

International



Name: Jens Hilgers
Position: CEO & Founder
Institution: Turtle Entertainment
Branch: League Operator



Name: Michael Kuhl
Position: Director HR & Processes
Institution: Turtle Entertainment
Branch: League Operator

Topic of their Speech:

„Establishing an eSports business – Challenges, Chances and Risks “

Abstract:

Which possibilities do founders of companies have within the eSport branch? Which risks will arouse them? How does the eSport branch distinguish itself from other branches and where to get professional and skilled manpower from? The lecture expounds problems which can arise from the beginning of the conception phase over the Start Up to the point of a middle-class business. Given this, both the chances and risks which concern business founders, particularly in the eSport branch, are analyzed. The speech will specifically focus on the reorganization of the organizational structure and the acquisition of experienced employees. On the basis of firsthand reports, the lecture accentuates the general problem of the branch, finding particularly game-skilled manpower.