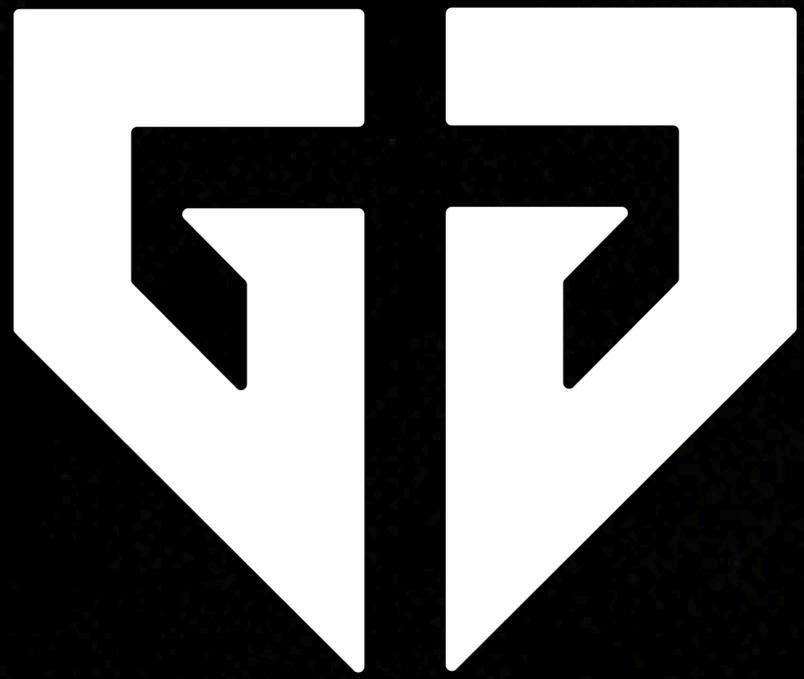
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GEN.G ESPORT



E-Commerce Business Model Project

Doryan.S - Duarte.N - Marco.F

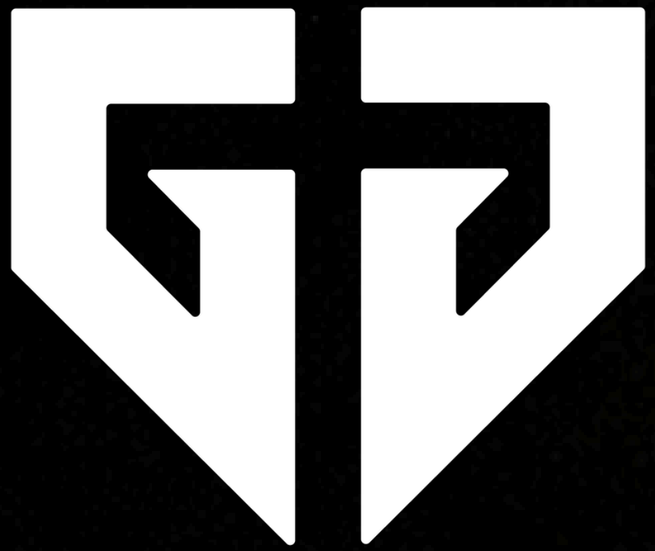
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PART 1.

ESPORT CLUB BUSINESS MODEL

GEN.G ESPORT



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CLUB PRESENTATION



- **WHO IS GEN.G ESPORTS ?**

Gen.G Esports is a global esports organization founded in **2017**, originally known as “Samsung Galaxy” & “KSV Esports”.

Based in Seoul, Los Angeles and Shanghai, the organization is recognized for its **competitive success, worldwide presence and strong commercial value**.

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CLUB PRESENTATION

- **GAMES REPRESENTED**

- **TARGET AUDIENCE**

Worldwide

- East Asia / North America / Europe

Age range

- Main target : 14 - 30
- Core target : 16 - 26



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REVENUE PILLARS



- **PARTNER BRANDS**

Endemic

- Corsair (*Hardware / Peripherals*)
- LG Ultragear (*Monitor / Tech*)
- Sidiz (*Gaming Furniture*)
- Superplay (*Gaming Platform*)
- Logitech (Gaming Furniture)

Regional Partner

- Nsan (*Furniture link to GGX*)

Non-Endemic

- Musinsa (*Fashion / E-Commerce*)
- Monster (*Beverage*)
- Man. City (*Sports Brand*)
- Mobil.1 (*Automotive*)

Brand Ecosystem

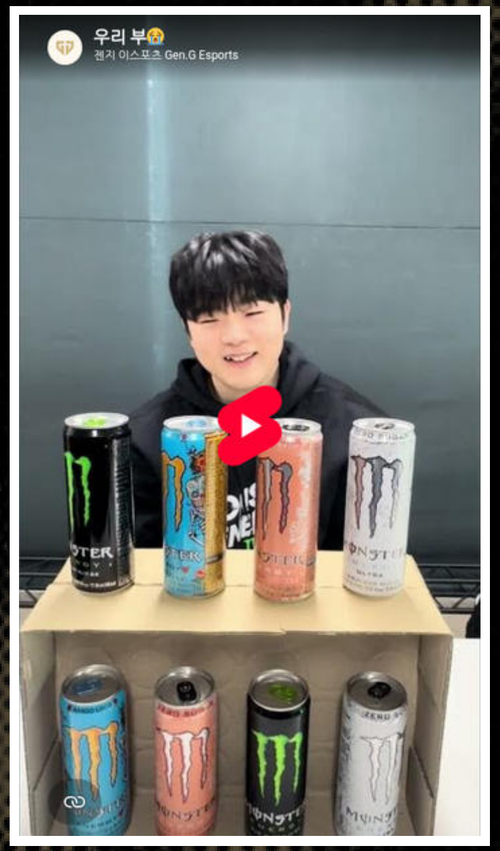
- GGX (*Gen.G Gaming Xperience*)
- GGA (*Gen.G Global Academy*)

REVENUE PILLARS

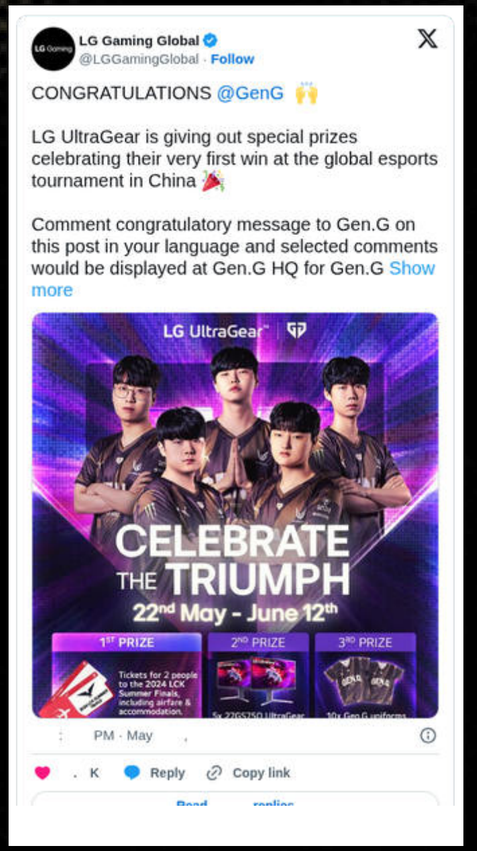
- **NOTABLE ACTIVATIONS**

Gen.G Esports delivers notable activations by **combining strong brand partnerships with multi-platform content**.

These activations are distributed across **Youtube, Tiktok and Instagram**.



Monsters Short



LG Gaming Global Post



Jersay Sponsoring

REVENUE PILLARS

- **PLAYER VISIBILITY & INFLUENCE**

Gen.G Esport leverages star players to **drive visibiity and engagement** through official broadcasts, highlights, and player content (Tiktok & Youtube) while live streams on **“CHZZK” and “SOOP”**.

Players also have their own personal audiences and act as **key brand showcases**.

치지직

SOOP



Chovy : 260K followers (Instragram)

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REVENUE PILLARS

- **LEAGUE REVENUE SHARING**

LEAGUE OF LEGENDS

- Gen.G receives stable revenue combining a fixed stipend with income from **“LOL Esport” digital item sales**, it help fund salaries and infrastructure.

VALORANT

- Gen.G benefits from revenue generated by **in-game items as Team Capsules / Bundles**.



Gen.G Emote (LOL)

PUBG

- Gen.G earns a percentage of net sales from **in-game team skins**.

ROCKET LEAGUE

- Gen.G generates revenue from **team items sold in the RLCS shop**.

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REVENUE PILLARS



- **PLAYER TRANSFERS**

Player transfers also generate revenue through :

- **Buyout fees** when another organization acquires a player under contract.
- **Contract sales or trades** that bring direct income or reduce salary costs.
- **Development** of rookies and academy players who can be transferred.

- **CASHPRIZE**

In 2025, Gen.G Esport earned a total of approximately : **$ 3. 39 M**.

It is from major competitive results, making them one of the **top earning teams** of the year.

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MERCH & E-COMMERCE



- **PRODUCTS**

TIER 1 : Hardcore Fan Products (50%)
- Pro team jerseys & kits,
- Official team apparel,
- Ultra accessories (flags, scarves).

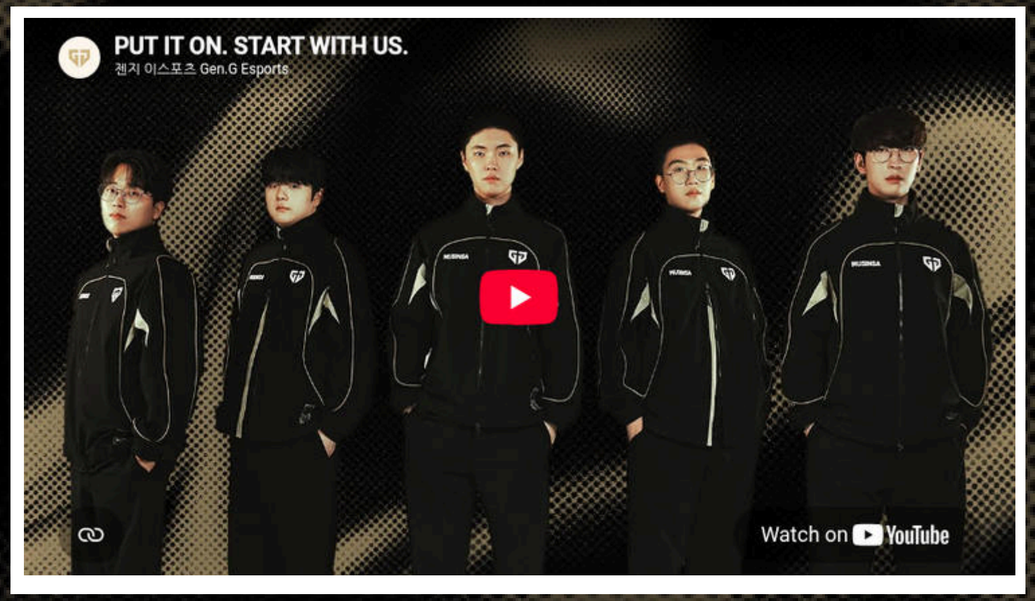
TIER 2 : Lifestyle Products (40%)
- Casual hoodies, t-shirt, jackets,
- Limited edition drops with artists,
- Home accessories (mug, posters).

TIER 3 : Diversification & Collabs (10%)
- Mainstream brand collabs (steetwear),
- Limited capsule collections,
- Digital goods (emotes, collectibles).

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MERCH & E-COMMERCE



- **PRODUCTS MARKETING ACTIVATIONS**

Gen.G structures its merchandising around :

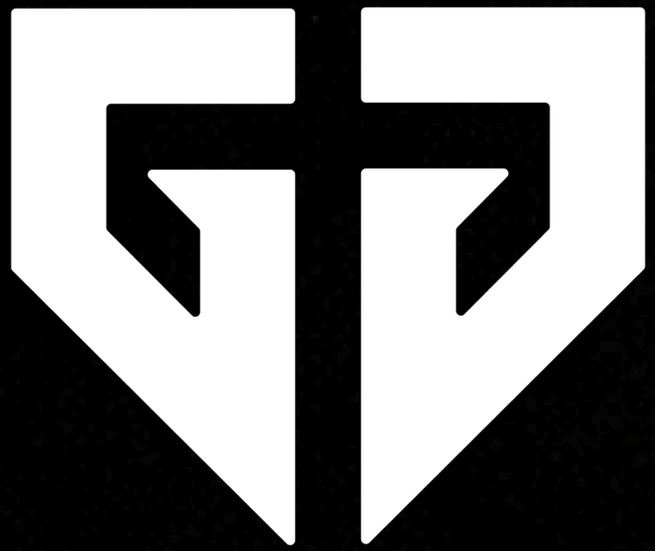
- **Uniform drops** (scheduled releases, product and pricing communication to create traffic spikes).
- **Mascot merch - GenRang** (dedicated collections to expand lifestyle tier).
- **“Membership unlock perks”** (used as a CRM and loyalty lever with early access and exclusive benefits).
- **Extended distribution** (MUSINSA presence, increasing reach beyond esports audience).

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PART 2.
MERCHANDISING STRATEGY

GEN.G ESPORT



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MERCH DIVERSIFICATION

- **LIFE STYLE PRODUCT VS HARDCORE FAN PRODUCT**

Gen.G Esport **separates lifestyle and harcore fan product** to adresse different consumption contexts and it help the brand to grow its revenue :

- **Different usages** (jerseys → support / lifestyle → everyday wear),
- **Different purchase moments** (competitive hype / continuous year),
- **Different segments** (esports fans / fashion audiences).

This strategy generates **incremental and recurring revenue across a year** without reducing the core esports fans expectation.



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MERCH DIVERSIFICATION

- **COLLABORATIONS**

Gen.G Esport create **limited edition collabs** with artists or brands like :

- **MOTHER GROUND**
- **LIBILLY**

Theses collabs attract **new audiences** (fashion, culture, art fans) and generating incremental revenue while **preserving the value** of core products



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MERCH DIVERSIFICATION

- **ACCESSORIES, DIGITAL GOODS, BUNDLES**

Gen.G Esport offers accessories, in-game items and bundles to **increase purchase frequency and average cart size**.

Theses type of merchandising **generates** additional revenue, **strenghten** customer retention and **complements** core products without replacement.











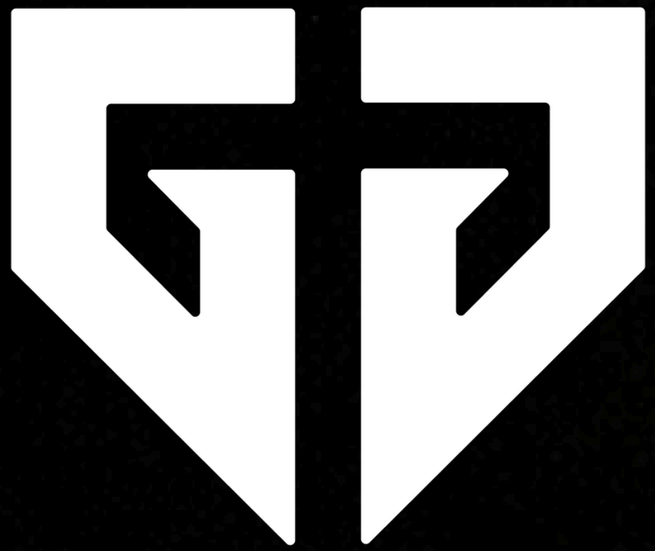


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PART 3.
E-COMMERCE STRATEGY

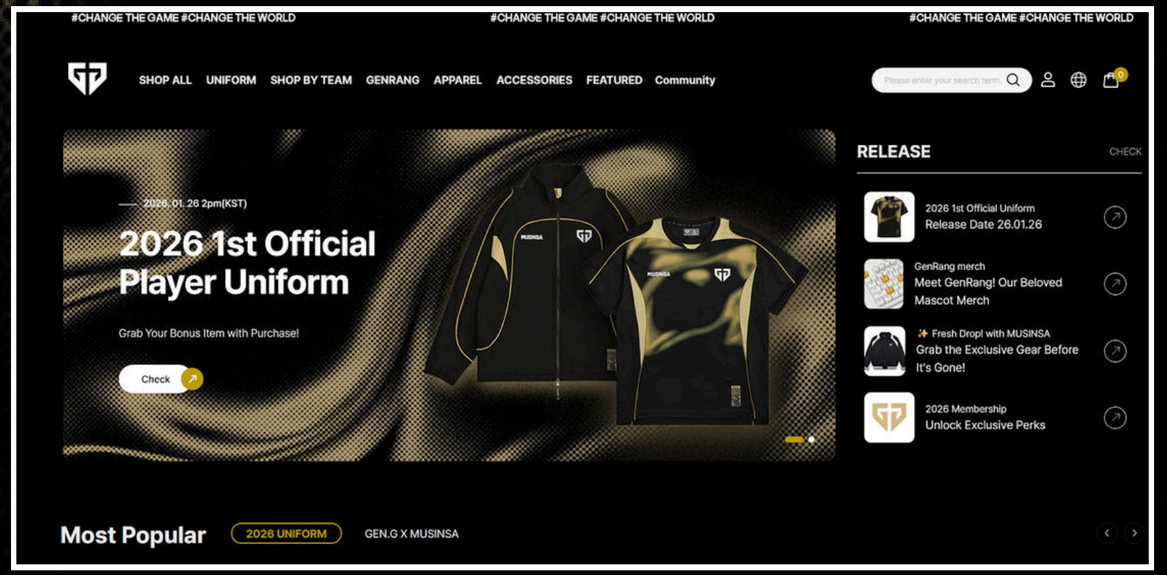
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USER JOURNEY & CONVERSION



- **HOMEPAGE CLARITY**
  - **No "Official Gen.G Store" headline** or trust signals. First-time visitors unsure if this is legitimate merchandise.
  - Shop on gengshop.com (not geng.gg) **breaks brand continuity**, loses esports context, **dilutes SEO authority**
  - Language selector (EN/KR/CN) only changes interface; **product names stay English**. Chinese/Korean users get **incomplete experience**.

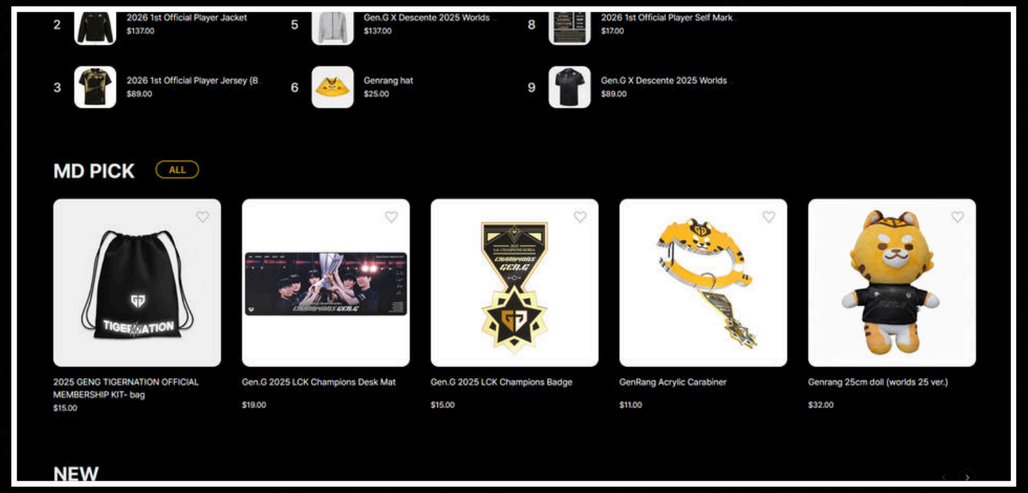
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USER JOURNEY & CONVERSION

- **NAVIGATION LOGIC & PRODUCTS ACCESS**

  - **Implement sticky navigation bar** to keep header always visible when scrolling. Instant access to Shop All, Apparel, Accessories, search bar. **Eliminates need to scroll** back up to switch categories



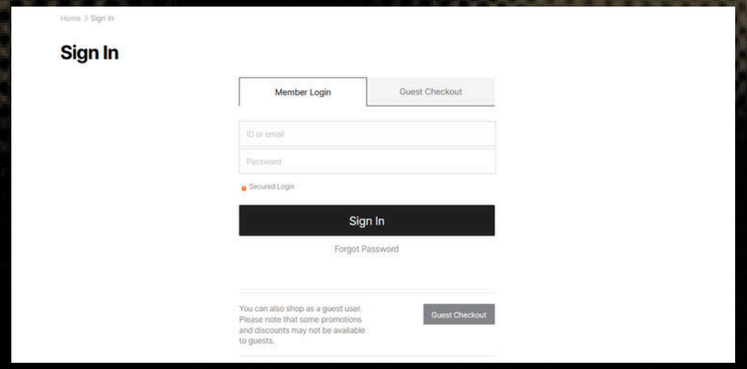
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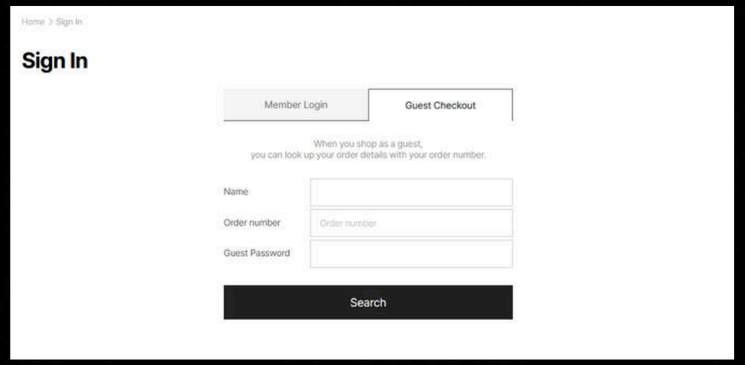
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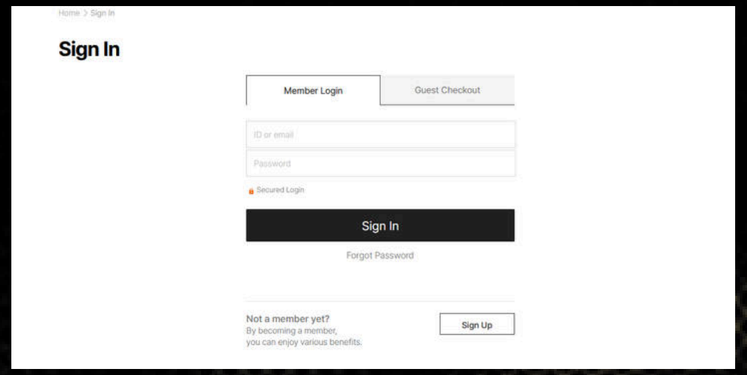
USER JOURNEY & CONVERSION

- **SMOOTHNESS OF THE CHECKOUT PROCESS**

- Guest checkout option exists but **poorly signposted and unintuitive**. Users struggle to find "Continue as Guest" . Forces account creation friction → **high cart abandonment.**





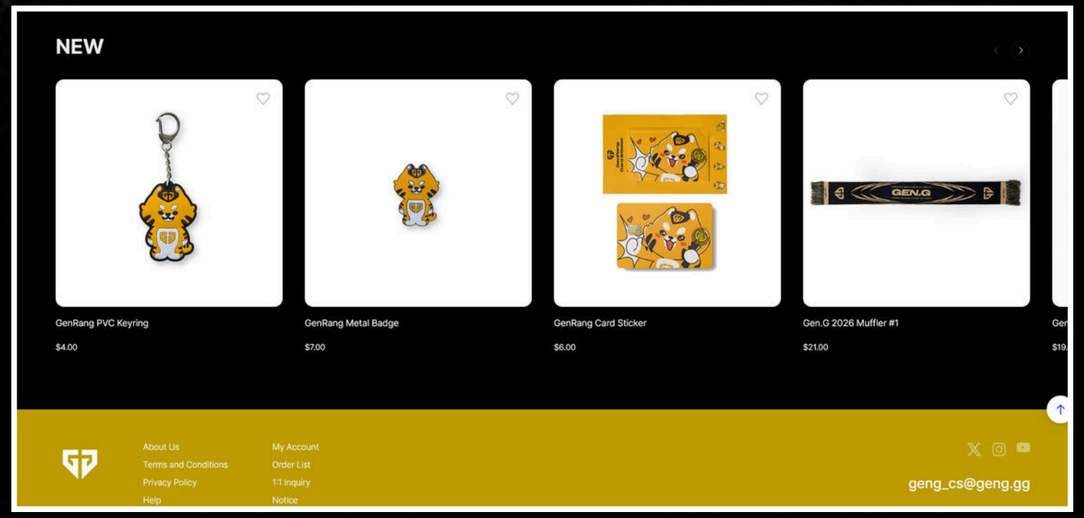


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MERCH OFFER PRESENTATION

- **PRODUCT HIERARCHY**
  - **"New" products section positioned last** on homepage after 4 other blocks. Users must scroll extensively to discover latest arrivals.
  - "Best" shows top 10 ranking while "Most Popular" uses tabbed collections. **Same products appear repeatedly**.
  - **"Release"** (sidebar) mixes upcoming drops with membership perks. **"New"** (bottom) shows available products. **Timeline unclear for fans** seeking just-launched items.



6th category

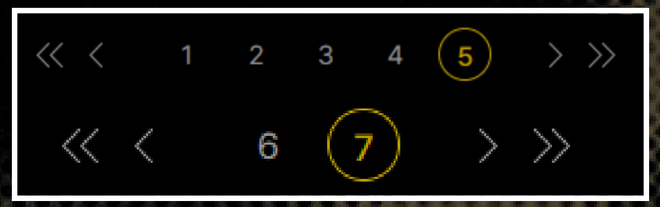
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MERCH OFFER PRESENTATION

- **PAGINATION CONFUSION**

- On the “Shop All” page, users must blindly click right arrow to discover pages 6+ exist.



- **COLLECTION PAGES**

- Limited collection pages,
- Some collection don’t have dedicated pages.

No product filtering, only sorting options available on “Shop All” page :

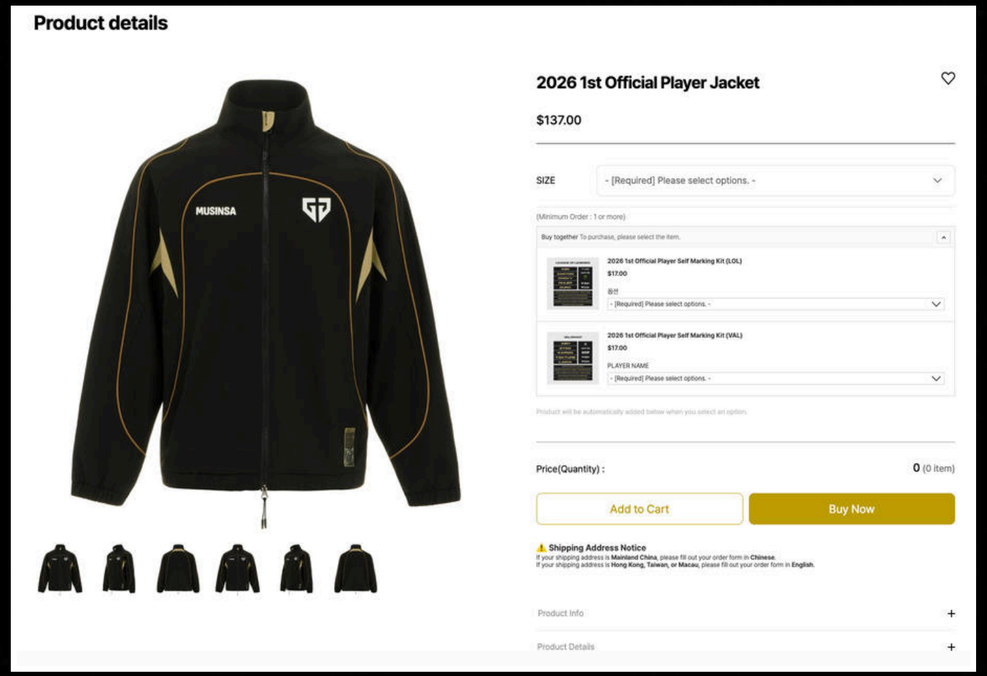
- No filters for size, stock availability, price range, category,
- Forces users to scroll through entire lists to find specific needs.

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MERCH OFFER PRESENTATION

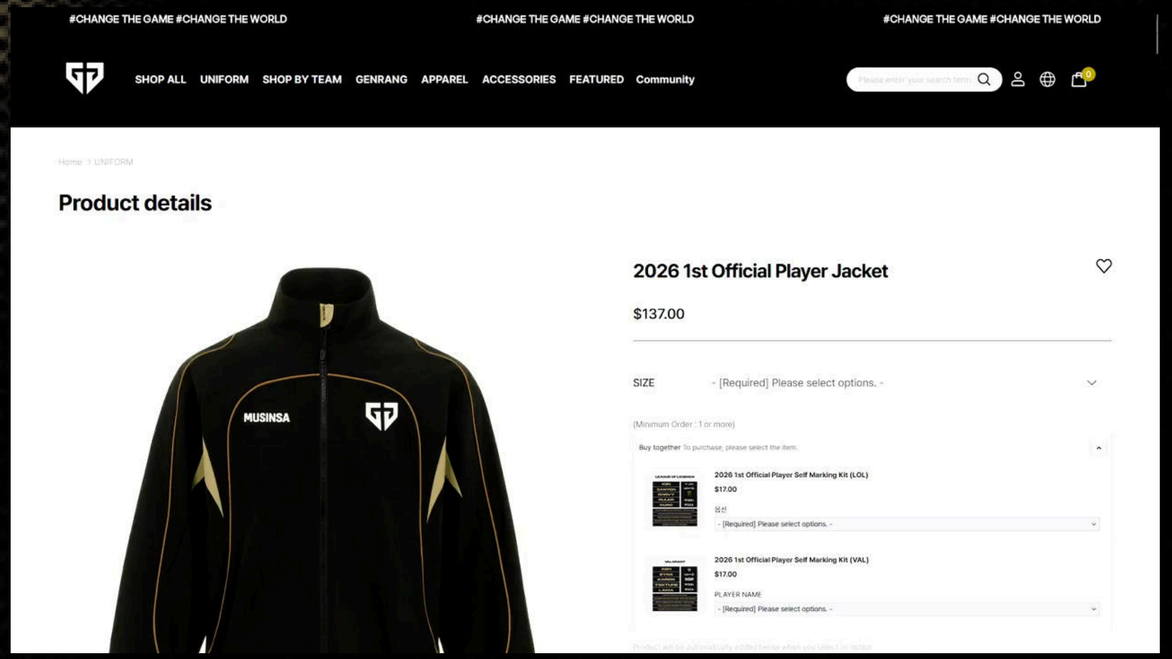
- **PRODUCT PAGES**
  - Some product pages **show Korean text** for key details like size labels despite English site selection. **unreadable for international users.**
  - Size selection uses **dropdown menu** instead of direct buttons. **Forces extra click**, slows purchase flow vs standard e-commerce pattern.



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MERCH OFFER PRESENTATION



- **PRODUCT PAGES**
  - Users scroll vertically through stacked product images but **buy section disappears**. Forces scrolling back up to purchase → **major friction**.
  - **No text description available**. Only Korean notice image provided, **unreadable** for international users and **poor for SEO**/accessibility.

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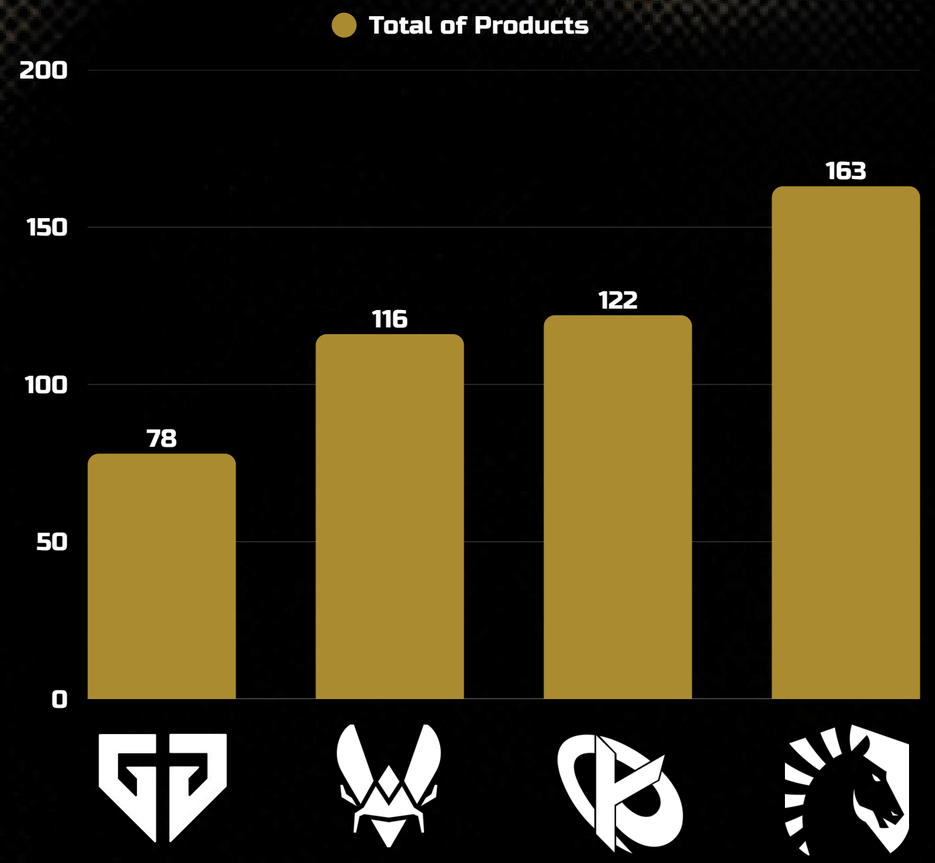
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MERCH OFFER PRESENTATION

- **ANALYSIS OF THE OVERALL CATALOG**

  - **Catalog feels empty** despite actual size, Gen.G follows complex **multi-section layouts designed for larger catalogs,** but with fewer products it looks forced.

  - Smaller teams with similar inventory use **simpler infinite scroll** more **authentic** to their scale.

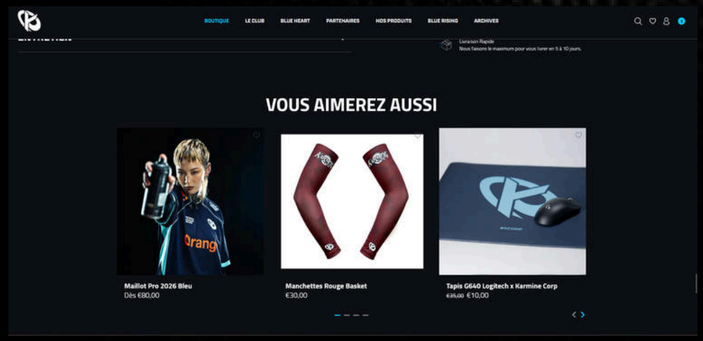


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PERFORMANCE PRESENTATION

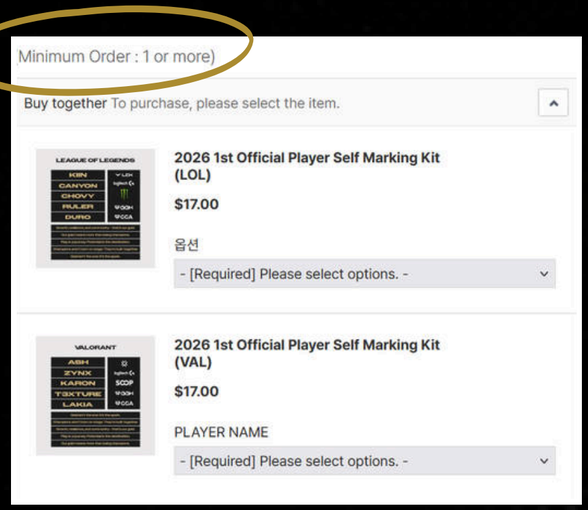
- **CROSS/UP - SELL STRATEGIES**



Cross sell idea

- **Cross-sell** is almost nonexistent on the shop **(few "You may also like" recommendations or bundles)**.

- **Up-sell** is limited to the Self Marking Kits, and the **"Minimum Order: 1 or more"** line is ambiguous, it suggests a mandatory add-on purchase, which can create friction and reduce trust.



Ambiguous sentence up-sell

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PERFORMANCE PRESENTATION

CTA



Pop-up



- **PURCHASE INCENTIVES**

Gen.G Purchase incentives :

- **Reward points** : Gen.G Shop offers a reward point system, encouraging repeat purchases and loyalty.
- **Promo code** : The checkout supports promo codes, enabling limited-time discounts and campaign offers.
- **CTA** : Strong CTAs like “Add to Cart” and “Buy Now” drive users toward quick purchase decisions.
- **Reassurance** : Clear reassurance elements (payment methods, shipping timelines, customs info, returns/exchanges) help reduce purchase anxiety.

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PERFORMANCE PRESENTATION

- **PURCHASE INCENTIVES**

New purchase incentives idea :

- **Top bar** : Add a persistent top-bar incentive (“Free shipping over $X” or “Limited drop ends soon”) to create urgency and guide purchases.

- **Flexible payement** : Offer flexible payment options (BNPL) to lower the upfront cost and improve conversion on higher-ticket items.

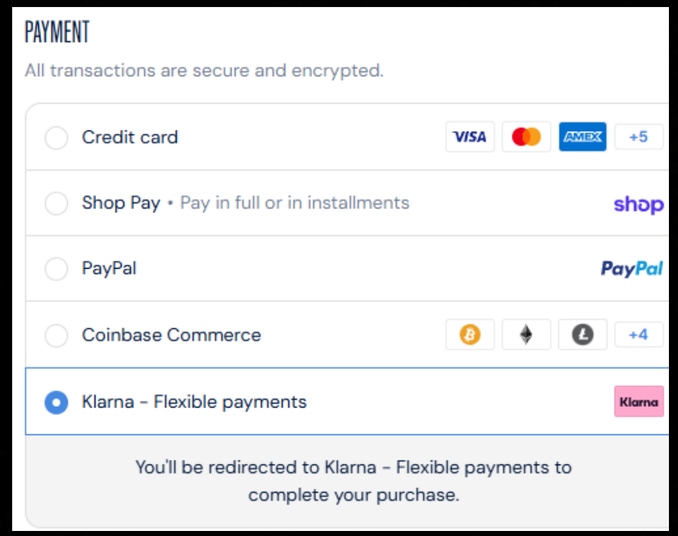
- **Gift with purchase** : Introduce a gift-with-purchase threshold (free sticker pack over $X) to boost Average Order Value and encourage checkout.

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Example from 100 Thieves Top Bar :



Team Liquid Flexible payement (Klarna) :



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E-COMMERCE STRATEGY

Gen.G x Studio Nicholson





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E-COMMERCE STRATEGY

Gen.G × Studio Nicholson - Limited Capsule Drop

- **Positioning** : premium minimalist
- **Target** : lifestyle & fashion audience beyond core fans
- **Channel** : Gen.G Shop (official e-commerce drop, limited quantities)
- **Goal** : drive traffic → convert → retain (CRM)
- **Price ladder** : **Entry** : tote/cap/socks
  Core : tee/crewneck
  Hero : jacket/overshirt



Visual Moodboard

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E-COMMERCE STRATEGY

- **Launch Strategy - Social Media + CRM**

CRM flow :
Early access → Drop email → Abandoned cart → Post-purchase

Purchase incentives :
Limited drop · BNPL · Gift with purchase · Reward points

Social media platforms :
IG · TikTok · X · YouTube Shorts · Discord · CHZZK/SOOP

KPI : Email sign-ups · CTR · Conversion rate · AOV

1

Pre-launch (D-7 → D-1)

- Teasers (matières/coupes) + waitlist
- Message : limited capsule, premium materials, timeless cut

2

Launch Day

- Reveal + CTA shop
- BNPL mention + entry items visibles

3

Post-launch (D+1 → D+14)

- Styling/wardrobe content + UGC
- Abandoned cart emails orientés reassurance + BNPL + gift threshold

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E-COMMERCE STRATEGY

- **Seoul Pop-Up Store Activation**

Studio Nicholson already activated Seoul with a 1LDK pop-up in 2017 and described the launch event as a ‘great success’



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E-COMMERCE STRATEGY

- Some Visuals



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THANK YOU !

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