

# **Managerial and Strategic Analysis, the case**



## **Problem Statement:**

David vs. Goliath 2.0: Facing the quasi-monopoly of the ESL Faceit Group (EFG), what differentiation strategies can BLAST mobilize to remain competitive and profitable?

Presented by: Moreau Jules

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## **Table of Contents**

Executive Summary .....	Page 2
Introduction .....	Page 3
I. Competitive Context Analysis and Strategic Positioning .....	Page 4
A. The Market: The Counter-Strike 2 Ecosystem	
B. The Organization Studied: BLAST and the Differentiation Strategy	
C. The Hegemonic Competitor: EFG and the Integration Strategy	
D. Managerial Problem	
II. Organizational Structure, Governance, and Stakeholders .....	Page 6
A. Legal Form and Organizational Structure	
B. Stakeholder Analysis (Stakeholder Theory)	
C. Organizational Culture as a Strategic Resource	
III. Strategic Diagnosis: The Vice and the Opportunity .....	Page 9
A. PESTEL Analysis: Macro-Environmental Pressures	
B. VRIO Analysis: Strategic Resources Tested by Numbers	
C. Strategic Focus: Team Attractiveness (Soft Power)	
Synthesis: SWOT Matrix (Consolidated 2024)	
IV. Analysis of Managerial Competencies and Operational Processes .....	Page 14
A. Managerial Behavior: Dynamic Capabilities	
B. Production Processes: Development of Core Competencies	
C. CSR Processes: Legitimacy and Institutional Alignment	
V. Strategic Recommendations: From "Service" to "Product" .....	Page 16
A. Axis 1: The "Tech Vendor" Strategy (B2B Monetization of R&D Asset)	
B. Axis 2: Industrialization of the Indian Market (Volume Strategy)	
C. Axis 3: D2C Gamification (The "Watch-to-Earn" Model)	
D. Axis 4: The "Brand Safety Shield" (CSR Differentiation)	
VI. Managerial Implementation: Strategic Roadmap .....	Page 18
A. Phase 1: Consolidation and Asset Monetization (H1 2026)	
B. Phase 2: Industrial Pivot & Profitability (H2 2026)	
Phase 3: Leadership through Value (Horizon 2027)	
General Conclusion .....	Page 21

## **Introduction**

In less than a decade, esports has evolved from a niche hobby into a global sports and entertainment industry, generating billions of euros and captivating hundreds of millions of viewers. At the heart of this complex ecosystem are Tournament Organizers (TOs), true gatekeepers who shape the competitive landscape and capture the bulk of the economic value.

Among these players, the Danish organization BLAST made a notable entrance in 2017. Shunning a volume-based model, BLAST immediately adopted a clear differentiation strategy: positioning itself as the circuit's "premium" producer. By betting on cinematic broadcast quality, dynamic formats, and a partnership model (similar to a franchise) with the world's best teams, BLAST has built a powerful and desirable brand.

However, this strategic positioning is now facing a seismic market shift. In 2022, the simultaneous acquisition of its historic competitors, ESL and Faceit, by the Public Investment Fund of Saudi Arabia (PIF) for \$1.5 billion created a giant: the ESL Faceit Group (EFG). This new entity possesses nearly unlimited resources and a clear strategy of domination through volume and vertical integration.

The BLAST organization, smaller and focused on profitability, finds itself in a classic "David vs. Goliath 2.0" position. This situation raises a central managerial and strategic issue:

**David vs. Goliath 2.0: Facing the quasi-monopoly and unlimited financial resources of the ESL Faceit Group (EFG), what managerial strategies (differentiation, innovation) can BLAST mobilize to remain competitive and profitable?**

To answer this question, this dossier will analyze the BLAST organization through several managerial prisms. We will first study its history and governance structure, which have defined its "premium" DNA. We will then conduct a detailed SWOT analysis to identify its internal strengths (its "sling") and the external threats posed by its competitor. Finally, we will examine the specific managerial competencies and processes that BLAST deploys to execute its niche strategy against a giant.

# **I. Competitive Context Analysis and Strategic Positioning**

Analyzing any sports or entertainment organization requires a prior understanding of its ecosystem, the competitive forces at play, and the strategic positioning it adopts. This chapter defines the framework for analysis by presenting the esports market, BLAST's positioning, and the nature of its main competitor, EFG.

## **A. The Market: The Counter-Strike 2 Ecosystem**

Esports, and specifically the competitive scene of Counter-Strike 2 (CS2), functions as a complex sports entertainment industry. Its value chain is structured around several interdependent key players:

**The Publisher (Valve):** As the holder of the game's Intellectual Property (IP), Valve acts as the de facto regulator of the ecosystem. It defines commercial exploitation rules, manages Major events, and holds unilateral power over the circuit's structure, exercising decisive influence on the sector's overall governance.

**Tournament Organizers (TOs):** These entities, including BLAST and EFG, are at the heart of the value creation process. They transform the asset (the game) into a monetizable sports entertainment product. Their business model relies primarily on B2B (Business-to-Business) revenue: selling sponsorship rights, brand partnerships, and media broadcasting rights.

**Professional Structures (Teams):** They represent the "human capital" and the sporting spectacle. They are essential stakeholders for TOs, as their presence guarantees audience viewership and the media value of competitions.

**Consumers (Fans) and Broadcasters:** They constitute the final demand and distribution channels, justifying sponsors' investments.

## **B. The Organization Studied: BLAST and the Differentiation Strategy**

BLAST ApS is a private company under Danish law, based in Copenhagen. Resulting from a restructuring in 2019 of the entity RFRSH Entertainment (aimed at resolving a governance issue related to conflicts of interest), BLAST immediately adopted a strategic positioning of differentiation (in Porter's sense) to penetrate this mature market.

This strategy manifests through two managerial pillars:

**Product Differentiation (Premium Broadcast):** BLAST invests heavily in the quality of its production and direction. The goal is to offer a high-quality "sports entertainment" experience, aiming to maximize the perceived value for viewers and, consequently, attract high-value-added non-endemic sponsors (outside the video game sector).

**Structural Differentiation (Partner Model):** Via the Louvre Agreement, BLAST co-constructed a semi-closed circuit with 12 of the most prestigious professional structures. This shared governance tool secures a premier "casting," stabilizes the sporting product, and reinforces barriers to entry.

### **C. The Hegemonic Competitor: EFG and the Integration Strategy**

The competitive landscape was profoundly reshaped in 2022 by the simultaneous acquisition of ESL (the historic competitor) and Faceit (the matchmaking platform) by the Public Investment Fund of Saudi Arabia (PIF) for \$1.5 billion. The merger of these entities created the ESL Faceit Group (EFG), a player in a hegemonic position.

EFG's managerial strategy is antagonistic to BLAST's and relies on:

**Vertical Integration:** EFG controls almost the entire pipeline, from amateur practice and the "path-to-pro" (via Faceit) to the largest professional arena competitions (via ESL).

**Volume Domination:** EFG organizes the majority of major events, controls the competitive calendar, and manages the main ranking system (ESL World Ranking), granting it considerable market power.

**Resource Asymmetry:** Backing from a sovereign wealth fund endows EFG with financial resources allowing for a cost domination strategy (price war on sponsorship, prize money inflation) and the pursuit of objectives (e.g., soft power) that may transcend simple short-term financial profitability.

### **D. Managerial Problem**

This market structure, an asymmetric duopoly tending towards a monopoly, creates extreme strategic tension for BLAST. The organization must defend a "premium" economic model, characterized by high production costs, against a hegemonic competitor benefiting from economies of scale, vertical integration, and financial resources beyond compare.

The strategic confrontation is not just competitive; it opposes two managerial philosophies: a "boutique" model focused on perceived value (BLAST) versus an "industrial" model focused on volume and integration (EFG).

## II. Organizational Structure, Governance, and Stakeholders

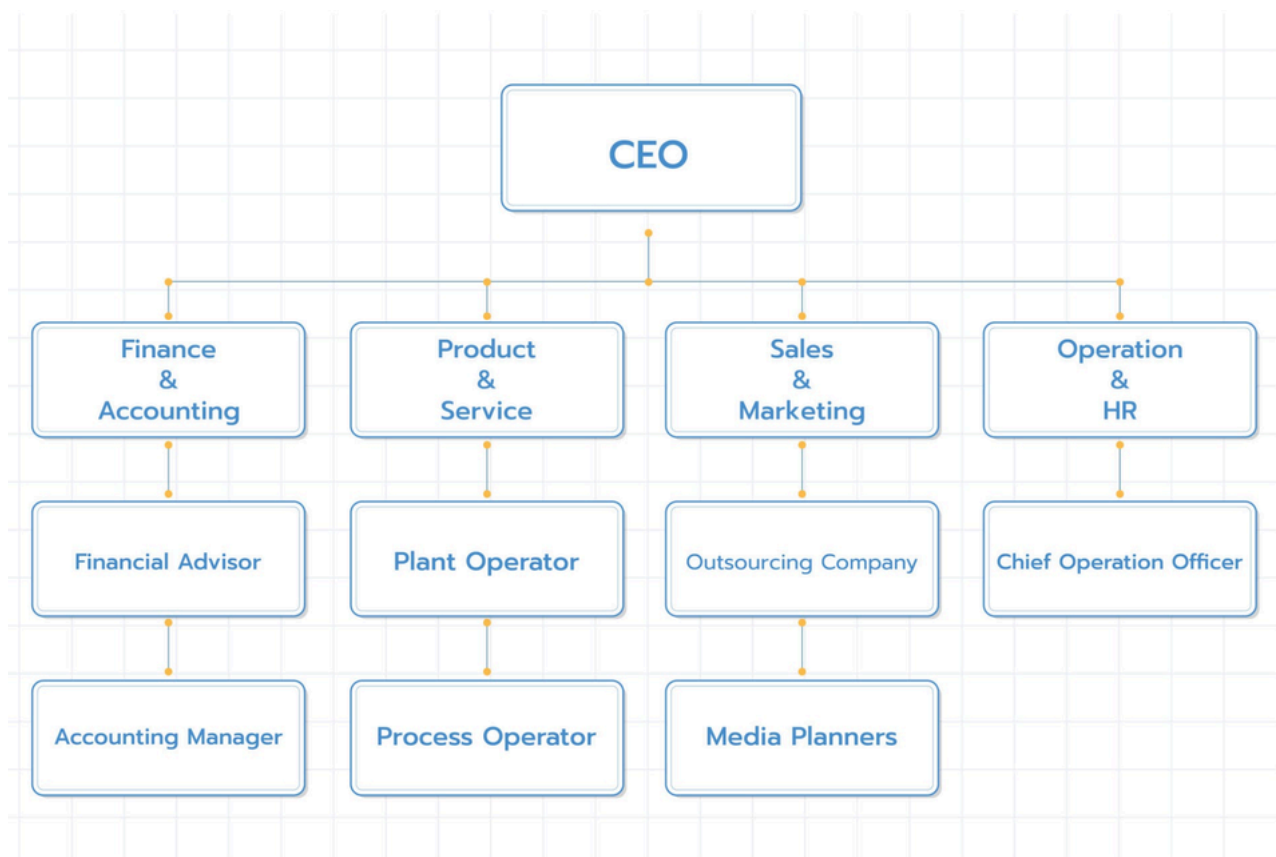
After defining the external competitive context (Part I), it is essential to dissect BLAST's internal structure. This structure endows the organization with the means (or constraints) to implement its differentiation strategy.

### **A. Legal Form and Organizational Structure**

**1. Legal Form:** BLAST is an Anpartsselskab (ApS), a private limited company under Danish law. This legal status has two direct managerial implications:

- **Profitability Goal:** As a private commercial entity, its primary purpose is to generate profit for its shareholders and investors.
- **Strategic Asymmetry:** This objective places it in fundamental opposition to its competitor EFG, whose owner (a sovereign wealth fund) may prioritize long-term goals, influence (soft power), or market control over immediate profitability.

**2. Organizational Structure (Chart):** While BLAST's precise organizational chart is not public, analyzing its activity allows us to model a functional structure typical of media and event companies. This structure is designed to optimize expertise in its key departments, which are its weapons in the competitive struggle.



- **General Management (CEO - Robbie Douek):** Defines the overall strategic vision (the fight against EFG, the response to Valve) and manages investor relations.
- **Commercial Division (CCO):** A vital department managing sponsors and media rights sales. It is responsible for "selling" the BLAST "premium" concept at a higher price point than EFG.
- **Production Division (CPO):** The heart of differentiation. This division gathers the talent (directors, graphic designers, sound engineers) responsible for the "cinematic" quality of the BLAST product. It is a core competency.
- **Operations & Events Division:** Manages the complex logistics of arena events (venue selection, ticketing, security, team hospitality).
- **Support Divisions:** Marketing (brand building), Finance, HR.

## B. Stakeholder Analysis (Stakeholder Theory)

BLAST's survival in an oligopoly depends on its ability to manage a complex network of stakeholders. Applying R. Edward Freeman's theory, we can map these actors according to their influence and interest in BLAST's strategy.

### 1. Critical Stakeholders ("Key Players")

**The Publisher (Valve):** The Absolute Regulator. Valve holds the Intellectual Property (IP) of Counter-Strike 2. Unlike traditional sports where no one "owns" football, Valve owns the game. They have unilateral power to modify circuit rules, the calendar, or economic models. For BLAST, Valve is a permanent threat as much as a necessary partner; a simple decision by the publisher (such as ending franchised leagues) can render BLAST's business model obsolete overnight.

**Partner Teams (The "Casting"):** Professional structures (Team Vitality, G2, FaZe, etc.) constitute the "human capital" and the spectacle. Via the Louvre Agreement, BLAST integrated 12 of these teams into its governance. They are vital because they guarantee viewership. Without the best teams, the value of BLAST's "Premium" product collapses, regardless of production quality. The bargaining power of these teams is strong, as they are simultaneously courted by EFG.

**Sponsors and Broadcasters (B2B Clients):** In BLAST's business model, they provide the liquidity. BLAST's strategy aims to attract "non-endemic" sponsors (luxury brands, automotive, FMCG) by promising a safer and higher-quality environment than that of EFG.

## 2. Competitors as Stakeholders

**EFG (ESL Faceit Group):** Although a competitor, EFG is a stakeholder because its actions dictate market standards (player prices, prize pool amounts). EFG's Saudi shareholding (PIF) indirectly influences BLAST's strategy, which must position itself either in opposition (the ethical/boutique alternative) or as a follower on production standards.

## C. Organizational Culture as a Strategic Resource

Facing EFG's financial power, BLAST's tangible resources are insufficient. The organization must therefore rely on its intangible resources, primarily its corporate culture and human capital.

**1. A "Boutique" vs. "Industrial" Culture.** The managerial opposition is philosophical: BLAST operates on a "luxury boutique" model against EFG's "industrial" model.

- **Agility:** BLAST's lighter structure allows for rapid decision-making and creative adaptation that the bureaucracy of a giant vertically integrated group like EFG might struggle to match.
- **Innovation through Constraint:** With fewer resources, BLAST has developed a culture of creative efficiency. Every euro invested in production must be visible on screen, whereas EFG can afford domination through volume.

**2. Specialized Human Capital.** The "Product & Service" department houses what the VRIO analysis (developed in Part III) will identify as BLAST's sustainable competitive advantage: its technical know-how. The ability to produce events offering a high-quality "sports-entertainment" experience relies on specific talents (directors, in-game observers, sound designers) who have developed expertise specific to the BLAST DNA. Retaining this talent against potential salary offers from EFG is a critical HR issue.

## III. Strategic Diagnosis: The Vice and the Opportunity

After analyzing the competitive environment and BLAST's internal structure, this chapter aims to establish a formal strategic diagnosis. We will use the PESTEL matrix to evaluate macro-environmental pressures, the VRIO framework to identify BLAST's true competitive advantage, and a SWOT synthesis to define the equation the company must solve.



## **A. PESTEL Analysis: Macro-Environmental Pressures**

BLAST's environment is not limited to its competitors. It is shaped by major political, technological, legal, and environmental forces that are redefining the rules of the game.

### **Political (Geopolitics & "Soft Power")**

- **Global Context:** The market is polarized by the acquisition of EFG by the Saudi sovereign wealth fund (PIF). This transforms esports into a tool for geopolitical "Soft Power."
- **The BLAST Opportunity:** This polarization offers BLAST, a Danish entity, an opportunity to position itself as the "ethical" Western alternative for risk-averse brands.
- **Strategic Expansion:** To bypass European saturation, BLAST has activated a bold geopolitical expansion strategy by signing a Joint Venture with Reliance in India and opening offices in the United States. The goal is to find growth drivers outside EFG's direct sphere of influence.

### **Economic ("Esports Winter" & Cost Reality)**

- **Market Trend:** The sector is going through an "Esports Winter" characterized by a scarcity of VC investments and a demand for immediate ROI.
- **Performance:** BLAST reports a 13% increase in revenue to €82.1M, but at the cost of a clear deterioration in profitability. Gross margin fell from 20.8% to 15.7% , and the company remains in a net loss of -€3.9M, confirming the difficulty of generating profit in the current context.

### **Sociocultural (Audience Evolution & Values)**

- **Demographics:** The audience is aging (core target 25-35 years old) and becoming more demanding. They no longer consume just gameplay, but "Premium" entertainment (Storytelling).
- **Social Responsibility:** Fan expectations (Gen Z) are shifting towards greater inclusivity. BLAST responds with targeted partnerships, such as with "Movember" for player mental health, and an active diversity and inclusion policy. This is no longer a bonus; it is a prerequisite for the brand's social acceptability.

## **Technological (Innovation as a Barrier to Entry)**

- **Production Standard:** 4K broadcasting and dynamic HUDs have become the standard imposed by BLAST.
- **Fixed Assets:** Technology is not just a tool; it is a major balance sheet asset. BLAST has capitalized nearly €6 million (€5.95M) in development projects (BLAST.tv, in-game tools). These heavy R&D investments create a technological barrier to entry that is difficult for smaller competitors to cross, though they weigh on cash flow.

## **Environmental ("Green Production")**

- **Carbon Challenge:** Esports is a polluting industry (incessant travel, data center power consumption).
- **Strategic Response:** Facing a competitor funded by the oil industry, BLAST differentiates itself with a strict CSR policy. The organization prioritizes remote production from its Copenhagen studio to reduce air travel and integrates sustainability criteria into its supply chain. This is a key argument for Western sponsors subject to CSRD directives.

## **Legal (Regulatory Shock & Financial Risks)**

- **Sector Regulation:** Valve's decision to ban "Partner Leagues" starting in 2025 is the major existential threat forcing BLAST to overhaul its entire business model (end of the Louvre Agreement).
- **Financial Risks:** The 2024 report highlights exposure to currency risks (USD/DKK) without systematic hedging, which is dangerous for a structure with limited cash. Additionally, compliance with GDPR and new sustainability reporting standards has become an incompressible administrative cost center.

## **B. VRIO Analysis: Strategic Resources Tested by Numbers**

The VRIO analysis (Value, Rarity, Imitability, Organization) determines whether BLAST has the weapons to resist in the long term. The 2024 annual report allows us to quantify these resources.

### **1. Financial Capital: A Competitive Disadvantage**

**Analysis:** BLAST's financial situation tightened in 2024. The company recorded a net loss of €3.96 million, and its cash position melted from €18.1 million in 2023 to €11.1 million at the end of 2024.

**VRIO Diagnosis:** Although this resource is Organized (strict cost management), it is neither Rare nor Inimitable compared to EFG (Saudi fund). On the contrary, with significant cash burn, it is a critical weakness. BLAST mathematically cannot win a financial war of attrition.

## **2. Technological Asset (Tech Stack): A Sustainable Competitive Advantage**

**Analysis:** This is the real war chest. BLAST has activated nearly €6 million (€5.95M) in "completed development projects" on its balance sheet. These assets correspond to the development of the BLAST.tv platform and exclusive in-game production tools.

### **VRIO Diagnosis:**

- **Value:** Yes, as it reduces dependence on third-party broadcasters and improves the fan experience.
- **Rarity:** Yes, few organizers develop their own proprietary tech stack.
- **Imitability:** Difficult. It is "in-house" technology protected by IP and specific human know-how.
- **Conclusion:** The strategic pivot towards B2B must rely on this asset.

## **3. Human Capital (Hospitality): Competitive Parity**

**Analysis:** Interviews with operational specialists reveal a "Gig Economy" market structure. Hospitality staff is a talent pool shared between BLAST and EFG.

**VRIO Diagnosis:** This resource is Valuable (essential for service) but Not Rare and Imitable (since EFG employs the same people).

**Strategic Consequence:** BLAST cannot base its sustainable competitive advantage on the human factor alone. The impossibility of differentiating on staffing reinforces the vital nature of the Technological Asset (€5.95M), which becomes the only VRIO resource capable of creating distance from the competition.

## **C. Strategic Focus: Team Attractiveness (Soft Power))**

In the future "Open Circuit" (post-2025) imposed by Valve, BLAST will lose its contractual leverage (the Louvre Agreement). Teams will be free to choose their tournaments. Facing the impossibility of outbidding financially on Appearance Fees (given the limited cash of €11M), BLAST must switch to a Soft Power strategy.

The argument relies on brand value:

- "Tier 1" teams live on sponsorship.
- BLAST's "cinematic" broadcast quality showcases jersey sponsors better than EFG's standardized productions.
- BLAST must position itself as the indispensable "Premium" partner for the commercial valuation of clubs, thereby compensating for prize pools potentially lower than those of Saudi Arabia.

#### **D. Synthesis: SWOT Matrix (Consolidated 2024)**

This matrix crosses external analysis with internal data from the annual report.

##### **STRENGTHS (Internal)**

- Commercial Resilience: Revenue up 13% (reaching €82.1M) despite no CS2 Major in 2024, proving the ability to generate recurring revenue.
- Revenue Diversification: Successful expansion outside Valve titles with major partnerships signed with Epic Games (Fortnite, Rocket League) and Ubisoft (Rainbow Six).
- Valuable Tech Asset: Proprietary BLAST.tv platform and R&D tools valued at ~€6M on the balance sheet.

##### **WEAKNESSES (Internal)**

- Profitability under Pressure: Net loss of -€3.96M and gross margin drop to 15.7% (vs 20.8% in 2023) due to cost inflation.
- Limited Cash: Available cash reduced to €11.1M, limiting room for aggressive investment without refinancing.
- Debt Dependence: Need to refinance an €11.6M credit facility with Danske Bank in early 2025 to secure working capital.

## **OPPORTUNITIES (External)**

- Geographic Expansion: Joint Venture signed with Reliance in India (April 2025) to attack a market of 600 million gamers. Note: While competitive, the JV provides the necessary local distribution.
- US Conquest: Opening of the New York office and organization of the Austin Major in 2025, expected to significantly boost revenue.
- B2B Business Model: Potential to sell technology (SaaS License) to other publishers, transforming R&D costs into high-margin revenue.

## **THREATS (External)**

- Forex Risk: High exposure to the dollar (USD) and pound (GBP) without systematic hedging, threatening margins in a volatile context.
- Valve 2025 Regulatory Shock: The end of partner leagues removes BLAST's historic barrier to entry.
- Interest Rate Risk: The ~€3.1M debt is at a variable rate (CIBOR + margin), exposing the company to rising interest rates.

The 2024 report confirms that BLAST is a growing company (+13% revenue) but still seeking its break-even point. The analysis reveals a strategic deadlock: the current model, while performing well on the product side, is too capital-intensive to compete head-on with EFG on volume.

To survive the 2025 deadline, BLAST must imperatively pivot. It must no longer just be an event organizer (low margin), but become a global technology and media platform (high margin). This is the pivot we will detail in the strategic recommendations.

## **IV. Analysis of Managerial Competencies and Operational Processes**

BLAST's competitive advantage does not lie solely in its financial assets. Barney's Resource-Based View (RBV) posits that the source of sustainable value lies in how the organization coordinates its resources (its management) and the processes it has developed.

## **A. Managerial Behavior: Dynamic Capabilities**

BLAST's management operates in an environment of extreme volatility (Valve regulation, EFG competition). Survival depends on the company's ability to continually reform itself.

- Analytical Framework: Dynamic Capabilities (Teece, Pisano & Shuen). BLAST's performance is explained by its aptitude to integrate and reconfigure its resources in the face of market shocks.
- Application: The "Fan-First" approach and the culture of agility are not slogans, but processes for detecting weak signals (TikTokification, demand for viral content). The short management structure allows for rapid implementation of changes, which is essential to stay ahead of an industrial competitor. This managerial behavior is the foundation of the company's resilience.

## **B. Production Processes: Development of Core Competencies**

BLAST's ability to produce events of "cinematic" quality is its Core Competency.

- Analytical Framework: Core Competencies (Prahalad & Hamel). BLAST's key competency lies in the collective coordination of R&D engineers (who develop the tool) and directors (who exploit the tool).
- Application: Internalizing R&D is not just an accounting choice; it is the sanctification of a distinctive competency. The fixed assets (€5.95M capitalized on the 2024 balance sheet for development projects) prove that the company invests to ensure its technology is inimitable by simply copying the competing organization (definition of a VRIO resource).

## **C. CSR Processes: Legitimacy and Institutional Alignment**

BLAST's managerial practices are also dictated by the need to acquire non-market legitimacy.

- Analytical Framework: Institutional Theory (DiMaggio & Powell). Companies adopt structures and processes to conform to social and regulatory norms in order to ensure their legitimacy and access resources (sponsors, fans).
- Application: BLAST's CSR processes fall under positive institutional mimicry, they conform to the expectations of European regulators (CSRD) and public opinion.

- The Green Process: "Remote Production" is a managerial process of ethical compliance that allows BLAST to differentiate itself from EFG's funding sources and secure sponsorship contracts with companies concerned about their Brand Safety.
- Inclusion: Integrating social partners (such as Movember for mental health) is a process aimed at normalizing these topics and strengthening the brand's social acceptability with Gen Z.

The formalization of BLAST's processes, analyzed through the prism of Dynamic Capabilities and Core Competencies, confirms that the organization possesses a competitive advantage inimitable by EFG's financial resources alone. Production excellence, managerial agility, and institutional alignment constitute BLAST's true "Soft Power."

However, this diagnosis highlights a contradiction: BLAST's weakness lies not in its know-how (the processes are robust), but in the business model which fails to effectively monetize this excellence. These managerial competencies must now form the bedrock of the new market strategy presented in the following part.

## **V. ReStrategic Recommendations: From "Service" to "Product" (2026-2027)**

Preliminary Note: We are in December 2025. The past year has stabilized the structure thanks to debt refinancing with Danske Bank and the tactical activation of the Joint Venture in India. However, to move from survival to sustainable profitability, BLAST must now transform its assets into profit centers.

The diagnosis in Part III demonstrated that the historical tournament organizer model is structurally capped by cost inflation. To break this glass ceiling, we recommend a major managerial pivot: shifting from a service provision logic (events) to a solution publisher logic (technology and media).

Here are the four strategic axes to operationalize this pivot starting in 2026.

### **A. Axis 1: The "Tech Vendor" Strategy (B2B Monetization of R&D Asset)**

**1. Accounting and Technical Finding:** BLAST possesses a proprietary technological stack already capitalized at €5.95M, currently used only internally. The challenge is to transform this asset, identified as a VRIO resource, into a direct source of revenue via a B2B Tech Vendor model.

**The Recommendation:** The "White Label" (SaaS) Model. BLAST must decouple its technology division from its events division to sell its "Tech Stack" as a white label product.

- The "BLAST Engine" Offer: Commercialize a turnkey software suite for "Tier 2" publishers (fighting games, sports simulations) or national leagues that want TV-quality broadcasting without bearing the R&D costs.
- The Economic Model: Replace punctual and risky revenues (linked to ticket sales) with recurring licensing revenues (SaaS) with very high margins (>80%). The goal is to transform a cost center (R&D) into an autonomous profit center

## **B. Axis 2: Industrialization of the Indian Market (Volume Strategy)**

**1. The Expansion Lever:** The Joint Venture signed in April 2025 with Reliance (Jio) offers BLAST privileged access to a market of 600 million gamers. Unlike Europe, which is saturated and expensive, India is a "Blue Ocean" where EFG is less dominant.

**2. The Recommendation:** Radical Segmentation. BLAST must make a clear distinction between its products to avoid diluting its brand:

- BLASBLAST Premier (Global/West): Remains the luxury "Boutique" product on PC, with high costs and premium sponsorship.
- BLAST India (Local/Mobile): Must become the mass-market "Low Cost" product.
- 2026 Operationalization: Launch mobile leagues (BGMI, Free Fire) operated locally at reduced costs. The goal is not prestige, but pure advertising volume (Ad-Revenue) and micro-transactions, leveraging JioGames' massive distribution infrastructure to compensate for lower Average Revenue Per User (ARPU).

Strategic Risk Management: To limit the risk of brand dilution, BLAST must clearly separate the two universes: distinct branding, distinct platforms (PC vs. Mobile), and intentionally different production levels (cinematic vs. frugal local). This allows for combining differentiation and volume strategies on separate segments without falling into the "stuck in the middle" trap described by Porter.

## **C. Axis 3: D2C Gamification (The "Watch-to-Earn" Model)**

**1. The Engagement Issue:** Although BLAST.tv was launched to reduce dependence on Twitch, attracting the general public away from dominant platforms remains difficult. The classic advertising model is no longer sufficient to cover server costs



**2. The Recommendation:** The Fan Circular Economy. BLAST must transform its passive audience into an active community via monetizable "Gamification"

- The "Fantasy Live" Concept: Integrate free betting (Fantasy League) in real-time into the video stream. Viewers predict actions (next kill, round winner) to earn points.
- **Monetization (Data & Wallet):**
  - First-Party Data: These interactions generate ultra-qualified behavioral data that BLAST can resell to sponsors at a CPM (Cost Per Mille) much higher than that of a simple video ad.
  - Micro-transactions: Sell digital goods (interface skins, badges) to "Super-Fans," thereby increasing Customer Lifetime Value (LTV) without depending on media rights.

#### **D. Axis 4: The "Brand Safety Shield" (CSR Differentiation)**

**he Intangible Competitive Asset:** Facing a competitor (EFG) owned by a sovereign wealth fund, BLAST possesses an under-exploited strategic asset: its European governance and formalized CSR policy (diversity, carbon reduction, ethics).

**The Recommendation:** The "Corporate Compliance" Offer. In a context where large companies are subject to CSRD (Corporate Sustainability Reporting Directive) directives, BLAST must sell "reputational safety".

- The Action: Create an "Impact Certified" sponsorship package guaranteeing brands total ethical traceability and an optimized carbon footprint (thanks to remote production from Copenhagen).
- The Target: Risk-averse Western advertisers (Banking, Insurance, Automotive) who hesitate to associate with esports for fear of sportswashing. BLAST thus becomes the unique "Safe" option on the market for these premium budgets.

## **VI. Managerial Implementation: Strategic Roadmap (2026-2027)**

The implementation plan aims to execute the pivot towards "Value-Tech" in three distinct phases, ensuring business continuity while building new high-margin revenue streams.

- **Priority Objective:** Reduce the net loss (-€3.96M in 2024) by 50% by the end of 2026 by exploiting operational efficiency and defending margins.

## **A. Phase 1: Consolidation and Asset Monetization (H1 2026)**

This phase is dedicated to defending margins (Cost of Sales) and validating the B2B Proof of Concept (Tech Vendor Lite).

### **1. Operational Optimization (Cost):**

- Action: Immediate generalization of the "Remote Production" process from Copenhagen for all European events, minimizing staff travel.
- Key KPI: Reduction of Cost of Sales (CoS) related to event logistics by 5% over the year.

### **2. R&D & Tech Vendor (POC):**

- Action: Decouple Tech and Production teams to create a dedicated Tech BU; targeted launch of the Tech Vendor B2B Lite offer in a niche market (e.g., Simracing or e-Football).
- Key KPI: Signature of a first B2B licensing contract (validating product feasibility).

### **3. Human Capital (Retention):**

- Action: Finalization and activation of the Warrant plan (stock options) for critical talents (Tech & Production).
- Key KPI: Retention rate of Top 20 Talents = 100%.

## **B. Phase 2: Industrial Pivot & Profitability (H2 2026)**

This phase focuses on scaling up high-margin revenue sources and defending CPM.

### **1. Frugal D2C Launch (India):**

- Action: Launch D2C Gamification features (Fantasy Live, micro-transactions) on the BLAST.tv platform, leveraging the audience generated by the Reliance Joint Venture in India.
- Key KPI: Increase in ARPU (Average Revenue Per User) by 50% on active BLAST.tv users.

## **2. Brand Safety Shield:**

- Action: Launch the "BLAST Sustainable Seal" label to formalize ethical and ESG compliance.
- Key KPI: Signature of a new "risk-averse" sponsor (banking or automotive) justifying a CPM higher than that of EFG.

## **3. Operational Balance: :**

- Objective: Achieve financial breakeven at the end of the H2 2026 fiscal year via cost discipline and new revenue.
- Key KPI: Reduction of Net Loss by 50% (vs -€3.96M in 2024).

## **C. Phase 3: Leadership through Value (Horizon 2027)**

This phase consolidates the new business model.

### **1. Tech BU Stabilization:**

- Action: Transform the Tech Vendor Lite prototype into a complete and scalable product offer, opening the market to "Tier 2" publishers.
- Key KPI: B2B licensing revenue represents more than 15% of total Turnover.

### **2. Sustainable Growth:**

- Action: Consolidate dominance in emerging markets via the mobile structure.
- Key KPI: Maintain revenue growth without a proportional increase in Cost of Sales, confirming the effectiveness of optimized production processes.

## **General Conclusion**

The esports industry has entered its phase of industrial maturity. The era of pioneers has given way to an era of massive consolidation, embodied by the hegemony of the ESL Faceit Group (EFG). Our analysis, conducted through the prism of the "David vs. Goliath 2.0" problem, has demonstrated that BLAST's historical positioning has reached its structural limits:

- **Financial Limits:** The "boutique" model characterized by high costs cannot sustain the cost domination strategy of EFG, illustrated by a net loss of €3.96M in 2024.
- **Regulatory Limits:** Valve's decision to ban partner leagues has rendered the key governance tool (the Louvre Agreement) obsolete.

BLAST's survival is not a question of performance, but of transformation: it will not be won through a frontal war with Goliath, but through a strategic sidestep

The recommendations formulated in this dossier trace the path for a radical pivot in Dynamic Capabilities:

- **Becoming a Technology Publisher:** By transforming R&D assets (€5.95M) into B2B products (Tech Vendor strategy), BLAST capitalizes on its only inimitable resource to generate high margins.
- **Mastering the Market:** By segmenting demand geographically (Blue Ocean strategy in India via Reliance) and monetizing direct fan engagement (D2C Gamification).
- **Selling Compliance:** By using its CSR processes and European governance as a "Brand Safety Shield" to secure premium sponsors.

By transforming its processes of excellence into a scalable economic model, BLAST ensures that its future growth will no longer depend solely on its ability to organize costly events, but on its ability to provide the technology and legitimacy that support the entire ecosystem.