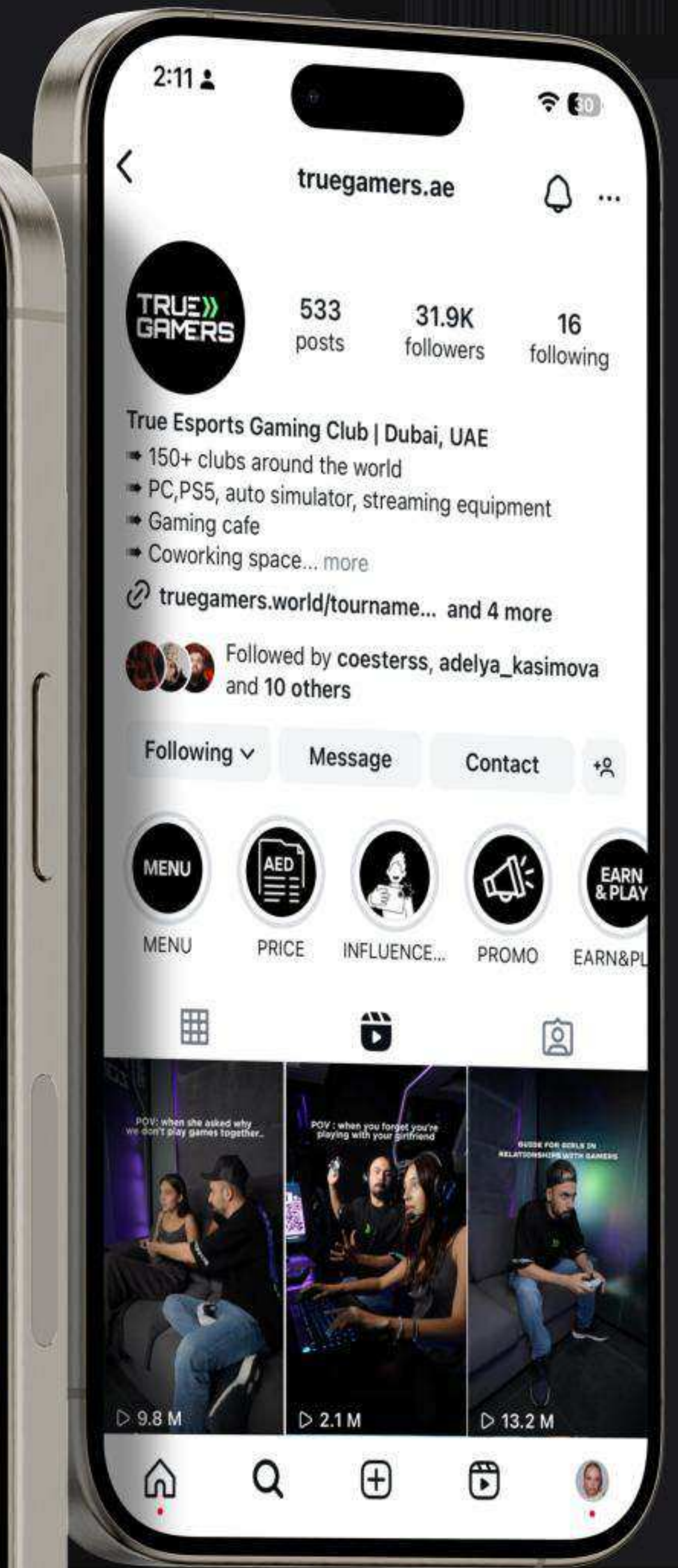
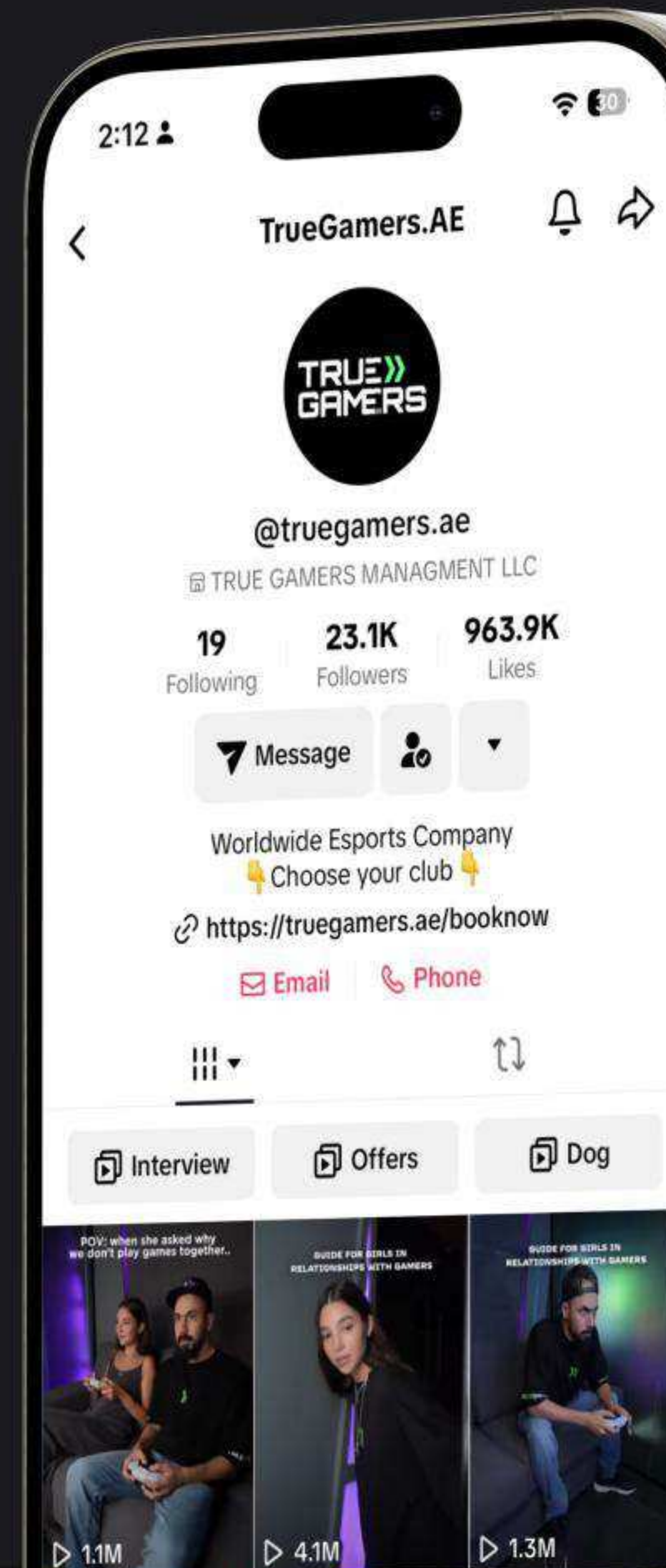
At True Gamers, we're not just about creating amazing clubs—we're about building a brand that people love and trust. Our marketing team works tirelessly to keep our brand at the forefront of the gaming world.



We continually grow our social media presence, engage with influencers, and create buzz through high-profile tournaments and events. As a franchisee, you'll benefit from our ongoing marketing efforts, which are designed to attract new customers and keep them engaged.



We're constantly innovating to make our marketing strategies more effective, ensuring that your club remains a vibrant part of the True Gamers community.





# GLOBAL PR POWERHOUSE

At True Gamers, our PR team is a global powerhouse, ensuring our brand resonates worldwide. We focus on media relationships, influencer partnerships, and event-driven campaigns to keep True Gamers at the forefront of the gaming industry.

## Global Reach:

We execute PR initiatives across continents, making True Gamers recognized and respected in every market.



## 200+ Media Publications:

Featured in over 200 media outlets globally, we showcase our excellence and influence.



## Continuous Brand Building:

We consistently enhance and protect the True Gamers brand, ensuring it remains a leader in the gaming industry.



## Event-Driven Publicity

Our PR team creates buzz around every event, driving global traffic and interest.



True Gamers enters Jordan in collaboration with RizeUp Sports Complex

[view article](#)



True Gamers unveils project for world's first esports island

[view article](#)



How Abu Dhabi Is Bringing The World's First Esports Island Into Its Future

[view article](#)



After tech, gaming jobs are on a hot streak in the UAE as studios pick up global talent

[view article](#)



# TOURNAMENTS THAT ENGAGE AND EXCITE

At True Gamers, tournaments are central to our community, bringing gamers together and creating excitement. Whether local or global, these events elevate your club's status in the gaming world.

01 / 03



## Local Competitions:

Regular tournaments keep your club active and build a loyal community. Gamers return to compete, improve, and enjoy the camaraderie.

02 / 03



## International Reach:

As part of a global network, your club can host and participate in international tournaments, connecting gamers worldwide and enhancing your club's reputation.

03 / 03



## Expert Tournament Management:

We provide comprehensive training resources to ensure your club teams are equipped to run top-notch tournaments, delivering the best service and experience



# WE ARE ENSURING CONSTANT CLUB'S LOAD THROUGH WEEKDAYS

10.00-18.00

Coworking for digital nomads

15.00-19.00

Kids education and events

18.00-22.00

Regular tournaments

24/7

Free computing resources are rented out for enterprises as part of cloud computing clusters





# ESPORTS ISLAND LAUNCHING

True Gamers is planning the construction of a groundbreaking gaming island in Abu Dhabi, set to be a global hub for esports and gaming enthusiasts. The island will feature unique attractions like a PUBG-inspired parachute jump, a high-end training facility, and a state-of-the-art arena for major events.

This ambitious project has already gained attention from media outlets worldwide, highlighting its potential to redefine gaming culture.

**GG RESORT**  
Modern high-performance hotel

## DIGITAL TOWER

Technological workspaces

## TG ARENA

Infrastructure for international esports tournaments

## GG BOOTCAMPS

Professional training grounds for esports players

We execute CustDev of professional teams, that commit to participate in this project





# FRANCHISE OPTIONS



# FRANCHISE PACKAGES

**20 PCS** **M**

Franchise fee from  
**\$12 000**

Royalty from  
**6%**

Initial investment from  
**\$150 000**

Payback period from  
**40 MONTHS**

Profit from  
**\$4 000 /MONTHS**

Revenue from  
**\$13 000 /MONTHS**

**Brand:** Leverage a proven and recognizable brand that has already earned customer trust.

**30 PCS** **L**

Franchise fee from  
**\$15 000**

Royalty from  
**6%**

Initial investment from  
**\$250 000**

Payback period from  
**36 MONTHS**

Profit from  
**\$10 000 /MONTHS**

Revenue from  
**\$20 000 /MONTHS**

**Knowledge Base:** Access to comprehensive information and resources for successful business management.

**45 PCS** **XL**

Franchise fee from  
**\$25 000**

Royalty from  
**6%**

Initial investment from  
**\$350 000**

Payback period from  
**42 MONTHS**

Profit from  
**\$12 500 /MONTHS**

Revenue from  
**\$28 000**

**Standards:** Clear standards and procedures to maintain quality and a unified approach across all franchises.

**CAFE**

Franchise fee from  
**\$20 000**

Royalty from  
**6%**

Initial investment from  
**\$350 000**

Payback period from  
**36 MONTHS**

Profit from  
**\$10 000 /MONTHS**

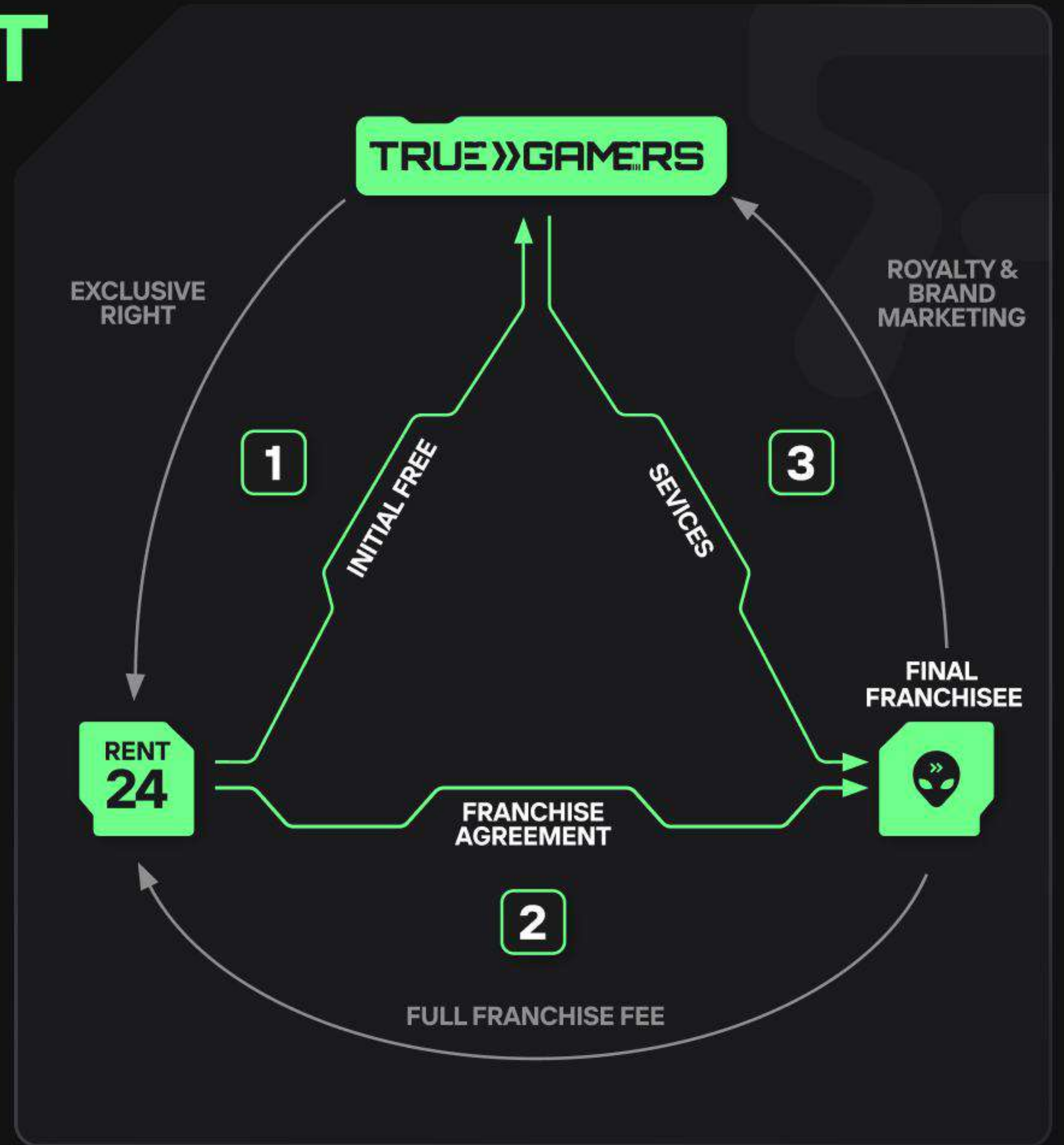
Revenue from  
**\$28 000**

**Consultative Support:** Ongoing assistance and guidance to address any issues and optimize your business operations.



# AREA DEVELOPMENT OPTION

**Area Developer** - the exclusive partner on the dedicated area with the right to resell the franchise and the commitment to sell specific number of clubs within agreed period of time



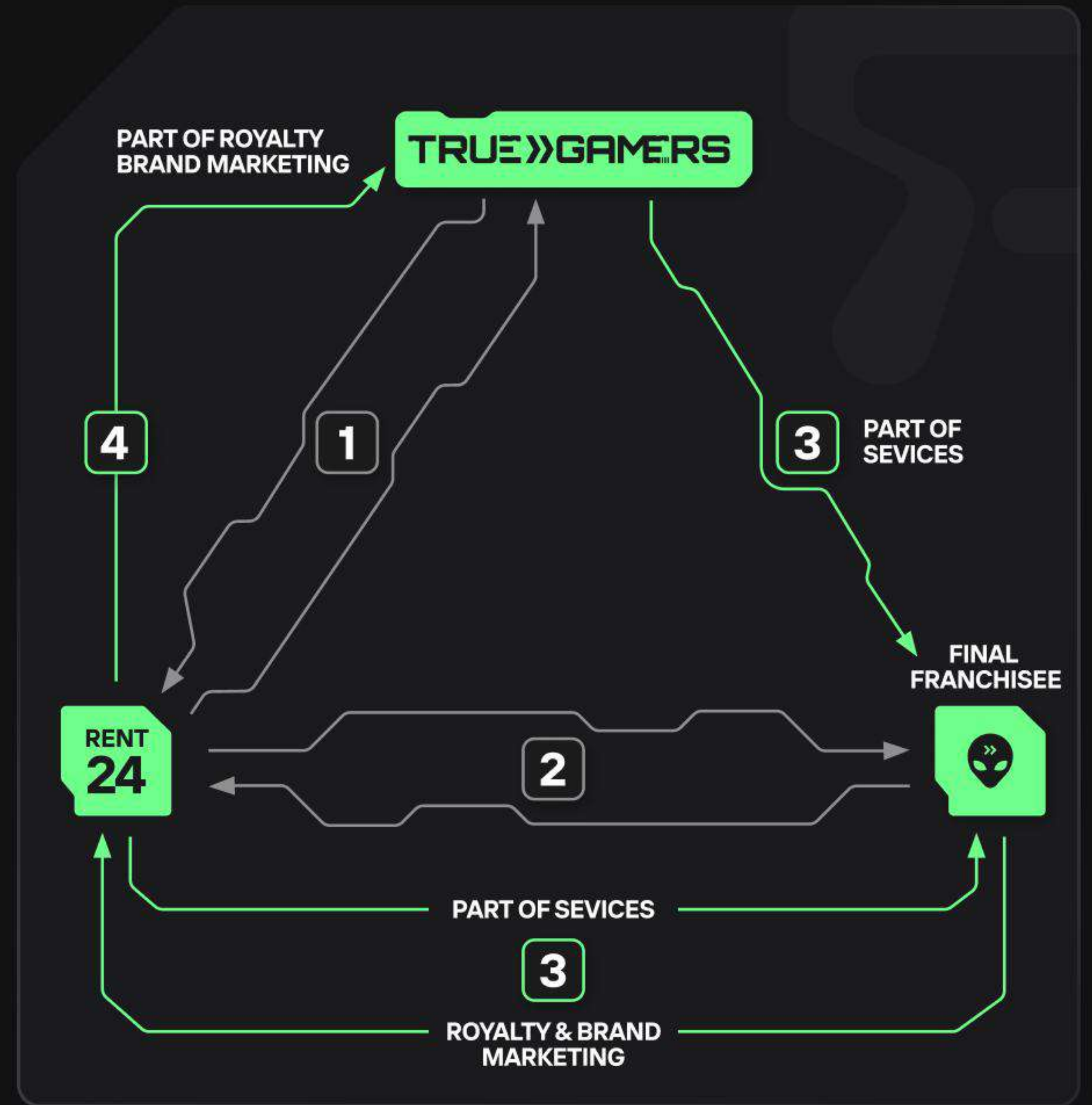
Purchasing conditions vary by region and should be discussed with the manager



# MASTER FRANCHISEE OPTION

**Master Franchisee** - the exclusive partner on the dedicated area with the right to resell the franchise and the commitment to provide support services under True Gamers name

Purchasing conditions vary by region and should be discussed with the manager





# ADDITIONAL REVENUE STREAMS FOR MASTER FRANCHISE

01 / 04

**Construction management fee**



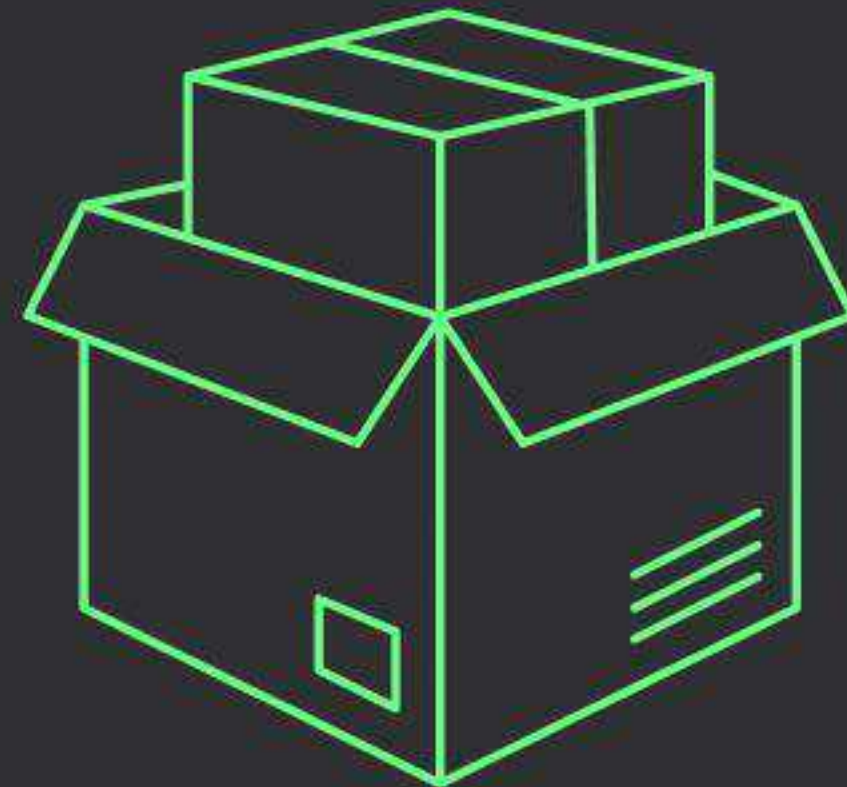
02 / 04

**Equipment fee**



03 / 04

**Merchandise fee**



04 / 04

**Sponsorships**





# AREA DEVELOPMENT VS MASTER FRANCHISE

	Direct franchise	Area development		Master franchise	
	TrueGamers	TrueGamers	Partner	TrueGamers	Partner
Franchise fee	100%	50%	50%	50%	50%
Royalty	100%	100%		33.3%	66.7%
Opening support	+	+			+
Tech support	+	+		+	
Local support	+	+			+
Country marketing	+	+			+
Legal support	+	+			+
Local tournaments	+	+		+	



# WE ARE ALWAYS PLEASED TO NEW PARTNERS AND OPPORTUNITIES



**For all questions**

**+971 52 705 8336    [franchise@truegamers.world](mailto:franchise@truegamers.world)**