



# JOHNNY BOY STUDIOS, LLC

**Tennessee-Based Interactive Entertainment & Esports Innovation Studio**

**Founder & CEO:** Jack C. O'Neill

**Headquarters:** Nashville, Tennessee

**Industry:** Interactive Gaming, Esports, Digital Media

**Project:** *New Sports™ Franchise & Competitive Gaming Platform*

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## EXECUTIVE SUMMARY

Johnny Boy Studios is a Tennessee-based interactive entertainment company developing **New Sports™**, a next-generation competitive gaming platform and global media franchise.

The project positions Tennessee as a **national leader in esports innovation**, combining:

- Game development (Unreal Engine 5.7)
- Live competitive gaming systems
- Digital broadcast and interactive audience technologies

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## PROJECT OVERVIEW — NEW SPORTS™

A futuristic, non-violent competitive gaming platform where:

- Players compete in **large-scale, dynamic arenas**
- Gameplay emphasizes **movement, strategy, and skill**
- Live audiences interact with matches in real time
- Events are designed for **global streaming and live competition**

**Flagship Mode:**

## **GalacticX GeoCacheTT™**

- High-speed, skill-based competition
  - Teleportation-based arena traversal
  - Designed for esports tournaments and live broadcasts
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## **TENNESSEE ECONOMIC IMPACT**

### **Job Creation (Phase 1–3)**

- Game developers (engineering, design, AI)
- Artists (3D, animation, UI/UX)
- Production & operations staff
- Marketing, media, and event personnel

### **Estimated Growth:**

- Phase 1: 8–12 jobs (development)
  - Phase 2: 20–40 jobs (production scaling)
  - Phase 3: 50+ jobs (live operations & expansion)
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### **Local Industry Integration**

- Collaboration with **Tennessee-based contractors and vendors**
  - Partnerships with **music, media, and entertainment sectors**
  - Potential for **live esports events in Nashville**
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### **Revenue & Tax Contribution**

- Digital product sales and live services
  - Event-based revenue (tournaments, sponsorships)
  - Media and broadcast rights
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## **WHY TENNESSEE**

- Strong **entertainment and media infrastructure (Nashville)**
- Favorable **business climate and incentives**

- Opportunity to position Tennessee as a **hub for esports and interactive media**
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## PROJECT DEVELOPMENT PLAN

### Phase 1 — Prototype (Current)

- Unreal Engine vertical slice demo
- Core gameplay systems
- Cinematic proof of concept

### Phase 2 — Production

- Expanded team hiring in Tennessee
- Full game development
- Partnership development

### Phase 3 — Launch & Live Operations

- Global release
  - Live competitive events
  - Ongoing content and expansion
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## FUNDING & SUPPORT REQUEST

Johnny Boy Studios is seeking:

- State-level **incentives and program alignment**
- Support for **interactive media and esports development**
- Potential inclusion in **Tennessee entertainment initiatives**

Private funding is being pursued concurrently to support development.

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## COMPANY LEADERSHIP

### Jack C. O'Neill — Founder / CEO

- 35+ years engineering and project leadership
- Experience across large-scale technical and infrastructure projects

- Creator of the *New Sports*™ franchise

### **Michael O’Neill — COO**

- Operations and organizational support
  - Focus on long-term company growth and execution
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## **VISION FOR TENNESSEE**


To establish Tennessee as a **leader in next-generation competitive gaming**, creating:

- High-quality jobs
  - New entertainment infrastructure
  - A globally recognized esports and media brand
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## **CONTACT**

Johnny Boy Studios, LLC  
Nashville, Tennessee

 [johnnyboystudios.gg](http://johnnyboystudios.gg)

 Direct Contact: Jack C. O’Neill

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## **CLOSING STATEMENT**

**Johnny Boy Studios represents a new frontier in entertainment—where gaming, sports, and media converge—built from Tennessee for a global audience.**

