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A **</Global Hackathon>** challenging you to enhance the digital cricket fan experience



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Team Name : JBB

Problem Statement : Transforming the stadium experience using ICC Crictoz, AI, and NFTs for personalized and interactive fan engagement in real-time.

Brief about the Idea:

One of the best ways to build a fanbase is by giving incentives; Incentives that hold value to the audience as well as the companies. This is a very difficult task.

In the sports industry, there are certain memorable moments which define the game and capturing these moments and the spirit is exactly what our app intends to do.

One of the main problem with the Cricotos moments is that the moments are screen captures and feel very distant from the sport, what we suggest is to take user taken images inside the stadium to properly capture the moments and engage with the audience in the process of making these moments.

In our app, the user can capture moments and the best moments will be converted into NFTs which will be awarded to the user taking the picture. This NFT will help generate value for both ICC and the audience. This can also serve as a gateway to the rest of the crictos NFTs and can make the viewing experience more engaging.

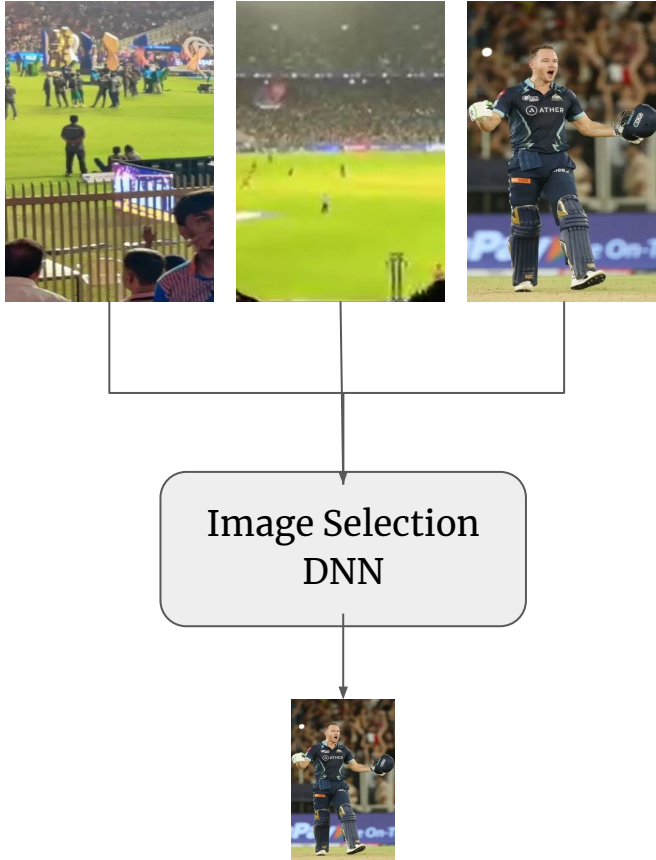
Opportunity :

How different is it from any other existing ideas out there?

- It is different in the sense that the viewers are involved in creating the moment adding an extra bit of involvement than usual. The inclusion of AI in the creation of the NFT for this scenario is also quite unique in itself.

How will it be able to solve the problem?

- The existing mundaneness of fan interaction will be solved by our rewards program. The spectator who has taken the best picture will be awarded the “moments” NFT for absolutely free and a couple other runner ups will be awarded the card NFT to incentivize loyalty.



Features

- The image selection is done by an AI
- The AI will select the best image to show the moment
- The moment is then converted into an NFT
- The NFT is awarded to the photographer
- The moment can now be resold by the photographer as an NFT

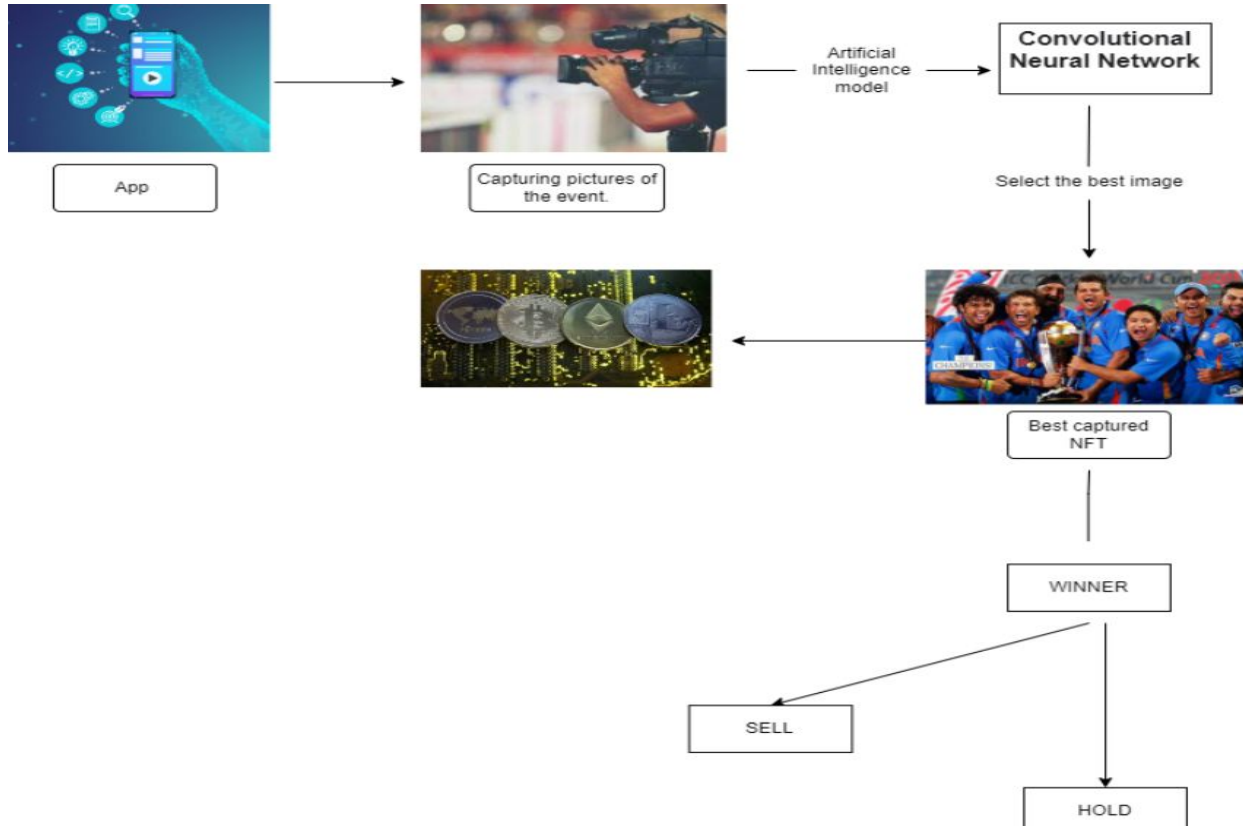
Business Logic of the solution :

Creates more interaction so indirectly serves as marketing for stadium experience hence increasing the value of a stadium ticket, this also incentivizes loyalty amongst returning fans.

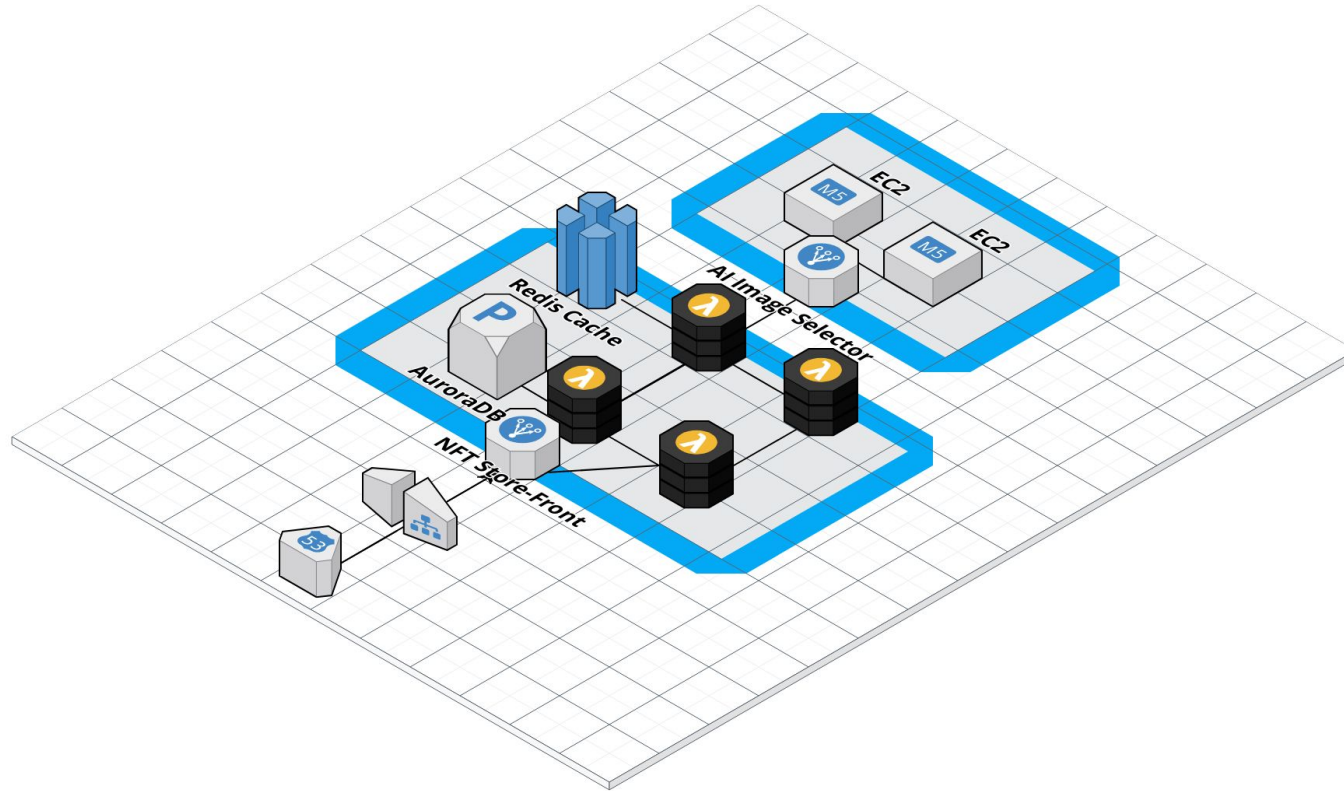
Improves the Crictos collection as it adds more values to its NFT collection, this also increases cricket NFTs resale value and adds to Crictos' Valuation as a platform for Interaction entailing benefits for the user.

For users new to the world of NFTs and Crictos, this serves as a gateway and can bring these NFTs to the limelight, Which in turn brings in more revenue through NFTs and other such merchandise.

Architecture Diagram :



Architecture Diagram Contd:



Technology used :

For the AI:

- We use algorithms for object detection (OpenCV)
- The image objects are stored for later comparison
- Then we try to find the subject of the image and compare the subject with the subject from other images
- The subject in majority images is considered as the primary subject for all pictures and pictures without this subject as the primary subject are discarded
- From there every image is parallelly processed through another algorithm that considers the clarity (space used by the subject), secondary subjects and their distances, the recognisability of the subject and other factors to create clarity scores.
- The top images with maximum clarity scores are passed through a siamese network to compare the features and select the clearest image

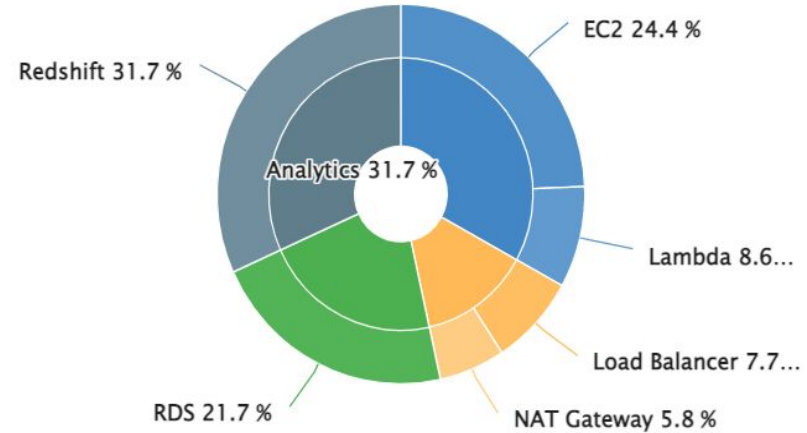
Technology used :

For the NFT store:

- The Image selected in the previous phase is sent to the NFT store servers.
- This image is then stored on IPFS for decentralised storage.
- The server will also trigger a smart contract to generate an ERC-177 Token (NFT) for the same image.
- The NFT is minted by ICC hence a cut of every sale will get credited to ICC.
- The NFT minted here is then transferred from ICC's wallet to the users wallet if it exists or else ICC will hold the NFT until the user registers their wallet and claims their NFT.
- The NFT is listed on the ICC Fancraze platform and the value of the NFT is tracked.

ESTIMATED COST

- AWS EC2's to process the images and select best image for creating the moment (Auto-scaled)
- AWS lambdas to store the NFT store-front
- AWS Redis database to Create regional caches for the store
- AWS Aurora for maintaining user information
- Ethereum Blockchain to store NFTs



Estimate:

\$568.12 /mo

Thank you



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