

THE PLAYVS DIFFERENCE



Hi! I'm

JACOB HERNANDEZ

Scholastic Expansion and
Partnerships Manager
Austin, Texas





PlayVS is the largest amateur esports and gaming platform in North America.

We power a vibrant network where Gen Z & Alpha students compete in brand-sponsored scholastic leagues and gaming competitions, while building important life and career skills.

[PlayVS Overview Video - Click to Play!](#)



IMPACT OF PARTICIPATION

The PlayVS Community sees positive benefits of esports participation, especially in Social Emotional skill development and Mental Wellness, building community and giving students a place to belong.

ESPORTS PLAYERS ARE SAYING..

57%

"I feel like I am a part of a **community**"

46%

"Esports was their **first extracurricular activity** at school"

45%

"I feel more **excited** to go to school"

38%

"I **communicate better** with my peers" because of their participation in esports



ESPORTS COACHES ARE SEEING..

of players' improvement in **Socializing**

91%

of players' improvement in **Communication**

83%

of players' improvement in **Leadership Skills**

78%

of players' improvement in **Mental Health**

73%

ESPORTS CAREERS

Sales & Marketing	Social & Digital Media	Communications	Business	Sports Management
<ul style="list-style-type: none"> Product marketing Brand Manager Licensing Manager Strategic Account Manager Head of Advertising Licensing Merchandising Manager Treasurer Digital Marketing Manager Marketing Advisor Outside Sales Event Coordinator Social Media Manager E-Commerce Marketing Analyst R&D Influencer 	<ul style="list-style-type: none"> Photographer Editorial Assistant Graphic Design Social Producer Digital Media Planner Writer Journalist Executive Producer Content Creation Media Archive Specialist VOD Manager Editorial Manager Writer Translator Digital Media Producer Senior Media Strategist Videographer 	<ul style="list-style-type: none"> Broadcast Distribution Broadcast Manager Live GFX Director Associate Producer Senior Video Editor TV Manager Camera Operator Set Assistant Replay Operator Senior Producer Writer Producer Live Production Video Producer Executive Producer Stream/VOD Monitor Video Editor Live Commentator 	<ul style="list-style-type: none"> Business Developer Rights Purchaser Account Management Financial Manager Talent Acquisition Operations Business Partnerships Human Resources Accountant Controller Budget Analyst Legal Counsel Business Analyst Recruitment Officer Treasurer Investments Audit Manager Lawyer 	<ul style="list-style-type: none"> Physical Trainer Head Coach Mental Health Physician Community Relations Client Services General Manager Wellness Coach Team Management Data/API Collector Event Operations Performance Nutritionist Sponsorship Scout Video Analyst Career Management Director of Team Travel Event Coordinator

Competition



AVAILABLE TITLES

TITLES OFFERED

SEPT - DEC

FALL



League of Legends



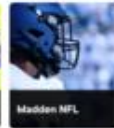
Super Smash Bros.™ Ultimate



Rocket League



Splatoon™ 3



Madden NFL



NBA2K



Mario Kart™ 8 Deluxe



Hearthstone

FEB - MAY

SPRING



Chess



Street Fighter 6



College Football 25



Pokemon UNITE

IMPORTANT DATES

- Preseason: Weeks of 9/8/2025 and 9/15/2025
- Regular Season: Weeks of 9/22/2025 - 11/10/2025
- Playoffs: Weeks of 11/17/2025 - 11/21/2025 and 12/1/2025 - 12/5/2025
- HS Championships: Week of 12/8/2025

*Scrimmages can take place year round



GETTING STARTED

01

GAUGE STUDENT INTEREST

- Talk to students about their interest in esports.
- Find out what games they are interested in playing.
- Create a survey to gauge student interest.



02

IDENTITY HARDWARE NEEDS

Work backward from student interest to see what hardware you will need. (Include # of players per team)

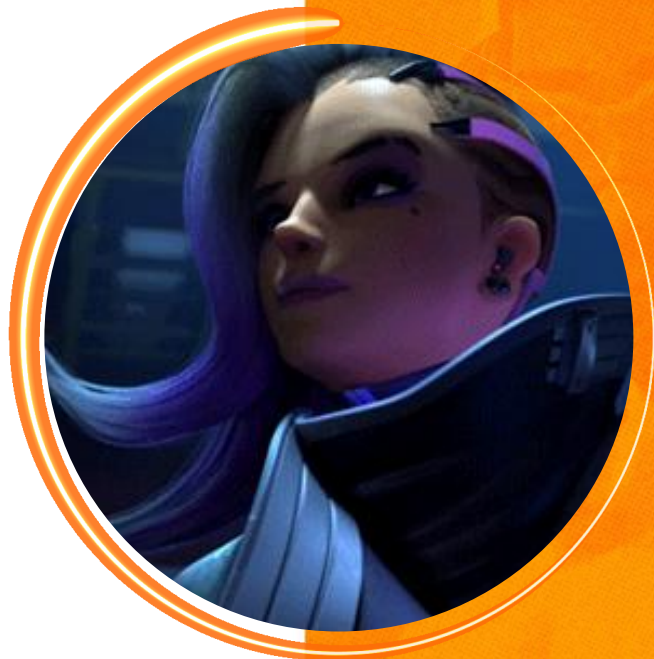
- **Nintendo** Titles on Switch | Splatoon, Mario Kart, Smash
- **PlayStation** | NBA 2k and Madden
- **PC Game** Titles | Overwatch 2, RL, LOL, HearthStone
- Purchase or lease computers, monitors, and other equipment.
- Make sure you have enough equipment for everyone.



03

CHECK WITH IT

- Talk to your school's IT department to make sure there are no firewalls or other technical issues that will prevent you from starting an esports team.
- Work with IT to get the necessary permissions and access.



Curriculum



Gaming Concepts

MEET THE GAMING CONCEPTS AUTHORS



Dr. Kristy Custer

Educator for 24 Years

Kansas Principal of The Year 2018

President Curriculum Innovation



Dr. Michael Russell

Former Veteran HS Teacher & Esports

Coach

Horizon Award Winner

President Curriculum and Esports Integration

COURSES OFFERED

1. Computer Applications

Equipping students with essential productivity tools and entrepreneurial skills for success.

1. Intro to Technology

Introduce young learners to the world of computing by helping them build essential problem-solving and digital literacy skills.

1. Fundamentals Course

Empower students with essential digital skills and support mental wellness & health through gaming.

1. Digital Life Skills

Use esports as the engagement piece to teach students executive function skills that will help make their transition to high school more successful.

1. Interactive Media

Ignite creativity, foster innovation, and cultivate professional readiness in digital media.

1. Shoutcasting

Master broadcast journalism through the exciting world of esports.

1. Streaming

An exciting and engaging new way to teach public speaking skills to the digital generation.

[Click here for standards, and more information!](#)



Aligned to
50 States Standards



Video Game-Themed
STEM



CTE
Curriculum Series



Award Winning
Curriculum

STUDENT ENGAGEMENT

Hoopa High School (CA)

Student Population: 267

Year 1 Data:

25 students enrolled

- Only 15 computers
- Students did class on phones to stay in the course

100 students on the waitlist

Griswold High School (CT)

Student Population: 580

Year 2 Data:

25% of student body chose to take Gaming Concepts courses

- Interactive Media: 36/40
- Fundamentals: 92/100
- Streaming/Shoutcasting: 16/20

Wichita Public Schools (KS)

Student Population: 40,000

Gaming Concepts #1 elective in district

Pilot Year: 160 students

Year 1: 580 students

Year 2: 1,440 students

Year 3: 2,000+ students (w/ waiting lists)

Number of students trying out rivals other sports.

Limited only by the availability of courses offered

The background is a solid orange color. In the top-left corner, there is a hand-drawn yellow circle with an arrow pointing to the right. In the top-right corner, there are three hand-drawn yellow crosses of varying sizes. In the bottom-right corner, there is a hand-drawn yellow circle with a cross inside it.

QUESTIONS?

CONTACT PLAYVS



Jacob Hernandez

Manager, Scholastic Expansion & Partnerships

jacob.hernandez@playvs.com

512.739.3524

