

ESPORT TEAM LIFECYCLE

A NEW GAME COMES OUT OR YOU'RE CONTINUING A TEAM FROM LAST SEMESTER.
WHAT ARE THE STEPS TO CREATE/CONTINUE A TEAM?



NEW GAME COMES OUT

STEP 01

HOW DID WE FIND OUT ABOUT IT?

CONTENT CREATORS PLAY GAMES AND
PROMOTE IT TO YOUR STUDENTS

GAME IS BY A POPULAR DEVELOPER AND
STUDENTS HAVE KNOWLEDGE OF IT

GAME DEVELOPERS PROVIDE INCENTIVES
TO PROGRAM LEADER



STEP 02

NEW GAME ENTERS YOUR PROGRAM

STUDENTS PLAY GAME OUTSIDE OF
PROGRAM ACTIVITIES

STUDENTS EXPRESS INTEREST IN GAME TO
THEIR COACH

PROGRAM DIRECTOR BRINGS GAME TO
STUDENT'S ATTENTION

LEAGUE/CONFERENCE SUPPORTS GAME



TEAM CAPTAIN SELECTION

STEP 03

EITHER BY ASSIGNMENT OR STUDENT
ELECTION



TEAM FORMATION

STEP 05

ONCE TEAM MEMBERS HAVE BEEN
SELECTED, TEAM FORMATION IS
COMPLETE



CONFERENCE COMPETITION

STEP 07

TIME TO CRUSH THE
COMPETITION!

STEP 04

MEMBER SCOUTING



CURRENT MEMBERS JOIN

TRYOUTS

RECRUITING



STEP 06

TEAM ACTIVITIES

COMMUNITY ENGAGEMENT EVENTS

SUCCESSFUL PRACTICE SCHEDULE

COMPETITION PREPARATION

CONTENT CREATION

VOD REVIEW

TEAM BUILDING ACTIVITIES

TEAM
CONTINUATION!

REPEAT STEPS 03-07