📝 Notes

Genius Sports - Follow Up

Invited Rodrigo Porto   Christian Abbonizio   Patricia Souza
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Attachments 📅 Genius Sports - Follow Up

Meeting records 📄 Transcript   🎬 Recording

Summary

Rodrigo Porto and Christian Abbonizio discussed the proposal for the Genius solution, confirming client satisfaction and proceeding despite open questions regarding the project's development path (developing their own platform or seeking a sponsor partner). Christian Abbonizio explained the all-encompassing licensing fees, which cover variable costs, and clarified that the price range depends on the project scope, while Rodrigo Porto requested greater transparency on fixed and variable costs beyond infrastructure; marketing campaigns for user acquisition and creative assets were confirmed as additional costs beyond the base price, which includes game reminder emails. They agreed on a web view solution accessible on mobile and desktop, confirmed that native app development is not an option, and established a project timeline targeting a product launch by the end of May, with a contract or letter of intent needed within two weeks to meet Rodrigo Porto's preferred May 11th or 18th launch windows. Key talking points also included Christian Abbonizio's commitment to investigate WhatsApp integration for direct predictions and Genius's approach to user data collection, customer support management, and options for payment gateway integration for potential premium leagues, as well as the need to restructure commercials for a multi-year license if the client wishes to continue product maintenance after the contract, since Genius retains code ownership.

Details

- **Proposal Status and Next Steps**: Rodrigo Porto informed Christian Abbonizio that the client is happy with the Genius solution and they are proceeding with the proposal, despite needing a second meeting to address open questions. The project's path depends on whether they develop their own platform with Genius's help and seek sponsors later, or if they pursue a sponsor partner immediately ([00:00:00](#)). The advantages of continuing with Genius, particularly mitigating development risk with an already validated product, were clearly understood by the client ([00:01:59](#)).

- **Fixed and Variable Costs**: Christian Abbonizio explained that the licensing fees are intended to be all-encompassing, covering variable costs such as hosting and user impacts, and that the price range provided primarily depends on the scope, including total features and technical integrations. Gaining clarity on the technical integrations, especially documentation from Cos TV regarding subscription services, will help narrow the cost range ([00:03:18](#)). Rodrigo Porto sought more transparency regarding the fixed and variable costs, specifically wanting to know what is included beyond just infrastructure, such as messaging costs ([00:05:34](#)).

- **Included and Additional Costs**: Game reminder emails, including score updates and reminders to make picks, are included in the base cost ([00:05:34](#)). However, running marketing campaigns for user acquisition and building associated creative assets would be additional costs ([00:06:43](#)). Christian Abbonizio committed to outlining the potential optional costs for Rodrigo Porto to provide a macro scenario for their team ([00:08:42](#)).

- **Development Approach and Scope**: The pricing is based on the recommended approach of a web view solution accessible on mobile and desktop, and they confirmed that native app development is not a current option ([00:03:18](#)) ([00:07:47](#)). Christian Abbonizio confirmed that the development work largely involves configuration and piecing together existing development work into a new custom build, leveraging existing back-end technology, which aligns with Rodrigo Porto's understanding of importing existing core aspects to develop a new experience ([00:08:42](#)).

- **Project Timeline and Deadlines**: Christian Abbonizio proposed targeting a product launch by the end of May, two weeks before the World Cup kickoff in

June, requiring a significant contract sign-off within the next two weeks ([00:10:56](#)). Rodrigo Porto presented their preferred launch window of May 11th or, at the maximum, May 18th, and they agreed to prioritize features to get the game open for registration and initial predictions, even if the full feature set is not immediately available ([00:12:04](#)). The team needs to secure either a contract or a letter of intent within two weeks to proceed with this timeline ([00:13:54](#)).

- **Third-Party Integrations and Sponsorships**: Rodrigo Porto clarified that the client is interested in integrating sponsors via sponsored leagues, but this would not necessitate changes to the front end or UX. Christian Abbonizio confirmed that the segmentation of users based on sponsored leagues (e.g., separating the data for a "Coca-Cola league") is already within the scope of the project and would not change the overall scope ([00:15:02](#)).

- **Brazilian Market and Financial Concerns**: Genius does not have current clients in Brazil for free-to-play predictor games, but the company has major partnerships with sporting organizations in the country. The concern regarding paying foreign taxes on the contract was addressed, with Christian Abbonizio confirming that they are consulting with their finance team to find a solution that accommodates the diverse tax laws given their global operations ([00:16:23](#)).

- **Scale of Previous Projects and Live Demo**: Genius has delivered products of similar scale for organizations such as FIFA and the IOC, with those activations reaching millions of users. The FIFA case study, which involves fantasy prediction games, pick'ems, and brackets, is included in the previously shared deck ([00:18:57](#)). Christian Abbonizio agreed to provide links to live or testing environments of prediction games so the client can experience the product, clarifying that the final product will be fully customized ([00:20:12](#)).

- **WhatsApp Integration**: Regarding WhatsApp integration, Christian Abbonizio will investigate the possibility of using the platform to facilitate predictions directly, noting that they have not implemented this feature before ([00:22:47](#)). A less complex option, such as sending users a link via WhatsApp to make their predictions, presents almost zero concerns and can certainly be implemented ([00:25:41](#)). Rodrigo Porto emphasized the importance of WhatsApp in Brazil, where nearly all people use it, as it simplifies the user experience ([00:24:14](#)).

- **Product Maintenance Post-Contract**: The client will not be able to maintain the product independently after the contract ends because Genius retains ownership of the underlying code, operating under a license fee model ([00:25:41](#)). The client

will own the product's look, feel, and branding, which they could repurpose ([00:26:59](#)). Christian Abbonizio suggested restructuring the commercials for a multi-year license to include other contests, such as the Women's World Cup and the domestic league, to provide cost efficiencies ([00:28:04](#)).

- **Costs for Product Adaptations and Changes**: Adapting the product for other competitions, such as changing the programming for different match fixtures, would incur additional work and be covered within an expanded multi-sport license ([00:29:18](#)). Any major deviations from the initial statement of work would be costed as a change request or an additional license fee ([00:30:53](#)). If the client decides not to continue development after the World Cup, the platform can remain online for a period for users to view results before being put into a dormant state ([00:32:02](#)).

- **User Data Collection and Analytics**: Genius will collect user data determined by the registration flow (e.g., email, name, phone number) and analytics data on user behavior to provide insights to the client ([00:34:33](#)). Genius can also leverage its broader user data on global sports fans to match and overlap the collected data, allowing the client to build lookalike audiences for targeted marketing campaigns ([00:35:35](#)). The client will have access to comprehensive analytics dashboards to track specific user behaviors and inform ongoing product improvement ([00:36:39](#)).

- **Customer Support Management**: Genius will manage user support as the first point of contact, setting up their ZenDesk and support channels to inbound all user messages ([00:37:48](#)). The support is offered as a fully managed service, with escalations to the client only if specific issues arise, though client involvement for creative control over user interaction remains optional ([00:39:30](#)).

- **Payment Gateway Integration**: The possibility of developing a premium league requiring a payment gateway was discussed for a scenario without sponsorship ([00:40:49](#)). Genius has worked with Stripe and third-party companies like Plucky for facilitating paid leagues, but the legal burden associated with payment collection, especially in a new territory like Brazil, makes it less preferred ([00:42:06](#)). If this route is pursued, the commercial model could be a hybrid of a license fee plus a revenue share, and the payment gateway fees would be a pass-on cost ([00:43:25](#)).

- **Follow-up Commitments**: Christian Abbonizio will follow up by checking on payment fees and associated taxes, providing demo links for the FIFA product and other predictor games, and outlining a statement of work with feature inclusions/exclusions at various price points. They will also prepare a commercial option for a multi-year, multi-sport license and address the WhatsApp integration. Rodrigo Porto agreed to provide an update via email, noting they need to make a final decision on the path forward by the end of the week ([00:45:38](#)).

Suggested next steps

- ☐ Christian Abbonizio will outline potential optional costs for the project and send a table explaining what is and what is not included in the proposal's cost.
- ☐ Christian Abbonizio will check with the finance team regarding the tax implications of the deal, as requested by Rodrigo Porto.
- ☐ Christian Abbonizio will send links to live prediction games or a testing environment for the client to demonstrate the user experience.
- ☐ Christian Abbonizio will look into the feasibility of the WhatsApp integration, specifically for using it for making predictions within WhatsApp.
- ☐ Christian Abbonizio will outline a multi-year license commercial option to accommodate the Women's World Cup and other sports/leagues, and try to sketch out a hybrid license fee plus revenue share option if the client is interested in a premium league payment gateway scenario.
- ☐ Christian Abbonizio will start outlining a statement of work to show which features are included or excluded at various price points.
- ☐ Rodrigo Porto will update Christian Abbonizio via email on the progress and final decision from Kazette regarding the project path.

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00:00:00

Rodrigo Porto: Yeah. Yeah.

Christian Abbonizio: But before we do that, any like initial feedback on what I sent over outside of the questions that you

Rodrigo Porto: Yeah. Um in the overall um last Friday I had uh the meeting with

Christian Abbonizio: had.

Rodrigo Porto: with the client with the with Kaz as we in the end we didn't talk about the name right. So you just figured it out. Yeah. Yeah.

Christian Abbonizio: Oh,

Rodrigo Porto: That's right.

Christian Abbonizio: nice.

Rodrigo Porto: Yeah.

Christian Abbonizio: All right.

Rodrigo Porto: So,

Christian Abbonizio: Good.

Rodrigo Porto: um uh I I showed the proposal and we are um we we have those questions. Of course, we have like just one meeting. So, we put the second one out, second one out. But we are quite we are pretty um happy with the solution um with the possibility to to to go on with with genius and we are we understand that it's like um a really good scenario that we have with you guys that it's it really depends on being totally transparent as as I was in the the first it really depends if we are going to try to develop something with a a partner with a sponsor partner or we're going to to go on with a with an option that we're going to develop our own platform with the help of of Genius and then we'll go looking for partners to help us validate all the our our

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Rodrigo Porto: costs our expenses with with you guys and everything else. Okay. But we

are to totally in the game.

Christian Abbonizio: Yeah.

Rodrigo Porto: We want to I I think it was quite clear all the advantages that we would have um on continuing with with with you guys especially on on the risk of developing something and it's already validated and with years of experience that you're you're already doing it. So basically our job would be to validate the front end the experience and and go on with with that. So I think that's quite clear for us. Um but we have all all those those questions and also um about some understanding about data you know we want to to dig a little bit deeper but I think we should go through to those questions and you can answer

Christian Abbonizio: Yeah. Okay. Yeah, cool. That makes that makes perfect sense. I think that that's great to hear that. That's you know, nothing was um you know, anything too out of line and and we're just have to work through these couple questions and and get to something that uh you know is a little bit more clear.

00:03:18

Christian Abbonizio: So um the first one here, fixed and variable costs. So the way that we structure our license fees are intended to be all-encompassing costs. So generally we're we're we're putting this price together that includes things like variable costs for hosting and all of that kind of stuff for different user impacts. Um so generally we are trying to cover all of that cost with that one single fee. The gap in between that that range that I provided is has to do with primarily with scope. Um so it's total amount of features. It also depends a certain amount on the technical integrations. Once we see some of the documentation from Cos TV and and and how they do that integration with their subscription services. So, um once we can start to scope some of that out, then we can narrow that range a little bit. Uh some of the things that we talked about the first time that we would want to get some decisions on are things like how perhaps that actual um hosting solution works if you know I think this pricing is based on that recommended approach of the web view that can be you know used on mobile and desktop but is a primarily web view not native app development.

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Christian Abbonizio: Um, so if there were things like that we wanted to include ways

that we wanted to integrate into existing apps or things like that like some of those integration costs can can change that overall level of effort quite significantly. So that would be the followup from as if you if you guys are you know kind of in the game for this type of uh you know endeavor and you want to move forward like we would want to start asking some questions about those technical integrations and then we can start to narrow the the scope a little bit more and and some of the features and functionalities that we kind of briefly talked about that you know we talked about whether we maybe tried to pair some of the features down to give us a little bit more flexibility on the on the timeline and that kind of stuff. So there's some of that that that could also impact that range. Um so I can get now that you've got, you know, a preliminary like, hey, we're we're we're in this, we can start to narrow it and refine that scope from here.

00:05:34

Christian Abbonizio: Um does that make
Rodrigo Porto: Yep.
Christian Abbonizio: sense?
Rodrigo Porto: I think that in the end what we wanted here is a little bit more understanding and transparency on what what's the fixed parts and what what's what can be the variable. So you can um see if it's like it's not just infrastructure for example there are some more more things that we were saying right now like integrations or maybe I don't know if there's um message costs there messaging um or like emails and something I I don't know if it's already in that cost or if it's something some extra I think that's like the That's the second question
Christian Abbonizio: Yeah. Yeah. So it would it would include um so it does include like email uh pushes
Rodrigo Porto: for
Christian Abbonizio: to the user base, right? Um so not not like acquisition or retention users but or it can be used as as retention emails. Um but stuff about the game. It's it's it's score updates. It's uh hey don't forget to make your picks this week.

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Christian Abbonizio: Those types of game reminder emails are included in this. Um just just we

Rodrigo Porto: But only emails, right? Hold on.

Christian Abbonizio: can if um I saw the question a little later down the list about the WhatsApp uh integration. We can flip that out. uh we just need to see what that is and then we can say uh you know if we want to maybe swap the emails out for for

Rodrigo Porto: Yeah.

Christian Abbonizio: messaging or maybe just include them both then we can see again how that might affect some of that range. Um so yeah and then outside of that like I mean like I said two ties directly into one but you know any anything outside of that cost is really in terms of if you want to run marketing campaigns to drive user acquisition we can absolutely help with that. If we want to generate creative that we can use to uh advertise the game, like we can build creative banners and uh assets that you can use to drive people into the game, whether it's from YouTube, whether it's from wherever else you're you're broadcasting from socials.

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Christian Abbonizio: So, we can help you run those campaigns and build the assets that are associated with that. Those just would be additional costs on top of this. Now, if that's something that you want to explore, we absolutely can make a pricing model that is like that gives you some cost efficiencies there. So, it will be cheaper to run additional marketing because you're already committing to the bigger build of the product and all that kind of stuff. So, we can make it quite favorable to to take that route. Um, but it's not included in that baseline cost. And then, like I said, anything that's native app work, we again, we can do that. Um, I would be worried about the timeline relative to the benefit

Rodrigo Porto: Yeah. Yeah.

Christian Abbonizio: of

Rodrigo Porto: That's no I think that's not an option for us right now. So let's go just go on the web

Christian Abbonizio: cool. Okay,

Rodrigo Porto: solution.

Christian Abbonizio: that I think that that's our recommended route and that would be great.

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Christian Abbonizio: So,
Rodrigo Porto: Okay.
Christian Abbonizio: um um
Rodrigo Porto: So can you just like in the end email or something like that just send us u I don't know a table um explaining what's inside that pause what's not so just a a macro scenario so we can understand if there what there are other additional costs besides the ones that you you just said right there.
Christian Abbonizio: Sure. Yep. Yeah, they're all optional costs, but I can outline what those potentials could be if you want. Um, okay, I can do that. Um, and then features that would require new development. Are you talking about things like relative to what we would need to like stuff that we haven't built before or things that we would need to like the answer to this question simply is largely configuration. It's piecing together existing pieces of of some of our development work into a completely new bespoke structure. So again, it's it's a full custom build from the ground up, but it is that whole design UX prototyping aspect of it all the way through the front-end build and you know, we're leveraging some of our existing back-end technology.

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Christian Abbonizio: Um, but it's it's it's all a complete new build. Is that is that what you were asking here? This third
Rodrigo Porto: Yeah. Yeah. Yeah. Understanding our our scope and all the features what would require new development. So I am understanding that everything's considered a new development but you like the main aspect of it is already done and you're just importing it and then developing the new experience.
Christian Abbonizio: Yeah, it's it's all stuff that we have done before and would leverage that to to to rebuild and and build this new version of it. But yeah, so it's yes, all things that we have done before for the for the vast majority of the things like there are some things we'll get down to the WhatsApp thing like we've done some types of those integrations. Again, we want to see what exactly it looks like,
Rodrigo Porto: Yeah.
Christian Abbonizio: but um all of this stuff is is well within what we normally do. um timeline and deadline to have everything ready for go live.

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Christian Abbonizio: Um so the first first couple games of the World Cup kickoff on the the second week of June. Um so what we would probably like to do and I can map this out in a a more specific like line item uh type of road map, but I think that we would want to try to target to get the game live two weeks before the games start. give people come in and make their initial picks. So that puts us at end of May to launch the product and back from

Rodrigo Porto: Anything else? Oh my

Christian Abbonizio: that you know we would do development through May and end April um and March with uh a couple weeks of design and then kicking off some of the backend development in March while we work through the final prototyping and design phase of the front end. And then we would basically uh like I said get that looking ready to go by the end of May to launch. Does that sound feasible? Again, that would require like a a pretty significant sign off within the next two

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Rodrigo Porto: Yeah,

Christian Abbonizio: weeks.

Rodrigo Porto: we I can pass you um the timeline that we were working with here. Um and we were aiming to launch at the 4th of May, but we understood that uh for that um date, we would have already to would have would need to like sign a contract like now. So um we we rethink our strategy and we understand that 11 or at the max max maximum 18th of May would be the the date for us. So we would like to understand with uh with your side like what's possible until then to have like validated and ready to to go live and maybe what are the features and fixtures that can be done after that we went live then there are maybe things that we can um prioritize for that go live at this date and then some other things like Second version like some little sprints till to till the end of the

Christian Abbonizio: We can definitely, we do this all the time.

Rodrigo Porto: the

Christian Abbonizio: We can definitely prioritize different feature sets to get the game open and allow people to make to register and and start um even if the full feature set is not available yet.

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Christian Abbonizio: Um, great. Okay. So, I think we're we're pretty aligned there. Provided that we can, you know, get get some um ink on the paper in the next, you know, two two weeks, I would say, is pretty pretty be much required. um need uh we can do um I don't know how your um we can at least get some type of like letter of intent um or something like that.
Rodrigo Porto: Yeah.
Christian Abbonizio: I don't know how quickly you work through some of that contracting.
Rodrigo Porto: Yeah. I think I think that uh they are quite used to um starting a project
Christian Abbonizio: Um,
Rodrigo Porto: here with like a letter of intent and then go on and then we can understand the the little bits.
Christian Abbonizio: Okay, great. Um, great. Okay. Um, so number five, the proposal mentions third party integrations. How does the scope change if we work with multiple partners? are in this case, I just want to clarify, are you you referring to the the the companies or organizations that would sponsor the product so that we would put their branding

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Rodrigo Porto: Yeah.
Christian Abbonizio: in there and say this is presented by Coca-Cola or whatever it is?
Rodrigo Porto: Yeah.
Christian Abbonizio: Um,
Rodrigo Porto: Not necessarily we wouldn't need to uh change the front end and the UX presented by Coca-Cola and be like just a a premium league sponsored by Coca-Cola.
Christian Abbonizio: Okay.
Rodrigo Porto: Premium league sponsored by Amazon.
Christian Abbonizio: Yeah.
Rodrigo Porto: I don't think it would change the the aspect of the the game nor nothing like that. It would just like need to understand the integration and understand the how we can um read the important informations from the the users and you know create an API or so.
Christian Abbonizio: Yep. So that that's perfectly understandable. So we can just have well like the sponsored leagues and and then the like actual segmentation of those

users based on hey these are the these are the 100,000 people that played the Coca-Cola league and here's their data.

Rodrigo Porto: Yeah,

Christian Abbonizio: So I that that aspect of the sponsored leagues is already in scope. I'm not worried about any of the other aspect of that that data transferring um and separation of that data being increased scope.

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Christian Abbonizio: It wouldn't the scope would not change based on that because that's already in

Rodrigo Porto: Great. Okay.

Christian Abbonizio: scope. Um, cool. Number six, uh, who are our main clients in Brazil? So, we work with all the sports books in Brazil, like we we have the official NFL data rights. So, um, since Brazil has kind of come online with with sports betting, um, we work with all of those major entities. Um, in terms of these types of predictor games and other types of free-to-play experiences, we don't have any current clients in Brazil. Um, but we, like I said, Genius more broadly has tons of very, very high level partnerships with pretty much every major sporting organization in Brazil. Um,

Rodrigo Porto: I I think that's the main concern there is like it has to do with with the the ninth question because of the the the tax we would have had to pay like um dollars and abroad was maybe that could be Brazilian territory it would be easier to pass on the budget.

Christian Abbonizio: Totally.

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Christian Abbonizio: Yeah, I um I I I I saw that one later down the list. I asked our finance team about that specifically and how we handle that. Um but we also I I'm sure that we can find a way that it works because we do these types of deals across the globe in every single territory. So in with tons of different tax laws and stuff like that. So we are a very very global company. Um, so I wouldn't I wouldn't be too worried about that, but I am checking with the finance team and I'll let you know what they get back to me

Rodrigo Porto: Yeah,

Christian Abbonizio: with.

Rodrigo Porto: I I I passed this exact same thing internally as well because I did it. So,

Christian Abbonizio: Yep. I'd be shocked if we we can't find something that works for both. Um,

Rodrigo Porto: I should

Christian Abbonizio: for number seven, um, have we delivered products with this similar scale? Absolutely. Um the you know the top ones off off of off the head are FIFA.

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Christian Abbonizio: We also did a similar activation for the IOC for the Olympics. Um and the all of those use cases those types of activations reached that you know many millions of users uh type of use case. So those are actually the FIFA case study is in the deck that I sent you.

Rodrigo Porto: I'm

Christian Abbonizio: Um and I believe there's also some mention of the IO there as well.

Rodrigo Porto: sorry.

Christian Abbonizio: Uh but yeah, rest assured those are those are um they in terms of project scope actually much much larger um activations and then you know in terms of actual user scale they're similar.

Rodrigo Porto: But any any of them uh actually involved any any kind of prediction or suggest different

Christian Abbonizio: Sorry,

Rodrigo Porto: dynamics?

Christian Abbonizio: say that again.

Rodrigo Porto: Did any of these projects involve any kind of predictions or it was just a different kind of

Christian Abbonizio: Oh, no. Yeah, they all do.

Rodrigo Porto: experience?

Christian Abbonizio: Like the So the FIFA the FIFA example is all prediction based games. It's fantasy prediction uh games, pickums, brackets, all of those types of products.

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Christian Abbonizio: Exactly what we're talking about here in that in that same

Rodrigo Porto: Oh my

Christian Abbonizio: way. Um number eight,

Rodrigo Porto: gosh.

Christian Abbonizio: uh possible to access a live prediction game so we can demonstrate the user experience to the client. Uh, yes, we can definitely source some of these. I've started to pull together a list of some of the ones that are either things that are live in market currently or are things that I can give you a testing environment for so you can see and play around. Um, like I said, like the the actual front-end experience and the feature set because it's all custom like

Rodrigo Porto: Yeah.

Christian Abbonizio: I just tell the client like it's not going to look and feel like this.

Rodrigo Porto: Yeah.

Christian Abbonizio: It's going to look like your own thing. Um, but you'll be able to get the feel for just how our products work and and be able obviously I know it's important to be able to see that you know we can actually say what we do or do what we

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Rodrigo Porto: Yeah,

Christian Abbonizio: say.

Rodrigo Porto: I I I I think that was like the main the main point, the main feedback from the our our meeting Friday. So they understood all the the scenario. Now they want to experience it. I said that I will be trying to get this link review and have it set on and of course I'll say that it's just like a demo and we would have something similar to it but in our for made for

Christian Abbonizio: Yep, absolutely. Um, I'm just going to write this down. I just making a list of all the things I want I want to get you as a followup. So, Okay. Okay, great. Um, cool. The Let's see. Nine. So, this is the one we already talked about. Like, yeah, I'll check back on this one. You know, um, the WhatsApp integration.

Rodrigo Porto: Yeah.

Christian Abbonizio: I I I did I did a bit of digging. don't actually know this one off the top of my head.

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Christian Abbonizio: I think that we have done some integrations with using WhatsApp as a like a login method at one point. Um, I don't know. And you're saying this in terms of like sending push notifications.

Rodrigo Porto: for example. Yeah. not not exactly like push notifications but um what we imagined as a simple use case would be the the user can set receive um updates from the official WhatsApp business API and then we would can like every day I'm not saying we're going to do that but every day we can um see all the users that have not um um predicted the games that are going to happen in the next 24 hours and we'll send them a WhatsApp um with all the games the list of the games and he can actually predict the game through the WhatsApp. He doesn't need to push a button, click a button and then log in and he can directly through WhatsApp um with the his his prediction and then it would update in his account.

Christian Abbonizio: I I don't think that we Yeah.

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Rodrigo Porto: It's It's like a

Christian Abbonizio: Yeah. I Yeah, I see what you're saying. Like you like almost like a conduit to make the picks within WhatsApp.

Rodrigo Porto: channel.

Christian Abbonizio: I don't think that we have ever done that. We can certainly look to it um and try and see what APIs like WhatsApp to go facilitate something like that. Um, but yeah, we can we can take a

Rodrigo Porto: Okay.

Christian Abbonizio: look.

Rodrigo Porto: Yeah. I don't know if you if you know that but WhatsApp is like the main main application in Brazil. So like 99% of people have WhatsApp. So if you're if you use WhatsApp to facilitate the experience for the user and make everything easier through WhatsApp, you are you are you're not making the user um change his his behavior in his cell phone. He's already there and he's just like facilitating in his life participating in some it's it's an idea. Okay. We we we are trying to explore that possible idea but not nothing completely like oh we are going to do that that will what we're what we thought is that maybe An easy an easier

Christian Abbonizio: So what I'm going to
Rodrigo Porto: version would be just send a message and that's it.
Christian Abbonizio: Okay.
Rodrigo Porto: You just need to understand what's
Christian Abbonizio: Um,
Rodrigo Porto: possible.
Christian Abbonizio: I can say like an alternative backup to using WhatsApp to send me them link into the to play that one.
Rodrigo Porto: Yeah.
Christian Abbonizio: one I would have almost zero concerns with. We can almost certainly do this. Um it's the the actual making predictions within WhatsApp that we can again happy to explore it. Um I just don't know off the top of my head.
Rodrigo Porto: Yeah. Yeah. I believe the alternative case there is like just um an integration
Christian Abbonizio: Oh.
Rodrigo Porto: and use the WhatsApp official API business but
Christian Abbonizio: Yep,
Rodrigo Porto: okay
Christian Abbonizio: makes sense. Um, cool. After the end of contract, uh, will maybe the client be able to maintain the product independently? The answer to this is no. We don't we don't, um, allow like we still own the underlying code associated with the scheme.

Christian Abbonizio: That's why we use the license fee model structure for this. So, I don't I I don't want to be, you know, I don't want to uh, you know, make that unclear at all. Like the license fee can be extended. So to lead into number 12, like we actually like it would be a great idea to try and take this and use this as a foundation of something that we could use for other soccer leagues after the World Cup whether it or even other sports after um in which case we can keep um building off of this same platform and evolve this with the client over time and it can be a living breathing product that we continue to improve and iterate on. Um and in that case then yes we can absolutely continue the partnership in that way. Um but the yeah there's this we we operate all of our um products because we're leveraging all of that existing tech that we have build

this um that code still

Rodrigo Porto: Yep.

Christian Abbonizio: sits about IP of the pro the product so how it looks and the exact branding and stuff that all is owned by the client.

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Christian Abbonizio: So if they wanted to say, "Hey, maybe we you know, we called it uh you know, World Cup predictor or whatever or um you know uh positivity like World Cup predictor, they could take that branding and repurpose that elsewhere if they wanted to. Um but the actual underlying code is is owned by Genius." Um, and I would say like this is something that we should like if if the client is interested in potentially repurposing it for other sports and other uh contests after the World Cup, we can make um I can restructure the commercials a little bit to show that a multi-year license in which in which we might outline a couple other sports that would go with it if they have some ideas that they want to see there. And then we can make the overall license model um a little bit more cost-effective because there's a longer term

Rodrigo Porto: Good. Yeah, next year we already have the female world cup right something that

Christian Abbonizio: commitment.

Rodrigo Porto: maybe we can uh work with and have the the game working so that

00:29:18

Christian Abbonizio: Yep. Absolutely. That's such an easy um an easy extension of this is to use it for women's World Cup. Um so maybe I'll maybe I'll outline um what a what a what a multi-year license could be to accommodate

Rodrigo Porto: Okay. Yeah,

Christian Abbonizio: that.

Rodrigo Porto: we can we also have the rights for the the domestic league. Um but the domestic league goes on um all year long basically. The the calendar the calendar just just received some modifications. So, is it possible also to to adapt the product for for each competition

Christian Abbonizio: Yep. Absolutely. We can say if there's different, you know,

Rodrigo Porto: maybe?

Christian Abbonizio: different formats or different type numbers of predictions that are being made um throughout the year. Yeah. We can have a year-long um domestic league. We can we can do the special league for the women's World Cup. Yeah. All that's invalid.

Rodrigo Porto: So basically everything that we would um need to change for the product is inside that manual subscription fee or do would we have to like we have to change something and then would have we would have to pay not change um features nothing like that but just change the the direct the Yeah, we would have to change a little bit like just the the programming of the the matches,

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Christian Abbonizio: Yeah,

Rodrigo Porto: the pictures and everything else.

Christian Abbonizio: I mean there will be some additional work associated with this. So what that's what I'll do if I you know break out this multi sport thing. I'll I'll show how the the additional stuff that gets folded into that license.

Rodrigo Porto: Yeah.

Christian Abbonizio: So the new feeds for the different contests like the new structure of the the predictions if necessary, right? Those will change the scope. Um but it's also stuff that like because again, you know, if we're doing the longer term thing, we can include more scope in at that price point, right? So um yes. And then if you know the the way that it would work in general long term is yes if you if you um if you at any point wanted to make some kind of new complete feature set or or some other significant chunk of work that can go in there. we can just we can just cost that up as a change request on top of the license fee and it can be a separate piece of work but it'll be the license fee will cover everything that we agree on at the start as what is included in the so statement of work and then from there any major deviations to that scope um would just be additional license fees beyond

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Rodrigo Porto: Okay.

Christian Abbonizio: that

Rodrigo Porto: But in a scenario for example, let's say that doesn't want to develop

anything else after the war cup. So we would have the annual the annual um license with you guys but we were we would be working on that till the end of July for example and after that the platform would be online but we won't be like um developing or changing anything that's that's basically it.

Christian Abbonizio: Yep. Yeah, we would we would um uh you know, we can agree to whatever term that you want to like leave leave it open for people to see their World Cup results and things like that and then at some point we'll put it into a a kind of a dormant state and and um you know if if we don't continue and build it for other things.

Rodrigo Porto: Okay. Okay.

Christian Abbonizio: Um, cool. Any other questions outside of this list or or on any of those you want to go

Rodrigo Porto: Yeah. I think uh I'm thinking about here just three three quick questions

00:32:59

Christian Abbonizio: over?

Rodrigo Porto: uh about the the data that I said earlier uh I saw you you you said that the data is shared between like and genius right the data of the the users uh with with the login and and everything

Christian Abbonizio: Yep.

Rodrigo Porto: what I don't know if if we have the answer for it. But what what exactly how do you work the those date the data from the users? um just so we can understand like the the amount of uh information that we in in the end Kazat is like a really big media firm in Brazil that's growing a lot and it has a lot of potential for gathering information and and accommodating uh bases like user base in an easy and natural and like really quickly. So we would just like try like to understand how do you work those those what do you do with with the data the clients that is bringing to to your to our product developed by by Jesus

Christian Abbonizio: Um so let me just make sure I I understand your question first.

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Christian Abbonizio: So it's about like what uh one kind of what data we are collecting from the users and then how we're going to use it. Um so the the first one the data that we collect from the users is really a little bit of what we decide to put in the registration

flow as as a as a partnership. Right? So if we uh ask people to sign up with their email and their first and last name and their phone number and all that kind of stuff that that will form the core of the type of user data that we'll collect. We'll collect data on the analytics behind the the user's behavior because then we can actually provide some insights on how people are using the product and feed that back to you guys as well and back to the client and say, "Hey, we know all of this stuff about these users and their behavior." So we're collecting that information. we know how they're uh behaving and then we can actually help you guys and the client drive additional marketing of those users and monetize those users if if you want as well.

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Christian Abbonizio: What the other thing that we can do um that gets really interesting is genius more broadly has a lot of user data on sports fans across the world. So if for example for all of our other kind of Brazil user data, we can actually match the data that we collect from this product up with our other databases to see how it can connect to and overlap with our other fan graph of all of our other user data. And then we can actually build lookike audiences from the data that we've collected from this game based off of what we know about other sports fans in Brazil, in other territories. if you wanted to as well and then use that to again drive like targeted marketing campaigns on behalf of the client for you guys. Um and we can make that really really um again just really trying to think about how we help you monetize the information that you're collecting from these users. Right? So it leans into the part of the u we view this very much as a partnership.

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Christian Abbonizio: we we partner to build it, but then we also partner to help you get the most value out of what you're out of the attention that you're driving and the users that you're collecting. So, you get a little bit of access then to our broader set of data that you can use to um power those insights and and marketing.
Rodrigo Porto: Oh, we will have access to like a platform and an analytics or BI something like that.
Christian Abbonizio: Yeah.
Rodrigo Porto: Um that will have those ba basic big numbers but also we can work

together to understand those behavioral reason results.

Christian Abbonizio: Absolutely. Yep. We can show we'll have very full um comprehensive analytics dashboards where we can track specific user behaviors and understand what parts of the games are working, what what we maybe want to tweak and improve upon or what users are looking for more of and and build on that. as a again we really want this to be a kind of living project that we continue to improve over time. So it would be perfect to use this as a baseline for a real foundational predictor product for for for all of the sports that you want to go after.

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Christian Abbonizio: Women's World Cup, domestic league, all that kind of stuff.

Rodrigo Porto: Uh and about um support, we we we talked uh briefly about support um the last call. Um, but it wasn't quite clear for me if like for example a user that it's experiencing some difficulty on on a platform I find a window right player and we we can have like a fact or a support channel something like that of our our product but is Kazette is the one responsible for um consolidating all those messages from email or Jeff or whatever or does Genius have a support like a first level support that will be answering um those questions or those whatever whatever the news is saying or do we have to to prepare like a a team internal team to to be ready to um accommodate all all those those healing users that can uh send us questions every

Christian Abbonizio: it it would all be managed by Genius uh as a first point of as a point of support.

Rodrigo Porto: day.

Christian Abbonizio: So we would have our Zenesk and our um support channels set up to inbound all of those messages from the users.

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Christian Abbonizio: So the users would write in directly to the Genius support team um from where from which we can then escalate to um to the client if we need to

Rodrigo Porto: Perfect.

Christian Abbonizio: uh you know specific things but it's all a full managed service on our side.

Rodrigo Porto: And based on your experience, how how many of those um sports um

those tickets usually um tend to go go through the sport team and go directly to the client. So just that we may need need to hire some people here to to focus on

Christian Abbonizio: Um well so it would be more from a um like an escalation standpoint like it would

Rodrigo Porto: that.

Christian Abbonizio: be a hey just so you guys know this is this is happening we're addressing this issue with these users. So unless you unless the client wants to have a direct line of communication with the end user. You don't need to do that. Um there's not it would be completely optional if you wanted to be able to to

Rodrigo Porto: Okay.

Christian Abbonizio: um respond to users in a certain way or or something like that and you wanted some creative control over how you interacted with those users that that's fine.

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Christian Abbonizio: We can accommodate that but it's not required.

Rodrigo Porto: Okay.

Christian Abbonizio: Right.

Rodrigo Porto: And ju just one last question. Um I know I said that um we wouldn't have um payments or gateway on the the app, but we are in the last days we were thinking about what if we we don't in a like a really bad scenario. We we couldn't have any sponsor. um buying and understanding the the the product and we're doing anyways we're doing it um independently. Um but for that maybe we would need to create um create a a premium league where the user will would have to pay certain fee to participate in the premium league that will have less users and more more prize boo. So in that case we would need to have a payment gateway in the the app. Um I I I think you already said you will work with stripe I think or right I don't

Christian Abbonizio: Yeah, we we we have we have done work with Stripe and things like that to facilitate some payments um you know directly

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Rodrigo Porto: know.

Christian Abbonizio: in our products. It's we've also um we we work with um some

trusted third parties for some of this sometimes. So we work with a company called Plucky that uh helps us do some paid leagues where you actually put up

Rodrigo Porto: Okay.

Christian Abbonizio: an entry fee for that. Um I don't know if Plucky has jurisdiction in Brazil and and uh is you know can operate in in Brazil. um we could potentially look into uh other similar options if not. Um it's certainly not our uh particular preference um just because of the kind of like legal ramifications that that then the the kind of um oh what do the what do the lawyers like to call it? the um just the legal uh kind of uh burden that goes on in Genius as part of that payment collection process, especially in in a in a you know um like in a territory where we have less legal focus like Brazil um or country where whereas like I think we would probably be a little bit more we would know what we had to do more if it was in you know the UK or the US or or or you know somewhere in in Europe.

00:43:25

Rodrigo Porto: Yeah.

Christian Abbonizio: Um, but that being said, like again, we we facilitate these types of partnerships with lots of different, you know, Brazilian entities and things like that. So, I'm sure that we have some some data guard rails and and and um legal guardrails for that. It's just not our preference.

Rodrigo Porto: Yeah.

Christian Abbonizio: It would just complicate it a little

Rodrigo Porto: Yeah. You said you're working with all the best.

Christian Abbonizio: bit.

Rodrigo Porto: So one day so that's like of course you have a solution on that. Okay.

Christian Abbonizio: Yep.

Rodrigo Porto: Um so but that that fee the the if we were to advance in that scenario um like that tax fee for the payment would would be an extra cost, right? I wouldn't be on that um that annual subscription for

Christian Abbonizio: uh in terms of the so we would we would want the uh so the payment the payments would still be collected on behalf of the client in which now now if if we're saying that we wanted to go that route we could potentially structure some type of revenue share based off of that but you know it would potentially be uh yeah we can we can look into that if that's something

Rodrigo Porto: Hey,

Christian Abbonizio: that you're interested in in me trying to sketch out an option for. Um, but it would be, you know, like a there would be some baseline uh it would be a hybrid of like an a license fee plus a revenue share.

Rodrigo Porto: I mean probably there would be a a scenario where Genius has a partnership with some

Christian Abbonizio: Is that

Rodrigo Porto: gateway and then we have one partnership with Genius that you're going to um charge us for some use of the the gateway that you have with your product.

Christian Abbonizio: Yeah. Yep. Yep. That's exactly what it would be. It would be a pass on cost.

Rodrigo Porto: Yeah.

Christian Abbonizio: Yeah.

Rodrigo Porto: Okay.

Christian Abbonizio: Okay. Um,

Rodrigo Porto: All right.

Christian Abbonizio: cool.

Rodrigo Porto: I think that's that's it for my side.

Christian Abbonizio: Okay. All right. So, I will um I'm going to check on the check on the payment uh fees and the taxes associated with that. Uh I will get you some links to the FIFA product, some of the other predictor games that you can take a look at.

Christian Abbonizio: Um, and then I will start outlining a bit of a statement of work to to show kind of what features are in and out at those various price points. Um, and and I'll add a um uh an alternative commercial option for a multi-year with multiple sports or or leagues.

Rodrigo Porto: Okay.

Christian Abbonizio: Um,

Rodrigo Porto: And the WhatsApp as well.

Christian Abbonizio: yep. And then I'll take

Rodrigo Porto: How does it fit in there? But um I I'm having a meeting in 10 minutes here at Azair. I'll say that we had a second talk that we are advancing and we would very much like to uh have a saying um because we are also depending on on final word from

Kazette here in some aspects to to decide and we have to decide like today tomorrow or something like that which path are we going to I think I'd say the next at the top the top um date would be in the end of the week. So in the in that case maybe we can we would we will need to have a third talk eventually. I don't know, but I'll I'll let you I'll update you and by email.

Christian Abbonizio: Okay, that sounds great.

Rodrigo Porto: Okay.

Christian Abbonizio: I'll get you some as soon as I can and then yeah, just keep me

Rodrigo Porto: If you can if you can send me the links as soon as possible,

Christian Abbonizio: posted.

Rodrigo Porto: that would be perfect for the the demo the demonstration.

Christian Abbonizio: Yep, no

Rodrigo Porto: That's like the the I think it was like the main the main thing that we got

Christian Abbonizio: problem.

Rodrigo Porto: asked for.

Christian Abbonizio: Yep, no problem. Can definitely send those over. All righty. Thanks, Robert.

Transcription ended after 00:47:55

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