



W E L C O M E T O

# THE WALLLED CITY

O R G A N I Z A T I O N P R O F I L E

ESPORTS ORGANIZATION



APRIL 2023





THE WALLED CITY  
ESPORTS ORGANIZATION

# EXECUTIVE SUMMARY

The Walled City is a start-up organization managed by the pioneer class of BS in Esports Management of Lyceum of the Philippines – Manila. The Walled City was founded in 2022, built on the belief that a new professional services organization was needed to help ambitious local esports teams build experiences and exposure in preparation to their pro-league journey; an organization that solved for providing education regarding the nature of the esports ecosystem through informative discussions. The Walled City's vision is to be the global champion in providing the greatest gaming goods and services with the highest level of entertainment value.







## » COMPANY NAME «

Intramuros is an urban district and historic walled city within Metropolitan Manila, Philippines. The name originated from the Spanish word meaning “within walls,” where the Lyceum of the Philippines is located that roots from the founders’ common ground. The Walled City, a brand established by a group of generation Z, has a goal to make the company’s name a familiar phrase in Filipino culture. The organization targets to boost engagement and knowledge about the Filipino culture along with the naturalization of the esports ecosystem.

## » COMPANY LOGO «

The Walled City’s logo showcases the acronym of the organization’s name. The mix-and-match theme in the logo embodies the people behind it – composed of individuals from different walks of life working collectively towards one goal. The colors evident on the logo are gold – strongly associated with success, sophistication and passion in what we do; and white – signifies excellence and represents new beginnings. Underneath the main symbol shows a printed baybayin translation of Intramuros – a place wherein the founders meet each other and the place of the organization’s origin.



## » VISION STATEMENT «

"To develop talent and professional skills to become a leader in terms of quality of service and entertainment."

A distinct vision that is tenaciously and relentlessly followed, with the goal of providing the greatest gaming goods and services with the highest level of entertainment value. This vision strives to provide quality and excellence in service while maximizing the team's talent and to provide opportunities in esports for people from all walks of life to learn skills that emulate collaboration, leadership, and self-confidence while putting an emphasis on inclusivity. Additionally, TWC wants to play a significant guiding role in the leisure industry's electronic sports by creating, growing, and maintaining a strong, profitable organization.

## » MISSION STATEMENT «

The TWC's mission statement is to "create a safe space for game enthusiasts to compete and socialize through esports in efforts to increase engagement in learning, while building partnerships with students from schools and the larger community." By fulfilling this mission, TWC is able to positively impact the society in which it operates. With this, we emphasize social cohesiveness, education, talent, cognitive growth, community, and health. We also dispel the misconceptions about esports and gaming and affirm its positive educational and formative values.





# GUIDING PRINCIPLES

01

**Community.** The Walled City is committed to investing time, talent and resources to positively impact the lives of the esports community. We are dedicated to creating an inclusive environment in which our customers and community feel welcome, valued and appreciated.

02

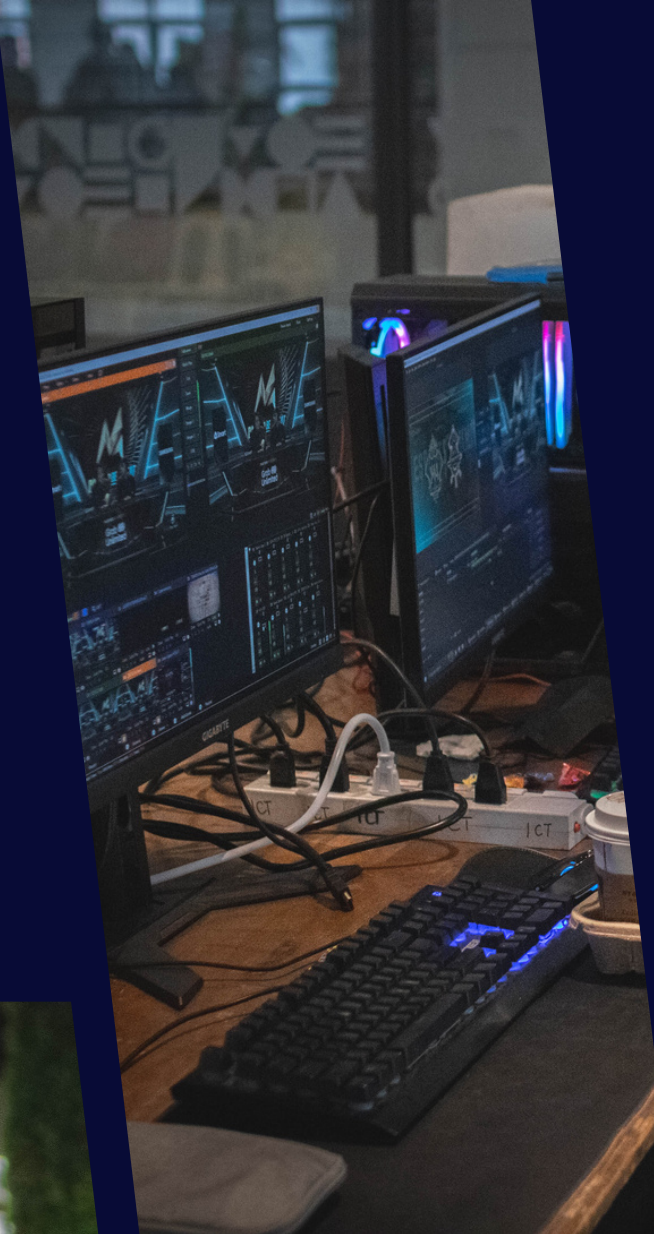
**Innovation.** We promote a culture of creative thinking and informed risk taking. We drive change through collective creativity and foster an environment where our team is encouraged to take risks in an effort to achieve breakthrough results.

03

**Excellence.** We are committed to providing world-class service and entertainment to our customers by creating legendary moments. We do what is right, not just “what works.” We continue to strive and develop talents that are passionate about delivering excellence.

04

**Teamwork.** The key driver to our success on. We support teamwork through a culture of trust, respect and camaraderie. We value multiple perspectives and diverse expertise. We foster a collaborative environment that allows for creativity in approach, ideas and suggestions for the greater good of The Walled City.







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# SERVICES




ONSITE & ONLINE  
PRODUCTION






# PRODUCTS



**WILDRIFT SHOWMATCH**  
LIVE JULY 19 9:30 AM  
LIVE AT ZODIACS GAMING

MOBA RTS

**WILDRIFT**



**MOBILE LEGENDS**  
BANG BANG

OPEN TOURNAMENT

August 13, 2022  
1:00 PM

MOBA RTS

[/TheWalledCityPH](#)

**MOBILE LEGENDS**




**VALORANT**  
TOURNAMENT

SEPTEMBER  
2022

FPS TACTICAL

**VALORANT**



**THE WALLED CITY**

DOTA 2  
TOURNAMENT

**WAR ON OLYMPUS**

MOBA RTS

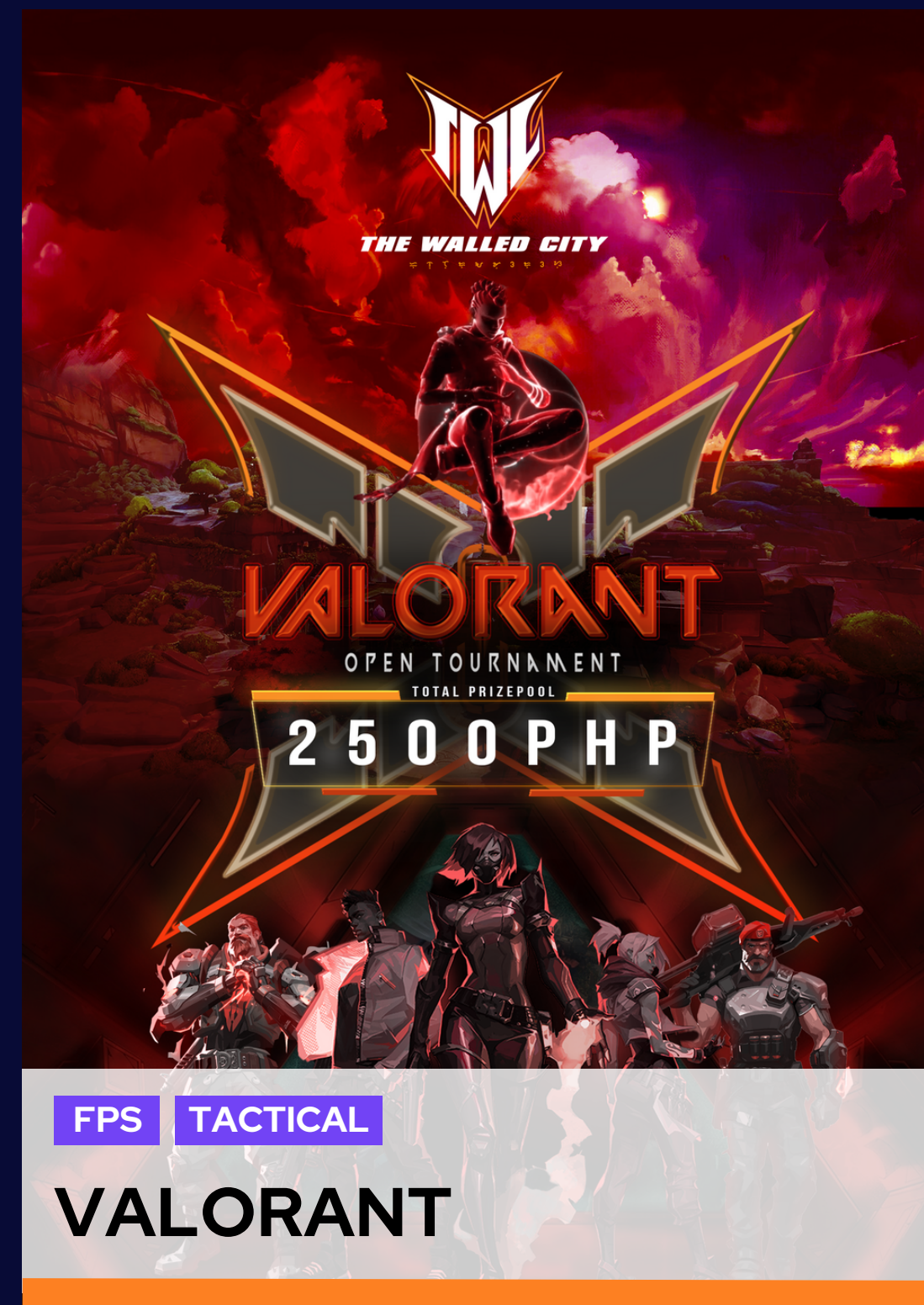
**DOTA 2**

LOCAL ONLINE  
TOURNAMENTS



» **PRODUCT** «

**SEASON 2:  
OPEN AND INVITATIONAL  
VALORANT TOURNAMENT**



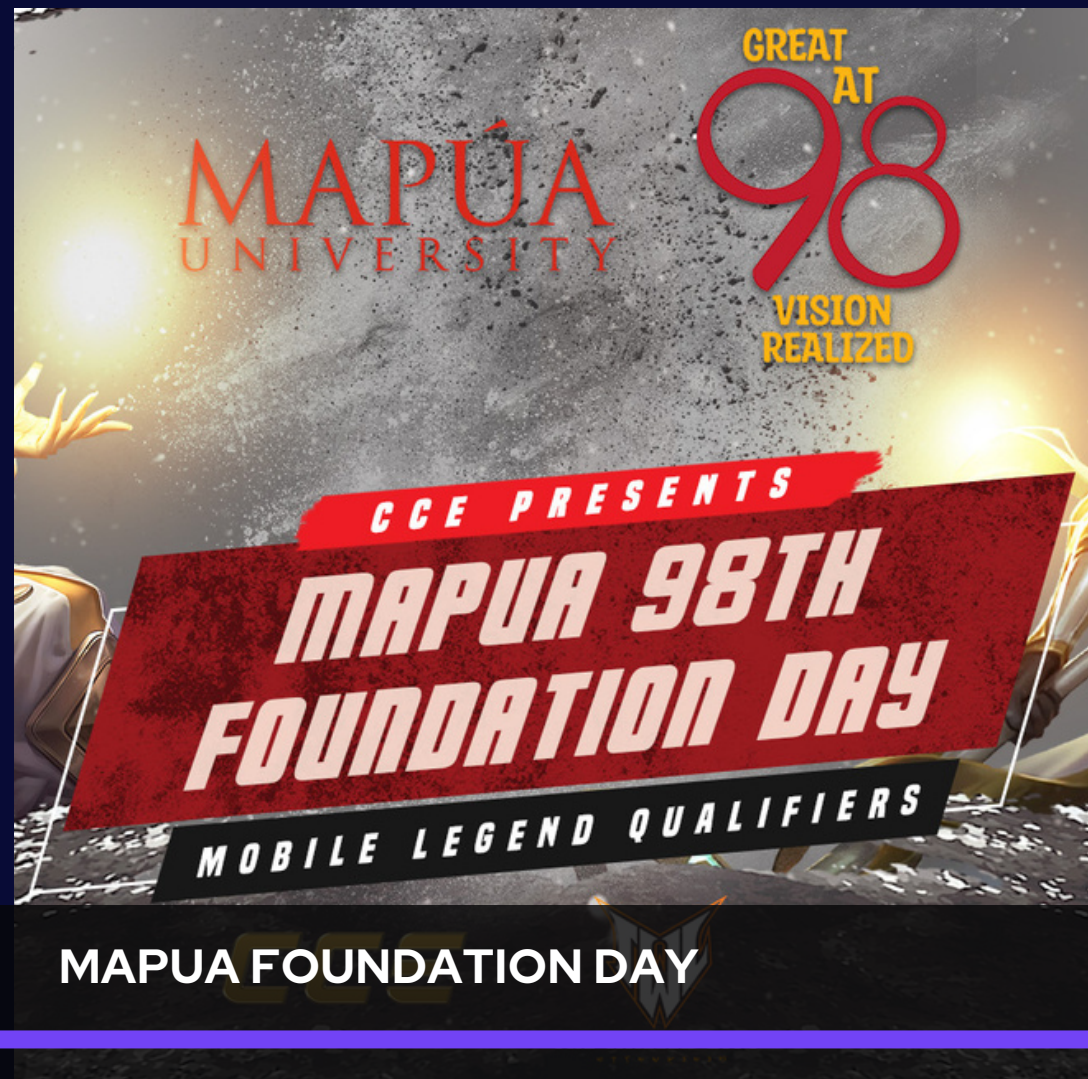




# PRODUCTS



LPU ESPORTS SUMMIT



MAPUA FOUNDATION DAY



CCE SEASON 2 FINALS

PHYSICAL  
TOURNAMENTS

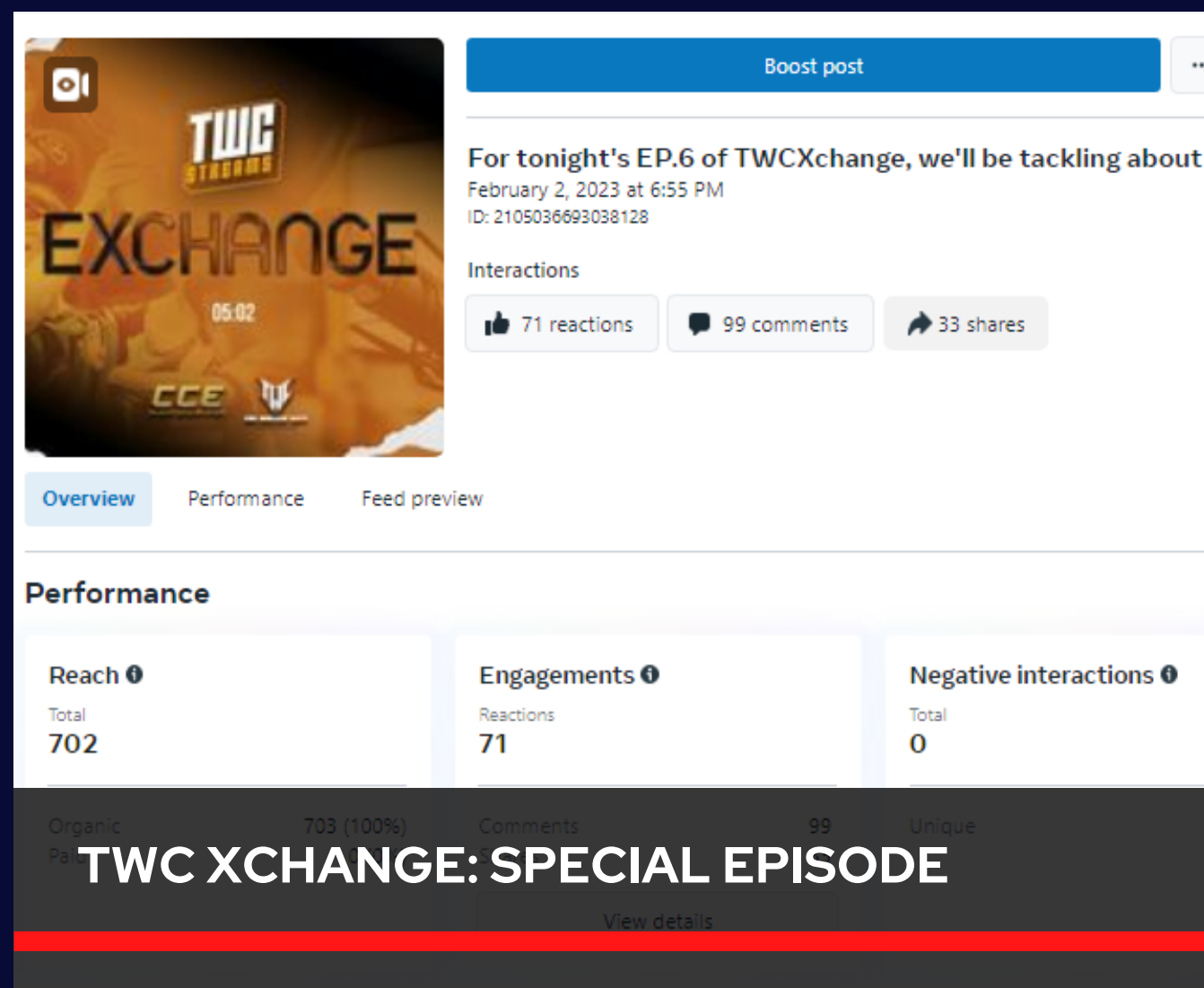








# PRODUCTS

**Boost post**

For tonight's EP.6 of TWCXchange, we'll be tackling about  
February 2, 2023 at 6:55 PM  
ID: 2105036693038128

Interactions  
71 reactions 99 comments 33 shares

Overview Performance Feed preview

**Performance**

Reach	Engagements	Negative interactions
Total 702	Reactions 71	Total 0
Organic 703 (100%)	Comments 99	Unique

**TWC XCHANGE: SPECIAL EPISODE**

View details



**TWC XCHANGE: SPECIAL EPISODE**

SUPPORT THE WALLED CITY BY SENDING GCASH: 0927003011

14:06 / 14:11

1:34:50

T W C X C H A N G E





# TALENTS



OUR NEW TALENT

# POPHI

SCP DEAD FRONTIER 1 OVERWATCH UNDECEMBER

POPHII POPHI  
TWC TALENT

STREAMING EVERY SATURDAY 9 PM ONWARDS

[HTTPS://WWW.FACEBOOK.COM/POPHIPLAYS](https://www.facebook.com/pophiplays)

**POPHII**

OUR NEW TALENT

# IYANPLAYZ

VALORANT CALL OF DUTY MOBILE

IYANN  
TWC TALENT

STREAMING EVERY MONDAY-THURSDAY 7-10PM

[HTTPS://WWW.FACEBOOK.COM/IYANPLAYZ](https://www.facebook.com/iyanplayz)

**IYANPLAYZ**

OUR NEW TALENT

# CH1NO

OVERWATCH VALORANT MOBILE LEGENDS BANG BANG

CH1NO  
TWC TALENT

STREAMING EVERY FRIDAY-SUNDAY 7-10PM

[WWW.FACEBOOK.COM/PROFILE.PHP?ID=100086103447252](https://www.facebook.com/profile.php?id=100086103447252)

**CH1NO**

OUR NEW TALENT

# KRAYBEHR

OVERWATCH APEX LEGENDS

KRAYBEHR  
TWC TALENT

STREAMING EVERY TUESDAY-WEDNESDAY 7-10PM

[TWITCH.TV/KRABERSZN](https://www.twitch.tv/kraberszn)

**KRAYBEHR**

TWC STREAMS

# ZERK5K

VALORANT

**ZERK5K**

TWC STREAMS

# ROYCESH

OSU! VALORANT

**ROYCESH**

TWC STREAMS

# BAI GAMING

MOBILE LEGENDS BANG BANG MAGIC CHESS

**BAI GAMING**

TWC STREAMS

# HACHIMAN

ARENA BROS APEX LEGENDS

**HACHIMAN  
GAMING**

# LABLEN

**LABLEN**

# GAB

**GAB**

# TWC STREAMERS





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# VALORANT TEAM



- **CHAMPION** - MAR 2023

GLOBE Gamer Gounds Valorant Tournament

- **3RD-4TH PLACE** - MAR 2023

GLOBE Gamer Gounds Valorant Tournament

- **CHAMPION** - FEB 2023

APX Gaming Lounge Grand Opening Val LAN Tournament

- **CHAMPION** - FEB 2023

CXMMUNITY VALORANT TOURNAMENT

- **3RD PLACE** - FEB 2023

Juvenile Harmony - Valorant Tournament

- **3RD PLACE** - FEB 2023

Brightside Esports: Dream League Series

- **CHAMPION** - JAN 2023

GLOBE Gamer Gounds Valorant Tournament

- **4TH PLACE** - DEC 2022

Liz Avenue Charity Tournament Series

- **5TH PLACE** - DEC 2022

Alliance Games SPLIT 2





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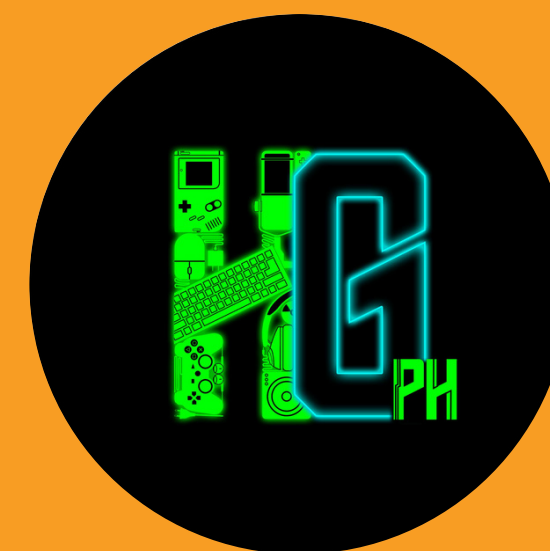
# CURRENT PARTNERS



**Collegiate  
Center for  
Esports**



**Brise  
Paradise**



**Hypegamesph**







THE WALLED CITY  
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# » MEET THE TEAM «



**MR. MARLON MATTEW APILADO**

President



# » MEET THE TEAM «



**MR. CARL VICTOR BALIDO**

Broadcast and Production Director

**MR. MATTHEW KLAINER ATIENZA**

Creatives Director





# » MEET THE TEAM «



**MR. KYLE DICHOSA**

Event Management Director

**MR. JOSEPH MEGGY BUISA**

Talent Management &  
Development Director







THE WALLED CITY  
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# » MEET THE TEAM «



**MR. JANOUEL LOUIE LOMERIO**

External Affairs Director

**MR. EMIR RYAN CONCEPCION**

Finance Director







THE WALLED CITY  
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# » MEET THE TEAM «



**MS. MYLS DENISE ROSEL**

Executive Assistant



# THANK YOU

CONTACT US  
IF YOU HAVE QUESTIONS



Phone

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New York Mansion, Cubao



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