**Why Fan Controlled Football Embraced Ethereum NFTs for Its Interactive League**

**Overview**

Fan Controlled Football is expanding into NFTs for its upcoming season. It is a physical sports league with aspects of internet engagement.

New clubs in the league are owned by well-known NFT producers and influencers, and fans can purchase NFTs to participate in team governance.

It is expressly stated in the name: Fan Controlled Football, an American sports league, was created to empower spectators by allowing them to collectively make play calls during live games.

The architects and investors of the arena-based league agree that the mix of physical competition and digital governance will be potent and may pave the way for further sports leagues of this type in the future. Check out how Fan Controlled Football incorporated NFT culture to increase fan involvement as it prepares for its next season.

**Setting up the league**

Four teams played in a closed "bubble" environment (caused by COVID-19) in the first season of Fan Controlled Football, which was shown live on Twitch. Through Twitch or a mobile app, viewers from all around the globe could watch the game live and cast votes for the offensive plays for either team, influencing how the actual game was played.

Tens of thousands of spectators called plays for each side during the course of the season, according to Sohrob Farudi, co-founder and CEO of Fan Controlled Football, who spoke with Decrypt. It's a concept that Farudi and his co-founders initially developed in 2015 while operating the Salt Lake Screaming Eagles, a squad in the Indoor Football League, from 2016 to 2017.

The fan-driven platform was intended to be tested by the creators before being licenced to other clubs and leagues. Farudi claimed that the pilot season went well, with fans being able to choose the name of the club, draught players, and more in addition to selecting plays. However, the developers soon found that other team owners weren't particularly eager to hand up authority to fans.

Instead, they created their own league, and last year, on the strength of a $12 million seed investment that included Verizon Ventures and Lightspeed Venture Partners, they officially launched Fan Controlled Football. Owners of the four inaugural clubs were rapper Quavo and former NFL player Marshawn Lynch. Owners noticed how supporters were already taking pride in their favourite teams during that first season, gathering on Discord channels to debate play-calling tactics or altering their Twitter profile images to team mascots. Farudi said that even without NFTs, the league was already developing the combination of digital ownership and identity for which NFTs are famous.

An NFT can operate as an entrance pass into a community as well as a deed of ownership to a special digital asset. The Bored Ape Yacht Club made this concept popular by giving members a sense of ownership and a continual supply of benefits.

**Into the NFT universe**

In conjunction with the disclosure of a $40 million Series A fundraising round led by two titans of the cryptocurrency sector—metaverse investor Animoca Brands and research and investment firm Delphi Digital—Fan Controlled Football made its NFT intentions official.

Fan Controlled Football also revealed four new expansion teams, each of which was motivated by the NFT community: Bored Ape Football Club, Kingpins, 8OKI, and Knights of Degen, in addition to the four clubs from the inaugural season. Fan Controlled Football produced its own NFT collection for each new club in February under the shared Ballerz Collective brand in addition to bringing in well-known NFT influencers and producers and introducing NFT-themed teams in the league. Each club distributed 7,500 Ballerz Collective NFTs, which function as governance tokens and provide holders the sole right to call plays and cast votes on other issues like the team name and logo and the players to pick. Additionally, they may grant fans VIP access to the league's brand-new arena in Atlanta, where they will be able to witness live games for the first time.

Every Ballerz Collective NFT has a distinct fictitious football player, and it will be used in league activities in the future, such the introduction of collector gear NFTs (via a layer-2 scaling solution). The league is developing a play-to-earn mobile game as part of its token programme for its NFTs.

**FCF 2.0**

In a few weeks, Fan Controlled Football will return for its second season with double the teams, a new venue, and live fans. With Terrell Owens allegedly coming out of retirement to participate in the league among other former NFL players like Johnny Manziel, it may even feature the legendary Terrell Owens.

Additionally, it may be seen and called from a distance by hundreds of invested Ballerz Collective NFT owners. But by focusing on NFTs this season, the league risked losing some supporters. Even while the original clubs will continue to allow fans to call plays without owning NFTs, NFT culture and technology will play a significant role in the league as a whole.

And for the creators of Fan Controlled, football is only the beginning. They intend to introduce other sports leagues with the same interactive appeal in the upcoming years. Although they haven't chosen which sport would come next, Farudi noted that they have possibilities like baseball and basketball.

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