WEB3 INTERNET CAFE

STREAMER ACADEMY HANDBOOK

Creator Development Program

"Building Professional Streamers. Creating Lasting Communities."

15 SECTIONS	**4 WEEKS**	**∞ IMPACT**

CONFIDENTIAL — FOR ENROLLED CREATORS ONLY

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SECTION 01

1

Welcome to Web3 Internet Cafe

VISION

To become the Philippines' leading hub for professional streamer development, community-powered gaming culture, and Web3 creator education — where every player has the opportunity to build a sustainable digital career.

MISSION

Web3 Internet Cafe exists to bridge the gap between gaming and professional digital creation. We provide the infrastructure, education, mentorship, and community that aspiring streamers need to grow from hobbyists into credible, respected creators.

Our Space	**A physical-digital hub in Davao, Philippines**
Our Purpose	**Creator education, streaming, and Web3 onboarding**
Our Network	**Partner cafés across the Philippines**
Our Token	**$W3IC — rewarding real participation**

WHY THIS ACADEMY EXISTS

There are thousands of gamers in the Philippines who stream for hours every day — and most of them will never grow. Not because they lack talent, but because no one ever taught them how to be a professional. This academy was built to change that.

- Most streamers stream without a strategy.
- Most creators burn out within 90 days.
- Most gaming communities collapse without leadership.
- Most brands avoid creators who lack professionalism.

- W3IC Academy teaches the skills that matter beyond the game.
- Every graduate leaves with a personal brand, not just a channel.
- Our creators are trained to lead communities — not just entertain them.

◆ Professionalism is the rarest skill in gaming. We make it standard.

> ***"Gaming attracts viewers. Character keeps them. Community creates success."***
>
> — Aervin Espaldon, Founder — Web3 Internet Cafe

A MESSAGE FROM THE FOUNDER

When I started Web3 Internet Cafe, I didn't just want to run an internet café. I wanted to build something that changes lives. The Streamer Academy is the heart of that vision. Every creator who walks through our doors carries potential. Our job is not to create followers for you — it's to develop the version of you that deserves them. This handbook is your foundation. Study it. Live it. Represent what it stands for.

— Aervin Espaldon, Founder & CEO

SECTION 02

2

The Modern Creator Economy

> ***"Streaming is not a hobby for the serious. It is a profession for the disciplined."***

WHY STREAMING IS A REAL PROFESSION

The global creator economy is now valued at over $100 billion USD. Platforms like YouTube, Facebook, TikTok, and Twitch pay creators directly. Brands allocate marketing budgets to influencers. Sponsorships, merchandise, subscriptions, and donations form full-time incomes for millions worldwide.

REVENUE STREAMS FOR CREATORS		
■ **Ad Revenue**	Platforms pay per 1,000 views or per hour watched	Passive
■ **Sponsorships**	Brands pay for endorsements and reviews	Active
■ **Donations**	Viewers support creators directly during streams	Community
■■ **Subscriptions**	Monthly recurring support from loyal followers	Loyal Fans
■ **Merchandise**	Branded products sold to community	Brand
■ **Tournaments**	Prize pool earnings from competition	Skill
■ **Coaching**	Teaching other players for a fee	Expertise

COMMUNITY vs FOLLOWERS

FOLLOWERS	COMMUNITY
Just a number	A real relationship

Watch once, leave	Return every stream
No investment in you	Want to see you grow
Hard to monetize	Actively support you
Doesn't share your content	Promotes you organically

"Build a community of 1,000 true fans and you'll never need to chase numbers again."

LONG-TERM CAREER MINDSET

- Think in years, not streams. Consistency beats perfection.
- Every stream is a portfolio piece. Treat it like one.
- Your reputation is built one interaction at a time.
- Brands invest in creators they trust, not just ones they see.
- The goal is not viral — it is sustainable.

SECTION 03

3

The Five Pillars

The foundation of every professional creator at W3IC.

◆ 1. CHARACTER	◆ 2. PROFESSIONALISM
◆ 3. COMMUNITY	◆ 4. ENTERTAINMENT
◆ 5. PERSONAL BRAND	

PILLAR 1

CHARACTER

DEFINITION

Character is who you are when no one is watching. It is the sum of your values, your decisions, and your treatment of others — on stream and off.

WHY IT MATTERS

Viewers follow personalities, not just gameplay. A creator with strong character builds trust. Trust builds loyalty. Loyalty builds careers.

DAILY HABITS

- ◆ Treat every viewer with respect regardless of follower count.
- ◆ Never trash-talk opponents, teammates, or rival creators.
- ◆ Acknowledge your mistakes openly instead of deflecting blame.
- ◆ Be the same person on stream and in private.

GROWTH CHECKLIST

- ✓ I responded to every chat message with respect today.
- ✓ I controlled my emotions during a difficult gaming session.
- ✓ I represented my community with integrity.
- ✓ I did not engage in drama or gossip.

EXAMPLE

A creator who wins a match and celebrates without belittling opponents. Someone who loses with grace and uses it as a teaching moment.

COMMON MISTAKES

- ✕ Raging at viewers during a bad game.
- ✕ Talking poorly about other streamers.
- ✕ Making promises to the community and breaking them.
- ✕ Behaving differently when the camera is off.

PILLAR 2

PROFESSIONALISM

DEFINITION

Professionalism is the standard you hold yourself to in every aspect of your streaming career — from how you start your stream to how you handle brand deals.

WHY IT MATTERS

Professionalism separates creators who get opportunities from those who watch others get them. Brands, sponsors, and collaborators choose creators they can trust professionally.

DAILY HABITS

- ◆ Start streams on time, every time.
- ◆ Prepare your content before going live.
- ◆ Respond to DMs and emails within 24 hours.
- ◆ Dress, set up, and present yourself as you want to be perceived.

GROWTH CHECKLIST

- ✓ My stream started on time.
- ✓ My audio and video quality met my personal standard.
- ✓ I had a content plan before going live.
- ✓ I followed up on all professional messages today.

EXAMPLE

A streamer who sets a 6PM schedule and hits it daily. A creator who delivers sponsor content exactly as agreed, on time.

COMMON MISTAKES

- ✕ Going live without a plan.
- ✕ Missing streams without notifying your community.
- ✕ Being disorganized in brand communications.
- ✕ Breaking agreements with sponsors or partners.

PILLAR 3

COMMUNITY

DEFINITION

Community is the living, breathing ecosystem of people who believe in you. It is not an audience — it is a movement you lead.

WHY IT MATTERS

No creator has ever built a career alone. Your community is your greatest asset, your loudest amplifier, and your strongest support system.

DAILY HABITS

- ◆ Welcome every new viewer by name.
- ◆ Create inside jokes and shared moments that belong to your community.
- ◆ Host viewer games, polls, and events regularly.
- ◆ Celebrate milestones together as a team.

GROWTH CHECKLIST

- ✓ I greeted every new viewer during today's stream.
- ✓ I created at least one community moment worth clipping.
- ✓ I responded to Discord or comment activity today.
- ✓ I acknowledged a loyal community member publicly.

EXAMPLE

A creator who ends every stream with a personal shoutout to active members. Weekly Discord events that bring community members together off-stream.

COMMON MISTAKES

- ✕ Ignoring chat to focus only on gameplay.
- ✕ Treating viewers as fans instead of friends.
- ✕ Never responding to comments between streams.
- ✕ Forgetting loyal viewers' names and histories.

PILLAR 4

ENTERTAINMENT

DEFINITION

Entertainment is your ability to make the experience of watching you more compelling than any other option available to your viewer.

WHY IT MATTERS

No one is obligated to watch you. Entertainment is how you earn and keep attention in a world of infinite content.

DAILY HABITS

- ◆ Study what makes you laugh, react, and feel engaged as a viewer.
- ◆ Practice commentary. Talk constantly — silence kills streams.
- ◆ Create moments: challenges, reactions, milestones, storylines.
- ◆ Review your own streams to identify what works.

GROWTH CHECKLIST

- ✓ I provided commentary throughout the stream without long silences.
- ✓ I created at least one memorable moment today.
- ✓ I watched part of a past stream to analyze my entertainment value.
- ✓ I asked my community what content they enjoy most.

EXAMPLE

A creator who narrates their decision-making like a sports commentator. Reacting to viewer-submitted clips with genuine excitement.

COMMON MISTAKES

- ✕ Streaming in silence for extended periods.
- ✕ Playing the game without engaging the audience.
- ✕ Relying solely on game quality to entertain.
- ✕ Never creating unique segments or recurring content.

PILLAR 5

PERSONAL BRAND

DEFINITION

Your personal brand is the promise people make to themselves when they decide to follow you. It is your identity, your niche, your voice, and your reputation — combined.

WHY IT MATTERS

In a world of millions of streamers, brand is what makes you findable, memorable, and endorsable. Without a clear brand, you are invisible.

DAILY HABITS

- ◆ Define your niche: what game, what style, what personality.
- ◆ Use consistent visuals, overlays, and colors across all platforms.
- ◆ Write a two-sentence creator bio that you could say in your sleep.
- ◆ Create short-form content daily to build brand visibility.

GROWTH CHECKLIST

- ✓ I posted at least one piece of brand-consistent content today.
- ✓ My stream visuals matched my brand identity.
- ✓ I can clearly explain my brand in one sentence.
- ✓ I appeared on a platform outside of my primary stream today.

EXAMPLE

A creator known for their calm, educational Valorant coaching streams. A personality whose brand is "the funniest losing record on Facebook."

COMMON MISTAKES

- ✕ Streaming every game genre with no consistent identity.
- ✕ Using different usernames across different platforms.
- ✕ Never posting outside of live streams.
- ✕ Copying another creator's brand instead of finding your own.

SECTION 04

4

Professional Streamer Values

These ten values define what it means to be a W3IC Creator.

> ***"Values are not what you hang on the wall. They are what you do at 2AM when no one is watching."***

RESPECT

Every person in your stream deserves basic human dignity. No exceptions.

INTEGRITY

Do what you say. Say what you mean. Be who you present yourself to be.

HUMILITY

The best creators never stop learning from others — including their viewers.

CONSISTENCY

Show up. Every day. Even when the numbers are low.

LEADERSHIP

Your community follows your energy. Be the standard you want to see.

GROWTH

Measure yourself against who you were yesterday, not against others.

RESPONSIBILITY

Your words and actions have real impact. Own every one of them.

AUTHENTICITY

The audience can tell the difference between real and performed. Be real.

POSITIVITY

A positive creator is a magnet. Energy is contagious — make yours worth catching.

PROFESSIONALISM

How you do anything is how you do everything. Standards exist for a reason.

SECTION 05

5

Camera Presence

How you appear and communicate on stream defines your professional image.

> ***"The camera doesn't lie — but it does amplify. Make sure it amplifies the best version of you."***

EYE CONTACT

Look into the lens — not at the monitor or chat. Eye contact with the camera creates the feeling of personal connection. Practice speaking to the lens as if it's a friend.

CONFIDENT SPEAKING

Speak clearly and at a measured pace. Avoid filler words like "uh," "um," and "like." Pause intentionally for effect rather than trailing off.

BODY LANGUAGE

Sit upright. Keep your shoulders back. Avoid slouching, covering your face, or turning away from the camera. Open body language signals confidence and welcome.

VOICE PROJECTION

Project from your chest, not your throat. Vary your pitch and pace to keep viewers engaged. A monotone stream loses viewers within minutes.

AUDIO QUALITY

Your mic matters more than your camera. Poor audio is the #1 reason viewers leave a stream. Eliminate background noise. Use a pop filter if needed.

LIGHTING

Face your light source — window or ring light. Avoid backlight (dark silhouettes). Soft, even lighting makes you look professional and approachable.

BACKGROUND SETUP

Your background is part of your brand. Keep it intentional: a clean wall, gaming setup, or branded panel. Clutter signals unprofessionalism.

STREAMING ETIQUETTE

Read chat regularly. Acknowledge questions and donations promptly. Never ignore your audience mid-conversation. End streams with a proper sign-off.

ENERGY MANAGEMENT

Regulate your energy to match your content. High energy for highlights and celebrations. Calm for coaching and storytelling. Never neutral — neutral is boring.

NATURAL ENTERTAINMENT

The best streamers aren't performing — they're being. Develop your natural personality until it fills the screen. Authenticity is more watchable than polish.

■ PRO TIP: THE 3-SECOND RULE

Every 3 minutes of silence loses an average viewer. If you have nothing to say about the game, talk to your chat. Ask questions. React to the game environment. Commentary is a muscle — the more you train it, the stronger it gets.

SECTION 06

6

Building Your Community

Communities don't build themselves. They are built one moment at a time.

> ***"Your community is not a following. It is a family you have the privilege of leading."***

◆ WELCOME VIEWERS

Say the viewer's name immediately when they enter chat. "Welcome in [Name]!" feels personal. Viewers who feel welcomed return. It costs nothing and builds loyalty instantly.

◆ REMEMBER NAMES

Keep a mental note of regulars. Referencing a past conversation or inside joke signals that you genuinely care about the people in your community.

◆ ENGAGE CONVERSATIONS

Ask questions. React to stories. Make viewers feel that their presence changes the stream. "What do you think about this?" invites participation.

◆ CREATE INSIDE JOKES

Inside jokes are the glue of community. When something funny or memorable happens, name it. Reference it again. Build mythology around your stream.

◆ HANDLE CRITICISM

Receive genuine feedback with grace. "Thank you for that — I'll work on it." Dismissing criticism publicly alienates both the critic and the audience watching.

◆ HANDLE TROLLS

Do not feed trolls. Mute, time-out, or ban with calm. Reacting emotionally gives trolls what they want and degrades your community culture.

◆ MODERATE CHATS

Set clear chat rules. Train moderators. Enforce standards consistently. A well-moderated chat signals that you take your community seriously.

◆ BUILD DISCORD

Discord extends your community beyond stream hours. Create channels for game clips, fan art, feedback, and general chat. Post there daily.

◆ HOST VIEWER GAMES

Playing with your community is the fastest way to deepen relationships. Monthly viewer lobbies reward loyalty and generate unforgettable content.

◆ CELEBRATE MILESTONES

Celebrate follower counts, sub goals, and personal achievements together. Make your viewers feel like partners in your growth, not spectators of it.

◆ RECURRING WEEKLY CONTENT

Schedule a consistent weekly segment: Viewer Tuesday, Coaching Thursday, Community Game Day Saturday. Recurring content builds ritual and anticipation.

SECTION 07

7

Communication Guide

Speak like a professional. Ask like a leader.

"The words you choose define the relationship you create with your audience."

Instead of:	Say instead:
"Follow my page."	"If you're enjoying the stream, the best way to support us is to hit follow — it means everything to this community."
Instead of:	Say instead:
"Donate."	"If you want to support the stream, donations go directly to improving our setup and rewarding our community. Every bit helps and I appreciate every one of you."
Instead of:	Say instead:
"Like and share."	"If you got value from this stream, sharing it with one friend who loves gaming would mean the world to me."
Instead of:	Say instead:
"Why is chat dead?"	"Let's get some energy in here — what's everyone's favorite game right now?"
Instead of:	Say instead:

"This game is trash."	"This is definitely testing my patience — let's figure it out together."

Instead of:	Say instead:
"Sub or I'll end the stream."	"We're getting close to our sub goal — if you've been thinking about it, now is a great time!"

■ THE GOLDEN RULE OF CREATOR COMMUNICATION

Provide value first. Always ask yourself: "Does this request serve my community or just myself?" When the answer is your community — ask confidently. When the answer is only yourself — rethink the approach.

SECTION 08

8

Code of Conduct

Standards that define the W3IC Creator community.

> ***"Every action you take on stream becomes a permanent part of your brand. Act accordingly."***

WHAT CREATORS SHOULD DO

- ✓ Treat all viewers, moderators, and fellow creators with respect.
- ✓ Stream on schedule and notify your community when unable to.
- ✓ Represent Web3 Internet Cafe with pride and professionalism.
- ✓ Report policy violations or safety concerns to program administration.
- ✓ Maintain clean, appropriate content unless specifically authorized otherwise.
- ✓ Give credit to fellow creators for ideas, collaborations, and inspiration.
- ✓ Disclose sponsorships and paid partnerships transparently.
- ✓ Respond to community concerns with empathy and maturity.

WHAT CREATORS SHOULD NOT DO

- ✕ Engage in harassment, bullying, or targeted personal attacks.
- ✕ Use hate speech, discriminatory language, or slurs of any kind.
- ✕ Cheat, use hacks, or exploit bugs in competitive content without disclosure.
- ✕ Scam, mislead, or deceive your community or business partners.
- ✕ Share private information about viewers, staff, or other creators.
- ✕ Conduct or promote illegal activities on or off stream.
- ✕ Make false claims about partnerships, earnings, or credentials.
- ✕ Stream content that violates platform terms of service.

WHY EVERY ACTION AFFECTS YOUR BRAND

The internet has a long memory. A single poorly worded message, a moment of rage, or a controversial opinion shared without context can define your reputation for years. The creators who build lasting careers understand that every public action is brand data.

■■ BRAND IMPACT REMINDER

Sponsors research creators before signing contracts. Brands review past VODs, clips, and social media history. What you say in a stream in Year 1 can cost you a sponsorship opportunity in Year 3. Protect your brand every single day.

ACCOUNTABILITY PROCESS

First Incident	Private coaching conversation with program director.
Second Incident	Formal written warning and mandatory mentorship session.
Third Incident	Temporary suspension from program schedule.
Severe Violation	Immediate removal from program and possible platform reporting.

SECTION 09

9

Platform Safety

Protecting your career before it costs you everything.

> ***"Your digital footprint is a permanent record. Every post, every clip, every comment — archived forever."***

YOUR DIGITAL FOOTPRINT

Everything you publish online — streams, social posts, comments, replies — is permanently indexed. Even deleted content can be screenshotted, archived, or shared before removal. Think before you post. Ask: "Would I be comfortable if this was on a billboard outside my home?"

◆ CLIPPING CULTURE

Any moment of your stream can be clipped and shared out of context. High moments build your brand. Low moments can end it. Remember: the clip outlives the context.

◆ CANCEL CULTURE

The streaming community is vocal and fast-moving. Creators have lost entire careers due to old posts, poor responses to controversy, or viral negative clips. There is no perfect immunity — but character and integrity are the best defense.

◆ SPONSORSHIP RISKS

Brands actively monitor creator behavior. A brand-safety violation — hate speech, controversy, or misconduct — can result in immediate contract termination and public disassociation. Read every sponsorship agreement carefully.

◆ BRAND SAFETY

Brand safety means your channel is a safe, appropriate place for advertisers to appear. Content that triggers demonetization, age restrictions, or content warnings reduces your monetization potential significantly.

◆ PRIVACY

Never share your home address, phone number, financial information, or personal details on stream. Doxxing — the malicious sharing of private information — is a real risk for public creators. Protect yourself proactively.

REAL-WORLD WARNING EXAMPLES

- ✕ A creator lost a major gaming sponsorship after old posts resurfaced during contract negotiations.
- ✕ A streamer's VOD of a rage-quit incident went viral and was used by the opposing team's fanbase to harass them for months.
- ✕ A creator accidentally showed personal financial details on screen. The stream was live to 200 viewers.
- ✕ A creator made an off-hand joke that was clipped and spread as if it were a serious statement.

■ PLATFORM SAFETY FRAMEWORK

Before posting anything: (1) Would this embarrass me in 5 years? (2) Could this be taken out of context? (3) Does this violate any platform policies? (4) Could this harm someone else? If YES to any — reconsider.

SECTION 10

10

Content Strategy

The creators who plan their content win. The rest just stream.

> ***"Content is not what you produce. It is what your audience experiences."***

EDUCATIONAL

Teaching viewers game mechanics, strategies, builds, or meta. Attracts an engaged, loyal audience that returns to learn.

COMPETITIVE

Ranked matches, tournament streams, high-stakes gameplay. Attracts viewers who respect skill and performance.

FUNNY / ENTERTAINMENT

Comedy moments, fails, reactions. High clip potential. Best for growing viral reach through short-form content.

COMMUNITY

Viewer games, Q&As;, birthday celebrations. Builds the deepest loyalty. Makes viewers feel like co-creators.

TOURNAMENT

Organized competitive events. Builds credibility and attracts brand sponsorship and esports attention.

CHALLENGE

Self-imposed challenges, handicaps, or limitations. Creates high stakes and watchable drama.

COACHING

Teaching viewers directly. One of the most monetizable content formats for skilled creators.

REACTION

Reacting to gaming clips, memes, or community content. Easy to produce, high engagement potential.

SHORT-FORM CONTENT STRATEGY

PLATFORM	FORMAT	STRATEGY
TikTok	15–60 sec vertical video	Hook in first 2 seconds. Funny moments. Skill highlights.
Facebook Reels	Up to 90 sec	Community-facing content. Personal stories. Gaming moments.
YouTube Shorts	Under 60 sec vertical	Tutorial tips. Highlights. Teaser content for long-form videos.

SECTION 11

11

Growth Framework

Sustainable growth is a system, not an accident.

> ***"Consistency is not glamorous. It is the most powerful creative force in existence."***

DAILY HABITS

- Stream or post at minimum once per day.
- Engage with 3–5 community members on Discord or comments.
- Review yesterday's stream: what worked, what didn't.
- Practice 15 minutes of commentary or on-camera presence.
- Post one piece of short-form content.

WEEKLY HABITS

- Review analytics: watch time, retention, new follows.
- Clip and edit 3 highlights from your streams.
- Engage in a collaboration or community event.
- Study one successful creator in your niche.
- Set three specific goals for the following week.

MONTHLY HABITS

- Conduct a full analytics audit across all platforms.
- Update your stream visuals, overlays, or branding.
- Reach out to one potential collaborator or sponsor.
- Create one long-form piece of content (YouTube or blog).
- Celebrate one milestone with your community.

KEY METRICS TO TRACK

METRIC	WHAT IT MEASURES	TARGET

Average View Duration	How long viewers stay per session	> 25% of stream length
Viewer Retention Rate	% who watch past the 30-second mark	> 60%
Returning Viewers	How many come back every week	> 30% weekly
Chat Engagement Rate	Messages per viewer per stream	> 2 messages/viewer
Follower Growth Rate	New follows per week	+5–10% monthly
Clip Shares	Content pieces shared from streams	1+ clip per stream

SECTION 12

12

The 4-Week Streamer Academy

Your transformation timeline.

> ***"Four weeks. Fifteen creators. One standard. Excellence."***

PROGRAM OVERVIEW

Each week features three aspiring streamers. Each creator streams during a dedicated one-hour block from 5:00 PM to 6:00 PM. Weekly structure includes coaching days, community engagement, and a highlight review.

WEEK 1 · FOUNDATION

DAY	TIME	FEATURED CONTENT	TYPE
Monday	5:00–6:00 PM	Featured Streamer: Slot A	Stream Debut
Tuesday	5:00–6:00 PM	Featured Streamer: Slot B	Stream Debut
Wednesday	5:00–6:00 PM	Featured Streamer: Slot C	Stream Debut
Thursday	5:00–6:00 PM	Community Engagement Day	Open Community Stream
Friday	5:00–6:00 PM	Coaching & Performance Review	Mentor Session
Saturday	5:00–6:00 PM	Viewer Games Night	Community Event
Sunday	5:00–6:00 PM	Weekly Highlights & Recap	Review Session

WEEK 2 · DEVELOPMENT

DAY	TIME	FEATURED CONTENT	TYPE
Monday	5:00–6:00 PM	Featured Streamer: Slot D	Growth Stream
Tuesday	5:00–6:00 PM	Featured Streamer: Slot E	Growth Stream
Wednesday	5:00–6:00 PM	Featured Streamer: Slot F	Growth Stream
Thursday	5:00–6:00 PM	Community Engagement Day	Viewer Interaction Focus
Friday	5:00–6:00 PM	Coaching & Performance Review	Content Strategy Session
Saturday	5:00–6:00 PM	Viewer Games Night	Community Event
Sunday	5:00–6:00 PM	Weekly Highlights & Recap	Review Session

WEEK 3 · REFINEMENT

DAY	TIME	FEATURED CONTENT	TYPE
Monday	5:00–6:00 PM	Featured Streamer: Slot G	Brand Focus Stream
Tuesday	5:00–6:00 PM	Featured Streamer: Slot H	Brand Focus Stream
Wednesday	5:00–6:00 PM	Featured Streamer: Slot I	Brand Focus Stream
Thursday	5:00–6:00 PM	Community Engagement Day	Guest Creator Spotlight
Friday	5:00–6:00 PM	Coaching & Performance Review	Brand & Metrics Review
Saturday	5:00–6:00 PM	Viewer Games Night	Special Community Event
Sunday	5:00–6:00 PM	Weekly Highlights & Recap	Review Session

WEEK 4 · GRADUATION

DAY	TIME	FEATURED CONTENT	TYPE
Monday	5:00–6:00 PM	Featured Streamer: Slot J	Final Performance Stream
Tuesday	5:00–6:00 PM	Featured Streamer: Slot K	Final Performance Stream

Wednesday	5:00–6:00 PM	Featured Streamer: Slot L	Final Performance Stream
Thursday	5:00–6:00 PM	Community Showcase Day	All Graduates Stream
Friday	5:00–6:00 PM	Final Coaching Session	Full Program Debrief
Saturday	5:00–6:00 PM	■ GRADUATION STREAM	LIVE CEREMONY
Sunday	5:00–6:00 PM	Community Awards & Celebration	Awards Night

WEEK 4 GRADUATION CEREMONY

GRADUATION STREAM	All program graduates stream live for the community simultaneously.
PERFORMANCE REVIEW	Each creator receives a formal written review of their 4-week journey.
BEST IMPROVEMENT	Awarded to the creator who showed the most growth across the program.
BEST ENTERTAINER	Awarded to the creator who generated the highest community engagement.
COMMUNITY CHOICE	Voted by the W3IC community — the creator they want to see more of.
FUTURE CREATOR PATHWAY	All graduates receive a personalized growth plan and mentorship access.

SECTION 13

13

Creator Evaluation Scorecard

Measuring excellence across every dimension.

SCORING SYSTEM: 1–10 | 1 = Needs Significant Improvement | 10 = Exceptional

CATEGORY	DESCRIPTION	SCORE /10	NOTES
COMMUNICATION	Clear, engaging, audience-aware speaking and chat interaction	—	
ENTERTAINMENT	Viewer engagement, energy, memorable moments, audience retention	—	
CONSISTENCY	Stream schedule adherence, content reliability, follow-through	—	
PROFESSIONALISM	Presentation, setup quality, sponsor compliance, accountability	—	
COMMUNITY	Chat management, viewer recognition, community building activity	—	
TECHNICAL QUALITY	Audio, video, overlay, stream stability, platform optimization	—	
SPORTSMANSHIP	Competitive behavior, win/loss handling, team-oriented attitude	—	
GROWTH	Metric improvement, willingness to learn, adaptability to feedback	—	
ATTENDANCE	Presence for all scheduled streams, punctuality, communication	—	

OVERALL IMPRESSION	General professionalism, brand representation, community impact	___	
TOTAL SCORE	Maximum: 100 points	___ / 100	

SCORE INTERPRETATION

90–100	**ELITE**	Program Completion + Partner Creator Status
75–89	**ADVANCED**	Program Completion + Mentorship Access
60–74	**DEVELOPING**	Program Completion with Improvement Plan
45–59	**EMERGING**	Extended Program Recommended
0–44	**NEEDS WORK**	Full Program Restart Recommended

SECTION 14

14

Graduation Requirements

The minimum standard for W3IC Creator certification.

> ***"Excellence is not a destination. It is a direction. Graduation means you are pointed the right way."***

◆ ATTENDANCE

- ✓ Minimum 90% attendance across all scheduled program blocks.
- ✓ All absences communicated to program director at least 2 hours in advance.
- ✓ No more than 2 unexcused absences for the full program duration.

◆ STREAM CONSISTENCY

- ✓ Minimum 3 streams per week throughout the 4-week program.
- ✓ Each stream must run for a minimum of 45 minutes.
- ✓ Stream must begin within 5 minutes of scheduled start time.

◆ PROFESSIONAL CONDUCT

- ✓ Zero code of conduct violations resulting in formal warnings.
- ✓ Positive feedback from at least one peer creator or mentor.
- ✓ Demonstrated ability to handle community interactions professionally.

◆ COMMUNITY PARTICIPATION

- ✓ Active Discord participation throughout the program.
- ✓ Engagement with fellow creators during community days.
- ✓ Minimum 10 meaningful viewer interactions per stream.

◆ CONTENT IMPROVEMENT

- ✓ Measurable improvement in at least 3 evaluation categories from Week 1 to Week 4.
- ✓ Submission of at least one self-created clip or short-form content piece.
- ✓ Willingness to implement coaching feedback across streams.

◆ TECHNICAL READINESS

- ✓ Consistent audio quality at or above program minimum standard.
- ✓ Stable stream connection with no more than 2 preventable disconnects.
- ✓ Proper stream overlay, profile, and branding in place by Week 2.

■ GRADUATION CONFIRMATION

Creators who meet all six requirement categories will receive: (1) Official W3IC Creator Certificate, (2) Featured placement in the W3IC Creator Network, (3) Priority access to future program seasons, (4) Mentorship pathway access, (5) $W3IC token reward for program completion.

SECTION 15

15

The Creator Pledge

A commitment to excellence, integrity, and community.

I, the undersigned, as an enrolled creator in the Web3 Internet Cafe Streamer Academy, do solemnly pledge the following:

I will approach every stream as a professional — with preparation, punctuality, and purpose. I will not waste the time or trust of my community.

I will uphold the values of respect, integrity, and authenticity in every interaction — on stream, in chat, and in my personal conduct. My behavior reflects not only my own brand, but the reputation of everyone at W3IC.

I will pursue continuous improvement with humility. I will receive feedback as a gift. I will not allow ego to outgrow my skill.

I will build community — not just an audience. I will remember names, celebrate milestones, create moments, and lead by example.

I will represent Web3 Internet Cafe with professionalism and pride. In every stream, post, and partnership — I am a reflection of this institution.

I understand that character is built over thousands of small decisions. I commit to making the right one, even when it is difficult.

This pledge is not a contract. It is a standard I set for myself. And I accept the responsibility of living up to it.

Creator Name

Date

_____
_

_____

Signature

Mentor

_____
_

_____
_

Program Director

W3IC Seal

_____
_

[W3IC]

"The world has enough players. Build something that matters."

— Web3 Internet Cafe — Streamer Academy

WEB3 INTERNET CAFE

STREAMER ACADEMY

"Building Professional Streamers. Creating Lasting Communities."

Davao, Philippines · web3internetcafe.com · $W3IC

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