

# From Workshop to Esports Investment with PlaySide Studios



PlaySide is the go-to studio for Hollywood. Along with creating new IP, they also work with partners to create great game experiences for their brands and ideas. Partnered with some of the biggest film studios, brands, publishers and developers in the world such as Disney, Pixar, Warner Bros, Nickelodeon, just to name a few. Bringing the most authentic AAA experience to mobile devices!

## THE CHALLENGE

PlaySide has always looked at being at the forefront of gaming and technology. Building games in virtual reality and augmented reality.

PlaySide wanted to further understand esports to clear any misconceptions and gain a holistic view of the industry.

The difficulty was understanding the entire esports ecosystem. Finding who the organisations are, how they perform and identifying opportunities in the space.

## THE SOLUTION

The executive team at PlaySide organised for Chris to provide an esports seminar in their office in Port Melbourne.

With an in-depth breakdown and analysis of the market, the problems it currently faces, potential solutions and creative ways other businesses are working in the space.

This coupled with a brainstorming session to help identify ways in which PlaySide can get involved with esports.

## THE OUTCOME

The esports seminar started an entirely new conversation with Chris. PlaySide executives, along with several partners decided to invest in Business In Games, now known as BIG Esports.

Understanding that the education of the esports ecosystem is key for organisations in the future. Now, BIG Esports provides consumer and corporate services.

A partnership between BIG Esports and PlaySide has also seen the launch of SHADE, an influencer agency, bridging the gap between traditional influencers and gaming content creation.

The objective is to invite new brands and audiences to the world of esports and gaming.



“Partnering with BIG was a pivotal point in our business at PlaySide.

The wealth of knowledge Chris has in esports is unlike anyone else in the space.

He is a true market leader and we are excited for our future together.”



**Gerry Sakkas**

CEO,  
PlaySide Studios



Investment in  
BIG Esports



Creation of  
Influencer Group



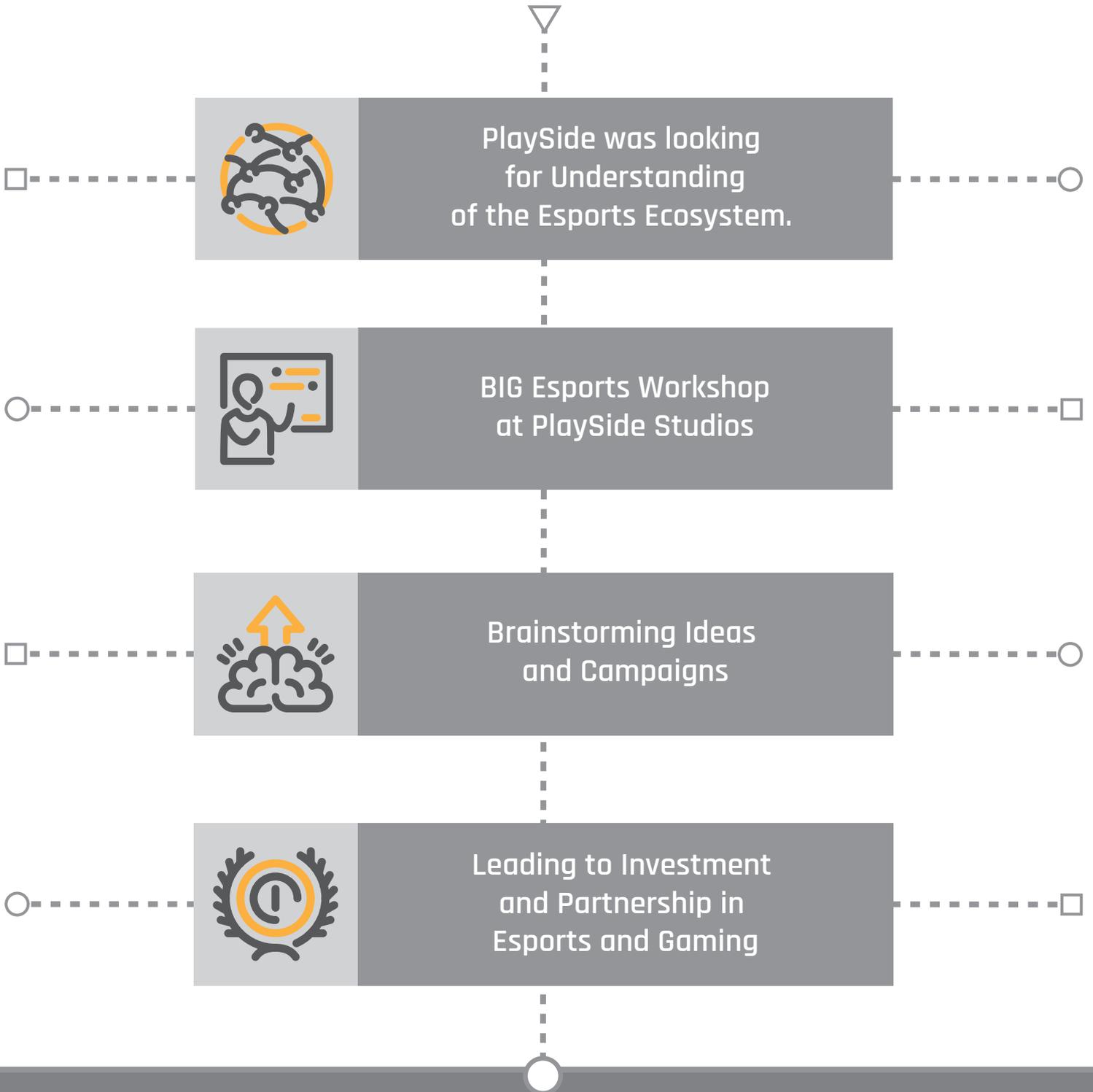
Educated  
Investment



✉ [contact@bigesports.gg](mailto:contact@bigesports.gg)

🌐 <https://bigesports.gg>

# Quick Snapshot



Investment in BIG Esports



Creation of Influencer Group



Educated Investment



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