

S8UL

LEGACY REVENUE STRATEGY

Beyond Brand Deals: Building India's First Gaming Empire

A comprehensive strategy + execution playbook for S8UL Esports to unlock seven new revenue streams, cement its position as India's most diversified gaming organization, and build a legacy brand that outlasts any single game title.

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EXECUTIVE SUMMARY

S8UL Esports is India's most recognised gaming organisation — a three-time global Esports Content Group of the Year winner with Mortal (7M+ YouTube subscribers), PayalGaming (first Indian female Streamer of the Year), and 25+ top creators housed in a world-class Gaming House 2.0 in Mumbai. It has collaborated with over 250 brands including Netflix, Red Bull, Samsung, Krafton, and Lenovo, and represents India at global events including the Esports World Cup.

Yet S8UL, like virtually every esports org in India, remains dangerously dependent on brand deals, YouTube ad revenue, and tournament winnings — three streams that are volatile, sponsor-dictated, and non-compounding. This document presents seven realistic, execution-ready revenue streams that compound over time, build owned assets, and transform S8UL from a content house into a multi-vertical gaming enterprise.

591M+

Indian Gamers (2025)

\$9.1B

Market by 2029

25+

S8UL Creators

250+

Brand Collabs

THE THESIS: S8UL already has the hardest thing to build — an audience that trusts it. Every strategy in this document is about monetising that trust through owned products, experiences, and institutions rather than renting it to brands.

THE PROBLEM WITH THE CURRENT MODEL

In 2024, over 18 Indian esports organisations shut down. Even S8UL's co-founder 8BitThug has acknowledged that esports is a 'capital-intensive game where you can sustain huge losses over a long period.' The root cause is structural: almost all revenue is earned, not built.

Brand Deals	Sponsor-dictated, campaign-driven, no recurring value. One bad news cycle can wipe the pipeline.
YouTube Revenue	Algorithm-dependent and non-scalable past a ceiling. India's ARPU for creators is still among the lowest globally.
Tournament Winnings	Irregular, game-publisher-dependent. BGMI's ban in 2022 froze an entire category of income overnight.
Talent Volatility	Orgs build audiences around individual creators. When creators leave, the audience follows them — not the org.

The solution is not to abandon these streams — they are valuable — but to build parallel streams that are owned, recurring, and audience-compounding. What follows are seven such streams, each grounded in what S8UL already has.

7 NEW REVENUE STREAMS

■ 1. S8UL ORIGINALS — Gaming Reality Show

Est. Rev: ■2–5 Cr per season (OTT licensing + sponsorship) | Horizon: 6–12 months

India just announced its first gaming reality show (Good Game India, backed by Jio/JioHotstar) proving the appetite exists at the highest distribution level. S8UL has something that show doesn't: a built-in authentic community and 25+ recognisable faces. **The format: 'S8UL Tryouts'** — a 12-episode reality series where aspiring Indian gamers compete across skill, content creation, and team chemistry to earn a spot in the S8UL Gaming House. Episodes drop weekly on YouTube + a streaming deal (Sony LIV, JioHotstar, or Amazon Prime). Revenue: OTT licensing (■1–3 Cr), season title sponsor (■1–2 Cr), in-show brand integrations. This show also functions as S8UL's talent scouting pipeline — a dual-purpose asset.

■ 2. S8UL Gaming Academy — Skilling + Certification

Est. Rev: ■3–8 Cr/year (fees + B2B licensing) | Horizon: 12–18 months

India has 40M+ college students who game. The Online Gaming Bill 2025 now places esports at par with traditional sports institutionally. S8UL is uniquely placed to launch India's first **branded gaming academy** — not a physical college, but a structured online + offline program. Courses: Pro Player Training, Content Creation for Gamers, Esports Management, Game Streaming Production. Delivery: 3–6 month cohorts, INR 8,000–25,000 per course. B2B licensing: license the S8UL curriculum to 50+ colleges as an 'Esports Club Programme' (INR 2–5L per institution/year). Partnership angle: tie up with skill-development bodies (NSDC) for certification credibility and potentially government funding. Mortal and 8BitThug as 'Founding Faculty' — massive brand pull.

■■ 3. S8UL D2C Merchandise — Owned Commerce

Est. Rev: ■2–6 Cr/year (scaled) | Horizon: 3–6 months

Currently S8UL sells jerseys and basic merch. The opportunity is a **full D2C lifestyle brand** — not gaming gear, but gaming culture: hoodies, streetwear, accessories, desk setups, limited drops. Model: Shopify store + Meesho/Myntra presence for reach + monthly limited 'Creator Drops' (each creator designs a 500-unit drop — sells out in hours, creates FOMO). Collaborations: co-branded drops with lifestyle brands (Nike, Puma, Wrogn). The key insight: S8UL's audience already identifies with the brand culturally — they want to wear it, not just watch it. This is the same move FaZe Clan made globally. Target: INR 50–150 average order value, 20,000–50,000 transactions/year at maturity.

■■ 4. S8UL Live Events — IRL Fan Experiences

Est. Rev: ■1–4 Cr/event (ticketing + sponsorship) | Horizon: 6–9 months

India's gaming events scene is growing — GamingCon Bharat, India Gaming Show — but no org owns the premium fan experience format. **S8UL GameFest**: a 2-day annual live event in Mumbai or Bengaluru featuring creator meet-and-greets, live BGMI/Valorant tournaments, panel discussions, gaming gear expos, and live music. Ticket price: ■499–■2,999 (tiered). Revenue mix: ticketing (■50–80L), event sponsors (■1–3 Cr), merchandise sold on-ground, streaming rights sold to a platform. Secondary: quarterly 'S8UL Campus Takeovers' — smaller college events in Tier-2 cities. Low cost, massive brand reach into the next cohort of fans. Precedent: WWE's model of touring events — the org travels to the audience.

■ 5. S8UL Fan Membership — Subscription Revenue

Est. Rev: ■1–3 Cr/year (recurring) | Horizon: 3–6 months

S8UL Pro Pass: a paid fan membership programme at ■199–499/month or ■999–1999/year. Benefits: exclusive Discord access with creators, early merch drops, monthly 'Ask Me Anything' live sessions with Mortal/Thug, behind-the-scenes content from Gaming House 2.0, early tournament tickets, and an S8UL-branded monthly digital wallpack. Platform: built on a custom app or on existing platforms (Patreon India, Loco, or a white-label solution). This is the most capital-efficient stream — pure margin once built. At 50,000 subscribers at ■199/month = ■1.2 Cr/month = ■14.4 Cr/year. S8UL's combined creator base has millions of engaged followers. Even 1% conversion is significant.

■ 6. S8UL Gaming House 2.0 — Content Studio-as-a-Service

Est. Rev: ■80L–2 Cr/year (facility + production revenue) | Horizon: 6–9 months

S8UL's Gaming House 2.0 is described as 'one of the world's most advanced creator hubs.' This is an underutilised asset. **Monetise it externally:** — Brand shoots: FMCG and tech brands pay ■5–15L/day for high-quality gaming-adjacent content production. — Creator residencies: top independent creators (non-S8UL) pay to use the facility for a week and co-create content. ■50–150K/week. — S8UL Production House: offer end-to-end gaming content production for brands who want gaming-native ads. This is an agency model built on an owned asset — very high margin. — Podcast studio rental to gaming/tech podcasters in Mumbai.

■ 7. S8UL Talent IP + Licensing

Est. Rev: ■1–3 Cr/year (licensing + co-IP deals) | Horizon: 9–18 months

S8UL's creators are intellectual property. Currently that IP is monetised reactively (brands come to creators). The opportunity is to **own and license original IP** proactively: — **S8UL animated series:** a 10-episode Hindi animated show featuring S8UL creator avatars on a gaming adventure. License to YouTube Premium, JioHotstar, or Disney+ Hotstar. — **S8UL sticker packs / digital collectibles:** WhatsApp sticker packs (50M+ downloads potential), and platform-native digital collectibles on BGMI or Valorant. — **Game character skins:** negotiate with Krafton (BGMI) and Riot to release S8UL-branded in-game items — revenue share model. Global Esports already does this with Riot. — **Brand licensing:** license the S8UL logo/brand to gaming peripheral makers (headsets, chairs) for a royalty fee without having to manufacture anything.

PRIORITY MATRIX

Not everything can be built at once. Below is how to sequence the seven streams by ease of execution vs. revenue potential:

Stream	Revenue Potential	Execution Difficulty	Time to First Revenue	Priority
Fan Membership (Pro Pass)	HIGH	LOW	1–2 months	■ START NOW
D2C Merchandise	HIGH	LOW–MEDIUM	2–3 months	■ START NOW
Reality Show (S8UL Tryouts)	VERY HIGH	MEDIUM	6–9 months	■ PHASE 1
Live Events (GameFest)	HIGH	MEDIUM	6–9 months	■ PHASE 1
Gaming House as Studio	MEDIUM	LOW	2–4 months	■ PHASE 1
Gaming Academy	VERY HIGH	HIGH	12–15 months	■ PHASE 2
Talent IP + Licensing	MEDIUM–HIGH	HIGH	12–18 months	■ PHASE 2

24-MONTH EXECUTION ROADMAP

PHASE 0 Month 0–1 (Immediate)	Internal audit of current revenue mix and margins. Set up D2C Shopify store with first drop (existing creator designs). Launch S8UL Pro Pass beta (Discord + exclusive content) at ₹199/month. Identify Gaming House 2.0 available slots for brand studio shoots. Shortlist production partner for Reality Show development.
PHASE 1 Month 2–6 (Build)	D2C store hits first 1,000 orders. Iterate on product-market fit. Pro Pass grows to 10,000 subscribers via creator shoutouts. S8UL Tryouts — pitch deck and pilot episode produced and shopped to OTT partners. First brand studio shoot at Gaming House 2.0 generates proof-of-concept revenue. S8UL GameFest 2026 announced — venue booked, title sponsor signed.
PHASE 2 Month 7–12 (Launch)	S8UL Tryouts Season 1 airs (YouTube + OTT). Generates earned media, new subscribers, and talent pipeline. GameFest 2026 happens — 5,000–10,000 attendees, livestreamed. Academy pilot cohort: 500 students across 3 courses (online). Merch collaboration with one lifestyle brand (Nike / Puma equivalent). Gaming House studio bookings at 60% capacity.
PHASE 3 Month 13–18 (Scale)	Academy B2B licensing to 20 colleges. NSDC partnership for certification. S8UL animated series in production, first teaser released. BGMI / Valorant in-game item deal negotiation active. Pro Pass at 30,000+ subscribers. D2C crosses ₹1 Cr cumulative revenue. S8UL Tryouts Season 2 greenlit based on Season 1 performance.
PHASE 4 Month 19–24 (Compound)	All 7 streams operational and generating revenue simultaneously. Total non-brand-deal revenue target: ₹15–20 Cr/year run rate. S8UL positions for Series A institutional funding (investor deck ready). International expansion: gaming academy B2B licensing to SEA colleges. S8UL is no longer an esports org — it is a gaming media and education conglomerate.

DEEP DIVE: S8UL TRYOUTS — THE REALITY SHOW

This is the highest-impact, highest-visibility play in this entire document. A reality show does something brand deals cannot: it creates a cultural moment that lives forever, drives new audience acquisition, and builds the S8UL brand independent of any individual creator. Here is the full execution blueprint.

FORMAT

12 episodes, 25–35 minutes each. 16 contestants from across India — selected via an open online qualifier (doubles as a marketing event). Set inside S8UL Gaming House 2.0 (saves production cost, authenticates the brand). Each episode: a gaming challenge + a content creation challenge. Bottom two face elimination by a panel: Mortal, 8BitThug, and a rotating industry guest (cricketer, Bollywood celebrity). Winner gets: a 1-year S8UL contract, INR 25 lakh, and their own YouTube channel supported by S8UL.

WHY IT WORKS

The format is engineered for virality: every episode produces 5–10 clip-worthy moments that the 25+ house creators can clip and post, creating an organic content flywheel. The open qualifier generates 10,000+ applicants — each applicant is a potential new follower. The human drama of contestants is inherently more engaging than game content alone. This is Big Brother meets esports — a format proven globally.

DISTRIBUTION

Primary: YouTube (ad revenue + algorithmic reach). Licensing target: Sony LIV (sports-adjacent positioning) or JioHotstar. Behind-the-scenes daily vlogs on S8UL main channel keep the feed active between episodes. International sub-licensing to SEA gaming channels in Year 2.

REVENUE BREAKDOWN

Title sponsor: ■1.5–2.5 Cr (one brand owns the show name — e.g., iQOO S8UL Tryouts). Associate sponsors: ■30–60L each (3–4 brands). OTT licensing fee: ■50L–1.5 Cr. YouTube ad revenue: ■20–50L (estimated at 50M+ views/season). Talent pipeline value: the winner is an asset S8UL owns — this alone justifies the cost.

RISK MITIGATION

Production cost can be kept under ■1.5 Cr by using owned facility and leveraging existing creator relationships. Season 1 should be positioned as a 'pilot season' to manage expectations. The open qualifier can be run at near-zero cost via social media. A broadcaster/OTT partner should be signed BEFORE production begins.

DEEP DIVE: S8UL GAMING ACADEMY

India's higher education system has 40M+ students. The Online Gaming Bill 2025 has given esports institutional legitimacy. NSDC already recognises gaming-adjacent skilling. This is the moment to build India's first org-branded gaming education platform.

COURSE PORTFOLIO (Year 1)

1. Pro Player Bootcamp — 8-week intensive: mechanics, mental game, team coordination. INR 12,000. 2. Content Creator Programme — 12 weeks: scripting, editing, thumbnail psychology, monetisation. INR 18,000. 3. Esports Management — 10 weeks: team ops, event management, sponsor relations, career pathways. INR 15,000. 4. Gaming Production & Streaming — 8 weeks: OBS, scene design, broadcast production. INR 10,000. All courses: live online cohorts with 1 in-person bootcamp weekend at Gaming House 2.0 (this is the premium differentiator — access to the actual S8UL facility).

B2B COLLEGE LICENSING MODEL

The real scale comes from B2B, not B2C. S8UL licenses its 'Esports Club Programme' to colleges: a standardised curriculum, S8UL-branded certification, and a dedicated Discord community. Pricing: INR 2–5 lakh per institution per year. Target: 50 colleges in Year 1 (conservative), 200 in Year 2. Revenue: INR 1–2.5 Cr in Year 1 from institutional licensing alone. Distribution partner: edtech platforms like upGrad, Unacademy, or Harappa for consumer reach.

CREDIBILITY ANCHORS

The academy's credibility is built on three pillars: 1. Instructors — S8UL creators and ex-pro players as faculty (they are already paid, this adds a revenue share). 2. NSDC partnership — certifications recognised under the National Skills Qualification Framework. 3. Placement record — Year 1 goal: 80% of Pro Player Bootcamp graduates placed in esports orgs or content teams. This creates a virtuous cycle: strong placements attract stronger applicants, which strengthens the brand.

WHY S8UL AND NOT SOMEONE ELSE

Any edtech could build a gaming course. None of them can offer what S8UL can: real access to real professionals, a trusted brand among the exact demographic, and a direct pipeline into the industry through S8UL's own teams and 8Bit Creatives talent agency. The moat is not the content — it is the brand and the access.

BUILDING THE LEGACY BRAND

Revenue streams make you profitable. A legacy brand makes you irreplaceable. The difference between a company and a legacy brand is that people feel something when they hear the name — even people who have never used the product. Here is how S8UL builds that:

OWN THE NARRATIVE OF INDIAN GAMING

S8UL should position itself not as India's biggest esports org, but as the organisation that took Indian gaming seriously before India did. This means: producing annual 'State of Indian Gaming' reports, speaking at government and institutional forums, being the org that sets standards for player welfare and contracts. Legacy brands shape industries — they don't just participate in them.

INVEST IN GRASSROOTS BEFORE IT PAYS

The S8UL School Cup — a free annual tournament for school students across 10 cities. Zero revenue in Year 1. Maximum brand building. The 14-year-olds who play in the S8UL School Cup in 2026 are the 22-year-olds spending on S8UL merchandise in 2034. This is the long game. BCCI understood it with cricket. S8UL can do it with gaming.

CREATOR EQUITY MODEL

The biggest risk to S8UL as a brand is a Mortal or 8BitThug departure. Mitigate this by making creators partial equity holders in the business verticals they help build — specifically the Academy and the D2C brand. When creators own a piece of what they're promoting, they promote it for life. This is how Red Bull built its creator ecosystem.

INTERNATIONAL EXPANSION — THE SEA MOVE

South East Asia has the same mobile gaming culture as India — BGMI equivalent titles, high youth engagement, low monetisation sophistication. S8UL's brand translates there. Phase 2 opportunity: academy B2B licensing to SEA colleges, S8UL Tryouts Season 2 with a wildcard from Indonesia or Philippines. This positions S8UL not just as India's org but as South Asia's gaming organisation — a much larger addressable market.

REVENUE PROJECTION SNAPSHOT

Conservative projections for new streams only (existing brand deal + YouTube revenue maintained separately):

Revenue Stream	Year 1 (Est.)	Year 2 (Est.)	Year 3 (Est.)
Fan Membership (Pro Pass)	■60–90L	■1.5–2.5 Cr	■3–5 Cr
D2C Merchandise	■50–80L	■1.5–3 Cr	■3–6 Cr
Reality Show (Tryouts)	■2–3.5 Cr	■3–5 Cr	■5–8 Cr
Live Events (GameFest)	■1–2 Cr	■2–4 Cr	■4–7 Cr
Gaming House Studio	■40–70L	■80L–1.5 Cr	■1.5–2.5 Cr
Gaming Academy	■80L–1.5 Cr	■3–5 Cr	■6–10 Cr
Talent IP + Licensing	■20–50L	■80L–1.5 Cr	■2–4 Cr
TOTAL (NEW STREAMS)	■5–10 Cr	■13–22 Cr	■25–42 Cr

** All figures are conservative estimates based on comparable Indian gaming/creator economy benchmarks. Actual results will vary by execution quality and market conditions.*

THE IMMEDIATE 30-DAY ACTION LIST

Strategy without execution is fiction. Here are the 10 actions that should happen within 30 days to move this document from a pitch into a programme:

Day 1–3	Internal leadership alignment meeting: present this document, assign a 'Revenue Diversification Lead' internally.
Day 1–7	Brief a D2C commerce vendor/agency. Set up Shopify store. Design first creator merch drop.
Day 1–7	Draft S8UL Pro Pass product specs. Identify platform (Discord + Razorpay or Patreon). Set launch date.
Day 7–14	Brief a production company for S8UL Tryouts. Develop 2-page show concept document. Begin OTT/broadcaster conversations.
Day 7–14	Identify and reach out to 5 potential title sponsors for either Tryouts or GameFest.
Day 14–21	Gaming House 2.0 audit: identify available days, set rate card for brand studio shoots. Promote internally.
Day 14–21	Map existing creator contracts: identify which creators can be brought into equity or revenue-share structures for new verticals.
Day 21–30	Shortlist first 5 college partners for Academy pilot. One-pager on curriculum ready for conversations.
Day 21–30	Pro Pass beta launched to existing audience with a 30-day free trial offer. Collect waitlist.
Day 30	Review: what's working, what needs pivoting. Set 90-day milestones for each active stream.

THE BOTTOM LINE

S8UL has built India's most trusted gaming brand. It has the audience, the facility, the creator talent, and the cultural credibility to do what no Indian gaming org has done yet: become a multi-vertical enterprise that generates owned, compounding revenue independent of brand deals and YouTube algorithms.

The Indian gaming market is projected to reach ■75,000 Cr by 2029. The infrastructure for monetisation — UPI, OTT, affordable 5G, regulatory clarity — is all in place. The talent, community, and brand that S8UL has built over six years is the rarest input. Most companies that try to build what S8UL has already built will fail. S8UL just needs to build the business around what it already is.

The goal is not to be India's biggest gaming org. The goal is to be India's first gaming legacy.