TECHIIA

WE KEEP OUR PROMISES!

Projects for the implementation of the memorandum between TECHIIA holding with the Ministry of Digital Transformation of Ukraine

2020–2021

techiia.com

IN OCTOBER 2020 MINISTRY OF DIGITAL TRANSFORMATION AND TECHIIA SIGNED A MEMORANDUM

Minister of Digital Transformation of Ukraine **Mykhailo Fedorov** and TECHIIA's Managing Partner **Yura Lazebnikov** signed a memorandum.

IN OCTOBER 2020 MINISTRY OF DIGITAL TRANSFORMATION AND TECHIIA SIGNED A MEMORANDUM

The signing ceremony took place at the **WePlay Esports Arena Kyiv**. A press briefing was organized at the location, where journalists spoke with representatives of TECHIIA and the Ministry of Digital Transformation.

The press briefing was the first-ever event held in the arena. After that, WePlay Esports Arena Kyiv hosted six international e-sports tournaments.

AREAS OF COOPERATION

1. ESPORTS DEVELOPMENT
2. DEVELOPMENT OF THE IT INDUSTRY
3. DEVELOPMENT OF STEM EDUCATION
4. CONSTRUCTION OF DATA CENTERS

ESPORTS DEVELOPMENT

2021 WEPLAY ESPORTS RESULTS:

Hosted
five esports tournaments

Paid an overall prize pool of
$950 000

2 371 hours
of broadcasts

41 143 259 hours of WePlay Esports events and broadcasts viewed all over the world

WePlay Esports also organized the broadcasting of three huge esports competitions: CS:GO: Flashpoint Season 3, PGL Major Stockholm 2021, and BLAST Premier 2021 for the CIS region.

WEPLAY ESPORTS IS BECOMING NOT ONLY A SYNONYM OF ESPORTS IN OUR COUNTRY BUT ALSO A SYMBOL OF TECHNOLOGICAL UKRAINE AND ITS BRAND AMBASSADOR IN THE INTERNATIONAL ARENA.

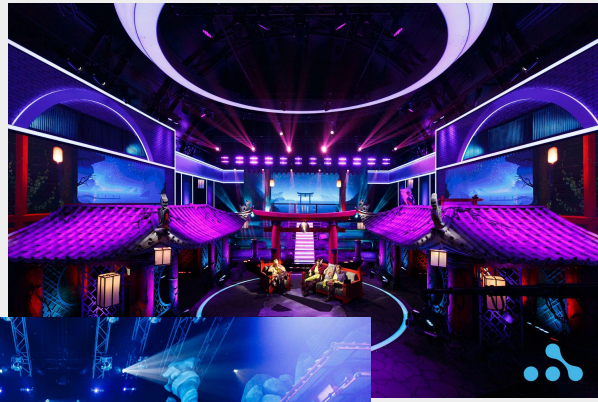
ON SEPTEMBER 7, 2021, WE CELEBRATED THE FIRST IMPORTANT ANNIVERSARY – **ONE YEAR SINCE ESPORTS WAS RECOGNIZED AS THE OFFICIAL SPORT IN UKRAINE.**

WE MAKE UKRAINE A SIGNIFICANT PLACE ON THE ESPORTS MAP OF THE WORLD

We make Ukraine a significant place on the esports map of the world

WePlay Esports (with TECHIIA holding among main investors) held the largest international tournament in the history of Ukraine – **Dota 2 WePlay AniMajor.**

The company is ready to host the world's top esports events in Kyiv.



20+

participating countries

37 M

hours watched

645 K

viewers at the peak

WE PROMOTE ESPORTS TOGETHER WITH BOXING STARS

WePlay Esports and world boxing champions Oleksandr Usyk and Vasyl Lomachenko founded the WUFL esports fighting league.

This is an example of great synergy between traditional sports stars and esports.

WE ENGAGE STUDENTS IN NATIONAL ESPORTS

WePlay Esports and the Ukrainian Esports Federation (UESF) held the CS:GO Kyiv Student Cup.

16
teams from Kyiv universities

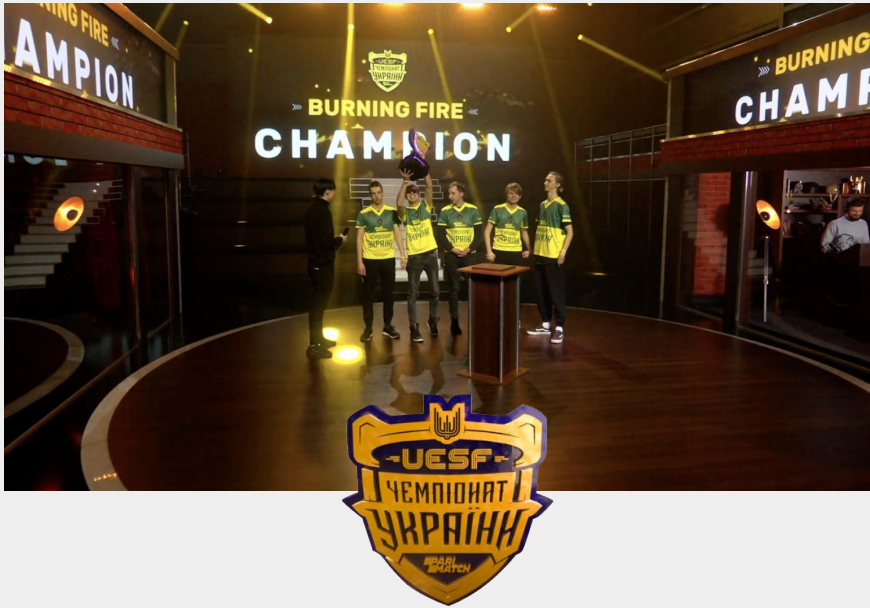
4
winning teams

UAH 11.6 K
prize pool

WE DEVELOP NATIONAL ESPORTS

WePlay Esports and the Compete tournament platform became technical partners of the final of the first Dota 2 and CS:GO official championships of Ukraine.

The Ministry of Youth and Sports of Ukraine has included the tournament in the Unified Calendar Plan of Sports Events.



1195
players in total

70K
hours played

UAH 1.5 M
prize pool

BURNING FIRE

WE SUPPORT INCLUSIVE ESPORTS PROJECTS IN UKRAINE

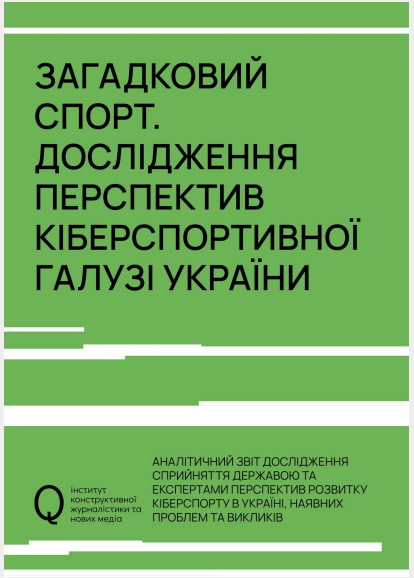
WePlay Esports became the technical partner of the second, third, and fourth inclusive CS:GO tournaments of the #WECAN series.

This project proves that esports has no limits and anyone can become a champion.

WE ARE CONDUCTING THE FIRST IN-DEPTH RESEARCH OF THE ESPORTS INDUSTRY IN UKRAINE

TECHIIA in partnership with the Ministry of Youth and Sports of Ukraine and the Ukrainian Esports Federation is conducting the first study of the industry in order to form a strategy for the development of esports at the state level.

In order to conduct professional research, we have engaged a partner – Constructive Journalism and New Media Institute of Ukraine.



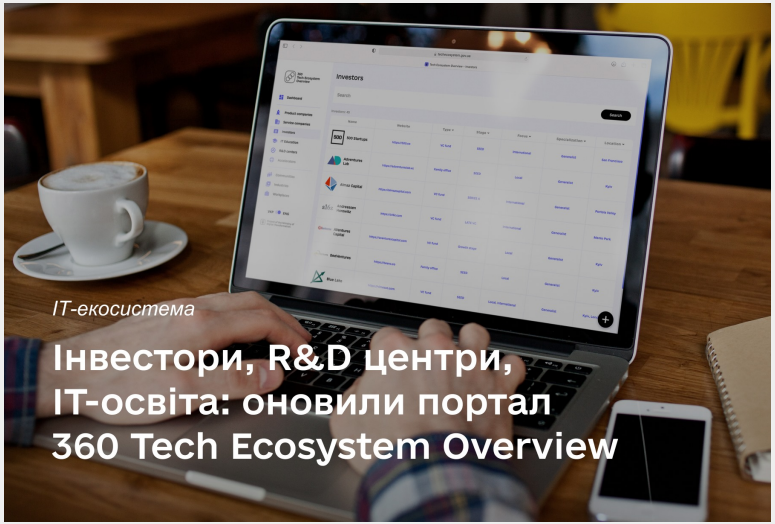
IT INDUSTRY DEVELOPMENT

STRENGTHENING UKRAINE'S IT ECOSYSTEM

TECHIIA contributed to the [360 Tech Ecosystem Overview] update

This is an online portal for finding business information about the IT industry of Ukraine.

TECHIIA supported the creation of sections on investors, R&D centers, and IT education.



WE SUPPORT THE STARTUP-ECOSYSTEM OF UKRAINE

Yura Lazebnikov joined the board of experts of the Ukrainian Startup Foundation

His vote is taken into account when evaluating projects that are to receive angel investment from the Fund.

“Our holding and I personally have a goal to help talented individuals unleash their potential. I am glad to do it in another role and to support a useful state initiative."

WE SUPPORT THE STARTUP-ECOSYSTEM OF UKRAINE

TECHIIA partnered with the YEP incubator!

The holding supports incubator projects aimed at developing startups into complete businesses.
Oleksandr Davydenko, TECHIIA's Chief Innovation Officer, mentored and judged Demo Day by YEP!
Holding experts advised young entrepreneurs from the startup community on the specifics of venture studios.

WE SUPPORT THE STARTUP-ECOSYSTEM OF UKRAINE

TECHIIA's representatives acted as judges for 10+ pitches and demo days.

In particular, they have judged at the Ukrainian Foundation of Startups, YEP !, ISE Corporate Accelerator, The Founders Club, etc.

WE INTERACT WITH INDUSTRIAL ASSOCIATIONS

IT Ukraine

- The **Design Department of TECHIIA Holding** became a partner of the IT Ukraine Association and developed a renovated identity of the most authoritative industry competition IT Awards. The number of participants increased by 20%.
- TECHIIA has joined the project to **study the IT industry of Ukraine.**

Other communities

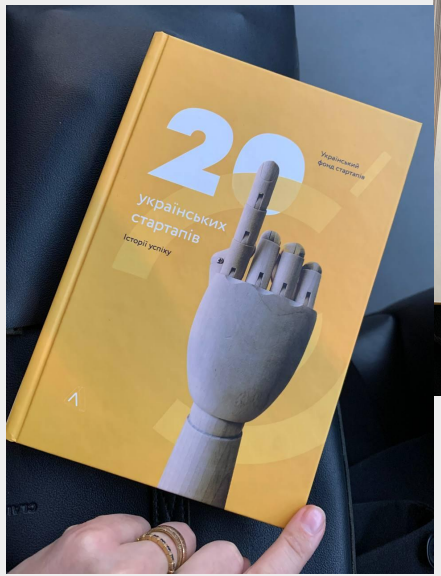
- TECHIIA has joined the **European Association of Software Engineering** EASE.
- JMIND has joined the **European Business Association**.

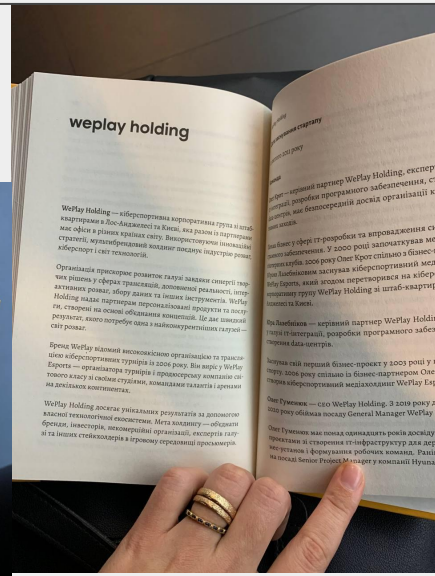
WE COOPERATE WITH PROFESSIONAL ENVIRONMENTS

- TECHIIA representatives joined a series of training for the Ministry of Education of Ukraine.
- We held a meetup within the IT Arena, where together with the speakers from the Ministry of Finance, UNIT.city, the ISE accelerator shared
  our experience in entering the global market with IT entrepreneurs.
- TECHIIA has joined the organization of a series of international hackathons #Green4Europe.

WEPLAY ENTERED THE TOP-20 STARTUPS OF UKRAINE

- The Ukrainian Startup Fund has published a book "20 Ukrainian startups", which includes WePlay Esports. The book is a benchmark for the startup community and provides practical tips on how to grow a startup into a big business.
- The book was attended by Oleh Humeniuk, CEO of WePlay Esports, as well as Yura Lazebnikov and Oleg Krot – co-founders of WePlay Esports. They revealed their personal and professional secrets of success and shared useful experiences.





DEVELOPMENT OF STEM EDUCATION

A COMPUTER ANIMATION DIRECTOR COURSE AT THE KYIV NATIONAL I. K. KARPENKO-KARY THEATRE, CINEMA AND TELEVISION UNIVERSITY

WePlay Esports initiated, created and finances the specialized course "Computer Graphics Film Director " at the Kyiv National I.K. Karpenko-Kary Theatre, Cinema and Television University.

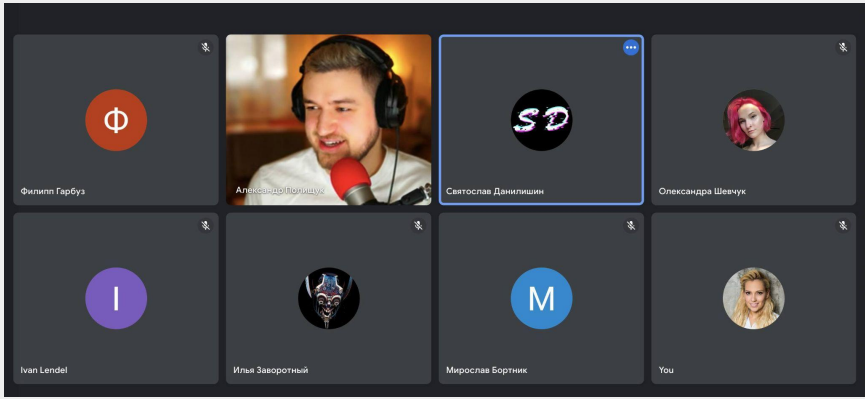
Upon completion of the course, students will receive a bachelor's degree of international standard.

“PR AND NEWSMAKING IN ESPORTS” COURSE AT THE NATIONAL UNIVERSITY OF PHYSICAL EDUCATION AND SPORT OF UKRAINE

WePlay Esports co-founded the "PR and newsmaking in esports" course at the National University of Physical Education and Sport of Ukraine.

Olena Dalska-Latoshevich, chief communications officer at WePlay Esports is a course instructor and already has the second class of graduates.

Among the guests of the course are WePlay Esports’ three professional esports commentators, who introduced students to esports and shared their experience working with the press.



STEM INITIATIVE SUPPORT

TECHIIA became the general partner of the DES IT school by the Ivan Franko National University of Lviv

The program is designed for two weeks and contains five main blocks: Soft Skills, Software Engineering, Data Analysis, Cyber Security, and Project Management.

Polding experts shared their knowledge and practical experience.

STEM INITIATIVE SUPPORT

The holding supported the student hackathon Int20h

Int20h hackathon is a traditional annual student IT competition.

160 students competed in teams in four categories: Web Development, Mobile Development, Data Science, and Embedded.

STEM INITIATIVE SUPPORT

TECHIIA supports and mentors the Hack for Locals project teams

This is an annual hackathon for the development of safe communities in Ukraine. The search for solutions is changing year by year, and this year it is dedicated to the 16 Days of Activism Against Gender-Based Violence Campaign.

OUR PLANS FOR 2022:

1. TO TAKE PART IN THE CREATION OF THE JOINT ESPORTS DEVELOPMENT STRATEGY TOGETHER WITH THE GOVERNMENT, BUSINESS, AND SOCIETY
2. TO LAUNCH NATIONAL ESPORTS AWARD
3. TO LAUNCH A VENTURE FUND FOR STARTUPS
4. TO KEEP SUPPORTING THE INITIATIVES OF INDUSTRIAL, EDUCATIONAL, AND STUDENT COMMUNITIES

WE DARE
TO LOOK BEYOND!