



Genius Sports
New York Office
512 w 22nd Street
New York, New York

Genius Sports – World Cup Predictor Proposal

Overview

The 2026 World Cup creates a rare opportunity to capture nationwide attention and convert fan passion into sustained digital engagement. We propose building a fully custom World Cup Predictor platform designed to become Brazil's leading destination for tournament prediction, private leagues, and sponsor activation.

This will not be a template product or a lightweight promotional game. We will build an enterprise-scale engagement ecosystem that supports millions of users, delivers measurable sponsor value, and creates a long-term audience asset.

Strategic Vision

We aim to launch the definitive home for World Cup prediction in Brazil.

The platform will target up to 15 million registrations and establish itself as the primary infrastructure for private leagues across the country. It will drive subscription upgrades through a premium experience, create scalable commercial inventory for sponsors, and generate daily engagement throughout the tournament.

Product Structure

We will structure the platform around two competitive environments.

The Free Leaderboard will welcome all registered users and drive mass participation. It will offer standard prizing and form the foundation for large-scale engagement and data acquisition.

The Premium Leaderboard will offer enhanced rewards and a more exclusive tier of competition. Both tiers will use identical scoring mechanics to preserve fairness. Premium users will access superior prizes and exclusive engagement features, which creates a clear upgrade path without affecting competitive integrity.

The private league engine will serve as a core differentiator. Users will create and join private leagues with friends, colleagues, and communities. Free users will join up to five private leagues. Premium users will create and join up to one hundred. This structure reflects Brazil's strong culture of social prediction and positions the platform as the national hub for friend-based competition.



Genius Sports
New York Office
512 W 22nd Street
New York, New York

Gameplay and Daily Engagement

Users will predict match scores across the group stage and knockout rounds. They will update predictions before kickoff. The platform will also allow tournament-level predictions, including overall winner, Golden Boot winner, and Brazil's progression.

To drive daily engagement, we will introduce a gamified quiz mechanic. Each day, users will answer a trivia question to earn lucky numbers. Correct answers will generate more lucky numbers. Social sharing will increase rewards. Each week, we will convert accumulated lucky numbers into entries for a sponsored prize draw. This mechanic will encourage daily return visits and extend engagement beyond match windows.

Premium users will also access exclusive weekly missions. These missions will not change scoring outcomes. Instead, they will unlock experiential rewards. We can tie missions to live broadcast moments, influencer prompts, or sponsor activations. This approach deepens emotional engagement and increases perceived premium value.

Technology and Integration

Genius Sports will build a fully custom solution using proven tournament-scale architecture. We recommend launching via responsive web, with the option to embed the experience into existing mobile applications through web view.

We will integrate CRM systems, analytics tracking, notification infrastructure, and secure authentication flows. The platform will handle millions of users and peak matchday traffic through stress-tested infrastructure and dedicated hosting environments.

We can connect premium access through single sign-on, existing subscriber databases, or native registration with upgrade functionality. These flows will create a seamless experience for current subscribers.

Support and Operations

Genius Sports will manage the full lifecycle of the platform. Our team will oversee development, deployment, monitoring, and live operations. We will provide Portuguese-language support and structured escalation processes during peak tournament periods.

The client will manage prize fulfillment. We will manage all technical and operational components.

Data Strategy



Genius Sports
New York Office
512 w 22nd Street
New York, New York

We will operate under a co-controller data framework that ensures full client access to user data. The platform will support secure storage, CRM-ready exports, and post-campaign retention strategies.

This initiative will build a long-term audience asset rather than a short-term promotional spike.

Timeline

If we confirm scope quickly and align on design decisions, we can achieve a mid-May go-live. Early approval will allow us to deliver the complete feature set without reducing scope.

Commercials

Item	Fee Type	Cost
World Cup Predictor	Annual License Fee	\$150,000 - \$225,000 USD

Product Mocks (Initial Wireframes Only)

