





LIFELINE NEXO GAMING ANNUAL REPORT

2023





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EXECUTIVE | SUMMARY

A Pioneering Year in Zambian Esports

In 2023, Lifeline Nexo Gaming, a division of Lifeline Solutions Zambia Limited, embarked on an ambitious journey to revolutionize the esports landscape in Zambia. Our inaugural year was marked by strategic initiatives, impactful partnerships, and a series of successful esports tournaments, primarily focusing on the popular game Apex Legends. This report encapsulates our journey, achievements, challenges, and the roadmap for the future.

Key Achievements and Initiatives

- **Successful Tournament Launch:** Hosted four major Apex Legends tournaments, attracting 64 unique participants. These events varied in format, including 1v1 matchups and team deathmatches, showcasing our versatility in event organization.
- **Strategic Partnerships:** Collaborated with Zuzefps and Lowkey Solutions, enhancing our tournaments' reach and operational effectiveness. These partnerships also played a critical role in financing the tournaments.
- **Community Engagement:** Took an active role in leading and managing an Apex community-led group, hosting daily matches and fostering a thriving competitive environment.
- **Digital Marketing Efforts:** Emphasized digital marketing through platforms like WhatsApp, Instagram, and Twitch, effectively promoting our tournaments and engaging with the gaming community.

Challenges and Overcoming Them

- **Staff Limitations:** Initially faced challenges with limited staff, but overcame this through effective management and strategic partnerships.
- **Sponsorship Acquisition:** Finding sponsors was a hurdle; however, we successfully secured K2600 in sponsorships, demonstrating our growing trust within the community and industry.

Looking Ahead: Goals for 2024

- **Expanding Our Footprint:** Plans to host at least four Apex Legends tournaments, enter new gaming titles, and increase in-person event hosting.
- **Strengthening Community Ties:** Aiming to transition to a Discord group for better community interaction and management.
- **Enhanced Marketing and Branding:** Intend to boost our marketing efforts, involving more social media channels and content creators.
- **Securing Bigger Partnerships:** Seeking to attract larger sponsorships from corporate companies reflecting our ambitions to scale our operations and impact.

COMPANY INTRODUCTION

Lifeline Solutions Zambia Limited, the parent company of Lifeline Nexo Gaming, has established itself as a beacon of innovation and technological excellence in Zambia. Since its inception, the company has been at the forefront of delivering cutting-edge technology solutions, making significant strides in the realms of electronics, e-solutions, web development, and consultancy services.

ABOUT US

Lifeline Solutions Zambia Limited, the parent company of Lifeline Nexo Gaming, has established itself as a beacon of innovation and technological excellence in Zambia. Since its inception, the company has been at the forefront of delivering cutting-edge technology solutions, making significant strides in the realms of electronics, e-solutions, web development, and consultancy services

COMPANY BACKGROUND AND VISION

- **Origins and Growth:** Founded on the principles of innovation and customer-centric services, Lifeline Solutions Zambia Limited has grown into a leading technology provider in the region. Our journey is marked by continuous growth, driven by our commitment to delivering excellence in every aspect of our operations.
- **Core Services:** Our portfolio encompasses a diverse range of services, including the procurement and sale of electronics and games, offering bespoke e-solutions, crafting state-of-the-art websites for clients, and providing expert consultancy services in the tech sector.



COMPANY HISTORY

DIVERSIFICATION INTO ESPORTS: LIFELINE NEXO GAMING

- Venturing into Esports: Recognizing the burgeoning potential of esports globally and in Zambia, Lifeline Solutions Zambia Limited expanded its horizon by establishing Lifeline Nexo Gaming in 2023. This strategic move marks our entry into the dynamic world of competitive gaming, reflecting our adaptability and forward-thinking approach.
- Mission of Lifeline Nexo Gaming: Our mission is to revolutionize the esports landscape in Zambia, providing a platform for gamers to showcase their skills, compete in well-organized tournaments, and grow the local gaming community.

COMMITMENT TO INNOVATION AND COMMUNITY

- Technological Prowess: At Lifeline Solutions Zambia Limited, we leverage our technological expertise to support and enhance the operations of Lifeline Nexo Gaming, ensuring top-notch experiences for gamers and spectators alike.
- Community and Development: Beyond business, we are committed to contributing to the development of the tech and gaming communities in Zambia. We believe in creating opportunities, fostering talent, and being a part of the digital transformation journey of the region.



EVENTS IN 2023

APEX 1V1 TOURNAMENT

JUNE 03,2023

- Overview: Launched our first tournament, a 1v1 Apex Legends competition. It featured a diverse group of 20 players, evenly split between mouse/keyboard and controller users.
- Highlights: The tournament was notable for its intense matches and showcased the growing talent within the Zambian Apex Legends community.
- Prize Pool: A total of K500 was awarded as cash prizes, incentivizing competitive play and attracting skilled players.

APEX TDM TOURNAMENT

NOVEMBER 04,2023

- Partnership with Zuzefps: This tournament was co-hosted with Zuzefps, enhancing our visibility within the gaming community.
- Event Dynamics: Included 12 participants in a team deathmatch format, offering a different competitive experience from the first tournament.
- Prize and Engagement: The prize pool was K600, and the event was streamed on Zuzefps Twitch channel, widening our audience reach.

APEX LEGENDS BR TOURNAMENT

DECEMBER 15,2023

- Collaboration with Lowkey Solutions: Teamed up with Lowkey Solutions, demonstrating our ability to form effective partnerships.
- Tournament Scale: The largest of the year with 33 participants, highlighting the growth in community engagement.
- Prize Distribution: A substantial cash prize of K1000 was allocated, reflecting the tournament's scale and competitive level.

SOLO TDM TOURNAMENT

DECEMBER 23,2023

- Unique Format: Featured a randomized solo team deathmatch format, adding variety to our tournament offerings.
- Participation and Prize: Involved 12 participants with a prize pool of K1,000, maintaining a high level of competition.



FINANCIAL OVERVIEW



REVENUE STREAMS

- Founder's Capital Injection: Primary source of funding, used strategically to kickstart operations and finance initial tournaments.
- Partnership Contributions: Financial support from partnerships with entities like Zuzefps and Lowkey Solutions, instrumental in funding tournament prize pools and marketing efforts.



EXPENDITURES

- Marketing and Promotion: A significant portion of our budget was allocated to social media advertising, essential for building brand awareness and attracting tournament participants.
- Tournament Costs: Included expenses for organizing events, such as venue (if applicable), logistics, and technology setup.
- Content Creation: Invested in content creators to boost our brand presence, with payments based on performance metrics.



FINANCIAL MANAGEMENT AND EFFICIENCY

- Budget Allocation: Focused on cost-effective strategies, ensuring maximum impact for each expenditure.
- Future Financial Planning: Looking to diversify revenue streams in 2024, with plans to attract larger sponsorships and introduce entry fees for tournaments.



IMPACT

- 2023 Successes: The financial strategies employed in 2023 laid a solid foundation for Lifeline Nexo Gaming, enabling us to host successful tournaments and grow our brand.
- 2024 Goals: Aim to expand our financial resources, securing more diverse and substantial sponsorships and revenue streams to support our ambitious growth plans.



SPONSORSHIPS

- Total Sponsorship Amount: Received K2600 in sponsorships, a vital part of our financial resources.
- Allocation: These funds were primarily allocated towards tournament prize pools, which was key in attracting competitive players.



MARKETING & PARTNERSHIPS

Embracing Digital and Innovative Strategies

In 2023, Lifeline Nexo Gaming adopted a dynamic approach to marketing and promotion, centralizing our efforts around digital platforms and innovative strategies to reach and engage our target audience effectively.



Strategic Use of Digital Platforms

Diverse Social Media Channels

We utilized a variety of social media platforms, each serving a unique purpose in our marketing strategy.

Content Strategy

Our content was carefully curated to cater to the interests of our audience, ranging from tournament announcements and updates to player highlights and gaming tips.

Future Marketing Plans

Expanding Digital Footprint

In 2024, we plan to enhance our presence on YouTube and Facebook, capitalizing on their algorithms and user bases to reach a wider audience.

Collaboration with Influencers

We aim to partner with gaming influencers and content creators to tap into their follower bases and inject fresh perspectives into our content.



PARTNERSHIPS



FORGING STRATEGIC ALLIANCES IN THE ESPORTS ARENA

2023 was a pivotal year for Lifeline Nexo Gaming in terms of building and nurturing productive partnerships and sponsorships. These collaborations were instrumental in our inaugural success, allowing us to host high-quality tournaments and enhance our brand presence in the Zambian esports market.

Zuzefps Collaboration

- **Nature of Partnership:** Zuzefps played a significant role in co-hosting two of our Apex Legends tournaments. They contributed to the prize pools, enhancing the appeal and competitiveness of the events.
- **Operational Synergy:** Lifeline Nexo Gaming took charge of logistics, including player recruitment, scorekeeping, and prize distribution. Zuzefps complemented these efforts by streaming the tournaments on their Twitch channel, providing valuable exposure.
- **Impact:** This partnership led to increased audience engagement and contributed to our tournaments' success, illustrating the power of collaborative efforts in the esports domain.



Lowkey Solutions Collaboration

- **Support and Function:** Contrary to the usual industry dynamics, Lifeline Nexo Gaming provided the administrative backbone for the tournaments in partnership with Lowkey Solutions. Our team handled the crucial tasks of tracking tournament winners, creating promotional content, and managing event administration.
- **Shared Success:** The partnership was pivotal in efficiently managing the tournaments and enhancing the overall event experience for participants and viewers alike.

SPONSORSHIPS

ACHIEVEMENTS

- **Financial Backing:** We secured a total of K2600 in sponsorships in 2023. These funds were integral in supporting our tournament prize pools and various operational expenses.
- **Sponsorship Utilization:** The judicious use of sponsorship funds not only ensured the successful execution of our events but also played a key role in elevating the competitive standard and appeal of our tournaments.



BENEFITS TO SPONSORS & PARTNERS

- **Brand Visibility:** Partners and sponsors gained significant brand exposure through association with our tournaments and digital content.
- **Community Engagement:** Our events offered a platform for partners and sponsors to engage with an enthusiastic and growing esports community.
- **Marketing Synergy:** Collaborating with Lifeline Nexo Gaming enabled our partners to leverage our established marketing channels and community outreach strategies.

FUTURE PARTNERSHIP GOALS

- **Expanding Collaborative Horizons:** In 2024, we aim to cultivate partnerships with larger corporations, including potential sponsorships from renowned brands like Fanta and Liquid Telecom.
- **Diverse Partnership Models:** We are open to exploring various partnership formats, from event sponsorships and co-branding opportunities to technology and service collaborations.





COMMUNITY ENGAGEMENT

Fostering a Vibrant and Inclusive Gaming Community

In 2023, Lifeline Nexo Gaming demonstrated a deep commitment to nurturing a thriving gaming community in Zambia. Our initiatives were centered around engaging players, enhancing their gaming experience, and building a supportive environment for esports enthusiasts.

PLANNED COMMUNITY INITIATIVES

- **Gaming Ambassador Program:** We intend to launch a program to identify and collaborate with community ambassadors. These individuals will represent Lifeline Nexo Gaming at various events and online, promoting our initiatives and engaging with the wider community.
- **Charity Events and Social Responsibility:** Plans are in place to organize charity gaming events and participate in social responsibility projects. These activities will align our brand with broader societal goals and underscore our commitment to positive community impact.

COMMUNITY BUILDING INITIATIVES

- **Regular Tournaments:** Our series of Apex Legends tournaments were more than just competitions; they were community events that brought players together, fostering camaraderie and a competitive spirit.
- **Bootcamps and Workshops:** Organized skill-development bootcamps and workshops aimed at improving gameplay, strategy, and teamwork. These sessions provided a valuable learning experience for participants, contributing to the overall skill elevation of the Zambian esports community.
- **ALGS Watch Parties:** Hosted watch parties for Apex Legends Global Series (ALGS) tournaments, creating opportunities for community members to bond over shared interests and learn from watching top-tier gameplay.





FUTURE

OUTLOOK & GOALS

Charting the Path Forward in Zambian Esports

As we move into 2024, Lifeline Nexo Gaming is poised to build on the strong foundation laid in our inaugural year. Our future outlook encapsulates ambitious goals and strategic initiatives aimed at scaling our operations, diversifying our offerings, and solidifying our position in the esports landscape.

Expanding Tournament Offerings

- **Increased Frequency and Variety:** Plans are in place to host at least four Apex Legends tournaments, with an emphasis on diversifying formats and styles to cater to a broader range of players.
- **In-Person Tournaments:** Recognizing the value of live events, we aim to organize two in-person Apex Legends 1v1 tournaments, enhancing the competitive experience and community engagement.

Building Strategic Partnerships

- **Collaborations with Major Brands:** Seeking to establish partnerships with large companies such as Fanta and Liquid Telecom, aiming to leverage their market presence and resources for mutual growth and visibility.
- **Expanding Sponsorship Opportunities:** Actively pursuing diverse sponsorship opportunities to support our expanded tournament lineup and community initiatives.

Growing Our Team

- **Staff Expansion:** Recognizing the need for a larger team to handle our growing operations, we plan to recruit additional staff members with a focus on event management, marketing, and community engagement.

Exploring New Gaming Frontiers

- **Venturing into New Titles:** In an effort to appeal to a wider audience and tap into new segments of the gaming community, we will be branching out into other popular esports games, including Valorant and Esport FC 24.
- **Hosting Bootcamps and Training Sessions:** To support players' growth and development, we plan to conduct bootcamps and training sessions, providing a platform for skill enhancement and knowledge sharing.

Strengthening Community Engagement

- **Discord Community:** Transitioning our community interactions to Discord, a platform that offers robust features for communication, organization, and community building.
- **ALGS Watch Parties and Gaming Events:** Continuing to host watch parties for major esports events and organizing community gaming events, fostering a sense of belonging and engagement among our members.



JOIN US ON OUR NEXT EXCITING JOURNEY IN ESPORTS

As Lifeline Nexo Gaming strides into a promising future, we extend an open invitation to potential partners, sponsors, community members, and esports enthusiasts to join us in shaping the landscape of gaming in Zambia. Our journey thus far has been remarkable, but it is just the beginning.

FOR POTENTIAL SPONSORS AND PARTNERS

- **Strategic Partnerships:** We are looking for businesses and brands that share our vision for growing the esports scene. Partnering with Lifeline Nexo Gaming offers a unique opportunity to engage with a passionate and growing gaming community, enhance your brand visibility, and be part of exciting esports events.
- **Sponsorship Opportunities:** Our events provide an excellent platform for sponsors to showcase their products and services to a targeted audience. We offer a range of sponsorship packages, each providing valuable marketing opportunities and brand exposure.

FOR GAMERS AND COMMUNITY MEMBERS

- **Join Our Tournaments:** Whether you're a competitive player or looking to have fun and improve your skills, our tournaments offer something for everyone. Stay tuned for our upcoming events and seize the chance to be part of our competitive gaming action.
- **Be Part of Our Community:** Engage with us on Discord, participate in our community activities, and contribute to the vibrant culture of gaming in Zambia. Your voice, feedback, and involvement are crucial in making our community stronger and more inclusive.

FOR ETHUSIASTS AND VOLUNTEERS

- **Volunteer with Us:** If you are passionate about esports and want to contribute to its growth, we welcome volunteers to help us organize and manage our events and community initiatives. It's a great way to gain experience and be part of an exciting industry.

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