Presentation

BOT – 4 Update on Launch UNCG

Background Information

Dr. David L. Wyrick, Professor of Public Health Education and Interim Director of Launch UNCG, will provide an update since his September 29, 2022 presentation to the Board, focusing on the success of the E2 Weekend and on the spring rollout of the UNCG North Carolina Scholastic Esports Alliance, including involvement by Epic Games.
A Vision for Innovation, Talent Development, and Economic Impact
UNCG E2 Weekend

ACCELERATOR EXPERIENCE

UNCG ESPORTS

SPARTAN CLASH 2022

FEATURED FORTNITE
Participants

Accelerator Experience
- 34 Zoom attendees
- 53 Accelerator RSVPs
  - 35 — Day 1 & 2
  - 15 — Day 1
  - 3 — Day 2

Spartan Clash featuring Fortnite
- 186 registrations
  - 110 high school
    (83 approved)
  - 76 college
    (33 approved)
- 73 attended for the qualifiers
- 43 attended the tournament
Spartan Clash: Participant Locations

High School — 18 counties represented
- Alamance-Burlington
- Brunswick
- Cabarrus
- Chapel Hill-Carrboro
- Charlotte-Mecklenburg
- Davidson
- Durham
- Franklin
- Guilford
- Harnett
- Johnston
- Lincoln
- Nash
- Randolph
- Stokes
- Union
- Wake
- Winston/Forsyth

College — 16 colleges represented:
- Alamance Community College
- Appalachian State University
- Cape Fear Community College
- Central Piedmont Community College
- Davidson Davie Community College
- East Carolina University
- Elon University
- Full Sail University
- Guilford College
- Guilford Technical Community College
- High Point University
- North Carolina A&T
- UNC Charlotte
- UNC Greensboro
- Western Piedmont Community College
- Wake Tech Community College
## Twitch Stream

**Saturday, October 29**

**4:48 PM - 9:12 PM**

### Top Clip of the Stream

NATIONAL MANIA >>>>, clipped by onez11

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UNCG Scholastic Esports Alliance

- Establish the nation’s first university-led statewide competitive esports league for NC’s public schools (start with High School and extend to Middle School)
- UNCG to work with industry partners to build out gaming and esports curricula for schools that participate in the league - UNCG to host state championships on campus
- Provide STEM & SEL-focused curriculum in esports production, coding, broadcast, etc., that align with degree programs on campus to provide complete gaming-integrated education and esports talent development pipeline
- Spring 2023: UNCG to launch 6-month pilot
  - Goal for Pilot: 8-week season for 2 titles (Fortnite & Rocket League)
  - Full curriculum integration starting Fall 2023
Upcoming Initiatives

EPIC Games Unreal Engine (Academic Partner)

• The Academic Partner Program requires offering structured curricula using Unreal Engine for a minimum of one year, with qualified instructors.

• Identify key substantive areas for UE integration (e.g., animation, media studies, education, computer science, interior architecture)

• Integrate UE training into academic courses and labs (i.e., Academic Partner). The University of Texas Radio, Television, and Film (RTF) department created a motion capture studio class that uses Unreal Engine. Students learn mocap by immersing themselves in a real-time learning environment. By the end of the course, the students learn how to write, direct, virtually shoot, and edit a film within Unreal Engine.

• Begin building an UE portfolio across the key substantive areas (this makes us eligible for UE Epic MegaGrants).

• Faculty grants for UE training

• There are 2 UE academic partners in NC (Wake Tech and NCSU)
Upcoming Initiatives

EPIC Games Unreal Engine (Authorized Training Center)

- Epic Games will support our training process in a number of ways – the aim is to teach professionals the skills they need to be better prepared for the constantly evolving and highly competitive job market (think adult education).
- Demonstrate UE expertise (certified instructors) in key substantive areas in which to offer UE training (e.g., animation, media studies, education, computer science, interior architecture, training & simulation).
- Minimum requirements for the number of trainings to offer (2 per quarter).
- Physical training space required.
- Goal – become the first university authorized training center in North America.
Working Towards Business Plans
(Collective vs. Individual)

8 Elements of a Strong Business Model (Lean LaunchPad)

- Identify customer segments for each product/event/service
- Identify value propositions for each customer segment across all products/events/services
- Identify specific channels for each customer segment across all products/events/services
- Identify strategies for growing and strengthening customer relationships
- Identify the most salient revenue streams across all products/events/services. How broadly do we define “revenue streams”? See next slide.
- Identify the key resources and activities that are required to create value across products/events/services
- Identify the key partners for driving the products/events/services forward
- Develop the cost structure for the business model
Potential Revenue Streams

Revenue Streams Broadly Considered

- Increased student enrollment (curriculum pipeline)
- Increased student retention
- Revenue generation (products & events)
- Corporate giving (sponsorships)
- Increased state funding
- Increase in industry partnerships
- Marketing return
- Strengthen relationships with NC community colleges
- Faculty recruitment & retention
Faculty Engagement

• Faculty Esports Innovation Grants to integrate Unreal Engine into existing courses
  Grants will likely go towards either additional UE training or technology upgrades

• Impact through Innovation Hubs
  Currently being modeled in the SOE (Scott Young)
  Seed money for expansion of hubs across other schools/colleges
  Translating research into practical action in our broader communities
  Initial focus on innovation within the broad umbrella of esports/technologies
  Help faculty re-imagine their research and optimize it for broader impact
  Create localized innovation pipelines supported by Launch UNCG
  Support spans from conception, to testing, to expansion
QUESTIONS & DISCUSSION

Thank you.