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Genius Sports - WC Predictor - Transcript

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Christian Abbonizio: okay. So, uh, a prediction game, two different leaderboards. You want one that's basic for, um, kind of general users. It's going to be free to play. There's there will be prizing associated with it, but it's the more generic of the two leaderboards. And then there's a premium leaderboard where people are competing for better prizes, uh, fewer users, and that one is potentially sponsored by a presenting sponsor.

Rodrigo Porto: Yeah,

Christian Abbonizio: Um, you're trying to have

Rodrigo Porto: that's it. Yeah, that's an example.

Christian Abbonizio: around

Rodrigo Porto: If we have like only one sponsor, maybe we can have two or three sponsors and then we would grow into two, three or four different um leaderboards.

Christian Abbonizio: Yeah. Okay. So, yeah. So, just sponsored leagues as a or sponsored leaderboards as a as a concept that you could use for as many sponsors as you want to bring into the

Rodrigo Porto: Yeah,

Christian Abbonizio: game.

Rodrigo Porto: just just um a quick um quick tip here because when I was um talking I forgot to to mention that as well.

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Rodrigo Porto: Um, as I said, we have we have like the objective of having millions and millions of users playing the the game and the the user has to be able to create its own private league. We're calling it private league. It's something that he It's really common here in in Brazil like um it's coming year World Cup and then you gather your friends and everyone puts a little bit of money and then you um calculate all the the predictions of of your your friends until the end someone in the end gets all the money.

So we have one of our objectives is to be the main platform for all these prediction games in Brazil. So, everyone needs to be able to play private leagues. And then there's like going into details already. Um a common user maybe can participate for example in five private leagues but he can't create any private league and the premium user can create I don't know 100 private leagues and can participate in 100 private leagues.

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Rodrigo Porto: So just so you know that's something that's really important for

Christian Abbonizio: Okay. Yeah. No,

Rodrigo Porto: us.

Christian Abbonizio: there's no problem with that whatsoever with that's a very standard part of a lot of our products that we build. So, um definitely accommodate that.

Rodrigo Porto: Okay.

Christian Abbonizio: Um so, you said then 15 million concurrent users estimated um multiple

Rodrigo Porto: Yeah. I don't know if it's concurrent.

Christian Abbonizio: different

Rodrigo Porto: Okay. Um is like total Yeah.

Christian Abbonizio: registrations.

Rodrigo Porto: I don't know if it's concurrent.

Christian Abbonizio: Okay, that's fair enough. So just 15 million red you know 10 many millions of rank users. Yes. Yeah. So that makes sense.

Rodrigo Porto: Yeah.

Christian Abbonizio: Um and then you said you have a prototype already. Um is that something that we can take a look at to give some context to it?

Rodrigo Porto: Yeah. Yeah. I I can show

Christian Abbonizio: Okay. Okay.

Rodrigo Porto: you.

Christian Abbonizio: Before before you jump into that I'll give you the you know the kind of overview of of um genius and how we build these types of products.

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Christian Abbonizio: So um we do not really use white label solutions. All of the the types of products that we build in this space are very custom. So that means that you can have full flexibility on what feature set it has, how it works. Um all of that can all the creative control can be completely from scratch.

Rodrigo Porto: Okay.

Christian Abbonizio: We work with all of the major leagues. I'll I'll kind of here I'll just share my screen really quickly and just give you a five minute overview.

Rodrigo Porto: Sure.

Christian Abbonizio: Um, but this is our um So, um, let's see. Did that work? Cool. Um, so we we work with a lot of the major sports leagues around the world, sports organizations, media companies, brands. Uh, we are absolutely on the premium side of the the spectrum when it comes to building these types of gamification experiences. So, um, we really, uh, work through the entire gambit of types of products here. Everything from your full fantasy games, lighter touch experiences, bracket challenges, predictor games, all the way through full integrated loyalty solutions and all of the stuff that goes around those products.

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Christian Abbonizio: Uh, we work with, you can see a bunch of the major leagues here, the NFL, Major League Baseball, um, the IOC, very notably FIFA. So, we build FIFA's PlayZone, um, which has all of their prediction games and everything that live on FIFA.com. So, they are a very trusted partner of ours. Um, we have, we've just done a whole bunch of stuff for the the Club World Cup this past year. We did all of the games for the previous World Cup. Um, and we've got a whole suite of games that are going to go live again for for this upcoming World Cup for FIFA specifically. And again, all of that stuff is very very bespoke and custom. So I'm not going to go through each of these slides. I'll send this to you afterwards so you can take a closer look. But um you know, all of this stuff is very holistically built from the ground up. So, um, all of those features, like I mentioned, the, uh, different way that we activate it, whether it's a micro site, whether it sits on the partners' site, whether it includes things like signing in with your existing account, all of those types of customizations are all completely in play here.

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Christian Abbonizio: Uh because we take a very, we take that full um, white glove approach to delivering these types of products. It's not a white label solution at all. So um this is a bit of our a summary of how how we take that approach. Um but you can see all the way through through the ideation in the beginning phases we can help with that. It sounds like you guys are a little bit further along with that which is great. Um but we can help refine that and finalize that scope and then design it and build it out uh to your exact specification and then it's a full managed service from there. So, uh, it's not just a here's our white label product, you know, have fun. It's this is a a collaboration between the two of us to build something that's really

Rodrigo Porto: So basically you we can like um create

Christian Abbonizio: best-in-class.

Rodrigo Porto: um uh maybe a briefing for for our our product um and then we can build it together with with you. I I mean um I think you have designers or front ends and I can create all uh all the specifications that we put on on the briefing.

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Rodrigo Porto: Then we validate it and go live. That that's basically it.

Christian Abbonizio: Correct. Yeah.

Rodrigo Porto: Yeah, we don't need to,

Christian Abbonizio: Um,

Rodrigo Porto: my client doesn't need to hire,

Christian Abbonizio: so nope.

Rodrigo Porto: I don't know, designers or

Christian Abbonizio: Nope. We can do the entire end to end experience of building it and helping and running and and making

Rodrigo Porto: something.

Christian Abbonizio: sure that we're covering things like support and all those types of components. So the only thing that we do not do on behalf of the partner is any type of prize fulfillment. So if you want to all those prizes that you want to offer for those leagues, we tell you, hey, here are all the users that won those prizes according to the leaderboards and then prize fulfillment is handled

Rodrigo Porto: Yeah,

Christian Abbonizio: on your end.

Rodrigo Porto: that that's

Christian Abbonizio: Um,

Rodrigo Porto: okay.

Christian Abbonizio: cool. So like I said all of those types of c like tech customizations uh if it's needs to be built into an app uh we even do you know web developments and and app developments uh as completely separate things if we need to uh integrating with all types of different um notification systems CRM systems uh we collect all of that data all the analytics around the product we do all of that on on behalf of the partner and then share that back with with the partner.

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Christian Abbonizio: So, it's a really full end to end experience built into this

Rodrigo Porto: So you can develop um the product um being

Christian Abbonizio: already.

Rodrigo Porto: a web responsive web and mobile um um experience and also um reactive n React Native app development.

Christian Abbonizio: We can do React Native app development. Yes, if we need to.

Rodrigo Porto: Um

Christian Abbonizio: Um, and we can do certainly native web uh as well. We generally advise clients to uh do things like mobile web view in an app as opposed to the native React build. Uh it just to be a little bit easier to execute. It's a little bit lower friction. It's a little bit less fewer requirements on the the partner to provide some of that tech support. Um, so we have a really good that's how we that's how we do it with FIFA and all mostly all of our partners. We do a native app development where clients ask for it specifically,

Rodrigo Porto: Yep.

Christian Abbonizio: but generally we recommend against it. Um, so we can go through all of that in more detail like you know on like a tech deep dive

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Rodrigo Porto: Mhm.

Christian Abbonizio: um to to work through basically what your preferences are there and we can go whichever way you feel strongly about.

Rodrigo Porto: Okay. And you you also um talk about integrations there. Um you you

mentioned CRM and everything, but what about integrations with um for example a third party company, a sponsor that re um will be participating in this project. So we we need to have some information about that that sponsor. For example, a user that is already a paid subscription already has a paid subscription subscription in the sponsor and he can log in into our product already as a premium user for example. So is that something you you do normally or

Christian Abbonizio: Yes, we can use this this sign on solution for whatever the partner is if we want to go that route. It gets um so uh I'll give you an example with just FIFA. I know it's it'll be a little bit different in your use case, but with FIFA, you sign up with your FIFA account u and that is just that's facilitated outside of

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Rodrigo Porto: Yeah.

Christian Abbonizio: the actual games themselves, but then we pass through that user information um with the single sign on solution. So, we can do that with pretty much any single sign on thirdparty provider. Um, it does get a little bit more tricky when you are incorporating multiple of them. If you're logging in with different um profiles from different places, like multiple single sign on solutions,

Rodrigo Porto: Yeah.

Christian Abbonizio: it's not impossible. We can definitely work through it and we just have to make some consistencies between the information that we're getting from each of those sponsors. So, we need to make sure that we're getting email and first and last name and whatever is required to actually facilitate a game profile. Um,

Rodrigo Porto: Okay.

Christian Abbonizio: but it it can be um cool. So, I think that's that's kind of the the very high level view um of of how we approach these types of builds. Um, we have like there's a bunch of case studies in this deck that you can take a look at.

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Christian Abbonizio: Uh you can see a lot of our work that we do with Major League Baseball. Um some of our this this all the stuff with FIFA that we do is in here as well. The FIFA play zone is also currently live. So if you just go to um I can just just flip my my share over to um FIFA and we can take a quick look at that. So, this is the FIFA play

zone. Um, and you can see all the different types of experiences that we build into FIFA's website. So, this is our micro site that sits within FIFA.com. You can see we've got a bracket challenge, we've got predictors,

Rodrigo Porto: Mhm.

Christian Abbonizio: we've got all types of um on like always on games where you can play trivia at any time. Um,

Rodrigo Porto: Mhm.

Christian Abbonizio: you can see different sponsor activations that get layered into this. When you click into certain games, each of these will have their own sponsor. And then as you go through them, you'll see all the various kind of features and functionalities that you mentioned and that you had in your email that are pretty much covered in one shape or another within this product.

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Rodrigo Porto: Oh, okay.

Christian Abbonizio: But again,

Rodrigo Porto: And already um as a spoiler now our product it's a prediction but um there are like missions in the prediction game. So, it's not a usual normal prediction game. It's a prediction game with different little features. And one of those features is like a daily mission that it's like a trivia or a quiz, question and answer. So, is that like possible to have like in one like game you can have like a prediction. That's the most role or the more you know the main reason why the product exists. But also have like little missions that it's a trivia. It's or something else that you can offer for

Christian Abbonizio: Yes, totally.

Rodrigo Porto: us.

Christian Abbonizio: You can have different experiences layered into that same thing and you can earn points from doing the daily trivia or

Rodrigo Porto: Yeah.

Christian Abbonizio: whatever it is that assoc that type of thing.

Rodrigo Porto: Yeah. That's perfect.

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Rodrigo Porto: Okay. And um yeah,

Christian Abbonizio: Um,

Rodrigo Porto: go on go.

Christian Abbonizio: so so I think um like I'm happy to go go through a little bit more

Rodrigo Porto: Sorry.

Christian Abbonizio: of the scope and talk through I want to see the prototype and things like that. Before we do that, I do just want to very very clearly, you know, set this expectation up front because all of this stuff is very custom. It it is expensive. So,

Rodrigo Porto: Yep.

Christian Abbonizio: we are not the cheap provider in the space. We don't have the the cheaper white label solutions. We work with the big enterprise solutions for the biggest sports organizations in the world that put very big budgets behind these types of activations. So you are getting the absolute best-in-class but it does cost you know relative to that. Um so do you have a do you have a budget in mind that you are uh associating with this?

Rodrigo Porto: Yeah.

Christian Abbonizio: Because what we can also do then is say okay here's how we can work into that budget.

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Christian Abbonizio: We can prioritize these features and maybe we leave some of these features out or this is where this gets expensive so we'll leave that out. So if you can give me a sense of even just a range then we can talk through the rest of the scope according to that.

Rodrigo Porto: to totally transparent. I I don't have that number. I don't have it. Um but we we as I said we are studying what's in the market and I understand that what you're offering me here is really um um I don't say it it it fits better the product than lots of other companies that um we have already talked but we I we I didn't we we still didn't even um receive any any proposal or or contract. So, we don't have the the numbers from other companies and we still we still don't know exactly what to to to think about that. Um, but we I can guarantee that we have um sponsors um that are interested in in investing and it's not cheap. It's not cheap what we're we are demanding from them.

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Rodrigo Porto: Um and our we have a business proposal um that is really really um aggressive I'd say. So depending on on on what we're um going to receive from from the companies um about the proposal I mean um we can maybe um understand that for for example if Junior Sport says a number for us and we understand that maybe it's a little bit too much um we can as you said we can maybe um take some some features out and understand how it would um affect the the proposal. But um I'd say we we're we're we're totally in the game with with you as as said, but we're still studying, but the the possibilities, but we also have Sorry, my battery is running low. But we also have uh a date where we have to decide everything. I mean everything we have we need to have a contract firmed with one of the possible possible ways of developing. So that's till the end of this month and so we are in a hurry and we we need to to to understand what's the the best solution and that that also talks with what's the price right and and the the time that you would need to develop everything until for example half of May that that's basically our part our time limit to go live with the the product.

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Rodrigo Porto: Okay. So, yeah, we I understand it's it's something that probably it's will be the the most expensive solution for us, but it's it's something that we maybe be able to to go on with.

Christian Abbonizio: That makes perfect sense. I think you have you have that laid out exactly correctly. Like if we can always adjust scope if we need to. Um but it you know we and we're we're perfectly aligned with you. Like we want to get moving on this as soon as possible if we want to try and get it live for for May. So um we will be we can we can do it.

Rodrigo Porto: Yeah.

Christian Abbonizio: We are not quite you know there is still runway but we need to move quickly.

Rodrigo Porto: Yeah, of course. Yeah.

Christian Abbonizio: So cool.

Rodrigo Porto: So our first conversation um ju just about um your experiences with the with prediction games. you have already done prediction games this size with millions and millions of users or the how how robust is the the solution?

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Rodrigo Porto: Is that you had any problems with um technology problems or how how does how does it work normally?

Christian Abbonizio: Yeah. No, no issues with it. So, we have like our FIFA games, for example, are massive. They have millions and millions and millions of people playing them. Um, same with all of our other big league uh relationships. They all get tons and tons of users. Um, so we have full scaling up to whatever the user number requirements are. Um, we can set up if we need to separate hosting stacks for individual games. uh we can uh you know scale up servers in different locations to account for that traffic. Um and we have real no like limitations whatsoever in terms of total user activity.

Rodrigo Porto: Okay,

Christian Abbonizio: Okay.

Rodrigo Porto: for example, if we want to do a stress test for 10 million concurrent users like in a 2 minutes peak before a game starts, for example, that's something possible.

Christian Abbonizio: Absolutely.

Rodrigo Porto: Yeah. Okay.

Christian Abbonizio: Mhm.

Rodrigo Porto: And what about um just just before we go to the to the prototype, I just have like some key questions for um for the support for Brazil.

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Rodrigo Porto: How how do you have like a Portuguese speaking support available or how how I don't know if you have office here or something like that?

Christian Abbonizio: Yeah. So we we have um we do have Portuguese speaking support members. So we can uh facilitate that that way. We can we can go two different ways with support. Like we can handle support entirely on our side and we can use that that Portuguese resource to cover that support. If it's something that, you know, the partner feels really strongly that they would want to be involved with support, we can also create a bridge there to to their support team, if that's that's sometimes the way that clients prefer to handle it. Um, but we can absolutely have full Portuguese level support for um, you know, through like our Zenesk platform for for user um,

Rodrigo Porto: Okay,

Christian Abbonizio: issues.

Rodrigo Porto: cool. And if if let's say something um goes wrong for example u I don't

know some some something caused uh the prediction game to go offline like an hour before a game or something like that.

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Rodrigo Porto: um how do we handle like these situations or how do we handle um bug reports? Um do we have does our client has have to actively do something? How how does it normally work?

Christian Abbonizio: um they do not need to. So we will have full you know 24/7 support on the game especially around peak times when games are coming up. Um we have full escalation pathways so that you know we are catching things on our end first uh reporting them back up to uh to the client and then uh managing that full end to end triage of those bugs or whatever it is that's occurring. Um, we have standard SLAs's that are associated with uptime for products like this. Um, we really very rarely have any types of issues with this stuff. Um, just because we are so always on in terms of support. We're always testing it um getting recursive feedback from users. So, uh, it's one of the many services that we provide associated with this and it's one of our strengths.

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Rodrigo Porto: Oh, cool. I I think just for one last um um important questions about data um all the data that um that's gathered for during the the World Cup um who's the owner of those of the data? Is it my client? Is it Genius? How how does that work?

Christian Abbonizio: Yeah. So, uh we generally do co-controller status of that data with the client and genius. So, uh the client would have full you know unobstructed access to that user data. We can set up different um file transfer protocols to share that into the client's databases, CRM systems, you know, email marketing systems, whatever it is. um and the you know the client will have full access and ownership of that data. Genius will operate as a co-owner. So we will process the data on it will live in our databases and we will also co-own the data. So we will both share all of the the privileges of of of the data um and no one will have any restrictions on um access to it.

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Rodrigo Porto: Okay, great. Um and that um that data can be let's say for example we we have a we sign a contract until the I don't know till the end of the world cup or like a month after the end of the world cup we can um ensure that this d that the data can be um um safely stored in our in our client's

Christian Abbonizio: Absolutely.

Rodrigo Porto: database.

Christian Abbonizio: Yep. In whatever way that they,

Rodrigo Porto: Okay.

Christian Abbonizio: you know, prefer it to be transferred

Rodrigo Porto: Okay. Okay.

Christian Abbonizio: over.

Rodrigo Porto: Yeah. Okay. I think that's for now it's fine for my questions. Do you have anything further um before we go to

Christian Abbonizio: No. Yeah, let's just take a look at the prototype and and um start talking some of the other scope. I think that all sounds good. I mean, you you've you've come to the right place for this. This is exactly our

Rodrigo Porto: Okay, cool.

Christian Abbonizio: wheelhouse.

Rodrigo Porto: Uh here just let me open this other Oh, there's one thing.

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Rodrigo Porto: It's in Portuguese. So maybe it will be a little bit harder for you to understand.

Christian Abbonizio: I I I can I can piece it

Rodrigo Porto: I'll I'll guide you through it.

Christian Abbonizio: together.

Rodrigo Porto: But um okay, so this is just the the landing page where we talk about the prizes and and it's a free free uh free game to play. You can build your private leagues. You have prizes every day. Uh you create create your your own private league. how how does it work and showing how the the prices in the premium um leaderboard is more attractive and everything else that it has besides uh all of this here in the the common lead and basically that's it.

Christian Abbonizio: Okay.

Rodrigo Porto: So yeah.

Christian Abbonizio: Can I just ask one question about the uh the premium league?

Rodrigo Porto: Yeah.

Christian Abbonizio: So, are these users that have already um that they're already they have some subscription already

Rodrigo Porto: Yeah.

Christian Abbonizio: on from the client side that they're using to come through this or we're or is there can can I sign up as a basic user and then upgrade to premium within this platform?

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Rodrigo Porto: Yeah. the both of them. You can sign up and upgrade and then you can you you will be transferred to the premium league or the premium leaderboard or you can already sign in directly as a subscription um user and log in directly as a a premium

Christian Abbonizio: Great.

Rodrigo Porto: user.

Christian Abbonizio: But it's the subscription for whatever the uh it's an existing subscription for whatever the client services, right?

Rodrigo Porto: Yeah. Yeah, that's it.

Christian Abbonizio: Okay.

Rodrigo Porto: you have to have an active subscription, right?

Christian Abbonizio: Okay.

Rodrigo Porto: So, um creating um a login. So, I I didn't put here the the single sign in uh option yet. So, you can also you have you you can create your account with a sing single sign in, right, through Google or through um an ID from a sponsor, for example. But I'm here I I'm doing the the flow where I can create my my own email not create my own email but um create my account with email and and go on with the journey.

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Rodrigo Porto: Okay. So I'm just creating a test user here. Create the account. So I'll create my nickname test um genius pick my my team and so here we have um types of participation. So we basically I I created this this prototype um with a directing it with with a direction into um um creating inside the sponsor. Okay. So maybe the sponsor u

will um um identify if the user is already a premium user or not from its own um system. Okay. bird. So there are some um how do I say some some differences of what we we just talked okay but basically you can ignore the these two options here that it's not not relevant right now. Basically, if we if you create an an account and you choose this basically that you are a premium account, you don't actually have to do that because once you log in, you will be identified automatically, right? So, it's basically just if you are a premium account, you will be checked automatically with this.

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Rodrigo Porto: If you're not, you will just log in as a a common uh B common account and you will just join the common league. Is it um clear?

Christian Abbonizio: makes it. That's really fun.

Rodrigo Porto: Yeah. Yeah.

Christian Abbonizio: Yeah.

Rodrigo Porto: Okay. So, I'll just create um as a premium um user here. Okay. It's basically the same experience. It just changes the the onboarding process a little bit and and experience inside the rankings. Okay. So created my my account here. It just shows me every what what are all my my benefits on being a premium user or the experiences you have and that you're act you're good to go. So, um here's the the first um feature different feature that we're adding into the to the prediction game. So, that's this is a trivia as not a trivia, but it's like a a daily a daily quiz. Okay. So, you you have an uh u a question that you have to answer. If you get it right, you will receive two lucky numbers.

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Rodrigo Porto: If you get it wrong, you'll receive only one lucky number. And if you share that in your social media, you'll double the the lucky numbers you you got in the answers. Okay. So, basically, you just have to answer this. It's it's asking in which year was the first World Cup here. Just put 9030. The the UX is not great yet. Okay. Not the nor the experience.

Christian Abbonizio: prototype. That's okay.

Rodrigo Porto: Yeah. Yeah.

Christian Abbonizio: Yeah.

Rodrigo Porto: So it it it's giving me two two looking numbers here that are here already computated that you can click here and share with your social and you can have all the history of your lucky numbers here shared that are um they are saved weekly. Okay. So there's they they're being forgot the the name in English are stored they're being stored here um weekly and ju just for just for the for the to keep the the history. Okay. Um and the experience here to to for the prediction is simple as this.

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Rodrigo Porto: You just click on on a group, you see all the the matches, you put on the the score and you check that and also click here or plus or minus or whatever. So, it's just um this is just how we thought about okay, we don't have to actually build something like exactly like this, but it's just how it's the the concept of everything.

Christian Abbonizio: Mhm.

Rodrigo Porto: So um every group has its um its games.

Christian Abbonizio: Yeah.

Rodrigo Porto: Just finish here so you can see difference. So you have already um put all the predictions here. Of course you can edit it. Just click here again and then you can edit it and come back. Um, so I have already put the my six guesses here and I have 8% of my my guesses that are that I can have right now. Um, done. I have 66 more to go. I have already six points because in the rule I I don't think we have to go through the rules yet, but there's a rule that you you receive a point for each um guess that is already um available.

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Rodrigo Porto: Um there's another here's another uh uh uh uh call to action for for another pro we're doing another project here and this call to action is uh where we mix this project of the the prediction game with our other project that's basically an e-commerce project. Okay, that we're selling shirts from our our client. So, everyone who is a premium account has 20% off in his first um acquisition of of the shirt. So, this is uh the home. Okay, we we don't want to put a lot of things here. It's just the the basic things. And in the second um window here, we it's basically the same experience from from the home. Okay, nothing different. just a minor layout change but you can also put your special um predictions here the which will be the who will be the winners who will

be the the golden boot right and and until when which phase is Brazil going to to fall I'm not really um excited about Brazil so I'll put here in the eight bests.

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Christian Abbonizio: All right.

Rodrigo Porto: So here's the ranking. Uh what we're calling ranking is the leaderboard. Okay. So this is the first public leaderboard. Um where you have like nearly 4 million participants just the first day of the prediction game. Okay. And then you but you're not you're just um you're not participating in this one. You just can you have access to it. You you just um can visualize it. You can um search for for the participants and everything. But this is your league where you have these this participants your position in the league here. And um so so this is the one that you're fighting for the the prize. And this one you can ignore if we're going with genius to develop. We're basically going with the the common one and the premiums and that depends on how much sponsors premium sponsors we're going to have. And this is the private league. So you can create your own private league here.

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Rodrigo Porto: test genius. You can create it with a password with approval from the admin. So basically everyone that access your league through your link you have to manually accept it or you can just create with a open link. Everyone just joins it. You can create it and you have other ones that you're participating already. And that's it for for the rankings. Okay. And missions. Okay. This is a little bit trickier. Um first because we don't know exactly the the type of special missions that we want to put here. But these missions here, they are exclusive for the premium users. That's what we know. um it won't um it won't make how do I say there won't be advantage in the game for the premium users in no in no ways the the amount of points of the the premium user and the basic user are exactly the same they will be competing fairly against um each other the the difference is only the price okay but they will have missions here and the the mission rewards will be something in real life experiences and we're still figuring it that out.

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Rodrigo Porto: How that we will what we will offer and how will that uh mission be. Uh I'll give you an example. So just so you understand a little bit of where where we're going here. Um as I said it's an entertainment company here. They do live um broadcasting of the World Cups and there will be uh a lot of of live interactions with the public and maybe that we can have um some something that happened live um be a trigger to to our our product somehow. Let's say yesterday um an influencer from the the company said something that um everyone in social media started laughing. I don't know. And and then that would be that that situation could become the the week the the mission of the week for the premium users to do something or to answer something. But it's really wide as we don't know yet. But it's something that we talked about.

Christian Abbonizio: Okay. Yeah, we can we can make that

Rodrigo Porto: Okay.

Christian Abbonizio: work.

Rodrigo Porto: And these this is just um information about the prizes differences between the basic league and the premium league.

00:39:52

Rodrigo Porto: And you also have um prizes for the group stage and other different experiences. And this is the profile page. Oh, there's a there's a badge, for example. I would just want a badge. And then there are other badges here that you have to you have a mission to to earn it. And you can just upload your photo here. And something that I just I forgot to to show you that this lucky this when you get this lucky number this plus four here that's stored here um you what's the objective here from Monday to Sunday you can participate in this daily quiz and then you keep accumulating lucky numbers in the end at Sunday uh around 10 p.m. I mean, we're going to finish I don't know the exactly the time, but maybe we have to finish the the lucky numbers accumulation from the week at Sunday 5:00 and then and at 10 p.m. we will have the the prizing, right? the the lucky draw of 100 numbers that we will be um giving giving away the the the users uh I don't know 100 eyes voucher of something.

00:41:30

Rodrigo Porto: So that's something that we also need to understand how we can do that as you I think you already said about that right you can inform us um what are those numbers and then we we actually deliver that for the client okay

Christian Abbonizio: Yeah, 100%.

Rodrigo Porto: and that's basically it for the prototype it's not a low fidelity Okay, prototype. But it the important thing here is to show like the expectations and features and everything else. We have um uh a table that um details all these the features and the prices and everything else and I can email that to you as well. No, no problem.

Christian Abbonizio: Okay, great. Um, yeah, look, I didn't see any concerns with anything you just showed. It's a pretty good prototype. Like, there's a lot in there. Um, there are a lot of features, but it's not nothing that we can't do. It's more of a timing thing of just how long it will take. So, you know, that would be where I would be more concerned than, you know, whether we can actually execute any of that.

00:42:49

Christian Abbonizio: All that totally

Rodrigo Porto: Cool. Cool.

Christian Abbonizio: doable.

Rodrigo Porto: Do you um from what you saw um you have to actually develop something from scratch or do you have already lots of most of those features already like done in a

Christian Abbonizio: Oh yeah, almost all of that is stuff that we have done before. So it will be you know we take different um you know code and pieces of inspiration

Rodrigo Porto: Yeah.

Christian Abbonizio: from existing products and use them to create this new one. So the creation of it is still a custom build, but we're leveraging all of our previous technology to do it. So

Rodrigo Porto: Yeah. Yeah. Yeah.

Christian Abbonizio: um

Rodrigo Porto: Just concerned about the timing. That's why I asked.

Christian Abbonizio: yeah, definitely that's definitely the biggest concern,

Rodrigo Porto: Yeah.

Christian Abbonizio: but it's you know, if we were able to get sign off and a

green light to proceed on on this within the next couple weeks, we we can probably make it work.

00:43:53

Rodrigo Porto: Okay,

Christian Abbonizio: Okay. Um,

Rodrigo Porto: cool.

Christian Abbonizio: that's great. What What is the most helpful uh next step? I know you said you would send over the the full scope document. Um, what what else do you you um do you guys still need to are you still doing some of that work to to determine budgets and and stuff like that? Should can we give you something

Rodrigo Porto: Yeah, I from our side we're interested al already and going to a a proposal. Um I don't know if you need something else from our side for that. Um we are we are we have a a meeting with our client um next Friday, not not tomorrow, but Friday the 20th. It would be great if we had the proposal before that. I don't know if it's possible. Um, but I'm totally um open here to to help you with any information you might need in the meantime. It would be great if we had next week something um from your side.

00:45:09

Rodrigo Porto: Um or if it's not possible, we can we can show what we have um for a client and say that we have something on on like ready ready to to be delivered and also show

Christian Abbonizio: We we we can definitely have a

Rodrigo Porto: it.

Christian Abbonizio: proposal like I guess some some slides put together next week for you to use in that meeting. Um what is what is the we'll create some mocks product mockups and things like that too. What is the brand? Do you want it to be branded to the client? Do you still want to keep that under

Rodrigo Porto: Well, I think um No,

Christian Abbonizio: wraps?

Rodrigo Porto: you can brand it to the client. Yeah. Uh I can What? What do you need? Just need like a name.

Christian Abbonizio: Uh yeah, I mean if the branding uh guides are pretty self-evident from their website or whatever it is that we can probably just work off of that. If you have brand guidelines already from them and you can just send them over, that's great.

00:46:12

Christian Abbonizio: But you know,

Rodrigo Porto: Yeah,

Christian Abbonizio: we can

Rodrigo Porto: I I'll ask internally if I have brand brand guides um for products because I they they have already done something like that um for the last World Cup and like a digital product but um it went on another way that they didn't um own the product. So, it was done with a sponsor that was the the owner of the product in the end. So, I don't think they have no and they're not they are not it's an entertainment media company. So, they're not um totally into technology or design or digital products. So, maybe they don't have like a a KV or something like that, but I'll I'll look for it. If the if there's not um I'll just send you like the their YouTube channel or um something that I can um relate and and send it over to

Christian Abbonizio: Yeah, that that's fine. I mean,

Rodrigo Porto: you.

Christian Abbonizio: we can work with if you um maybe a good idea is like if you have a a potential sponsor in mind, we can help brand it to the sponsor and so

00:47:23

Rodrigo Porto: Yeah, maybe maybe that's good. Yeah, that's a good one.

Christian Abbonizio: whatever you think is is best there. Just let me know how you want us to brand it up and we can go from

Rodrigo Porto: Okay. Okay.

Christian Abbonizio: there.

Rodrigo Porto: I'll I'll send it over to you by email till the end of the day in like two three hours.

Christian Abbonizio: Okay. Great. That sounds good.

Rodrigo Porto: Okay.

Christian Abbonizio: Um Okay. So, we'll we'll look to get you something um you know,

hopefully middle of next week, but definitely before Friday.

Rodrigo Porto: Oh, that would be perfect.

Christian Abbonizio: Okay.

Rodrigo Porto: Okay.

Christian Abbonizio: All right, man. Really good to meet you. Thanks for taking me through that. I You guys have made great progress with this so far. You have a very clear vision for it. So, it makes our lives very easy. Um and we can, like I said, definitely facilitate all of that. Um provided we can just uh you know, get moving.

Transcription ended after 00:48:20

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