



# STRATEGIC ACTION PLAN

LIFELINE NEXO GAMING

2024

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OPERATIONAL BLUEPRINT FOR 2024  
GOALS - LIFELINE NEXO GAMING

Charting a course for innovation and success, this strategic plan lays out the key objectives and detailed action steps for Lifeline Nexa Gaming to achieve its 2024 vision

# Table of Contents

# S F I N E T H I N G S C O N T A I N S

## 01.

About Us

## 02.

Future Outlook and Goals

## 03.

Strategy to Achieve Goals

# ABOUT US

Embarking on an ambitious journey in 2023, Lifeline Nexo Gaming, a subsidiary of Lifeline Solutions Zambia Limited, has been at the forefront of revolutionizing the esports landscape in Zambia. Our inaugural year marked a pioneering step in the burgeoning esports arena with strategic initiatives, impactful partnerships, and the successful launch of major Apex Legends tournaments that captivated 64 unique competitors. This chapter is just the beginning of our tale, documenting our milestones, our growth, and the vision that propels us forward.

As a beacon of innovation and technological prowess, Lifeline Solutions Zambia Limited, our parent company, has been delivering cutting-edge solutions across electronics, e-solutions, web development, and consultancy services. Founded on principles of innovation and customer-centricity, we have grown into a leading technology provider in the region, constantly driven by a commitment to excellence in all operational facets.

In 2023, seizing the global and local potential of esports, we established Lifeline Nexo Gaming. This strategic extension embodies our adaptability and forward-thinking ethos, marking our entry into the dynamic domain of competitive gaming. Our mission is clear: to transform the esports landscape in Zambia by providing a robust platform for gamers to display their prowess, engage in competitive tournaments, and cultivate the local gaming community.

We are more than a business; we are a catalyst for community and technological development. Leveraging our extensive tech expertise, we support Lifeline Nexo Gaming in delivering unparalleled experiences for players and audiences alike. Committed to fostering talent and creating opportunities, we are integral to the digital transformation sweeping across Zambia's tech and gaming communities.

Join us as we continue to innovate, develop, and contribute to the esports narrative in Zambia.



# 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.

### 1. 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.

### 2. 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.

### 3. 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.

### 4. 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.

### 5. 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.



# STRATEGY | TO ACHIEVE GOALS

## 1. Tournament Planning and Execution:

**Timeline: Schedule tournaments throughout the year, ideally one per quarter**

- Steps:
  - Finalize the dates and formats of the tournaments early.
  - Secure venues for in-person events.
  - Coordinate with partners and sponsors for support.
  - Launch a marketing campaign to promote each event.

## 2. Diversifying into New Games:

• **Timeline: Announce new game additions by mid-2024.**

- Steps:
  - Research and select the most popular and relevant games.
  - Organize introductory events or mini-tournaments for these games.
  - Engage with the community for feedback and interest

## 3. Community Engagement Enhancement:

• **Timeline: Transition to Discord by Q2 2024; Organize first in-person event by Q3.**

- Steps:
  - Set up and customize the Discord server.
  - Promote the Discord community through existing channels.
  - Plan and execute in-person events like meetups or gaming nights.

## 4. Marketing and Branding Efforts:

• **Timeline: Continuous throughout 2024.**

- Steps:
  - Develop a content calendar for consistent online presence.
  - Identify and collaborate with influencers relevant to the gaming community.
  - Launch targeted ad campaigns focusing on local gaming communities.

## 5. Strategic Partnerships and Sponsorships:

• **Timeline: Ongoing, with major partnership announcements by mid-2024.**

- Steps:
  - Identify potential partners and sponsors aligning with the brand.
  - Develop and propose tailored partnership packages.
  - Leverage existing networks and community for introductions and leads.

## 6. Team Expansion:

• **Timeline: Start recruitment in Q1 2024 and complete by Q2.**

- Steps:
  - Identify key areas needing additional resources.
  - Advertise positions and conduct a thorough selection process.
  - Onboard and train new team members effectively.



# THANK YOU FOR READING

## GET IN TOUCH



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