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STRATEGIC DEVELOPMENT PLAN 2026-2027-2028

Colombian Federation of Electronic Sports (FEDECOLDE)

1. EXECUTIVE SUMMARY

The Colombian Federation of Electronic Sports (FEDECOLDE) presents its 2026-2027-2028 Strategic Development Plan aimed at consolidating esports as a structured, regulated, and performance-oriented sport ecosystem in Colombia.

This plan focuses on:

- Development of new esports athletes
- Establishment of a National Training and High-Performance Model
- Activation of the Gamer Arena's as a national competition hub
- Organization of official national competitions (Copa Colombia PC & Copa Colombia Mobile)
- Institutional strengthening and international representation

The 2026-2027-2028 strategy aligns with national sports development policies, youth engagement initiatives, digital transformation goals, and high-performance sport frameworks.

2. VISION

To position Colombia as a leading esports nation in Latin America through structured athlete development, regulated competition systems, and internationally competitive performance standards.

3. STRATEGIC OBJECTIVES

1. Develop a national esports athlete pipeline.
2. Establish standardized training and certification systems.
3. Organize structured national competitions with official rankings.
4. Strengthen governance, regulations, and institutional credibility.
5. Promote international participation and representation.

4. STRATEGIC PILLARS

PILLAR I: ATHLETE DEVELOPMENT & TALENT IDENTIFICATION

4.1 National Esports Academy Program

Objective: Establish 20 affiliated training centers across Colombia.

Program Components:

- Competitive fundamentals training
- Sports ethics and discipline
- Team strategy and communication
- Physical conditioning and ergonomics
- Sports psychology and mental performance
- Digital well-being and anti-doping education

Participants will receive official FEDECOLDE certification (Basic and Advanced Levels).

4.2 Talent Colombia Esports Program

Goal: Identify 500 high-potential athletes nationwide.

Phases:

1. Online open scouting tournaments
2. Regional qualifiers (on-site)
3. National training camp
4. Official National Ranking System

4.3 Integral Athlete Development Model

The Federation will implement a multidisciplinary model including:

- Performance coaching
- Nutrition guidance
- Physical conditioning
- Mental resilience training
- Personal branding and media training

PILLAR II: GAMER ARENA DEVELOPMENT

The Gamer Arena's will operate as the National High-Performance and Competition Center.

5.1 Permanent Activities

- Monthly qualifying tournaments
- Quarterly bootcamps
- Seasonal esports camps
- Referee and coach certification seminars

5.2 Annual Event Calendar

- 12 monthly qualifiers
- 4 regional on-site tournaments
- 2 National Finals (PC & Mobile)
- 1 International Invitational Event

PILLAR III: NATIONAL COMPETITIONS

6.1 Copa Colombia PC 2026-2027-2028

Official national championship for PC esports titles.

Proposed Titles:

- League of Legends
- Counter-Strike
- Valorant
- EA Sports FC

Structure:

- Online regional qualifiers
- National group stage
- On-site playoffs at Gamer Arena
- Official national ranking points

Target Participation: 150 teams per year

Broadcasting: Professional production with national talent

6.2 Copa Colombia Mobile 2026-2027-2028

National championship dedicated to mobile esports disciplines.

Proposed Titles:

- Free Fire
- PUBG Mobile
- Mobile Legends: Bang Bang
- Clash Royale

Structure:

- Open national online phase
- Regional on-site qualifiers
- Grand National Final

Target Participation: 1.500 athletes per year

PILLAR IV: GOVERNANCE & REGULATORY FRAMEWORK

7.1 National Unified Regulations

The Federation will implement:

- Official Competition Rulebook
- Disciplinary Code
- Referee Regulations
- Club Licensing System

7.2 Certification Programs

Professional certification for:

- Coaches
- Referees
- Event organizers
- Team managers

PILLAR V: MARKETING & INSTITUTIONAL POSITIONING

8.1 Digital Strategy

- Official streaming channel
- Educational content
- Athlete storytelling campaigns
- Public national ranking publication

8.2 Strategic Alliances

Partnership development with:

- Technology companies
- Telecommunications providers
- Universities
- Government sports entities

PILLAR VI: INTERNATIONAL DEVELOPMENT

- Participation in regional esports championships
- Bilateral agreements with Latin American federations
- Formation of the Colombia National Esports Team

9. KEY PERFORMANCE INDICATORS (KPIs)

- 3,000+ registered athletes
- 20 affiliated academies
- 10 official sponsors
- 150,000 cumulative digital spectators
- 6 large-scale national finals (>1,000 attendees each)

10. IMPLEMENTATION TIMELINE

Q1 2026: Official launch & open qualifiers

Q2 2026: Regional tournaments & coach certification

Q3 2026: National training camp & semifinals

Q4 2026: National Finals & International Invitational

Q1 2027: Official launch & open qualifiers

Q2 2027: Regional tournaments & coach certification

Q3 2027: National training camp & semifinals

Q4 2027: National Finals & International Invitational

Q1 2028: Official launch & open qualifiers

Q2 2028: Regional tournaments & coach certification

Q3 2028: National training camp & semifinals

Q4 2028: National Finals & International Invitational

11. EXPECTED IMPACT

- Formalization of esports within national sport structures
- Youth engagement through structured competitive pathways
- Strengthening of Colombia's digital economy ecosystem
- International representation under regulated standards
- Long-term high-performance athlete development

12. CONCLUSION

The 2026-2027-2028 Strategic Plan represents a structured and measurable roadmap for esports development in Colombia. Through institutional governance, athlete-centered programs, and nationally recognized competitions, the Colombian Federation of Electronic Sports seeks to contribute to youth development, digital innovation, and Colombia's international sporting presence.