INTERNET & MOBILE
TECHNOLOGIES

CYBERHERO
e-Sports Platform for Telco's

IMT

IMTechnologies has been operating in the VAS/Internet market since 2009.
We have implemented and constantly supporting more than 100 solutions for mobile operators and MVNOs from classic mVAS to innovative high-tech products.

WE SPECIALIZE IN:

- Full cycle e-sport platform development and production
- Service and app development
- Hard & Soft VAS platform
- Mobile and browser web game development
- IT solution integration
- Performance and influencer marketing
- Content production and cybersport events organization
- Product monetization

mVAS

PLATFORM SOLUTIONS

E-Sports platrform
IVR platform
RBT platform
LBS Platform
Parent Control Platform
SSO (single sign-on authentication service)
USSD platform
RTB platform
Bulk SMS platform

DIGITAL SERVICES

Cybersport portals
AI based service «GPTmobile»
Branded «Karaoke» service
Marketplace for digital goods
LBS service «Beacon»
Kids portal
Branded and self-care USSD, IVR, SMS services
White label health/lifestyle and OTT video portals

e-Sports Platform

CyberHero is a TOP3 e-sport platform in the RU and the CIS market in organizing and conducting competitions since 2018. The total audience is more than 350 thousand active users.
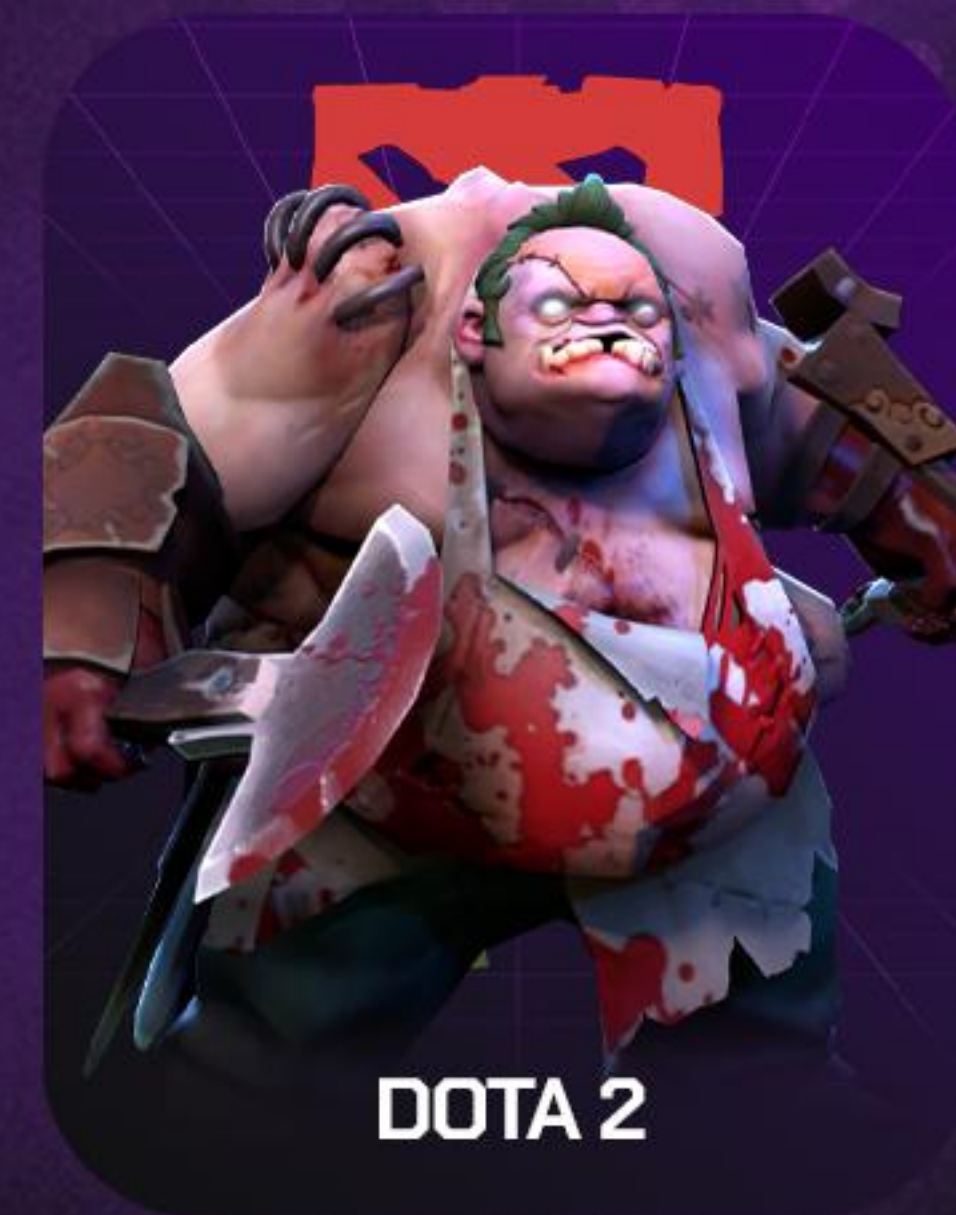

KEY FEATURE'S

- Tournaments and leagues organization
- Ladder competitions, quick matches and duels
- SUPER SERIES for big special events
- Video streaming and custom user tournaments
- API Automation for matches and results

- Artificial Intelligence as a tournament organizer
- Cloud-based scalable platform
- Flexible monetization system
- Cheat and fraud protection
- iOs and Android apps

KEY METRICS:

- 20+ game disciplines
- MAU - 520k
- DAU - 25k

- Registrations summary – 4000k+
- Up to 200 tournaments per month

Game Disciplines

STAND OFF 2

PUBG MOBILE

MOBILE LEGENDS

BRAWL STARS

FREE FIRE

PUBG

LEAGUE OF LEGENDS

HONOR OF KINGS

DOTA 2

Exclusives

Our game developer partners provide us with exclusive in-game features and information support for tournaments on the platform

EPIC GAMES – FORTNITE
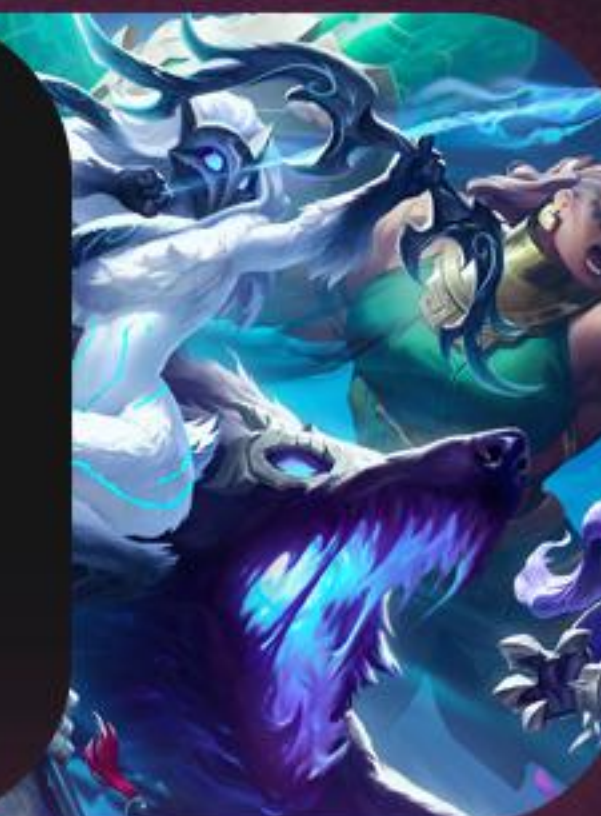🌐 100+ Million players WW

A license for competitions in the CIS for the mobile and desktop versions of the game for CYBERHERO

MADFINGER GAMES – SHADOWGUN LEGENDS
🌐 10+ Million players WW

Exclusive CYBERHERO bundle only for our tournaments

NOBODYSHOT – KUBOOM
🌐 10+ Million players WW

Exclusive conditions for creating an in-game personalized subscription for players

RIOT GAMES – LEAGUE OF LEGEND
🌐 100+ Million players WW

Exclusive terms for full UNLOCK game skins and a license to use the game API

CARX-TECH – CARX DRIFT RACING
🌐 20+ Million players WW

Provides exclusive conditions for the full automation of CYBERHERO tournaments
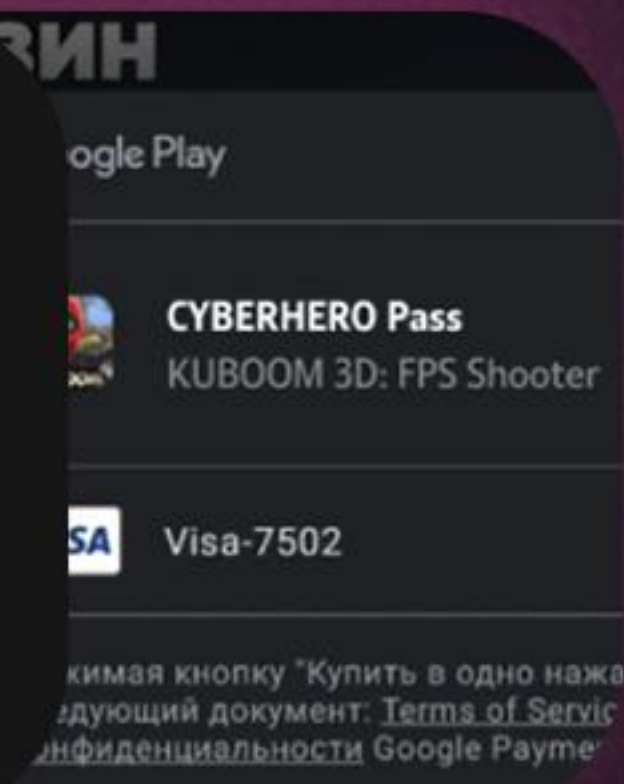
API AUTOMATION

For each game on the platform, we try to implement full automation of the tournament

We use the entire set of available API documentation for each project. What helps us to develop our own tools and products for our gaming communities Our proprietary solutions allow us to automate the integration processes with the game for the convenience of the user

AI-POWERED

Sometimes it is not possible to create process automation using the standard documentation API

To solve this problem, we are developing in the field of machine learning. Our artificial intelligence is gaining momentum every day, we are constantly testing and improving our algorithms for automatically conducting tournaments using a bot

At this point in time, we have achieved excellent results: our bot is already capable of independently launching game lobbies, inviting tournament participants to a match, launching a tournament, collecting and transmitting results to the server

Leagues

Every year we hold the largest mobile e-sports tournaments.

The prize fund is more than $20,000 per year. The tournament is watched by over 500,000 people and the offline event is attended by up to 5,000 fans who want to watch the final games live.

Our largest esports events are covered by all media in the region.

Cyberhero x Standoff 2 - Summer Vibes Standoff 2, CYBERHERO	$2 500	894	246	9h 50m	06.07.24 - 21.07.24
LADY MVP x CYBERHERO Season 4	$5 000	60 862	3 570	39h 10m	22.05.24 - 09.06.24
ML:BB, Moonton +2					
CyberHero 5x5 Episode 1 ML:BB, CYBERHERO	$4 327	6 594	1 791	5h 30m	28.03.24 - 29.03.24
Tele2 Mobile Open Cup 2022: Duos Free Fire, CYBERHERO	$5 248	-	-	-	12.03.22
Tele2 Mobile Open Cup 2022: Solos Free Fire, CYBERHERO	$2 624	-	-	-	12.03.22

Weekly Ladders

Ladders are gaming arenas where anyone can test their strength in duels and on battlefields. For victories in games, players are awarded points, and at the end of the Ladder period, the most productive players will receive cash prizes and other gifts
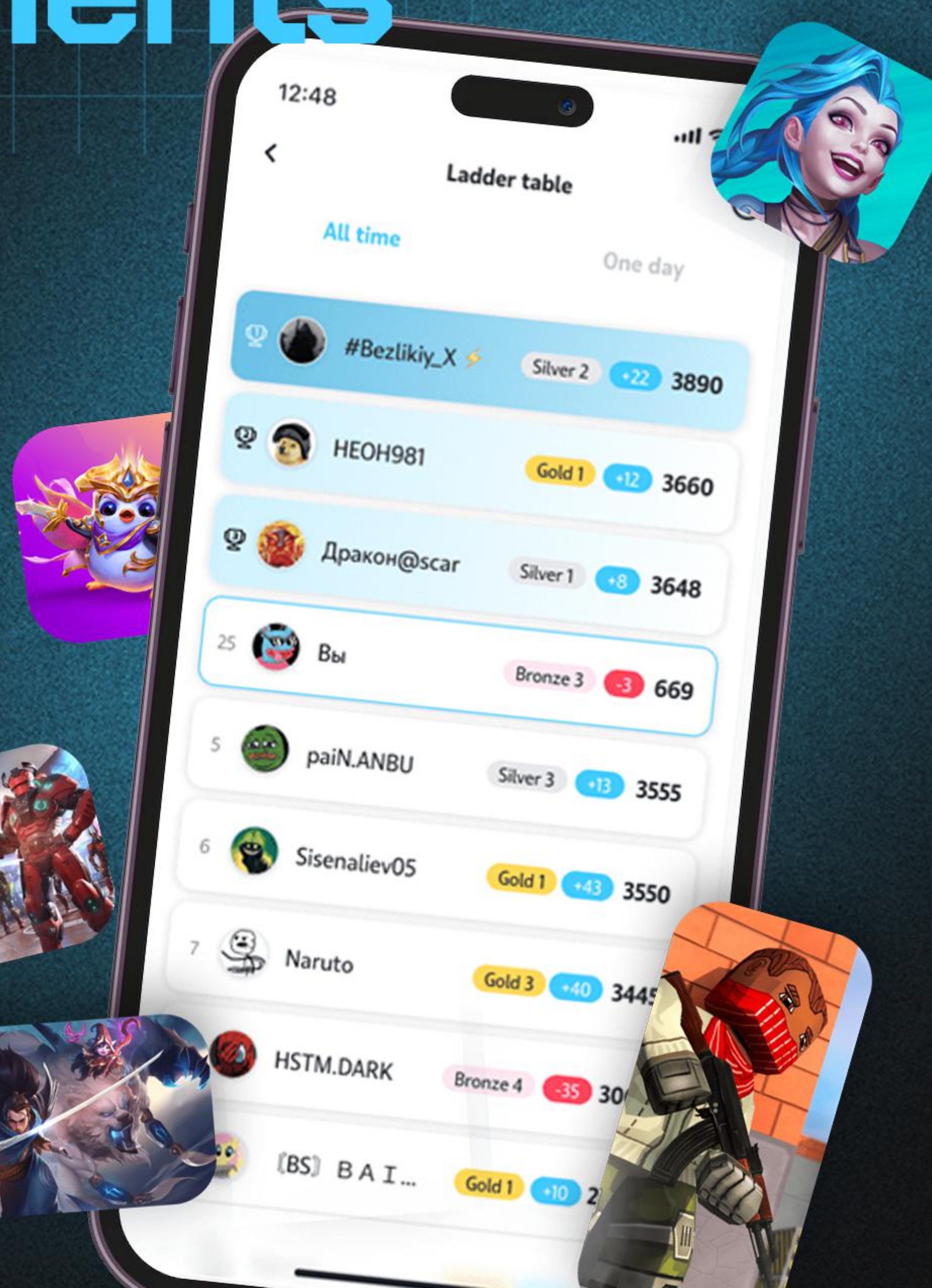
We rotate several Ladders in different game disciplines every week. The total prize pool is $ 2,000 per month. Thousands of active users strive to win prizes in such championships
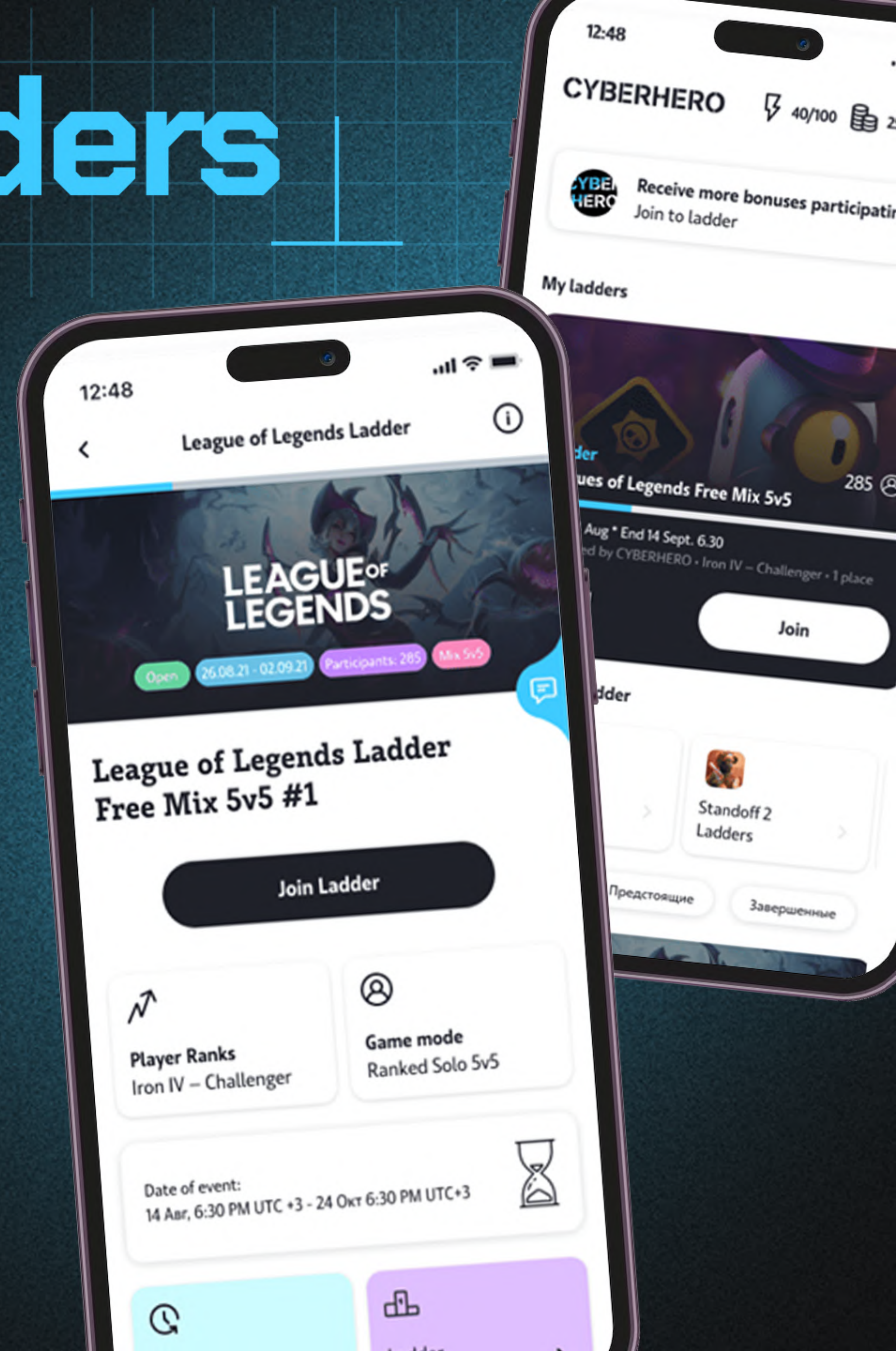
Daily Tournaments

Our platform allows to conduct several parallel tournaments per day. The system uses all types of game nets, keeps track of the ratings of the players, which allows you to create separate leader boards for each game discipline

We are able to host both one-time tournaments and tournaments with qualifying matches for larger events!

12:48

Ladder table

All time   One day

	#Bezlikiy_X ⚡	Silver 2	+22	3890
	HEOH981	Gold 1	+12	3660
	Дракон@scar	Silver 1	+8	3648
25	Вы	Bronze 3	-3	669
5	paiN.ANBU	Silver 3	+13	3555
6	Sisenaliev05	Gold 1	+43	3550
7	Naruto	Gold 3	+40	3445
	HSTM.DARK	Bronze 4	-35	30...
	[BS] B A I...	Gold 1	+10	2...

Duels and Quick Matches mode

The principle of this system is very simple: players choose a game and find opponents through the search system. The player's task is to score maximum points on the first try

The winner takes the prize, and the loser can try again with a different opponent.

Tournaments of this mode are held for top games with a cybersport theme and for other games with a large number of users

Live broadcasts

LIVE ◉

The platform enables users to make live broadcasts. The system runs on a stack of our video encoding technologies

We can compete with such market giants as YouTube or Twitch

The platform allows you to record broadcasts of games, IRL events.

The user can record and download high quality files

The platform has a service for creating a user's own channel for broadcasting, with the functionality of personal chats

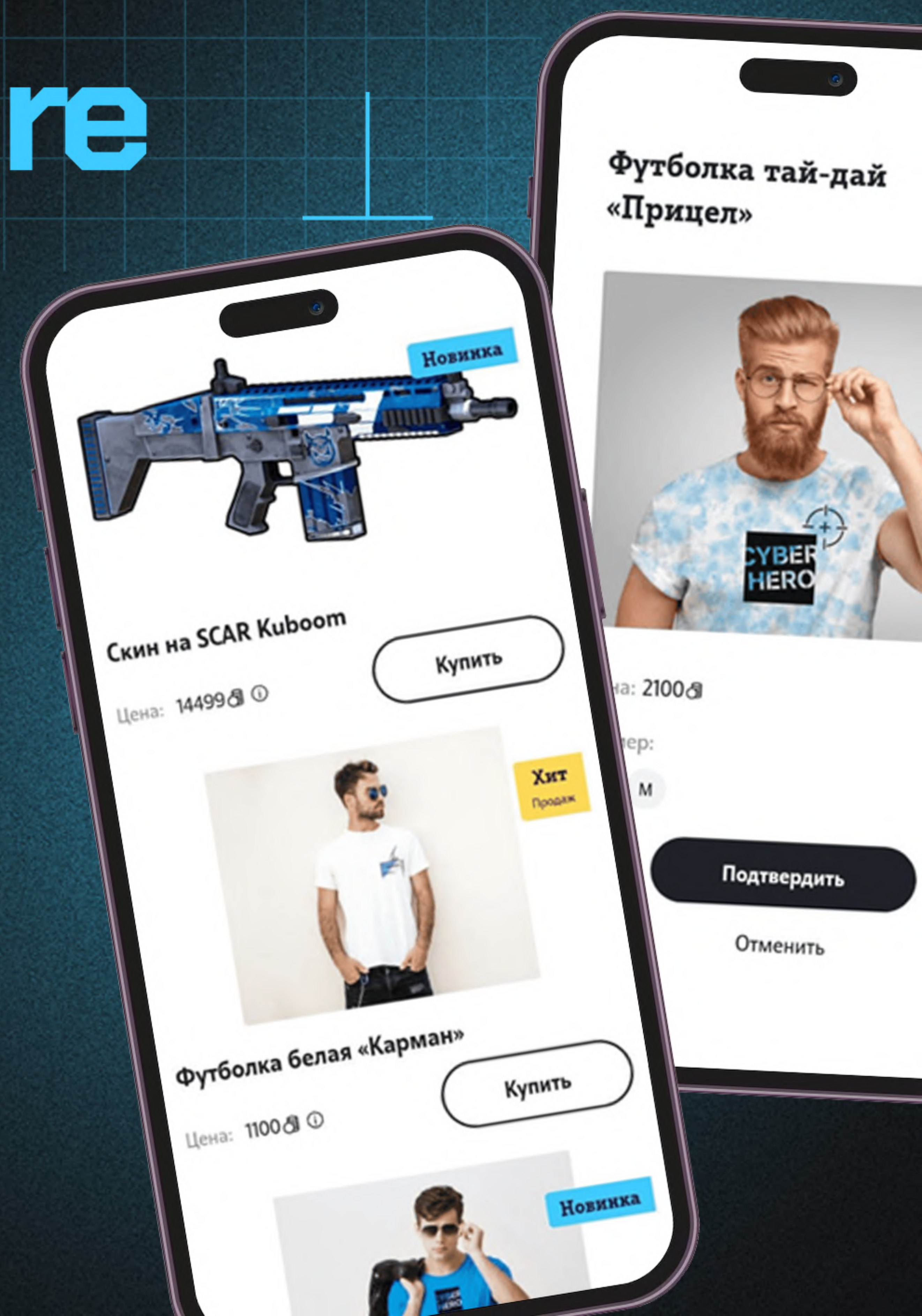Video Production of our own tournaments is created in our live broadcast studios

CyberStore

We offer a complete solution for organizing an e-Sports online store for your Brand

Store products:

🎮 Electronic goods for games

🍌 In-game currencies and assets

🏷️ Exclusive offers from top games developers

👕 Branded merch of the company or a league

Platform Economics

The basis of the platform's economy is a coin, which the user can use for
- Purchase in-game currency of top disciplines
- Pay for the tickets to participate in tournaments
- Shopping in the CyberStore
- Subscribing to the portal

PLAYERS CAN EARN COINS IN COMPETITIONS WITH EACH OTHER.

Subscription activates :
- Tournaments with x2 prize pool
- Access to the private tournaments and ladders
- In-game special gifts and bonuses
- Best quality broadcasts
- Discounts in the CyberStore

Flexible monetization model allows to include gaming options to mobile operators and MVNO's tariff plans, creating collaborations with banking products, ecosystems and brands.

Customize Tariff

Minutes
on Tele2 Russia unlimited
rest of the numbers in Russia

200 min

Gigabytes
20 GB

Messengers
Included in tariff   30 ₽   50 ₽   60 ₽

Games
1000 RP   1000 Gold   2000 RB   1050 VP

Additional options
Unlimited traffic for a game of choice

620 ₽ /month

CyberBank
ALL Games

VISA

Product Marketing

DIGITAL ADVERTISING

IMT cooperates with different advertising agencies for user acquisition. Also we are running promo campaigns in Google Ads and other platforms with in-house mediabuy team

IN-GAME PROMOTION FROM GAME DEVELOPERS

The developers of League of Legends, TeamFight Tactics, Kuboom, SHADOWGUN LEGENDS etc. provide information support for our tournaments directly within the games

SOCIAL MEDIA MANAGEMENT AND CONTENT CREATION

We are in most popular social networks with in-house content. The total subscriber base on all platforms is more than 400 thousand people.

INFLUENCER MARKETING

The total subscriber base of our influencers in the region is more than 5 million people.

SEO

We pay a lot of attention to SEO and ASO product optimization

EVENT ORGANIZATION

Our team organizes official branded online/offline tournaments based on the Cyberneho platform

Virtual Studio

IMTechnologies in collaboration with Epic games have created a hi-end virtual studio using ARFX technology and Unreal Engine 5.

The studio is used to produce content and support online events and important tournaments on the CYBERHERO platform.

The Unreal Engine 5 engine allows you to create absolutely incredible spaces from exotic to fantastic that look realistic and exciting, and, also a characters that interact with the hosts in the studio.

Offline Events

The main branded events powered by CYBERHERO:

TELE2 MOBILE OPEN CUP

2019 / 2022

MEGAFON FEST, TJ

2022 / 2023

UNION, MOBILE OPERATOR A1, MINSK, RB

2023

MINOR EVENT FOR MLBB 2024. ST. PETERSBURG, A2 ARENA

2024

In-house Game Development

At the final stage of development and testing our own game in the Battle Royale genre with elements of Role Play with the working title World Fight Arena.

Initially, the game will be available on iOS and Android mobile platforms.

Tournaments for this game will be organized on the e-sports CyberHero platform.

The release of the game is scheduled for April 2025.

This is a third-person multiplayer online battle royale game for mobile phones, which pits up to 60 players on one map, acting in groups of three — up to twenty teams in total. In addition to the main mode, there are also "Team Battle", "Arms Race" and capture of 3 points modes.
Unlike other "royal battles", where all players control the same characters at the beginning of the battle, WFA offers to choose one of the heroes with their own unique abilities before the start of each match.

Team ABSOLUTE > Team CYBERHERO

IMTehnologies has signed an agreement with the cybersport team ABSOLUTE (ex. top-1 Standoff 2), which has already begun preparations for participation in international tournaments as the Team Cyberhero on a new cyber-training base.
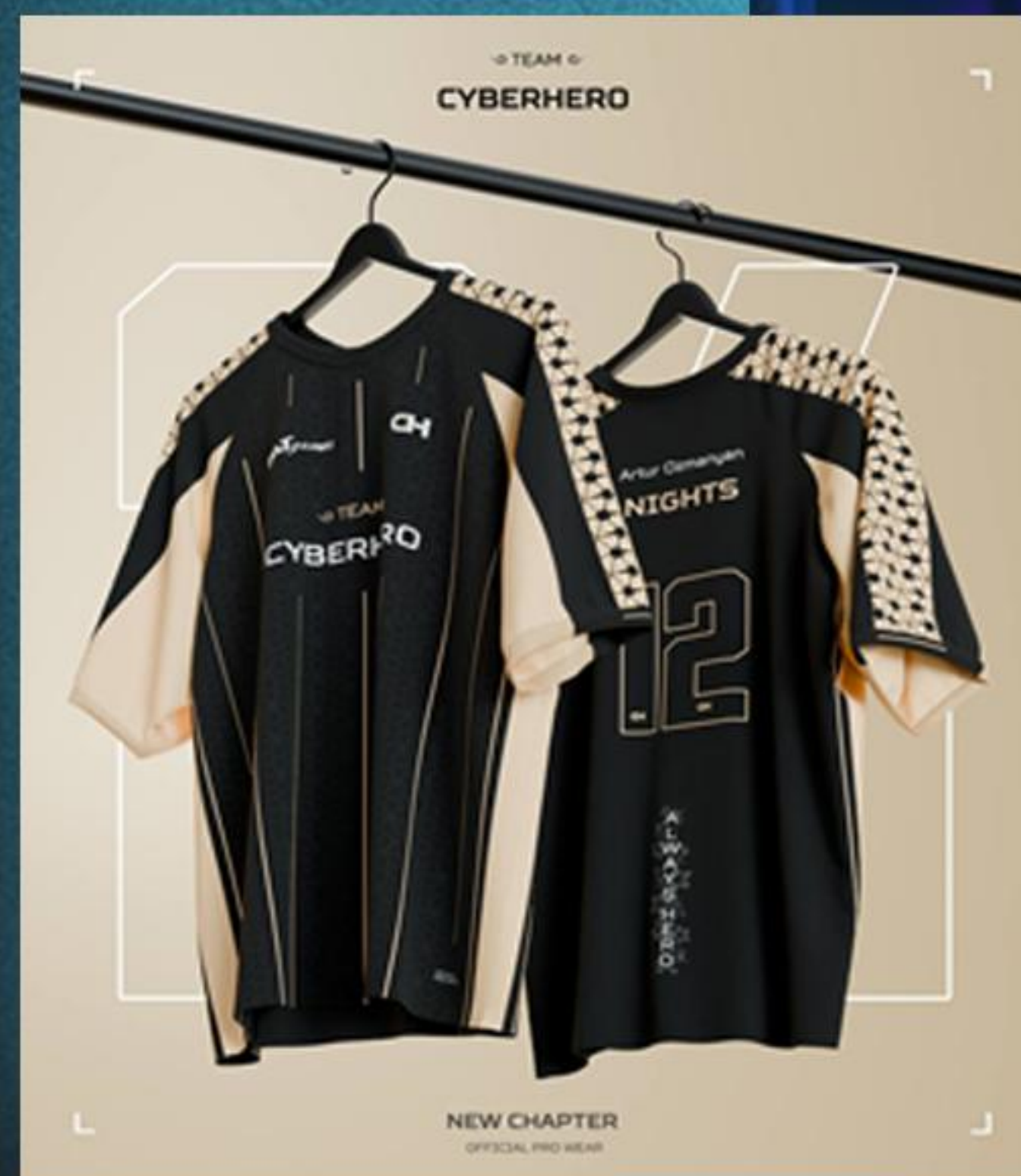
Cybersport: WIN – WIN strategy for Telco's

What does a mobile operator get with Cyberhero platform from IMTechnology?

- ✅ Cutting edge full-featured eSports platform
- ✅ Customization in accordance with the operator's brand book
- ✅ Tournaments and competitions under the operator's brand in more than 20 gaming disciplines
- ✅ Young, active and passionate audience
- ✅ Growth of ARPU, retention rate and life time value in mVAS
- ✅ Marketing support from our team
- ✅ Additional communication cannel with costumers
- ✅ Opportunity for collaboration with third-party brands
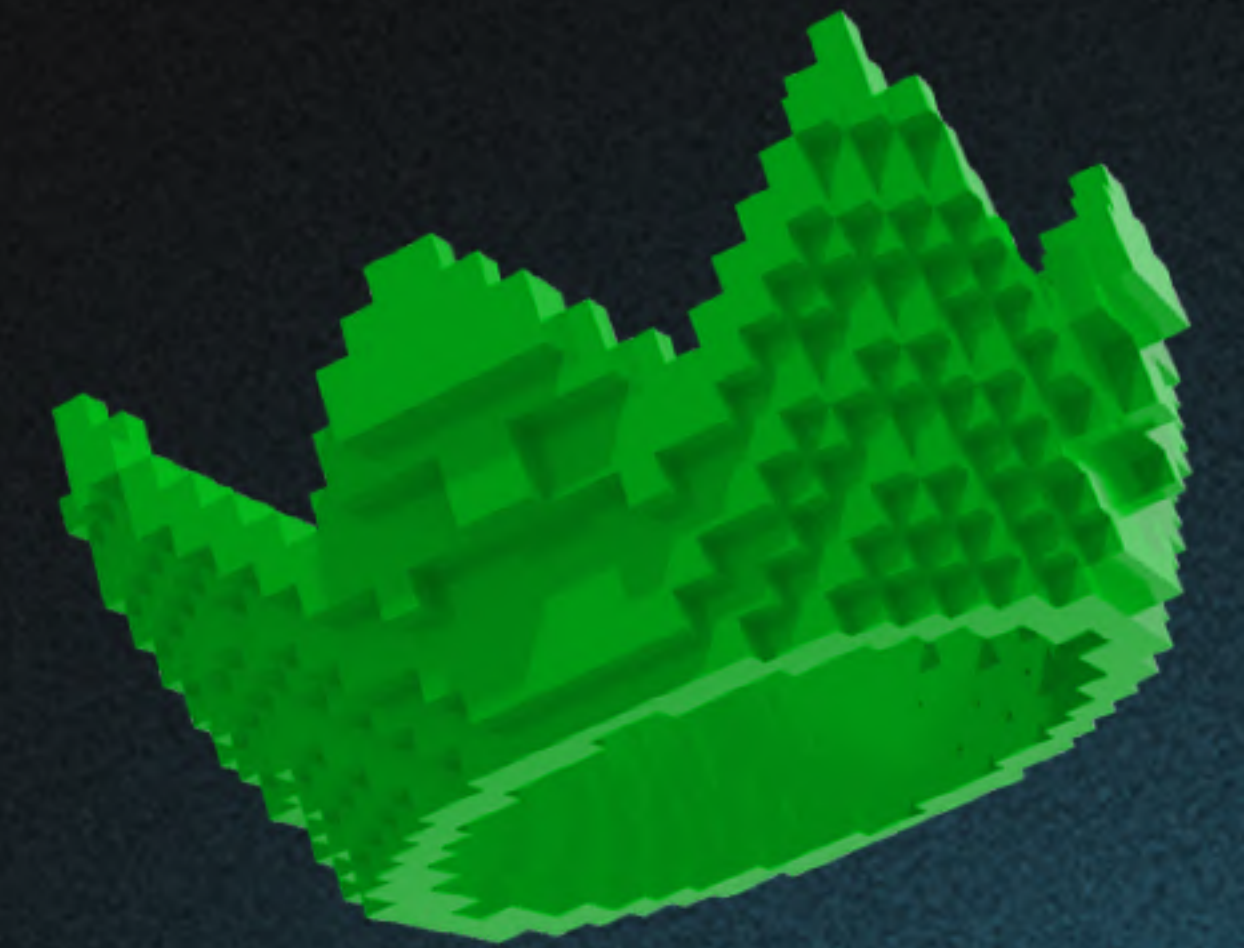
FOR ALL YOUR ATTENTION

THANK YOU

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