MONGOLIAN ESPORTS ASSOCIATION (MESA)

STRATEGIC PLAN 2026–2028

1. Vision and Mission

Vision

To establish Mongolia as a leading esports nation in Asia by creating a sustainable, professional, and internationally competitive esports ecosystem.

Mission

The Mongolian Esports Association aims to develop esports in Mongolia through structured competitions, athlete and youth development, institutional cooperation, infrastructure investment, education, and international representation.

2. Strategic Priorities for 2026–2028

Over the next three years, MESA will focus on six strategic priorities designed to strengthen the long-term development of esports in Mongolia.

A. Athlete and National Team Development

Objective: To strengthen the performance, professionalism, and international competitiveness of Mongolian esports athletes and national teams.

Key priorities:

- Establish structured national team pathways for senior and youth athletes
- Improve athlete preparation for international competitions
- Strengthen coaching, management, and technical support systems
- Expand opportunities for women and youth participation in esports
- Support the development of referees, administrators, and technical officials

B. Domestic Competition and Community Growth

Objective: To expand and professionalize MESA's national competition structure and grassroots participation base.

Key priorities:

- Strengthen the national championship ecosystem across major game titles

- Expand local participation through regular league, qualifier, and community events
- Build a stronger connection with Mongolian esports clubs and teams
- Launch and grow university-level and student-focused competitions
- Encourage broader participation from youth and underrepresented groups

C. Infrastructure and Event Production

Objective: To improve the quality of esports infrastructure, live event delivery, and broadcast production in Mongolia.

Key priorities:

- Continue upgrading the MESA LAN studio and stage environment
- Improve event presentation, audience experience, and broadcast standards
- Invest in production equipment, stage systems, and competition technology
- Expand use of automated in-game systems and tournament operations tools
- Position MESA as a reliable host of professional domestic and international esports events

D. Education, Research, and Capacity Building

Objective: To integrate esports into education and professional development and to create long-term human resource capacity for the sector.

Key priorities:

- Strengthen and expand the one-year esports certificate program
- Develop additional training modules in coaching, tournament operations, production, and esports management
- Create professional development pathways for students and young professionals
- Promote esports as a legitimate field of study and career development
- Build partnerships with universities and educational institutions

E. International Relations and Institutional Recognition

Objective: To strengthen MESA's international position and advance the institutional recognition of esports within Mongolia.

Key priorities:

- Deepen cooperation with IESF, GEF, AESF, publishers, and regional stakeholders
- Expand Mongolia's participation in international events and forums
- Attract more international tournaments and partnerships to Mongolia

- Continue engagement with national sports authorities and public institutions
- Support the long-term recognition of esports within the national sports framework

F. Commercial Sustainability and Media Growth

Objective: To build a more financially sustainable esports ecosystem through partnerships, media, and diversified revenue streams.

Key priorities:

- Secure long-term sponsorship and commercial agreements
- Expand relationships with media, broadcast, and content partners
- Improve MESA's content production and event storytelling
- Develop commercial opportunities through events, media rights, education, and brand collaboration
- Strengthen public awareness and audience growth for Mongolian esports

3. Strategic Goals and Planned Outcomes

Goal 1: Build a stronger national competition system

By 2028, MESA aims to operate a more structured and sustainable domestic competition calendar across multiple game titles, with stronger pathways from grassroots competition to national team representation.

Goal 2: Strengthen international competitiveness

By 2028, MESA aims to increase the quality of Mongolia's international esports participation through improved athlete preparation, stronger competition exposure, and more consistent national team systems.

Goal 3: Establish an integrated youth and education pathway

By 2028, MESA aims to create a more formal pipeline connecting youth esports, university activity, training, and professional development opportunities.

Goal 4: Improve infrastructure and event quality

By 2028, MESA aims to establish a higher professional standard for live events, broadcasts, studio productions, and technical tournament delivery in Mongolia.

Goal 5: Advance institutional recognition

By 2028, MESA aims to strengthen the standing of esports within Mongolia's national sports and public policy environment through continued dialogue, cooperation, and demonstrated results.

Goal 6: Achieve greater financial sustainability

By 2028, MESA aims to diversify its revenue model and strengthen long-term sustainability through sponsorship, partnerships, education initiatives, and media-based opportunities.

4. Key Projects and Milestones

Year 1 – 2026: Consolidation and Structure

Key Projects:

- Strengthen national championship formats across major titles
- Expand youth national team preparation systems
- Continue the esports certificate program with the University of Finance and Economics in Mongolia
- Improve MESA studio, stage, and tournament production systems
- Develop stronger relationships with clubs, sponsors, and institutional stakeholders

Milestones:

- Increase participation in national competitions
- Improve operational quality of tournaments and broadcasts
- Expand formal youth and student esports activities
- Secure new multi-year commercial partnerships

Year 2 – 2027: Expansion and Recognition

Key Projects:

- Launch or expand a structured university esports league
- Host additional regional or international esports events in Mongolia
- Introduce training programs for coaching, refereeing, management, and production
- Develop broader media and content partnerships
- Strengthen institutional engagement for national recognition of esports

Milestones:

- Increase the number of organized competitions and participating clubs

- Improve Mongolia’s visibility in regional and international esports
- Expand the educational and talent development framework
- Achieve stronger stakeholder alignment around esports development

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Year 3 – 2028: Sustainability and Regional Leadership

Key Projects:

- Establish a sustainable esports development model combining competitions, education, partnerships, and media
- Position MESA as a regional platform for esports events and cooperation
- Expand the scale and professionalism of MESA-hosted live productions
- Create longer-term career pathways in esports-related fields
- Strengthen long-term governance and operational capacity

Milestones:

- Recognition of MESA as a leading esports organization in the region
- Greater sustainability in funding and operations
- Stronger international performance and participation by Mongolian athletes and teams
- A more stable and professional national esports ecosystem

5. Resource Allocation Priorities

To implement this strategic plan, MESA will prioritize resources in the following areas:

Infrastructure and Technology

Investment in studio upgrades, stage systems, production technology, competition equipment, and technical operations.

Athlete and Team Development

Support for national teams, youth development, coaching, training, and preparation for international competition.

Education and Human Capacity

Support for certificate programs, training modules, seminars, and professional development opportunities.

Events and Competitions

Funding for tournament operations, national championships, community events, and international hosting opportunities.

Institutional and International Relations

Support for cooperation with international federations, national stakeholders, and strategic partners.

Media and Communications

Investment in storytelling, public communications, broadcast partnerships, and audience engagement.

6. Risk Management and Sustainability

Key Risks

MESA recognizes several risks that may affect the implementation of this strategic plan:

- Limited long-term funding and investment
- Slow institutional recognition of esports within the national sports structure
- Insufficient infrastructure for large-scale esports growth
- Rapid changes in publisher ecosystems, game titles, and market conditions
- Human resource capacity limitations in technical and managerial areas

Mitigation Measures

To address these risks, MESA will:

- Diversify revenue streams through sponsorship, partnerships, education, and events
- Continue constructive engagement with national institutions and stakeholders
- Build capacity through training, partnerships, and operational development
- Maintain flexibility in event formats and strategic programming
- Strengthen governance, transparency, and long-term planning systems

Sustainability Approach

MESA will work toward a sustainable model of esports development that combines:

- Strong institutional governance
- Long-term partnerships

- Education and talent development
- Professional event production
- Balanced commercial and community-focused growth

7. Conclusion

The 2026–2028 Strategic Plan sets out MESA's priorities for the next three years and reflects the Association's commitment to building a stronger, more professional, and more internationally competitive esports ecosystem in Mongolia.

By focusing on athlete development, infrastructure, education, international cooperation, institutional recognition, and financial sustainability, MESA aims to create lasting value for athletes, clubs, partners, students, and the wider community.

MESA remains committed to positioning Mongolia as an emerging leader in Asian esports and to ensuring that esports continues to grow as a credible, inclusive, and forward-looking sector.