



An initiative by **5**CCG



YOUTHS OF THE DIGITAL AGE

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Esports is a rapidly-growing global entertainment medium, made up of various specialised roles such as players, managers, analysts, shoutcasters, event organisers, producers, content creators and so much more.



With more youths immersed within the digital sphere, esports is an increasingly recognised and effective medium to engage them, and to develop crucial 21st century career skills and prepare them for a variety of industries where these skills are relevant.



BUSINESSES IN ESPORTS

With an ever-increasing number of players and viewers, esports has become an attractive space for a variety of organisations from the public and private sector to participate and achieve their various business and outreach objectives. The global esports industry revenue is expected to reach \$3bn by 20221.

These organisations, including traditional sports entities, event production houses, non-profit organisations and many more,

look to esports as a means to engage with youth audiences.

Many of them are looking to engage audiences in this space but lack the knowledge to understand esports and its audience. An increasing number of them are also looking for the right talent to help them navigate this space.

These are gaps that can be filled with the right education, knowledge and insight.

¹ Goldman Sachs Group, "Esports: From Wild West to Mainstream," https://www.goldmansachs.com/insights/pages/infographics/e-sports/report.pdf



ABOUT FCOSYSTEM ENABLERS









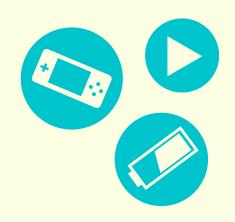
SCOGA was founded to make a difference in the local gaming scene. Today, as ecosystem enablers, SCOGA strives to equip gamers and youths alike with 21st century career skills to help them build their futures in the dynamic gaming industry and beyond.

With over 14 years of experience building and serving the local esports ecosystem, the Singapore Cybersports & Online Gaming Association (SCOGA) was founded to make a difference in the local gaming scene, and is one of the most trusted esports organisations in Singapore.

With the broad support of industry partners and institutions such as the National Youth Council, the SCOGA Esports Academy equips youths with important skills and values such as leadership, teamwork and communication to help them strive towards their aspirations and build rewarding careers.



ESPORTS ACADEMY









The Esports Academy seeks build developmental pathways and provide opportunities for youths to become esports athletes, coaches, managers, professionals and the leaders of tomorrow.

The Esports Academy is an initiative of SCOGA, supported by the National Youth Council, dedicated to engaging, educating, and enabling youths to excel through the medium of esports.

The Esports Academy seeks to build developmental pathways and provide opportunities for youths to become esports athletes, coaches, managers, professionals and the leaders of tomorrow. We also engage the diverse stakeholders within the esports ecosystem in defining and recognising the essential standards that will allow the sustainable growth of the esports industry.





INTER-SECONDARY SCHOOL TOURNAMENT

HAPPENS EVERY JUNE AND DECEMBER HOLIDAYS

LEAD YOUR SCHOOL TO ESPORTS GLORY!

TAKE YOUR FIRST STEPS TOWARDS AN ESPORTS CAREER

More than just an esports competition, Campus Legends, SCOGA's initiative to engage, educate and empower youths to excel through Esports, is a platform for students passionate about esports to discover potential career pathways and develop relevant talents and skills to help them achieve their dreams in the esports industry.











MISSION & DEVELOPMENTAL PATHWAY

Campus Legends' Mission

- Celebrating and Empowering Talent
- Building Positive Student Gamer Identity and Culture
- Launching Careers Through Esports

DEVELOPMENTAL PATHWAY

Talent Discovery

Campus Legends Secondary School

Talent Development

Campus Legends Tertiary

Singapore Representatives
Professional Careers





PAST PARTICIPATING SCHOOLS



Teck Whye Secondary School



Unity Secondary School



Westwood Secondary School



Woodgrove Secondary School



Woodlands Ring Secondary



Yuhua Secondary School



Zhonghua Secondary School



Marsiling Secondary School



Ngee Ann Secondary School



Orchid Park Secondary School



Pasir Ris Crest Secondary School



Pasir Ris Ring Secondary



Queensway Secondary School



Saint Hilda's Secondary School



Fairfield Methodist Secondary



Gan Eng Seng School



Hai Sing Catholic School



Hua Yi Secondary School



Jurong West Secondary



Kranji Secondary School



Maris Stella High School



Anglican High School



Anglo-Chinese School (Barker)



Bedok South Secondary School



Bukit Batok Secondary School



Bukit Panjang Government High School



Bukit View Secondary School



Deyi Secondary School



CAREER PROGRAMMES



CAREER KNOWLEDGE AND INTERESTS

Target Audience: Youths interersted in Esports

We offer a variety of programmes that cater to various learning needs and objectives. Career programmess help give interested youths knowledge and skills necessary for a career in the essports industry.

For Primary and Secondary Schools

TALENT DISCOVERY

Through short workshops, this programme help provide interested students with the skills and knowledge about the esports industry, necessary to pursue various career pathways within it. The skills and knowledge gained are usually transferable to other career pathways within esports and even to other industries.

CAREER TALKS

These talks exposes youths to the multitude of career options within esports, the ecosystem at large, and gives them direction for pursuing the career pathways they are interested in.

Tertiary and Beyond

TALENT INCUBATOR

An extended career pathway programme that includes on-the-job training opportunities, youths with the attitude and aptitude to pursue professional roles in esports will be provided with added resources and support from industry experts to help build up their talents, skills and portfolio to be ready for the esports industry.







ENGAGING YOUTHS IN THEIR PASSIONS

Understanding the idea that youths are passionate about gaming and esports, we sought to create more meaningful engagement opportunities through the following goals:

PARTICIPATION

Create a sense of community, strengthen identity, and building stronger bonds among youths while encouraging greater participation in sports and esports.

DEVELOPMENT

Cultivate and instil values and principles important to youth development such as integrity, sportsmanship, resilience, teamwork and responsible gaming.

CAREERS

Impart career skills through esports, provide exposure to career opportunities within esports and industries where these skills are transferable to, and inspire youths to turn their passions into rewarding careers.



ABOUT THE INCUBATOR



THE SCOGA ESPORTS ACADEMY INCUBATOR WAS CREATED TO EXTEND SCOGA'S DEDICATION TO ENGAGING, EDUCATING, AND ENABLING YOUTH TO ACHIEVE EXCELLENCE THROUGH THE MEDIUM OF ESPORTS.

The Incubator Programme consists of three main tracks of training, a **High-Performance Track** (**HP**) which focus on the development of individuals' or teams' esports performance, the **Media and Operations Track** (**MO**) which impart essential technical knowledge on producing a full esports event, and the **Social Service Track** (**SS**) which trains Youth Befrienders to engage the youth community and promote esports at the grassroots level.

What sets the Incubator Programme apart from other training programs is the focus on skills training and practice, led by our trainers who are professionals in the esports industry. The programme will also be supplemented with short courses for Incubatees to keep in touch with contemporary knowledge, and our trainers will address the transfer of knowledge to a practical aspect during contact time.

TARGETED PARTICIPANTS

The Incubator is intended for youths between the age of **16 - 35**, with aspirations to succeed in the esports industry. While the programme does not guarantee employment, it equips Incubatees with much sought after technical skills, competency and experience acquired through real-work situations, making them desirable as potential employees.

DURATIONS

Overall duration: Minimum 6 Months

Theory / Lesson: Once per week, 3 Hours per session average

Hands-on Training: When necessary



ABOUT THE INCUBATOR



CAREER KNOWLEDGE AND EXPERIENCE

The Esports Academy Incubator is created to provide deserving talent with proven attitude and aptitude access to:

CONDUSIVE SPACES

Offering multiple spaces island wide, such as SCOGA Esports Centre in the Singapore Sports hub, these spaces are outfitted with equipment and setups for effective learning and training.

TRAINING PROGRAMS

Each pathway will consist of theoretical components, where incubates will be participating in workshops and learning sessions to gain knowledge on various required skills.

PRACTITIONER SUPPORT

Working with various industry professionals, incubates will be given advice, support, and knowledge of the given job pathway. These knowledge will be essential for anyone going into the industry.

CAREER OPPORTUNITIES

With career opportunities and guidance, incubates will have chances to seek job options within esports while in the incubator.

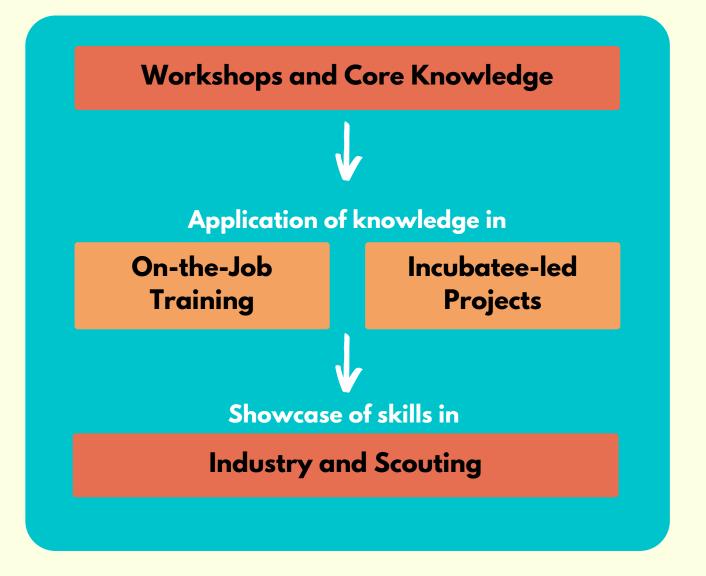


THE INCUBATOR JOURNEY



FROM START TO END

Incubates will go through workshops to gain theoretical understanding of different subjects, applied in real-world settings as well as incubatee-led projects.





LESSON CONTENT

LOADED WITH INTERACTIVITY

We strongly believe in learning through play, and have designed programmes incorporating theory, gameplay and hands-on activities to help youths think strategically, critically, and effectively retain what they have learned.



SIMULATED ACTIVITIES

Team discussion, theory application and execution to encourage critical thinking and communication in a low-risk setting.



REAL WORLD PRACTICE

Practicing theory application in real world settings. Facilitated by experts and followed up with discussions.



THEORY

Developing and analyzing theories and strategies, facilitated by trained expert in the field.











FROM START TO END

Incubates will go through workshops to gain theoretical understanding of different subjects, applied in real-world settings as well as incubatee-led projects.

Incubatee's Learning



Incubatee-

run events

Local
Esports Events

Esports
Academy
Events

Industry attachments



THE INCUBATOR JOURNEY



FROM START TO END

Incubates will go through workshops to gain theoretical understanding of different subjects, applied in real-world settings as well as incubatee-led projects.

Incubatee's Learning

In-house Coaches **Athletes** Values and Principles in sports **Lesson Planning and** Teamwork and Communication **Delivery Psychological Performance** Risk Management & **Athlete Well Being** and Mental Skills Communication and **Physical and Technical Relationship Building** Skills **Industry**

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Incubateerun events Local
Esports
Tournaments

Esports
Academy
Tournaments

Industry attachments



INCUBATOR



CAREER KNOWLEDGE AND EXPERIENCE - PATHWAYS

Within these programmes, the Esports Academy has identified different "topics" or pathways within the esports industry. Each career programme will teach students skills and knowledge within its respective topics.

PATHWAYS IN THE INCUBATOR

High Performance

Coach

Coaches are trained in helping the performance and holistic development of teams and players.

Athlete

To maximise their performance potential and competitive advantage, players are subject to a holistic training development programme based on proven sports coaching methods.

Media & Operations

Esports Operations

Gain knowledge and skills to set up a broadcast, or play a key role in a bigger production. Learn about creating and managing esports events from key logitstical considerations to upholding the spirit of competition and fair play.

Esports Journalism

In collaboration with an industry partner, avid journalists and gamers can get a chance to learn about esports journalism, covering topics like best journalism practices and more.

Befrienders & Trainers

A unique path that focuses on engaging and connecting other youths. Incubates will leverage their positions as gamers to help social workers bridge communication gaps with youths that need help through community initiatives.



HIGH PERFORMANCE TRACK

Athletes









Athlete

Nurturing an esports athlete is not about grinding out the hours! Trainees will undergo holistic training sessions conducted by certified trainers to improve in-game performance, and character development such as communication and critical thinking skills. Sports science training will educate applicants on the physiological effects that diet and nutrition have on enhancing psychological and physical well-being.

Topics

- Teamwork and Communication
- Conflict Management
- Goal Setting and visualization
- Nutrition and Sleep
- Scheduling for tournaments
- Contract Reading
- and more!

Who it's for: Youths who are interested in learning about the different aspects of competitive gaming and possess the passion and discipline needed to commit to a training regime.



HIGH PERFORMANCE TRACK

Coach









Coach

If esports athletes are the talents, then Coaches are the sculptors! Raw talents require a curated training plan to release their potential and good Coaches know to balance skill training with personal development for their players. In order to become a friend, mentor and peer to his players, Coaches need to be versed in the art of communication, empathy and relationship management, and motivating his players to perform at their best during competitions.

Topics

- Periodization planning
- Coaching styles
- Coach-athlete interactions
- Learning Theories
- Ethics of coaching
- and more!

Who it's for: Regardless of whether one is a specialist focusing on a particular hero class or race, or just someone with extensive understanding of the game mechanics, a coach is all about helping his players improve and excel. Youths who wish to mentor champions, and make a positive impact on their team, coaching is your way to go!



MEDIA & OPERATIONS TRACK

Esports Operations









Media and Operations

There is a growing demand in the industry for quality coverage of esports events and tournaments. Through this programme, youths will learn about managing esports events such as tournaments and conventions, from planning to execution of technical and logistical considerations such as production and broadcasting set-up.

Topics

- SHURE audio certification
- Principles of event planning
- Resource management
- Risk management
- Broadcasting Basics
- Livestream setup
- and more!

Who it's for: This course will appeal to the planners and managers residing in the heart of the youths who are more interested in working behind the scenes to set up the big event in esports and produce quality content that reaches out to the masses.



MEDIA & OPERATIONS TRACK

Esports Journalism









Journalism

In collaboration with an industry partner, avid journalists and gamers can get a chance to learn about esports journalism, covering topics like best journalism practices and more.



Topics

- Basics of Journalism
- Journalism Ethics
- How to find Story Angles
- Building Contacts
- How to Interview Newsmakers
- Working in News
- Sports writing and reporting

Who it's for: Energetic reporters-to-be who love the 'live' experience by seeing and hearing for themselves and then sharing it via creative writing.



SOCIAL SERVICE TRACK

Befrienders & Trainers









Befriender and Trainers

A unique career path within the programme that focuses on engaging and helping other youths. Befrienders will learn to leverage on their position as gamers to help social workers bridge the communication gap with youths that needs help.

Topics

- Working effectively with youths
- Mentoring and coaching youths
- Delivering impactful training to youths
- Starting a community initiative
- and more!

Who it's for: For youths who want to give back to society by helping others in need, being a befriender allows them to connect with youth gamers and help guide them towards a better future.



LEARNING OUTCOMES





ESPORTS FAMILIARISATION

Participants will acquire knowledge about the esports scene in Singapore, the opportunities arising from its global popularity, and the various career options within the industry.

INDUSTRY EXPERIENCE

Nothing beats learning about the industry by actually experiencing the ins and outs of the working environment. While the courses offered start off by imparting practical knowledge in a classroom setting, the learning environment quickly shifts to an experiential one with workplace attachments and guidance by veterans in the industry.

SKILLS DEVELOPMENT

Through structured activities, group discussions, and on-the-job experience as part of the structured courses, incubates will get the chance to learn about and practice various skills identified to be useful throughout their career in esports. These could be soft skills such as resume writing to technical skills like project management. Throughout the incubator sessions, there will be given the chance to practice these skills in real world situations.



CAREER PROGRAMMES

TALENT INCUBATOR PROGRAMME EXAMPLE

Working with four youths, they were brought through the processes behind putting together an entire talk show and esports event. This included learning about broadcasting, marketing an event, setup, and tear down of a physical event.











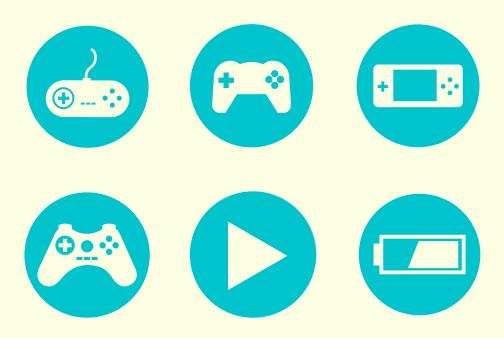
PARTNERSHIPS

HOW THIS PROGRAM HELPS THE INDUSTRY

We understand the difficulty that employers have in identifying suitable talents, as well as the additional resources required to train them up to a desired fundamental level.

Therefore, we are also introducing the Incubator Partnership Programme, through which the Incubator can become a source for industry-ready talent for partners to better meet their human capital needs.

While the Incubator Partnership Programme is free of charge for partners, we hope that our partners can contribute in kind where they can to help us make the Incubator as realistic and productive a training environment it can be for our Incubatees. This will also benefit our partners by making it easier for them to identify and recruit talents which fit their requirements in terms of both competencies and values.





HOW YOU CAN HELP THE INCUBATOR





Here are some ways partners can contribute:

• **Providing us with feedback** on the knowledge, skills and other competencies they are looking for in relation to the jobs they are hiring for (we may also be able to introduce additional topics and subjects to fill any gaps).



- Conducting classes, workshops, masterclasses or fireside chats with our Incubatees when they are available (we do not expect our partners to give away their secret sauce, but we hope they can support the youths by spending some time with the Incubatees as a form of motivation—partners can also use the opportunity to get to know more about the Incubatees and identify potential hires).
- **Provide internship and/or other on-the-job training** or industry exposure opportunities to our Incubatees.
- To consider graduates from the Incubator for suitable employment opportunities.

We are always looking for new ways to work with industry partners and provide value for our incubatees. If you have ideas for how we can work together, please do not hesitate to meet with us and discuss this further.



CONTACT US!



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President

Contact me if you want to discuss partnerships and collaboration with SCOGA and the Esports Academy!

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RESOURCES

CONTACTS AND LINKS IN SINGAPORE

Esports Academy Launch

straitstimes.com/singapore/first-e-sports-academy-here-a-gamechanger

Esports Careers and Workshops

straitstimes.com/tech/shout-out-to-youth-keen-on-e-sports-career

Workshop and Community Engagement

youtube.com/watch?v=HN 72q-wwlY&feature=youtu.be

Why Singapore is investing in its young gamers

facebook.com/watch/?v=10155187136498129

The Fine Line Between Excessive Gaming & Esports

youtube.com/watch?v=Gz4UoASQFAo&feature=youtu.be

Esports Academy Shoutcast Mentor Feature

channelnewsasia.com/news/cnainsider/alien-language-shoutcastersdaryl-lim-voices-esports-tournaments-12184402















RESOURCES

CONTACTS AND LINKS IN SINGAPORE



WEBSITE

www.scoga.org

FACEBOOK

www.facebook.com/SingaporeCybersports

INSTAGRAM

www.instagram.com/singaporecybersports

TikTok

www.tiktok.com/esingaporecybersports

Prepared by Alyson Tan

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PARTNERS

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Industry











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