

## CASE STUDY: Team and Facility Feasibility and Viability Assessment

### Situation

Formed only in mid-2016, the National Association of Collegiate Esports already includes 34 diverse member institutions – from major athletic powerhouse to regional liberal arts schools – who provide nearly \$6 million in scholarships to esports athletes annually. Our client, a mid-sized university with over 5,000 students, was searching for answers on the feasibility of a potential esports program at their institution and a plan for program implementation.

### Solution

Hill Group conducted primary and secondary research of the esports industry, particularly related to esports on college campuses. The Hill Group discovered that growing interest among younger audiences has encouraged higher education institutions to invest in esports. The National Association of Collegiate esports (NACE) formed in mid-2016 and has already grown to include 33 colleges or universities with varsity esports programs, including nine Master's Colleges and Universities. According to NACE, these schools combined provide \$6 million in scholarships each year to esports student athletes.

Once it was determined that an esports program would be feasible, Consultants investigated and developed plans for the organization and operation of an esports team, and modeled the financial impacts of start-up and ongoing operation.



### Results

- An objective assessment of the multi-faceted impacts of starting a new athletic program for esports
- An in-depth understanding of the current state of K-12 and intercollegiate esports competition
- Advice and counsel on staffing and facilities for a potential new esports arena
- Models of revenues and expenses associated with start-up and operations of a new esports team
- Facilitation of a decision to proceed with start-up and implementation

### CLIENT

MID-SIZED  
UNIVERSITY

### INDUSTRY

HIGHER EDUCATION

NONPROFIT

FOUNDATION

### PROJECT

EDUCATION ON THE  
EVOLVING ESPORTS  
ECOSYSTEM

MARKET RESEARCH

OPERATIONAL  
DESIGN AND  
PLANNING

FINANCIAL  
MODELING

## About The Hill Group, Inc.

Founded in 1953, The Hill Group, Inc. is a premier provider of management counsel, specializing in strategy, execution, and measurement. Our team of consultants has deep experience across several industries, enabling our team to draw on best practices from a variety of sectors to help our clients grow, innovate, and achieve maximum potential.

**Strategy** – *Envisioning an organization’s future, capitalizing on its opportunities, identifying strategic priorities, and implementing positive change.*

- Strategy Development
- Decision Support and Analysis
- Strategic Planning and Management
- Business Planning and Feasibility Assessments
- Mergers, Acquisitions, and Strategic Alliance Planning
- Market Research and Analysis

**Execution** – *Ensuring that an organization is efficiently and effectively utilizing its resources to its full potential.*


- Process Improvement and Innovation
- Business Model Development and Resource Allocation
- Financial Assessment and Management
- Turnaround, Business Transformation, and Change Management
- Governance Assessment and Development

**Measurement** – *Increasing an organization’s performance through measurement and continuous improvement.*

- Measurement
- Business Analytics and Intelligence
- Economic Impact Assessment
- Employee Opinion, 360-Degree Feedback, and Service Quality Surveys
- Industry Benchmarking Surveys

## Contact Us Today

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