

Aeon of Strife

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It is every young boy's dream to become a professional sports player. In this modern era, a new kind of dream has emerged; the dream to become a professional eSports player. The eSport with the biggest tournaments and their prize pools is the competitive game Dota 2.

Dota, Defence of the Ancients, is a staple for the last 15 years and is played by more than 100 million players around the world. All of these players are striving to become the very best in an attempt to crown themselves by winning the biggest tournament of the year; The International.

By merely playing the game on the client, it is very hard to find other players that are of your caliber. To find and train with these players is key within the Dota scene. If they are convinced of each other's capabilities and they suit their playstyle, they can decide to form teams together.

Even for already established, sponsored amateur teams and organisations there are not many opportunities for them to compete on a suitable level. Opportunities should arise in the shape of tournaments and leagues, but for the amateur teams there do not tend to be many tournaments and leagues that blossom for multiple seasons.

I will offer AeonOfStrife.nl, an online platform for all the Dota 2 players in The Netherlands. On this platform they can reach out and find each other. By the use of this platform and the community it will create, the players can get to know each other to see whether they want to practice and compete with each other to achieve greater goals.

If players are satisfied and form teams of 5, they can start competing in leagues and tournaments. Both of these opportunities will be hosted by me on AeonOfStrife.nl.

As stated before, more than 100 million players have challenged themselves with Dota 2. Around 425,000 of those people are active players in The Netherlands. This globally popular game is created by Valve Corporation, a game company with a yearly revenue of about 3.5 billion dollars. The game thrives around its competitive scene, where tournaments are played around the globe with prize pools up to 20 million dollars. These prize pools are initiated by Valve themselves, but are filled up to the brim by the community.

Within the Benelux, there are a few competitors trying to achieve a similar platform. The main contender in The Netherlands is DutchDota.com. DutchDota originally launched as a community platform trying to gather Dutch Dota players. Although a moderately large following was reached, there was a lack of purpose for the platform. A league was devised for the players to compete in, but there was a serious lack of competitive spirit and drive from the platform's creators. The league eventually lost traction and is currently discontinued.

The current uprising community within the Benelux is BeNeDota.com. BeNeDota is a community driven by the partnered Kayzr.com platform. Kayzr is a platform trying to achieve weekly randomized tournaments using a generalized system for multiple eSports combined. This system is seriously lacking in functionality for the Dota competitions and are not getting the attention they need to develop the community.

The largest competitive platform within Europe is Facelt.com. Facelt provides automated tournaments for a large audience, since they are aimed at the entirety of Europe. Although Facelt is currently allowed to do Valve's official open qualifier events, they have had some serious public relations trouble. Ignorant and corrupt admins have left a bad taste with the community and some players tend to avoid Facelt for that reason.

The platform will start out to be completely voluntarily. This is a personal project that I would like to see grow and invest into. Eventually when the platform turns out to be successful, additional funding could be gathered. This can be achieved through the means of a partnered Twitch stream where the competitive games will be broadcast, a monetized YouTube channel where match replays will be uploaded with ad revenue and a Patreon page which offers premium content for monthly backers.

The revenue through these channels shall be invested back into the platform to support the community and gain more traction by means of tournament and league prize pools. This will increase the platform's popularity and will give an incentive for veteran players to keep competing on this platform.

Myself, Floris Schippers, will act as founder for this platform. I will also act as main developer and administrator. I qualify as a founder for this specific type of platform since I am also a competitive Dota 2 player myself, having won multiple national leagues in a row with my team. I have been playing variants of the game of Dota for nearly 10 years and have currently invested more than 4500 hours into Dota 2 as first hand experience. Also I am a active member of all the formerly mentioned communities and more.

As developer I qualify since I am a flexible programmer with experience in the field. I have finished my internship at a large digital agency and possess the resources I need to construct this platform.

For the role of administrator I have had the opportunity to act as one for the DutchDota platform. During multiple seasons of their league, I made sure the teams communicated to each other and played their matches on time. I setup Twitch streaming schedules in order for extra exposure for the league and even broadcast some of these matches myself. During this period I noticed some major problems within the DutchDota vision and workings which I will use to iterate and improve upon the concept in order to create and maintain a flourishing platform.

Eventually this platform will create a close community with a bunch of new teams. Using my algorithms, these teams will be able to play in tournaments against other teams of their caliber. These tournaments should offer close matches for all teams to create an intense and enjoyable competitive environment.

In order for this platform to take off, the site needs to be hosted on a server. The servers needs to be rented and setup such that it can handle all the corresponding traffic. When the platform grows, I might need help in order to keep the community running smoothly. This will create administration and moderation positions which could be filled by volunteers or even employees.