

PUBLIC ASSOCIATION
"ESPORTS FEDERATION OF KYRGYZSTAN"

STRATEGIC PLAN

2026 – 2028

Bishkek, 2026

1. INTRODUCTION

The Public Association "Esports Federation of Kyrgyzstan" (ESFK) is the sole national governing body for esports in the Kyrgyz Republic. The Federation's history dates back to 2014 with the launch of the Bishkek Stars League, and was officially registered on April 21, 2017, and re-registered on July 17, 2023. ESFK received official state accreditation in 2018.

ESFK is a full member of the International Esports Federation (IESF), the Asian Esports Federation (AESF), the Global Esports Federation (GEF), and the Phygital Games movement. The Federation also cooperates with the Olympic Committee of the Kyrgyz Republic and the State Agency for Youth, Physical Culture and Sports.

This Strategic Plan outlines ESFK's vision, mission, strategic goals, and key initiatives for the three-year period from 2026 to 2028. It serves as the guiding document for the Federation's development and is aligned with the objectives of IESF, AESF, and GEF.

2. VISION

To establish Kyrgyzstan as a recognized and competitive esports nation in Asia and worldwide, with a sustainable ecosystem that nurtures world-class esports athletes and promotes the values of fair play, inclusion, and sportsmanship.

3. MISSION

Nurturing professional world-class champions among esports athletes of Kyrgyzstan through systematic development, competitions, education, and international integration.

4. STRATEGIC GOALS

Goal 1: Competitive Excellence

Develop a sustainable pipeline of talent capable of competing at the highest international level, including IESF World Championships, AESF Asian Championships, the Esports Nations Cup (ENC), and Olympic Esports events.

Goal 2: Governance & Institutional Development

Strengthen ESFK's organizational capacity, transparency, and compliance with international standards set by IESF and AESF.

Goal 3: Grassroots & Regional Development

Expand esports participation across all regions of the Kyrgyz Republic with a focus on youth engagement and regional branch activation.

Goal 4: International Integration

Deepen ESFK's engagement with IESF, AESF, GEF, and other international bodies, actively participate in the Olympic Esports movement, and represent Kyrgyzstan at the Esports Nations Cup (ENC).

Goal 5: Digital Presence & Community Growth

Build a strong online presence and community engagement through digital platforms, media partnerships, and content creation.

5. KEY INITIATIVES BY YEAR

5.1. Year 2026

Initiative	Description	KPI
National Qualifiers for IESF WEC 2026	Organize national qualifiers across all IESF-designated disciplines to select the national team for the IESF World Esports Championships 2026.	Min. 3 disciplines covered
AESF Asian Qualifiers	Field national teams for AESF-sanctioned regional championships and qualifiers.	Participation in 100% of eligible events
Olympic Esports Preparation	Prepare and send delegation to the Olympic Esports Games 2025/2026 cycle (Nagoya, Japan), including athlete selection and coaching.	Delegation sent; at least 2 disciplines
Esports Nations Cup 2026 (Riyadh)	Represent Kyrgyzstan at the Esports Nations Cup 2026 in Riyadh, Saudi Arabia. Field national teams across 8+ game titles (PUBG Mobile, Dota 2, CS2, Mobile Legends, Chess, EA FC, Street Fighter 6, Fatal Fury) with national qualifiers and bootcamps in Bishkek.	8+ game titles fielded; 23+ athletes
National Championship Series	Launch an annual national championship series with standardized rules, referees, and broadcasts.	Min. 4 events per year
Regional Branch Activation	Establish or reactivate regional branches in at least 3 oblasts (Osh, Jalal-Abad, Issyk-Kul).	3 active branches
Website & Social Media Overhaul	Redesign the official website (esf.kg) and establish active presence on Instagram, Telegram, YouTube, and TikTok.	Website live; 5,000+ combined followers
Strategic Plan Publication	Publish and make publicly available the 2026–2028 Strategic Plan on the ESFK website.	Published on esf.kg

5.2. Year 2027

Initiative	Description	KPI
IESF WEC 2027 Campaign	Full national qualifier cycle and team preparation for the IESF World Esports Championships 2027.	Top-32 finish in at least 1 discipline
AESF Championships 2027	Compete in all eligible AESF events with dedicated coaching staff.	Medal contention in 1+ discipline
Youth Development Program	Launch an under-18 esports development program in partnership with schools and youth organizations.	200+ youth participants
Coach & Referee Certification	Develop and deliver a national certification program for esports coaches and referees.	20+ certified individuals

Regional Expansion	Expand regional branch network to cover all 7 oblasts plus Bishkek and Osh cities.	7 active branches
Sponsorship Framework	Develop a sponsorship and partnership framework to attract private-sector funding.	Min. 2 active sponsors
Community Growth	Grow digital community through regular content, tournament coverage, and athlete profiles.	15,000+ combined followers

5.3. Year 2028

Initiative	Description	KPI
IESF WEC 2028 & Olympic Cycle	Maximize competitive results at IESF WEC 2028 and any Olympic Esports qualifiers.	Top-16 finish in 1+ discipline
Asian Games / AESF Major Events	Compete in AESF major events and pursue qualification for esports at the Asian Games if applicable.	Participation confirmed
National Esports Arena	Initiate planning for a dedicated national esports training and competition facility.	Feasibility study completed
Professional League Pilot	Pilot a semi-professional national esports league with at least 8 teams across 2 disciplines.	League launched
Government Recognition	Work with the State Agency for Youth, Physical Culture and Sports to achieve formal recognition of esports as an official sport discipline.	Official recognition achieved or application submitted
Sustainability & Revenue	Achieve financial sustainability through diversified revenue streams (sponsorships, events, merchandise, grants).	30%+ self-generated revenue
Digital Ecosystem	Consolidate digital platforms with a player registration portal, tournament platform, and media hub.	30,000+ combined followers; portal live

6. PARTNERSHIPS

ESFK cooperates with local and international partners to support its activities. LAN finals of national qualifiers are occasionally hosted at local esports venues in Bishkek. Local tournament operators assist with organizing and broadcasting qualifier events.

The Federation maintains partnerships in the following areas:

- **Technology / Hardware:** Kingston, DeepCool, Anda Seat, ASUS Republic of Gamers, AOC, Gigabyte;
- **Media:** AKIpress, News.kg, 24.kg, Kyrgyz Sport TV;
- **Esports Platforms:** HLTV, Liquipedia, FACEIT.

7. ORGANIZATIONAL STRUCTURE FOR PLAN EXECUTION

Role	Responsible Person	Key Responsibility
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President	Ateev Ruslan Maratovich	Overall strategic leadership, international representation, government relations
First Vice-President	Bolotbekov Tariel Narynbekovich	Operational management, IESF/AESF/GEF liaison
Vice-President	Ateev Timur Maratovich	National teams, competitions, media and public communication
Technical Specialist	Maksatova Ayim	Technical coordination, platform management
Secretary General	Saymasaev Bayaman	Administration, compliance, reporting

8. MONITORING & EVALUATION

Progress against this Strategic Plan will be reviewed by the Board at least twice per year. A formal annual review will be presented at each year-end Board meeting. KPIs will be tracked and reported in the Annual Activity Report.

Adjustments to the plan may be made by the Board based on changing circumstances, opportunities, and directives from IESF or AESF.

9. BUDGET OVERVIEW

ESFK operates as a volunteer-driven non-profit. In 2025, total cash turnover through the Federation's bank accounts was approximately \$9,100 (KGS 22,655 + USD 8,869), consisting primarily of IESF prize money and board member contributions.

9.1. Budget (Federation Bank Accounts)

Category	2026 (target)	2027 (target)	2028 (target)
International competition expenses (travel, accommodation)	\$5,000	\$7,000	\$10,000
National qualifiers & events (referees, prizes, production)	\$3,000	\$5,000	\$7,000
Administration (bank fees, legal, accounting)	\$1,000	\$1,500	\$2,000
Digital & marketing	\$1,000	\$2,000	\$3,000
Total	\$10,000	\$15,500	\$22,000

9.2. Expected External Funding (2026)

Source	Amount	Status
EWCF Development Fund (ENC26)	\$24,600	Requested
IESF prize money / grants	\$5,000–10,000	Based on competition results
Sponsorships	\$5,000–10,000	In negotiation

Funding sources: IESF/AESF/GEF grants and prize money, EWCF development fund, board member contributions, and sponsorships. All governance and operational work is performed on a volunteer basis by board members.

10. CONCLUSION

This Strategic Plan sets an ambitious but achievable path for the Esports Federation of Kyrgyzstan. By focusing on competitive excellence, institutional strength, grassroots development, international integration, and digital growth, ESFK aims to position Kyrgyzstan as a rising force in the global esports community by 2028.

President

Public Association "Esports Federation of Kyrgyzstan"

Ateev Ruslan Maratovich _____

[Original document bears official seal and signature]