StudFarm Esports

Esports education, player development and technology for better coaching

China-based education business
Seed investment and international partnerships

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Proposed Beijing center. Concept rendering.

Player development with more than one path

Our mission: develop Chinese esports talent while keeping education and future options open.

A professional training environment

Build on our coaching experience to offer structured practice, frequent feedback and sustained support for aspiring competitors.

Education and longer-term options

Combine player development with English learning, study planning and informed reviews of competitive and non-player pathways.

Planned offline model. Professional placement, admission and academic credentials are not guaranteed outcomes.

Teaching experience in China

Historical delivery provides a starting point for the next phase.

600+

Cumulative paying students

Historical management-reported total.
Supporting records subject to diligence.

Experience in three teaching formats

Small-group classes, private coaching and team training.

Content and industry relationships

Douyin and Bilibili content channels.
Prior work with hardware brands, creators and esports participants.

Current stage: online operations are being reorganized. Beijing delivery and technology products are planned.
Historical teaching customers are not AI software users, current enrollment or recurring software revenue.

Two learner pathways

Online access and offline youth development serve different goals.

Online coaching

For players who want better skills, a higher rank and more enjoyment.

Retain accessible classes, private coaching and team review.

Offline development

For capable players with a serious competitive ambition.

Bring youth training on site for closer observation, team practice and coordinated support.

Transfers depend on player goals, baseline assessment and readiness; professional progression is never assumed.

A repeatable coaching process

An established teaching base, with a more consistent offline delivery standard to validate.

01	**Baseline assessment**	Record game experience, goals, match evidence and baseline drills.
02	**Individual training plan**	Agree skill priorities, practice load, recovery and study time.
03	**Coached practice**	Coach-led drills and team practice, with regular observation and feedback.
04	**Progress review**	Repeat assessments, review learning rate and discuss next steps with the family.

Proposed funding supports standardization. Report consistency and coach time per learner will be measured.

Proposed products and pricing in China

A low-commitment assessment leads into camps and monthly coaching.

Product	Proposed price (RMB)	Purpose
In-person assessment	199–499 per session	Initial assessment and fit
Short training camp	5,980–7,980 / 7–10 days	Structured trial of the program
Monthly development program	15,000 per month	Core coaching and progress reviews
Elite development program	20,000 per month	More intensive coaching for selected players

Monthly packages are planned to include coaching, accommodation and regular assessment feedback.

Source: original China product plan. Offline prices are proposed, not realized averages. Saudi pricing will be tested locally.

Beijing reference center

Shougang Park, Beijing. Planned home for the existing youth training pathway.





~400 m²

Planned training space

20–25

Planned learner capacity

10–15

Initial paid-seat target

Architectural concept renderings from the original BP. The center is not operational. Launch depends on funding and readiness.

Healthy routines and training records

First step: a practical daily workflow before a complex AI platform.

Record	Sleep timing and duration estimates, practice load, self-reported fatigue and coach observations.
Review	Compare each player with their own baseline; discuss irregular routines and recovery alongside study time.
Act and reassess	Adjust the schedule with the player; coordinate meals, exercise and appropriate professional support.

Proposed opt-in workflow. Wearable estimates support discussion; they are not a diagnosis or a talent score.

Education and career options

Build transferable skills during training, with regular decisions about the next route.

Learning alongside play	English communication, protected study time and support from qualified education providers.
If the player progresses	Explore suitable club trials in China or overseas, supported by documented performance and communication skills.
If the route changes	Review continued education, eligible international or 2+2 programs, and roles such as coaching, content or event operations.

All pathways are proposed. Partners, eligibility, admissions and trial opportunities must be confirmed individually.

Monthly tuition revenue scenarios

Illustrative China model. Revenue only, before all operating costs.

Active monthly learners	At RMB 15,000 / learner	At RMB 20,000 / learner
10	RMB 150,000	RMB 200,000
15	RMB 225,000	RMB 300,000
20	RMB 300,000	RMB 400,000

Unit economics to validate

Occupancy, renewal, acquisition cost, coach load, accommodation and site costs.
Break-even seats = monthly fixed costs ÷ contribution per learner.

AI analyst and coaching assistant

Planned second stage, after the first training records and coach workflow are established.

First CS2 replay workflow

Extract events from a CS2 demo.

Link observations to match evidence.

Draft a report and training priorities for coach correction and approval.

Report content

Section	Purpose
Baseline	Starting level and goals
Match evidence	Examples of observed decisions
Training priorities	Specific exercises and feedback
Follow-up	Changes across training cycles

Validate evidence accuracy, coach correction rate, time saved and follow-up use. No autonomous player selection.

Multimodal performance research

A later workstream, beginning with synchronized game, gaze and input evidence.

Screen + eye tracking	Align replay events and gaze to study visual search, target acquisition and the timing of attention.
Mouse / keyboard + EMG	Study input timing and movement consistency; consider muscle sensing only where it adds reliable information.
EEG + context	With research partners, explore workload-related signals alongside self-report and coach review.

Research roadmap only. EEG does not reveal specific thoughts; sensor signals require task-specific validation.

Current skill and learning potential

The research question: can less experienced players show strong potential to learn?

Separate the measures	Current match performance; prior hours and coaching; improvement under a defined training protocol.
Test fairly	Compare novices and experienced players under consistent tasks; account for practice, age, equipment and game familiarity.
Validate over time	Check repeatability, improvement and transfer to new tasks on independent cohorts before using scores for selection.

No current model can be claimed as validated. Initial cohorts establish feasibility, not a national talent benchmark.

Game-specific profiles and shared standards

A long-term goal: contribute evidence to how esports players are assessed and developed.

Expand one title at a time

CS2 first; evaluate VALORANT and Delta Force as teaching and demand allow.

Mobile titles need their own input tests, coaches and training methods.

Build an assessment framework

Separate common skills, game-specific execution and role requirements.

Pilot internal levels, then seek external validation with clubs, researchers and industry bodies.

Expansion and standard-setting are ambitions. No publisher, platform, university or standards-body mandate is claimed.

Education remains the main business

Teaching is the primary revenue focus. Technology strengthens delivery before external licensing.

Teaching	Online coaching for recreational improvement; offline camps and development programs for aspiring competitors. Historical online delivery; offline model to validate
Partner programs	Academies or clubs pay for a scoped cohort and coach support. Proposed Saudi pilot, then repeat contracts
Reporting tools	Future subscriptions or licenses for coach reporting, player records and assessment workflows. Future monetization, subject to MVP adoption

Validate teaching contribution and retention separately from any future software adoption or revenue.

A partnership-led path into Saudi Arabia

A proposed market entry focused on player development.

Policy context

Saudi Arabia’s gaming and esports strategy includes education and talent development among its focus areas.

An existing training ecosystem

The Saudi Esports Academy describes specialized training and collaboration with international esports organizations.

SFE’s entry hypothesis: a local academy or club may buy a CS2 coaching pilot, with player reports and support for local coaches.

Sources: Saudi Press Agency, 15 Sep 2022; Saudipedia, 30 Aug 2023. No affiliation or endorsement implied.

Proposed partner operating model

One Saudi partner, one game title and one clearly scoped paid cohort.

StudFarm Esports	Local operating partner
Course framework and assessment rubric	Local player recruitment and customer support
Coach onboarding and remote replay review	Venue, equipment and on-site supervision
Individual player reports and quality review	Arabic language support and local delivery
Co-design of curriculum and success measures	Local pricing, permissions and operating readiness

Paid pilots can lead to recurring services or a joint venture.

Proposed terms only. No partner agreement or Saudi entity is represented as established.

A 90-day pilot to test paid demand

Proposed: 10–20 adult CS2 players at a partner venue. Starts after partner and budget agreement.

Days 1–15	**Co-design**	Finalize the delivery plan, participant profile and assessment rules.
Days 16–70	**Deliver**	Baseline assessment, structured practice, weekly review and reports.
Days 71–90	**Evaluate**	Review progress, delivery costs and demand for a second paid cohort.

Pilot success targets ≥80% completion; reports for all completers; positive direct contribution; one paid follow-on cohort or recurring service contract.

Milestones for the first 12 months

Timing starts at financing close. Research follows staffing, consent and technical feasibility.

Period	China delivery and technology	Partnership and validation
Months 0–3	Prepare site and first paid cohort. Manual reports; routine and sleep records.	Confirm study-support providers. Scope a local or overseas pilot.
Months 3–6	Target 10–15 monthly learners. Pilot a coach-reviewed CS2 assistant.	Review accuracy and coach time. Agree a small sensor study if feasible.
Months 6–12	Target 30–50 reports and 10–15 cases. Review renewal and teaching economics.	Test gaze/input synchronization. Review demand for external tools.

Planning targets only. This cohort can test feasibility, but cannot establish a validated talent prediction model.

Founder and operating company

A founder-led business with teaching, content and community experience.

Rundong Zhao

Co-founder, StudFarm Esports

Leads teaching strategy, industry relationships and the next-stage operating plan.

China operating company

Shenzhen Weiyang Culture Media Co., Ltd.

Next-stage resourcing

Coaching and study support, software/data engineering and research collaborators to recruit.

English company name is a translation. Investment vehicle, valuation and cross-border structure are subject to agreement.

Seed financing and use of funds

Capital for education delivery, training records and a staged coaching technology pilot.

RMB 3–5m

Approx. US$0.4–0.7m

Seeking an early-stage investor with esports operating expertise or a strategic market partner.

Proposed allocation	Share
Site launch and first paid cohorts	35%
Training data and coaching tools	25%
Curriculum, coaches and study support	20%
Content and customer acquisition	10%
Team, legal and administration	10%

Indicative FX: US$1 = RMB 7.2, not a current quote. Allocation and terms remain provisional.
Advanced sensor research and the Saudi pilot require a defined scope, team and budget.

Investment and partnership discussion

Education as the foundation.
Technology in service of player growth.

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Beijing center concept rendering