

# Esports Team / Org Setup

Gaming, Esports & Digital Entertainment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Produces a setup plan for an esports team/organisation — game titles and roster, structure, revenue model (sponsorship/prize/content), operations and brand. Use it to start an esports org. For player contracts use the Player Contract tool (G11).

## Purpose of this tool & output

Build and run an esports organisation

## How the output is used

Use it to build and run an esports organisation — the roster, structure, revenue model and operations of an esports org.

## Important cautions

Esports orgs earn mainly from sponsorships and content, not prize money (which is variable and rarely covers costs early) — build brand, audience and sponsor value first. Manage player welfare and contracts carefully. This is business guidance, not legal advice.

## Companion documents

- Esports Tournament Organizer
- Esports Player & Roster Management
- Esports Sponsorship Strategy
- League & Franchise Participation Guide
- Esports Bootcamp & Training Ops
- Esports Talent Scouting Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.