



TournamentX Financial Model — MVP Phase





(Lean Execution)

Month	Focus Area	Estimated Cost (EUR)	Description
Month 1	Legal setup, workspace, first hire	€6,000–8,500	Company registration, coworking space, first developer or ops lead
Month 2	MVP development, social media setup, pre-launch campaign	€5,800–8,200	Core platform build, visual identity, outreach preparation
Month 3	Platform/game finalization, tournament templates, beta prep	€7,000–9,500	Game loop, tournament engine, testing, onboarding
Month 4	Launch execution, community activation, tournament rollout	€7,200–9,300	First live tournaments, community management, pilot prize pool

Total Budget Range: €26,000–35,500

Global-Ready Budget with Buffer: €35,000–45,000

MVP Phase Objectives

-  Launch a functional version of TournamentX with core tournament mechanics
-  Activate first user base (1,000+ registrations via outreach and beta invites)
-  Validate monetization through entry fees, sponsored tournaments, and partner integrations
-  Prepare for the \$1M Mega Tournament as a global catalyst



Expected Outcomes by Month 4

- **Users:** 1,000–3,000 registrations
- **Tournaments:** 50+ test tournaments, 5 monetized pilots
- **Partnerships:** 2–3 platform or team integrations
- **Initial Revenue:** €2,000–5,000 from entry fees and sponsorships
- **Seed Round Readiness:** Pitch deck, MVP demo, market validation



Seed Round Readiness — Optional, Not Critical

By Month 4, TournamentX will be fully operational with:

- A validated pitch deck
- A working MVP demo
- Market traction through users, tournaments, and revenue

Seed funding is not a lifeline — it's a lever. We're building lean, with or without external capital. But with the right strategic partner, we can accelerate growth, expand integrations, and scale impact faster.