



NORTH CAROLINA ESPORTS ACADEMY



BUILDING CHARACTER & LIFE SKILLS THROUGH PRODUCTIVE VIDEO GAMING

Prepared By: Caleb Smith



NORTH CAROLINA ESPORTS ACADEMY

North Carolina Esports Academy is a multi-award winning, hands-on gaming, esports, STEM, and youth development organization serving youth in grades K-12.

Our mission is to inspire young gamers to pursue higher education and careers in IT, while teaching life & technical skills in a safe, engaging environment.

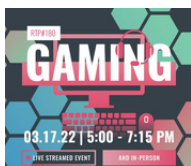




The News & Observer

WRAL TechWire

TRIANGLE BUSINESS JOURNAL



GREPBEAT
TRIANGLE TECH NEWS



MAKING HEADLINES

Since opening in October 2020, North Carolina Esports Academy, and Co-Founder, Caleb Smith (**2023 Forbes 30 Under 30** recipient), have been making headlines.

“We've turned video gaming into an educational and productive experience where youth not only have fun, but grow as individuals, learn how to work in a team setting, and gain exposure to the 3 Es: Esports, Education, & Entrepreneurship.

-Caleb Smith

OUR LATEST NEWS





REACHING OUT

COMMUNITY MINDED FROM THE START

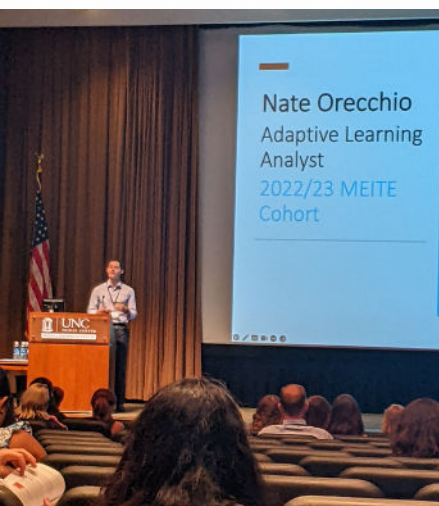
Thought Leader & Esports Consultant for:

- Esports & STEM Curriculum Development for Colleges & Universities adopting new Esports programs
- Education-based organizations (WakeEd Partnership, District C, Spark NC)
- Local Parks & Rec Organizations

Host Site for:

- K-12 Field Trips for Students & Educators
- Youth, high school, and college esports tournaments & leagues
- Hands-on Esports & STEM programs for nonprofits, at-risk and/or underprivileged youth

Internship provider for high school, undergrad, and graduate students.



Co-Founder Caleb Smith with Intern, Nate Orecchio during Nate's North Carolina Esports Academy internship presentation for his graduate program at UNC. At right - Caleb serving as a panelist discussing the future of AI at UNC Chapel Hill.

Hosting Holly Springs vs. Panther Creek Valorant Tournament to foster a productive, social and competitive in-person challenge at the high school level.



Spark NC tournament featuring Fortnite to benefit students from 16 school districts in NC and introduce them to new industry and career paths.



Hosting teachers for WakeEd Partnership to show them how we teach STEM.

Educators from Wake County had the opportunity to learn an innovative way to teach technology and upcoming industries to students.



CALEB SMITH, CO- FOUNDER

Caleb Smith grew up in Durham, NC. His favorite activities were soccer and video games. After high school, Caleb was given a phenomenal opportunity to play professional soccer in Germany.

While in Germany, Caleb started planning for a future career merging his passions. His goal was to combine the youth sports model that helped him develop as both an individual and team player with the world of competitive video gaming.

In October 2020, Caleb's dream opened as brick-and-mortar gaming center in Cary, NC.

Between opening in a pandemic and little to no buyer awareness of Esports as an industry, Caleb had to learn quickly how to pivot in order to lead the organization to success.

Caleb worked diligently to establish North Carolina Esports Academy in the community. He secured partnerships with local K-12 schools, universities and nonprofits to bring Esports to at-risk and underprivileged youth.

In his spare time, Caleb coaches Men's and Women's Soccer at Woods Charter. He also serves on area school committees, and volunteers to assist students with elective projects.



“What we are doing is completely unique. The model was created from scratch and we've ended up Revolutionizing Esports.”

Caleb Smith,
Forbes 30 Under 30 Recipient, 2023



We're developing the future workforce through education technology and enhancing innovation in the community.

VINNY SMITH, CO- FOUNDER

Like Caleb, Vinny Smith also grew up playing video games. It was his love for playing video games that channeled him into learning how to design and program games. From this beginning, Vinny went on to earn a B.S. in Computer Science from the U.S. Naval Academy.

While attending the Naval Academy, Vinny was a three-sports athlete competing in football, track & field, and boxing. Vinny's leadership ability led him to be elected Class Secretary by his peers at the Naval Academy.

He then went on to earn a Master's degree in Management and a PhD in Business management while serving as an Intelligence Officer in the Navy.

From his experience, Vinny believes there are many components of video gaming that will help young people with their studies in school and help them develop as leaders. Vinny is committed to youth development and building community. He believes North Carolina Esports Academy provides an excellent opportunity for both.





AWARDS AND ACCOLADES

FORBES 30 UNDER 30
EDUCATION CATEGORY

Caleb - 2023

CARY CHAMBER IMPACT IN
BUSINESS AWARD

2023

CARY CHAMBER OF
INNOVATION IN BUSINESS AWARD

2022

TRIANGLE BUSINESS JOURNAL
40 UNDER 40

Caleb - 2022



EXTRACIRRICULAR

ACTIVITES FOR NORTH CAROLINA ESPORTS ACADEMY

ASSISTANT SOCCER COACH

Woods Charter School Varsity Men's & Women's Teams - Caleb
Women's Team was the 2022 & 2023 NCHSAA 1-A State Runner-ups

BUSINESS PARTNER WITH DISTRICT C TEAMSHIP

Sanderson High School & South Granville High School

CARY CHAMBER AMBASSADORS 2021 & 2022

Caleb & Vinny

JOB SHADOWING SESSIONS AT GAMING CENTER

Caleb

JUDGE FOR DECA

Entrepreneur Division Wake County - Caleb

JUDGES FOR 2021 & 2022 US CONGRESSIONAL APP CHALLENGE

Caleb & Vinny

LEADERSHIP CARY 2021

Caleb

MEMBER OF BOARD OF ADVISORS FOR NC TECH

Caleb

CREATING SOLUTIONS

THOUSANDS OF IT JOBS ARE UNFULFILLED IN NC.

North Carolina Esports Academy is exposing young people to IT career paths they didn't know existed by providing gaming & STEM learning opportunities.

TECH IS CHANGING AT SUCH A RAPID PACE, OVERWORKED K-12 EDUCATORS & UNDERFUNDED SCHOOLS CAN'T KEEP UP.

North Carolina Esports Academy is based on educational tech. Our curriculum and equipment is constantly kept up to date. We utilize esports and work with the school system to expose young people to and get them comfortable with our near future of robots, drones, VR, simulators, blockchain, cyber security, and more.

Additionally, we host Spirit Night Giveback Programs and give 50% back to North Carolina elementary and middle schools for any student who attends spirit night.





THERE IS A MYTH THAT VIDEO GAMERS ARE ISOLATED, ANTI-SOCIAL, TOXIC, UNHEALTHY, AND UNPRODUCTIVE.

We make gaming social by providing a hands-on, in-person gaming experience. In addition to teaching tech skills, we put an emphasis on character, life skills building, health and wellness, and internet safety. Right outside the doors of our gaming center at Waverly Shopping Center, there is a playground that we make use of daily.



UNDERPRIVILEGED & AT-RISK YOUTH ARE UNABLE TO PARTICIPATE IN OUR PROGRAMS BECAUSE THEY LIVE TOO FAR AWAY FROM OUR GAMING CENTER.

We invested in more PCs and Gaming Laptops to take our programs into the community via our Mobile Services Program in April 2022. Since then, we've operated out of community centers and other venues to reach this population, provide them with a fun outlet, positive influence for personal growth, and exposure to STEM education opportunities they otherwise would not have experienced. We have served over 5,000 youth, 100 educators, and performed 27 educational mobile service events.

CHANGING LIVES

AND MAKING AN IMPACT

Not all young people will play a traditional sport or participate in an extracurricular activity. Extracurricular activities are extremely important for youth growth and development. Being part of a team gives youth a sense of belonging, teaches sportsmanship, teamwork, communication skills, accountability and strategy.

We've developed Esports TEAMS to provide this for young people. Our coaches have a fantastic technique to remove pre-existing rage and toxicity issues that are common in most sports. At North Carolina Esports Academy, we've created 7 Youth Teams and participated in three Youth Leagues.

As a field trip destination for nonprofits, schools, homeschool organizations, local rec centers, and YMCAs, we provide a virtual playground community to have fun, encourage personal growth, a passion for technology, and a desire to elevate our collective future.

**82% of GAMERS HAVE
NEVER PARTICIPATED
IN AN EXTRACURRICULAR
ACTIVITY OF ANY KIND.**

We've created an supportive environment where youth can have fun and grow into exceptional human beings.



HOST VENUE

FOR NATIONAL & INTERNATIONAL EVENTS HELD IN THE TRIANGLE

- 2022 US Congressional App Challenge
- Collegiate Valorant Tournament
- Diabolical International Tournament
- Elevation Church Youth Events
- Fighting Game Community Nights
- National Association of Intercollegiate Athletics Madden Tournament
- RAC Delta Sigma Theta Event
- Robotics Demo in Partnership with G-Force Robotics
- Wake Country Public School System Career Academy Coordinators Meeting
- WakEd Partnership Career Immersion
- EPIC GAMES April 2023 & 2022 - Setup, Management & Break Down of PCs, Coordinated Stream & Recording
- Practice Site for Teams Participating in Halo December 2021
- Practice Site for Teams Participating in Apex Legends June/July 2022
- Practice Site for Teams Participating in Call of Duty December 2022
- Pre LAN Local Site for Halo Event
- Prelocal Site for SMASH Event
- Valorant Tournament - Holly Springs High School vs. Panther Creek High School





PROVIDING WORKSHOPS

FOR THE COMMUNITY, OUR YOUTH TEAMS & EMPLOYEES

The beauty of our program is that all the young people know, is they're having FUN. They don't even realize they're learning. Their desire to have fun is limitless, providing endless opportunities to inspire personal growth and youth development.

Some of our favorite workshops to date include:

- Accelerating Men - Roblox Video Game Design Workshop
- Big Brother Big Sister - Fortnite Workshop
- Black Girls Code - Unity Game Development Workshop
- Cub Scouts - Gaming Badge Workshop
- Jack & Jill Mom's Organization - Roblox Coding Workshop
- Nerds to Go - Collaboration with Provide PC Building Workshop
- Nutrition Workshops by a Certified Health Coach for our Youth Teams
- Health & Wellness Presentations for staff & clients by Dr. Katie Bartolo
- Wakaboomee Online Scratch Workshop
- WakeEd Partnership STEM Workshop for Teachers
- YMCA Coding Workshop
- Young Men for Christ Monthly Coding & STEM Workshops



PRESENTATIONS

ON THE BENEFITS OF VIDEO GAMES & ESPORTS;
SKILLS DEVELOPED LINKED TO FUTURE STEM & IT CAREERS

EAST COAST GAMING CONFERENCE

LEADERSHIP CARY

PANELIST AT GARNER CONNECT CONFERENCE

RALEIGH CHAMBER YOUNG PROFESSIONAL NETWORK EVENT

RTP180

RTP ROTARY

GLOBAL LEARNING INSTITUTE STUDENTS AT DUKE UNIVERSITY

The Fuqua School of Business

INDIE GAMES BUSINESS PODCAST

NCVIRTUAL IWORK SPEAKER SERIES

TRIANGLE BUSINESS BREAKFAST

WAKEED PARTNERSHIPS CAREER IMMERSION

Apex, Cary, Enloe, Fuquay, and Green Level High Schools

CAREER FAIR PRESENTATIONS AT

Cary High School, Leesville Road High, Dillard Drive Middle,
Salem Middle, Lufkin Road Middle, Student U



NORTH CAROLINA ESPORTS ACADEMY

We are conveniently located on the ground floor with floor to ceiling windows in Cary, North Carolina's Waverly Place Shopping Center. A playground for children of all ages (*used by our gamers daily*), green space, shops & restaurants are right outside our door.

NORTH CAROLINA ESPORTS ACADEMY
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