

EVIL GENIUSES

MEDIA KIT

2 0 2 4





ABOUT

For 25 years, Evil Geniuses has paved the way of the esports and gaming ecosystem through innovation, data-informed decisions, and our drive for competitive excellence. Originally founded in 1999, we're the most decorated esports organization in North America and one of the top teams on the planet with over 210 Championships to our name.

AT A GLANCE

1999
EST.

\$28MM
IN PRIZE EARNINGS

210+
TITLES WON

MISSION

GAMING
FOR ALL

VALUES

DEVELOPMENT
—
EXCELLENCE
—
COMMUNITY



LEADERSHIP



Chris DeAppolonio CEO

Chris DeAppolonio is the CEO of Evil Geniuses and mastermind behind the team's diabolical scheme to create a community that celebrates both excellence and inclusion to make gaming for all. As EG celebrates its 25th anniversary in 2024, DeAppolonio is putting an emphasis on building trust with the organization's passionate fans by getting back to its roots of competitive excellence, engaging content, and developing champions while standing by its values as a company. Prior to becoming CEO of Evil Geniuses, DeAppolonio held positions as the organization's Chief Innovation Officer and before that, President of the Houston Outlaws.



Jenn Rudolph VP of Revenue Operations

Jenn Rudolph is the Vice President of Revenue Operations at Evil Geniuses and mad scientist behind the company's efforts to drive growth and revenue opportunities for the organization. Prior to joining Evil Geniuses, Rudolph held global senior leadership roles leading marketing and growth operations.



Kayci Evans Head of Marketing

Kayci Evans is the Global Head of Marketing and Brand Partnerships at Evil Geniuses and chief creative concocting the organization's overall marketing and partnerships strategy, including social media, digital content and communications. Prior to joining Evil Geniuses, Evans was a senior member of the New Media and Brand Strategy team for Major League Baseball where she accumulated multiple Webby and Shorty awards along with a finalist spot in Sports Business Journals' Best Social Team category for her efforts across the League's B2C strategy.



Soham Chowdhury Head of Gaming

Soham Chowdhury is the Head of Gaming at Evil Geniuses and top henchman getting his hands dirty as he sifts through the data to develop the organization's esports team and player development strategies. Chowdhury is a celebrated member of the esports industry and former head coach, leading Cloud9 to the first and only CS:GO Major Championship in North American history. Before entering esports, Chowdhury held positions at Google and Tesla where he focused on engineering and data science.



VALORANT ROSTER

Roster Announcement Video

HEAD COACH

POTTER

Christine "potter" Chi is the Head Coach and lead strategist in the Evil Geniuses 2024 lineup. Fresh off of a world championship, potter will look to turn the rebuilt EG lineup into another world class contender this 2024 season.

Her remarkable analytical skills and extensive competitive experience have paved the way for some of the most impressive talent developments in VALORANT history. She began building the Evil Geniuses team from the ground up starting in 2021. Over the next year she would add the core group of c0m, boostio, and Jawgemo - the foundation for the 2023 championship team. Slowly, but surely, the group began producing better and better results, and eventually the Evil Geniuses organization announced its acceptance into the VCT Americas partnership league, thus setting the stage for 2023.

Rounding off the roster with Ethan and BcJ, potter and the team got to work for 2023. After a slow start to the inaugural VCT Americas season, Demon1 was moved to the active roster in place of BcJ and the rest was truly history. Starting from a team struggling to find its identity in the early parts of the season, potter was able to lead the squad to success after success in the final half of the season. The eventual peak of that success was ending 2023 with Evil Geniuses as the current world champions of VALORANT.

ASST. COACH

PHO

Mike "pho" Panza is the Assistant Coach and Team Manager for the 2024 season. He was originally a professional player, finding his start in the earliest stages of Valorant during the rapid eruption of the professional scene in 2020 with Built By Gamers as an emerging In-Game-Leader. He remained with BBG until early 2021. Eventually he landed a spot as the controller player on one of the early iterations of Evil Geniuses alongside, then IGL, potter. Shortly after joining, and with potter moving to the Head Coach role, pho became the new IGL of EG. This iteration of the Evil Geniuses roster would take the first step on their road to great success, qualifying to VCT NA for Stage 1 of 2022.

For the entirety of his career, pho has taken on the leadership duties within his teams, cultivating a strong team culture throughout all of his rosters. The transition to a coaching role came at the behest of Head Coach potter, placing full faith in his ability to help her turn this year's EG team into another World Championship contender.

INITIATOR



DERREK

Derrek "Derrek" Ha is the initiator specialist and emotional leader of the 2024 EG lineup. Derrek ushers unmatched energy to the team while simultaneously being one of the very few elite level Sova players in North America.

Derrek's Valorant career got its start in 2021 on one of the top contending teams in NA: Rise. Here, he went on an impressive late season run, placing well enough in stage 3 to earn a spot in the LCQ. This would nearly secure a Champions appearance, but ultimately Rise fell to Cloud9 and ended 2nd place. In 2022, Derrek would leave Rise for the rebuild of the 100 Thieves roster. Wasting no time, 100 Thieves would quickly ascend to an elite level with Derrek at the helm. They ended their regular season with a victory at the NA LCQ and Derrek had finally secured a spot at Champions.

At Champions 2022, although only one game from qualifying for the bracket stage, Derrek and 100 Thieves fell to the powerhouse Fnatic. In 2023 Derrek continued his time at 100 Thieves, competing in VCT Americas 2023.

DUELIST

JAWGEMO

Alexander "Jawgemo" Mor is the duelist and star of the EG 2024 lineup. Known for his aggressive playmaking and endless creativity, Jawgemo will be looking to lead and elevate the newly formed EG squad to championship form.

His start in professional VALORANT came in 2021 with T1 Academy late in the year. Shortly after his brief time with T1, he was added to Evil Geniuses to round out their lineup for the 2022 season and has spent the past 2 years rising from unknown talent to world champion in that short time.

He is known for having immense versatility in his agent pool, and one of the most creative play styles in all of VALORANT.

CONTROLLER

SUPAMEN

Phat "supamen" Le is the primary controller for the EG 2024 lineup. Supamen is one of North America's longest standing top-level controller players, historically boasting some of the most consistent performances of all North American controller players.

Supamen is both cool and collected in the clutch, making him one of the strongest round closers on EG's 2024 lineup. Throughout 2021 with Rise and 2022 with FaZe Clan, supamen went on impressive runs in both years, nearly securing a spot at VALORANT Champions with top 3 finishes in both years' LCQ.

For 2023, supamen would spend the season in VALORANT Challengers North America still under the FaZe Clan banner.

SENTINEL



APOTH

Vincent "Apoth" Le is the sentinel player and lurker for the 2024 Evil Geniuses roster. Apoth is a calculated, patient player who specializes in calmly picking apart the opponent's defenses and stonewalling their attack strategies as a lockdown site anchor.

His professional debut came in the latter portion of 2021 with Renegades. Not long after he got his start, Evil Geniuses acquired Apoth early on in 2022 where he would go on to qualify for the VCT Stage 2 Challengers league.

Following EG's announcement to participate in the 2023 VCT Americas partnership league, Apoth would move to the reserve team but still remain with EG for the 2023 season. For the 2023 season, Apoth competed as a reserve player while continuing his development under EG coaches Potter and Zeck.

IN-GAME LEADER

NATURE

Nicholas "NaturE" Garrison is the flex initiator and in-game leader for Evil Geniuses in 2024. NaturE brings 3 seasons of veteran leadership experience as well as explosive potential rivaling the best in the VCT Americas league.

This season, along with returning veterans Potter and Jawgemo, NaturE will put his experience to the test in hopes of pushing this squad to repeat the feats of the 2023 season. NaturE's professional career began in January of 2021 with Immortals, who hoped he was the missing piece necessary for qualifying to the first VCT NA event of the year. He would spend 2021 with the Immortals roster until he was transferred to GenG in the latter half of the year.

A year later GenG chose to depart NA in favor of competing in VCT APAC partnership league, thus leaving NaturE to find a new squad for 2023. He would eventually land a spot on the Team Solomid roster and spent the 2023 season in VALORANT Challengers North America.



THE GENIUS LEAGUE

The Genius League is a first-of-its-kind program that provides valuable career development and learning across business, esports, STEM, marketing and culture. The broad range of roles and topics make Genius League an internship for everyone.

The Genius League hosts two annual sessions for students to participate in career development and exploration at Evil Geniuses. In each cohort, Genius League team members have the opportunity to develop professional skills through real-world business scenarios, leadership development, access to mentorship and owning responsibilities for the management and execution of impactful business projects.



[@EG_GENIUSLEAGUE](https://twitter.com/EG_GENIUSLEAGUE)



[@EG_GENIUSLEAGUE](https://www.instagram.com/EG_GENIUSLEAGUE)



[DISCORD](https://discord.gg/EG_GENIUSLEAGUE)



MISSION & VALUES

Development

To extend our pursuit of developmental excellence beyond our athletics, the Genius League was founded to provide education in the corporate and competitive spaces of esports with the intention of shaping the next generation of rockstar employees and team members.

Inclusion

The Genius League reflects the representation we expect to see in our industry and we're proud to operate one of the most diverse internship programs in gaming. Every person of any size, color, identity, religion and level of fandom has a place in the Genius League.

Community

The Genius League thrives off of the community members that make up our incredible ecosystem. We build community through university partnerships, B2B internship opportunities and brand collaborations while also fostering a safe space for every kind of gamer.



[@EG_GENIUSLEAGUE](https://twitter.com/EG_GENIUSLEAGUE)



[@EG_GENIUSLEAGUE](https://www.instagram.com/EG_GENIUSLEAGUE)



[DISCORD](https://discord.gg/EG_GENIUSLEAGUE)

PARTNERS



Hewlett Packard Enterprise

Hewlett Packard Enterprise is the global edge-to-cloud platform-as-a-service company that helps organizations accelerate outcomes by unlocking value from all of their data, everywhere. Built on decades of reimagining the future and innovating to advance the way people live and work, HPE delivers unique, open and intelligent technology solutions, with a consistent experience across all clouds and edges, to help customers develop new business models, engage in new ways, and increase operational performance.



Riot Games was founded in 2006 to develop, publish, and support the most player-focused games in the world. In 2009, Riot released its debut title, League of Legends, to worldwide acclaim. League has gone on to be the most-played PC game in the world and a key driver of the explosive growth of esports. With League in its second decade, Riot is continuing to evolve the game while delivering new experiences to players with Teamfight Tactics, Legends of Runeterra, VALORANT, League of Legends: Wild Rift, Riot Forge, and multiple work-in-progress titles. Riot is also expanding the world of Runeterra through multimedia projects across music, comic books, board games, and Arcane, its Emmy-winning animated series. Founded by Brandon Beck and Marc Merrill, led by CEO Dylan Jadeja, Riot is headquartered in Los Angeles, California, and has 4,500+ Rioters in 20+ offices worldwide.



Global Citizen is the world's leading international advocacy organization on a mission to end extreme poverty NOW. Powered by a worldwide community of everyday activists raising their voices and taking action, the movement is amplified by campaigns and events that convene leaders in music, entertainment, public policy, media, philanthropy and the corporate sector. Over the past 10 years, \$41 billion in commitments announced on Global Citizen platforms has been deployed, impacting more than 1.15 billion lives. Established in Australia in 2008, Global Citizen's team operates from New York, London, Paris, Berlin, Melbourne, Toronto, Johannesburg, Lagos and beyond. Join the movement at globalcitizen.org, download the [Global Citizen app](#), and follow Global Citizen on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#) and [X](#) (formerly Twitter).



The Game Gym is an east-coast based youth esports/gaming organization and is both owner and operator of the Mid-Atlantic Esports Conference. They offer year-round programming for young gamers: this includes engaging esports training programs and camps, a variety of local and online leagues and tournament series, and high-end productions and events.



Akshon Media, a video production company founded in 2016, is dedicated to creating content and telling stories from within the gaming industry. Comprising a team of passionate individuals, Akshon Media is proud to produce some of the highest quality video content in the industry today. The company is based in Vancouver, BC, Canada.



Ember PR are professional communicators and lifelong gamers who live and breathe tech, video games, and geek culture. They have more than 20 years experience in the digital entertainment and technology industries and served as communications leaders at globally recognized public relations firms, working with some of the biggest brands in the world: EA, Intel, Qualcomm, Nintendo, Adobe, Blizzard, Insomniac Games, Tetris, Turner Sports, Razer, Tidal Music, Google, and more.



Founded midway through Valorant's Beta over three years ago, WGA Valorant is a group of passionate and motivated gamers who have helped to create an incredible community of over 1500 students and Valorant players from across the Seattle area. Our mission is to provide players with a space to connect and grow, both casually and competitively.

At WGA Valorant, we host a variety of engaging events to foster our community of players such as weekly 10-mans, Q&A sessions, watch parties, educational workshops, and tournaments!



Multiplier Gaming is working with gaming powerhouse Evil Geniuses to develop new partnerships and positioning in the gaming space.

OUR LEGACY

210+
TITLE CHAMPIONSHIPS

VALORANT

2023 World Champions

LoL

2022 Spring LCS Champions

CS:GO

2019 ESL One NY Champions

Call of Duty

2018 World League Champions

Dota 2

2015 TI5 Champions

Starcraft II

2011 MLG Pro Circuit Orlando

WoW

2010 Intel Extreme Masters IV Champions

Quake Live

2009-10 Capture the Flag Champions

AND MORE...

BRAND GUIDELINES

Listed below are our image and brand assets. Please respect the rules as they apply to all forms of media. Do not alter logo proportions and keep them free of filters and effects.

Download links[Google Drive]:

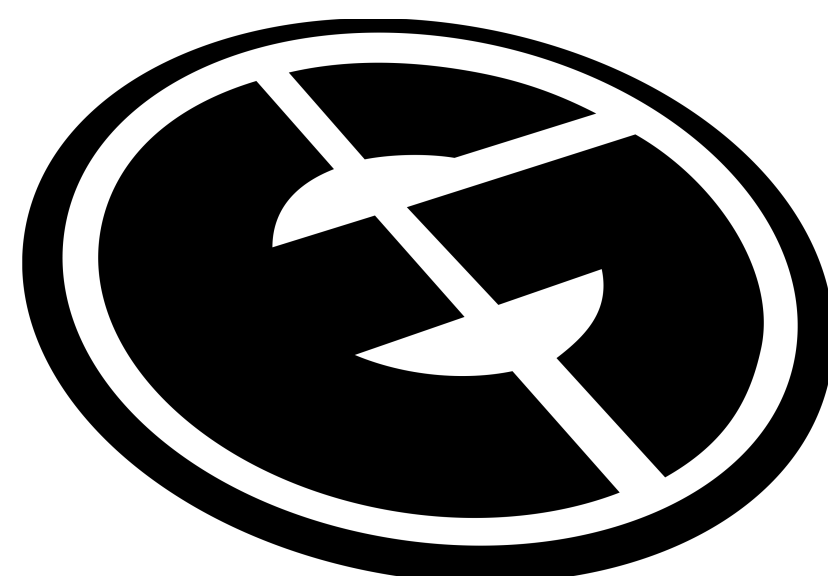
Photos

Assets

EG LOGOS & WORDMARK



PRIMARY LOGO
(LIGHT)



SECONDARY LOGO
(DARK)

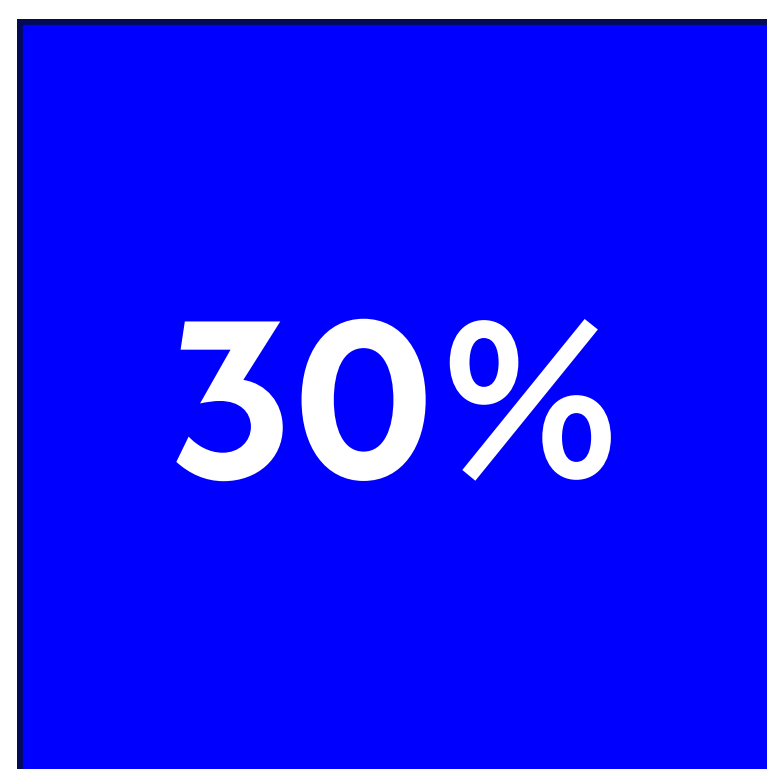
EVIL GENIUSES
EVIL GENIUSES

WORDMARK
(LIGHT & DARK)

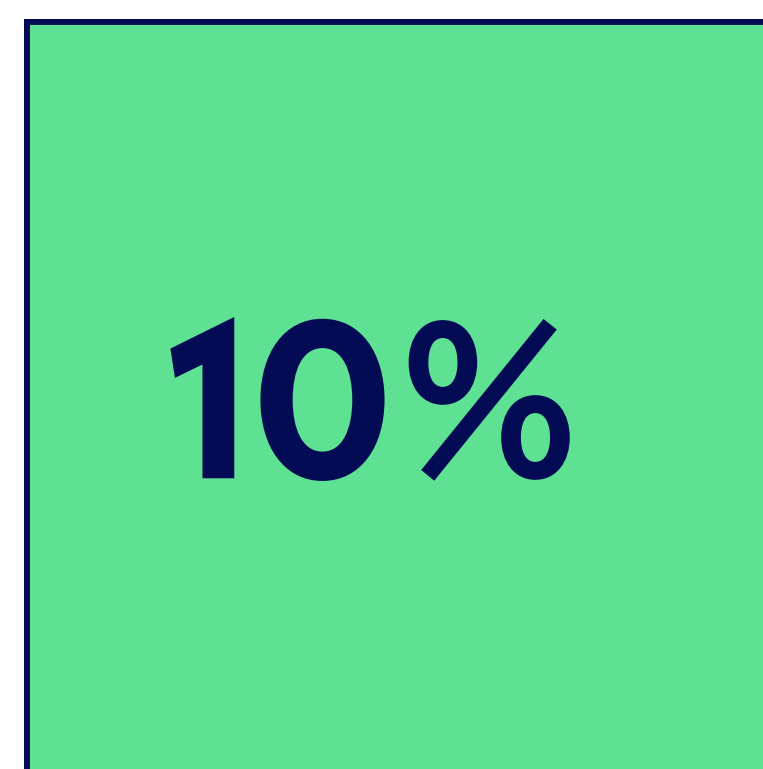
BRAND COLORS



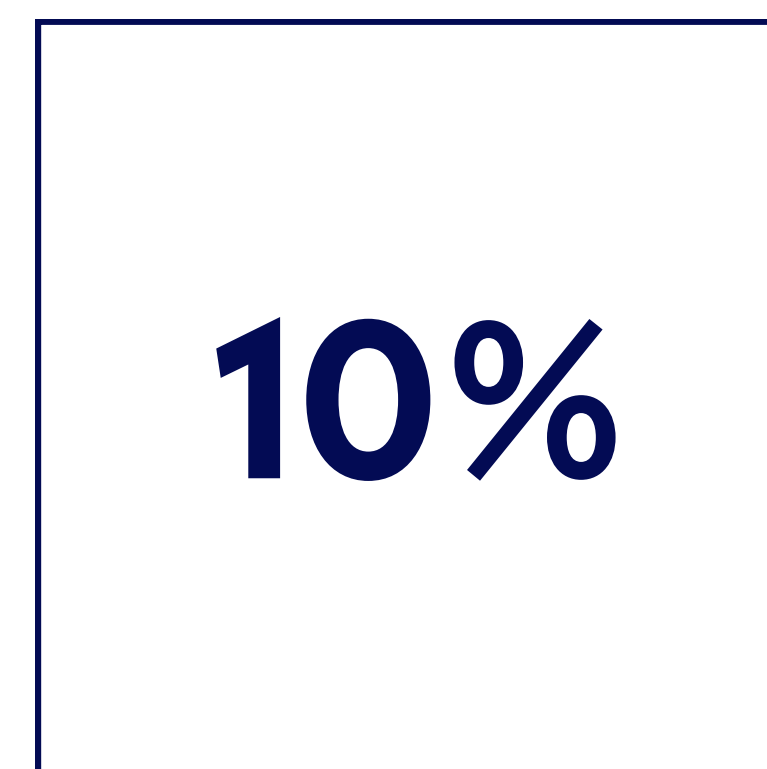
HELIOTROPE
#030B54



BLUE STATION
#0000FF



ABDUCTION GREEN
#5FE194



WHITE
#FFFFFF

PRIDE LOGOS

Evil Geniuses is committed to Living Proud Everyday, not just the month of June.



PRIDE LOGO
(LIGHT)



PRIDE LOGO
(DARK)



VILLAIN ERA WORDMARK

Villain Era is our 2024 VALORANT campaign that celebrates inclusivity while also encouraging gamers to be disruptive under the goal of making gaming a place for all. This wordmark is occasionally used on Villain Era branded graphics.



HORIZONTAL



VERTICAL

TYPOGRAPHY

TITLE

NEUE KABEL EXTRABOLD

SUBTITLE

NEUE KABEL BOLD

BODY

NEUE KABEL BOOK

SECONDARY

LTC KENNERLEY PRO

BRAND SPOT VIDEO

See our brand in action in our Villain Era Brand Campaign video!



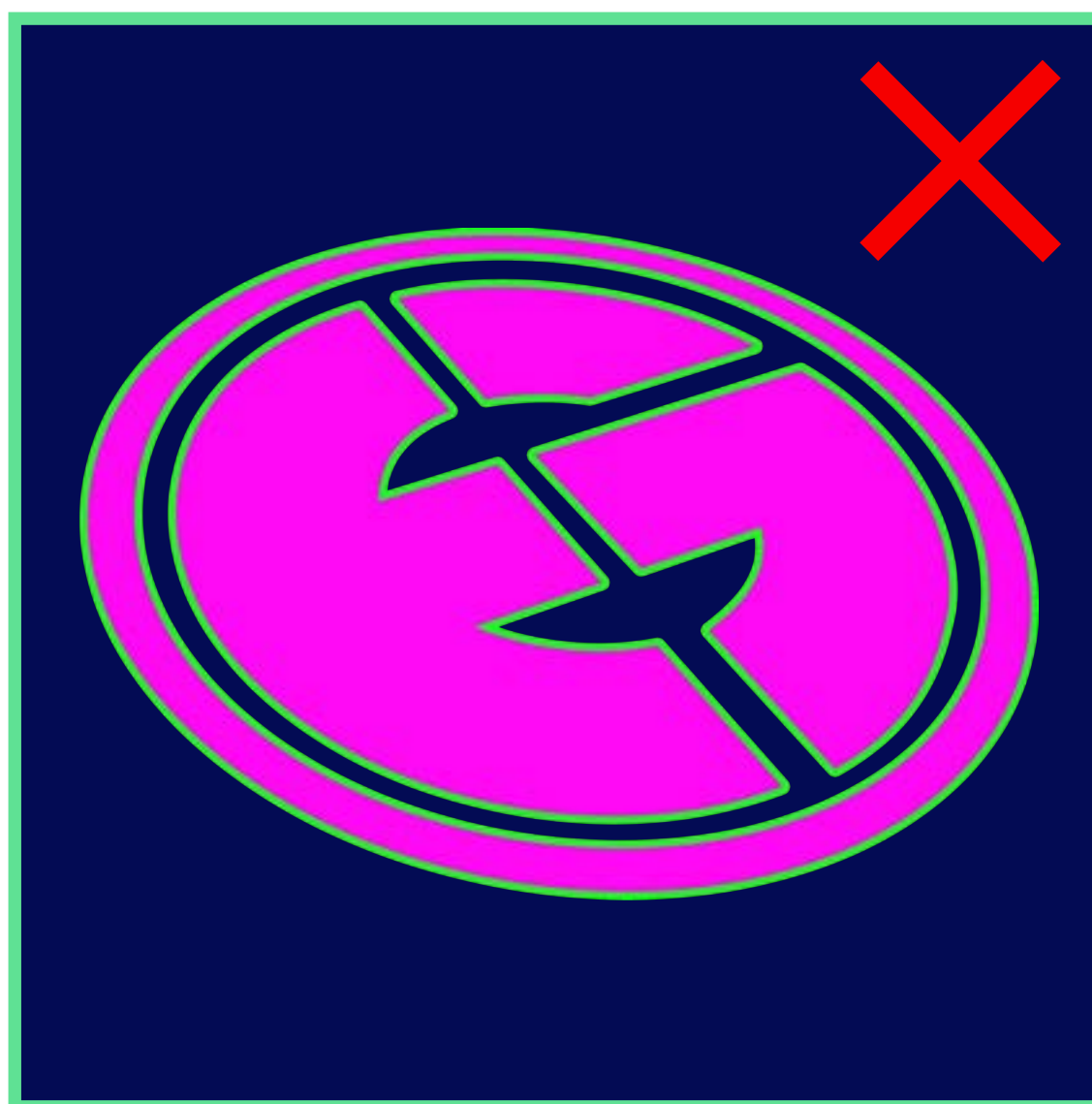
LOGO USAGE RULES

The logo should be used primarily in white or black depending on the background. It should be used in white whenever possible on a dark background, but may be used in black on a light background.

The logo is never to be used in any other colors not specified above. Do not modify the geometry, color, or opacity of the logo.



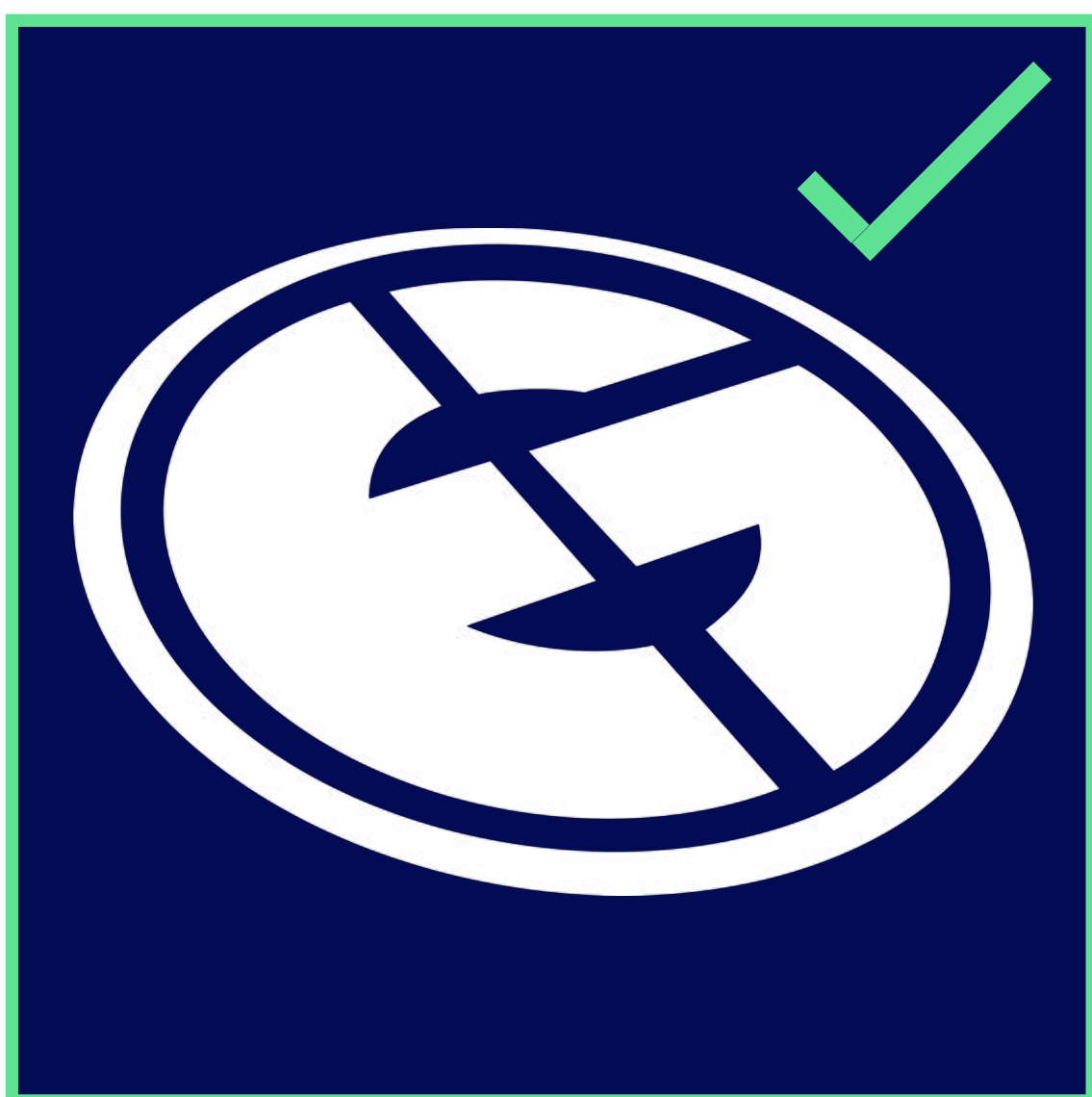
Don't stretch, rotate, or skew



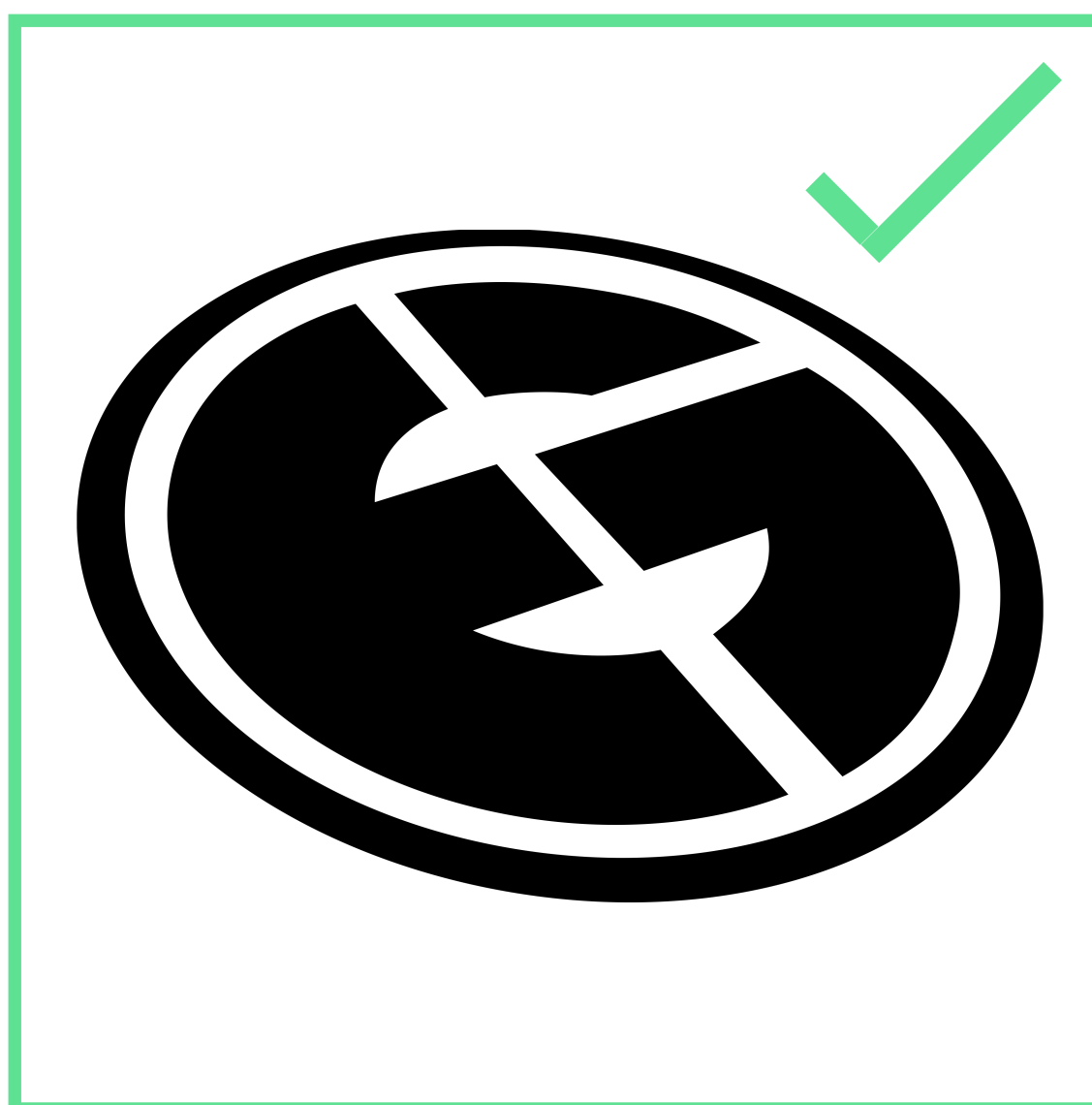
Don't recolor or alter



Don't change opacity



Light logo on dark background

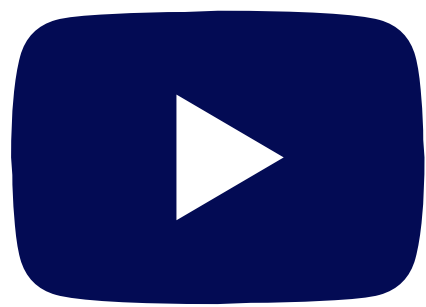


Dark logo on light background

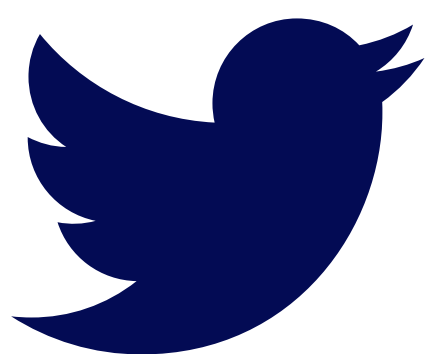


Clearly visible on photo

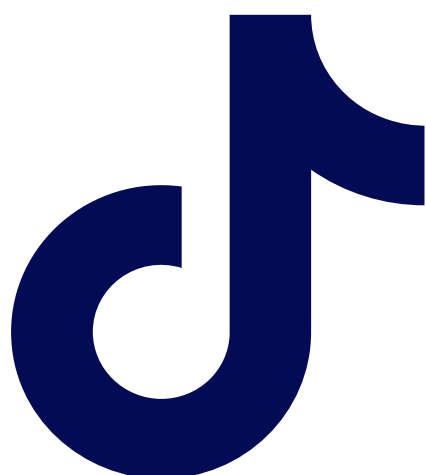
SOCIALS



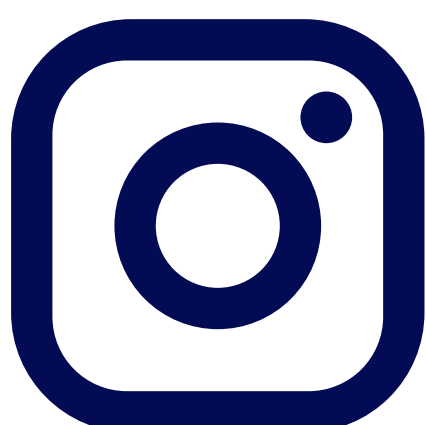
@EVILGENIUSESVALORANT



@EVILGENIUSES



@EVILGENIUSES



@EVILGENIUSES



/EVILGENIUSES



/EVILGENIUSES



/EVILGENIUSES