



# DISCOVER OUR HISTORY



#PLAYERSFIRST

WE ARE PRODIGY

PRESS DECK 2024 © PRODIGY AGENCY

PRODIGY  
PLAYERS FIRST AGENCY





# LEADING **ESPORTS** PLAYERS **REPRESENTATION** AGENCY IN THE WORLD

**Prodigy Agency** prides itself on forming long lasting player **careers** with continuous and proactive support within **all aspects of their lives** such as business development, marketing strategy, mental health care, and much more.

*Prodigy Agency represents the video games version of stars like LeBron James, Haaland or Mbappé!*



# THE ESPORTS PHENOMENON EXPLOSION & POPULARITY

**557,000,000**

PLAYERS & VIEWERS  
IN 2021, WORLDWIDE  
(+50% VS 2018)

**\$1,800,000,000**

ESTIMATED TURNOVER (USD)  
IN 2022, WORLDWIDE  
(~ 1B\$ IN 2021)

## CONCEPT & DEFINITION

“

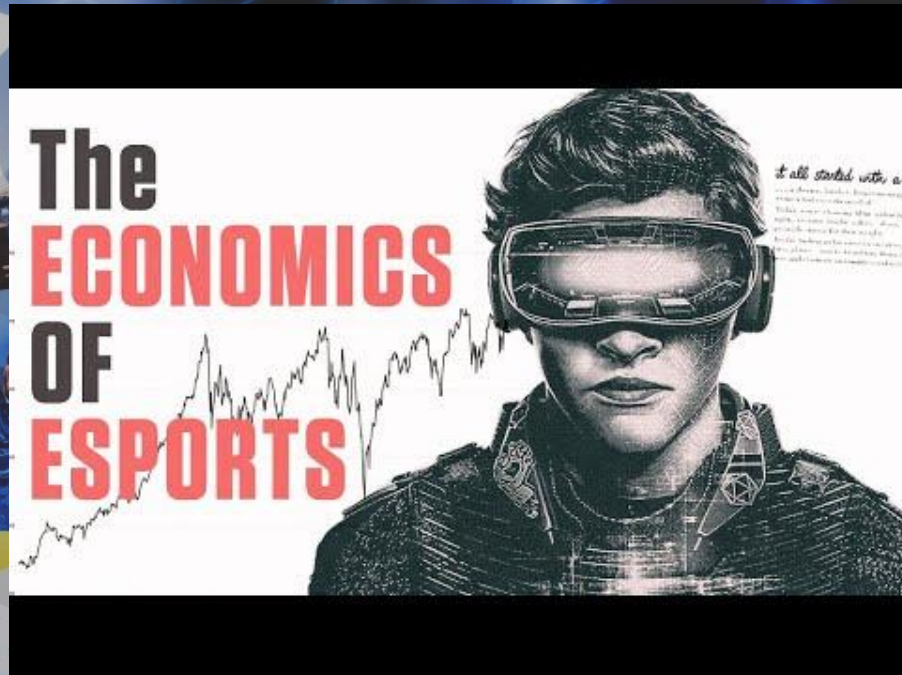
Competitive tournaments allowing players to compete through video games, in an amateur or professional manner, and in front of online or physical spectators.

”



# THE ESPORTS PHENOMENON


## QUICK INTRODUCTION



# PRODIGY AGENCY

## SUGGESTED PRESS TOPICS



-  How did this young French entrepreneur manage to rise himself and Prodigy Agency to the top of the industry for professional Esports players representation?
-  The world of Esports developed in parallel of traditional sports and sees its regulatory standards increase to become more professional year after year: analysis with Prodigy Agency.
-  The challenges of representing professional Esports athletes linked to the world of video games: testimonies and analysis with Prodigy Agency, world leader of its market sector after only 3 years of existence.
-  Should Esports be carried by agents or official entities to be fully accepted and recognized by the traditional world, fitting with the standards and regulation of traditional sports ?
-  The creation of an Esports ecosystem in less than 36 months : how Prodigy Agency introduces itself as a world leader of its category in the 360° representation of Esports players / professional gamers.
-  A French entrepreneur helps Esports to develop by using a tailored and individualized approach to over 250 professional players.
-  France: epicenter of Esports. Discover the story of the French “Prodigy Agency”, world leader in the representation of Esports players in Europe and around the world.



# JÉRÔME COUPEZ

## FOUNDER & CEO

Founder and CEO of Prodigy Agency, Jerome is equipped with more more than 10 years of international experience in marketing and sports (Formula 1, 24 hours of Le Mans, World Endurance Championship...) and as a former professional Esports player himself, he is now paving the way for a sustainable Esports industry and looks to lead the charge towards elevating and supporting the players from all possible angles, including career management and marketing.

### BACKGROUND

- ★ Marketing-based studies
- ★ Ex-Esports players before the explosion of the industry
- ★ Former experienced consultant in marketing, sports and Esports
- ★ Expert in racing at the highest level of excellence (F1™, 24 hours of Le Mans...)
- ★ Previously Marketing Director of the biggest South East Asian Esports-event company (Mineski)





**JÉRÔME COUPEZ**

FOUNDER & CEO OF **PRODIGY AGENCY**

“

With a **family mindset**, we offer **players** a full suite of services and support. Including **career** management, **health** and **performance**, strategic guidance, **contract** negotiation, **brand** positioning, **content** management, global **partnerships** and more.

”



# PRODIGY AGENCY RETROSPECTIVE



# PRODIGY AGENCY AWARDS

2020

- FINALIST | ESPORTS SUPPORTING SERVICES AWARD
- WINNER | CIC ESPORT BUSINESS AWARDS



[Learn More](#)

2021

- FINALIST | ESPORTS SUPPORTING SERVICES AWARD

2022

- FINALIST | ESPORTS SUPPORTING SERVICES AWARD

2023

- WINNER | ESPORTS SUPPORTING SERVICES AWARD

[Learn More](#)





# PRODIGY AGENCY OUR MISSION

[Discover the full interview](#)



“

Support the players from every major game and all around the world, on all aspects of their lives and careers.

”

[More about us](#)

# PRODIGY AGENCY A 360° SUPPORT



CAREER MANAGEMENT



MARKETING & BRANDING



HEALTH & PERFORMANCE



BUSINESS & SPONSORSHIPS

## A TAILORED APPROACH FOR EACH PLAYER

🌟 Young “**RISING STAR**” players

🏆 Mature “**SUPER STAR**” players

🏆 Legend “**HYPER STAR**” players





# PRODIGY AGENCY KEY FIGURES

250+

PLAYERS  
REPRESENTED

35+

PASSIONATE  
COLLABORATORS

20

EMPLOYEES  
IN FRANCE

700+

CONTRACT  
SIGNED

170+

TEAM  
TRANSFERS

200+

PARTNERSHIPS  
ESTABLISHED

# PRODIGY AGENCY RECENT INTERVIEWS

## BFM BUSINESS



## ESPN



## inSTREAMLY



## KRL



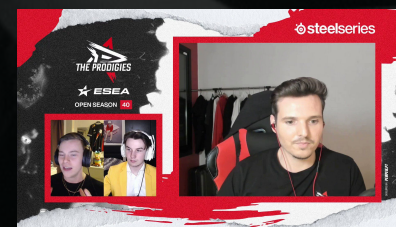
## L'ÉQUIPE



## CIC



## ESEA



# PRODIGY AGENCY KEY PLAYERS



TENZ



VALORANT HYPER STAR

9M+ FANS



ZYWOO



CSGO HYPER STAR

750K+ FANS



SCREAM



VALORANT SUPER STAR

3.7M+ FANS



ZEN



ROCKET LEAGUE SUPER STAR

650K+ FANS



HYDRA



COD SUPER STAR

80K+ FANS



# PRODIGY AGENCY KEY PLAYERS

 **ASPAS**



**VALORANT SUPER STAR**

**1.5M+ FANS**

 **ZEKKEN** 



**VALORANT RISING STAR**

**420K+ FANS**

 **KAYDOP** 



**ROCKET LEAGUE LEGEND**

**1.6M+ FANS**

 **VATIRA** 



**ROCKET LEAGUE SUPER STAR**

**210K+ FANS**

 **INSPIRED** 



**LOL SUPER STAR**

**100K+ FANS**



**DISCOVER OUR 250+ PLAYERS**

**<http://www.prodigy-agency.gg/players>**

contact: [press@prodigy-agency.gg](mailto:press@prodigy-agency.gg)