



MISSION CONTROL

A N O V E R V I E W

There are 67.9M Americans who play team-based sports. While some of these individuals compete at the highest tiers of competition (professional, amateur, and varsity), the vast majority compete recreationally. This recreational competition commands \$122B annually in sports equipment and rec center sales. Meanwhile, there are 103M Americans who play multiplayer video games. These individuals, however, only have professional leagues, amateur tournaments, and college and high school teams to compete on. They don't have recreational competition, which as a result, means the industry is not providing programming or monetizing the vast majority of the gaming market. That is why Mission Control exists.

Mission Control is a B2B SaaS platform for rec league esports. Mission Control provides organizations like Duke University, Dallas Park and Rec, and GameStop the ability to create and host esports rec leagues and digitally manage their community. The platform provides these organizations value in the form of an amenity for recruitment and retention purposes; a new revenue stream; and a data collection tool. Meanwhile, the Mission Control platform also provides the recreational gamer an opportunity to compete and socialize with their peers on campus, in their workplace, or in their city.

Mission Control is currently raising its Seed round that will go towards developing and launching its 2.0 product, signing over 750 organizations to its platform, and growing its revenue to \$1MM in ARR. Mission Control is also close to signing its 100th customer.

M L S E P I L O T

Alongside Shane Talbot, Esports Manager at MLSE, Mission Control crafted a series of eight-week digital esports rec leagues in FIFA 20, NBA 2K20, and NHL 20 for all MLSE employees to participate in. The regular season would be played online but culminate in an in-person playoffs at the Bell Fibe House. All players would be competing for Real Sports gift cards, game tickets and signed apparel.

The pilot leagues had 65 employees sign up to compete. The online aspect of the regular season proved to be incredibly advantageous as work shifted away from the office and to the home. The platform became a tool for employees to communicate on a day-to-day basis and provide some levity and friendly competition during this stressful time. The in-person playoffs are being reimaged for a digital experience given the current social distancing constraints.





Moving forward, Mission Control and MLSE will look to build upon its MLSE-employee focused league this fall while also exploring opportunities to provide similar rec league esports experiences to corporate partners and fans alike.

T H E M I S S I O N C O N T R O L T E A M

Austin Smith is the cofounder and CEO of Mission Control. An economist and entrepreneur from St. Louis, Missouri, Austin is passionate about building and preserving communities. He has worked in urban planning in St. Louis, sales at Tesla, and venture capital at Stadia Ventures.

Byron Abrigg is the cofounder and Chief Customer Officer of Mission Control. Byron started his career in venture capital and accelerators, serving as the Accelerator Coordinator at Stadia Ventures, an early stage sports tech and esports VC and accelerator program in St. Louis, MO. Byron is a graduate of Saint Louis University.

Daniel Herz is the Chief Revenue Officer for Mission Control. Daniel started his career in traditional sports with the Denver before joining the esports community with ESL where he managed all major US partners and helped lead strategic initiatives. Most recently, Daniel was Complexity Gaming's CRO leading all revenue opportunities working with partners such as GameStop, Miller Coors, US Army, MSI, and more.

