



PRESS RELEASE

Independent Electronic Sports startup dedicated to esport development.

Independent Electronic Sports announces the beginning of its first esports activities in April. The focus of the startup is consulting, training and research & development.

Sion, March 19, 2022 – Independent Electronic Sports offers an innovative way of operating in the field of e-sports. Founded in Sion (Switzerland) it offers strategic consulting support in the field of e-sports based on an independent approach and driven by the experience and intuition of its founder. This type of offering is increasingly important in the rapidly expanding and extremely dynamic esports market. Independent Electronic Sports focus on all actors of the esport ecosystem and help analysing, evaluating and developing the best approaches needed to face the continuing challenges of developing e-sports activities. In April 2022 there will be the official launch of IES training and consultancy activities.

To be a credible player in the e-sports market, Independent Electronic Sports invests heavily in training and research. The IES training offering address the need emerging from the existing esport dynamic market in which ever greater professionalism is required. The training will go hand in hand with the creation of new professional figures, needed to keep up with the evolution of the electronic sports market.

Independent Electronic Sports research aims at making a concrete contribution to the development and innovation of all aspects of electronic sports. The research activity is directed towards all those factors that are an integral part of the esports ecosystem, such as software, hardware or the human factor. The synthesis of the research path can be summarised through a standard that represents a constantly updated reference.

"Over the last 10 years I have progressively increased my personal engagement in favour of the development of e-sports in Italy and the rest of the world. Over time, I have been able to consolidate a significant wealth of contacts and knowledge, getting to grips with various practical aspects of e-sports. This experience has allowed me to develop a critical sense of perspective to address the ongoing challenges of developing activities over the last 10 years. My personal commitment is now to provide concrete support to all those entities that are already operating or want to develop activities related to electronic sports" **Paolo Blasi, Founder and CEO of Independent Electronic Sports**

Contact

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