



FANTASY MMADNESS

THE FANTASY COMBAT
SPORTS PLATFORM

Presented by: Kelly Davis

02/01
20
24



EXECUTIVE SUMMARY



Overview

A groundbreaking platform that merges the excitement of combat sports with the engagement of fantasy sports.



Target Users

A global audience of 18-34-year-old males passionate about combat sports.



Revenue Potential

Projected 3%-5% annual ROI for investors, with multiple revenue streams from subscriptions, ads, and sponsored leagues.



MARKET OPPORTUNITY

Global Fantasy Sports Market

Valued at **\$24.2 billion in 2023**, expected to reach **\$61.2 billion by 2030** (CAGR 14.2%).



Combat Sports Industry

UFC alone generated **\$1.3 billion** in revenue in 2023, with continued live events and sponsorship growth.



Untapped Market

Combat sports like boxing, UFC, and kickboxing currently lack fantasy sports options, offering a unique growth opportunity for Fantasy MMADness.



TARGET AUDIENCE



Demographics: Primarily males aged 18–34, deeply invested in combat sports.



Psychographics: Competitive, tech-savvy sports enthusiasts who crave more interactive and rewarding ways to engage with combat sports.

Active on mobile platforms and familiar with online gaming and fantasy sports.



PRODUCT FEATURES



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Freemium Model:

Free access with options for premium subscriptions.



Paid Fantasy Leagues:

Entry fees for premium leagues offering bigger rewards.



Ad Revenue:

Display and video ads for free users, creating a sustainable revenue stream.



Sponsorships & Partnerships:

Collaborate with major combat sports events and brands.



Affiliate Marketing:

Promote combat sports merchandise and services.



NFTs & Digital Collectibles:

Limited-edition NFTs featuring fighters and event highlights.

TECHNOLOGY & INTEGRATION

Live Data Integration:

Real-time fight updates from trusted sports data providers.

Mobile App Development:

Mobile-first design for optimized user engagement on both iOS and Android.



Cloud Infrastructure:

Scalable and secure services ensuring high performance and availability.

Secure Payments:

Easy, safe, and reliable payment systems for transactions and league entries.



MARKETING STRATEGY

01.

Influencer Marketing:

Partner with combat sports influencers, athletes, and personalities to promote Fantasy MMADness.

02.

Targeted Social Media Campaigns:

Reach users with engaging content through popular platforms like Instagram, TikTok, and YouTube.

03.

Content Marketing:

Build a strong community through blogs, tutorials, podcasts, and updates.

04.

Referral Programs:

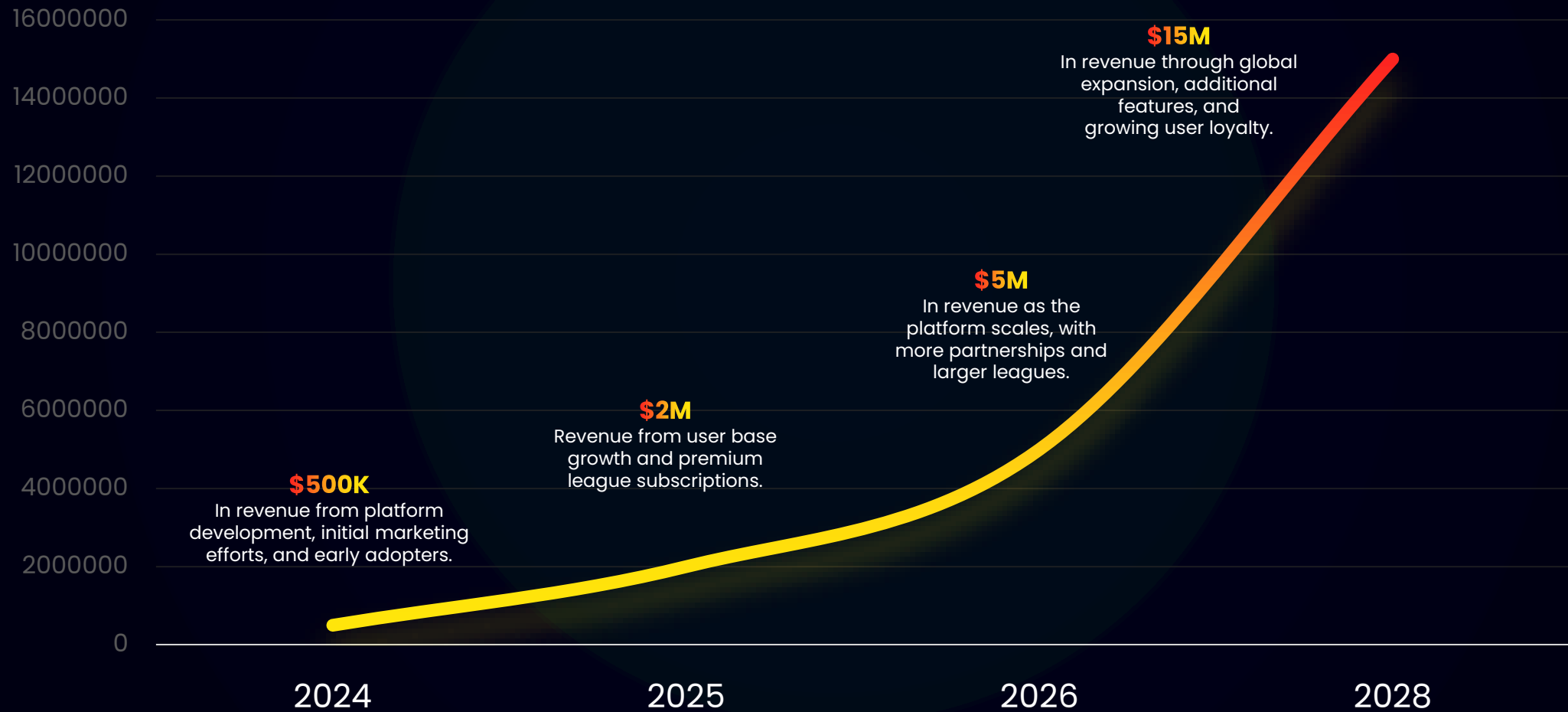
Offer rewards to users who invite friends and grow the platform organically.

05.

Event Sponsorship:

Sponsor major combat sports events and create branded fantasy leagues around them..

FINANCIAL PROJECTIONS



ROI FOR INVESTORS



Projected ROI:

3%-5% annually through diversified revenue streams such as paid subscriptions, in-app purchases, ad revenue, and partnerships.



Revenue Diversification:

Multiple revenue streams (premium subscriptions, sponsorships, NFTs, and ads) ensure sustainable growth and profitability.



CONCLUSION



Vision:

Establish Fantasy MMADness as the go-to platform for fantasy combat sports, capitalizing on the booming combat sports industry and the growing fantasy sports market.



Unique Offering:

A unique, engaging experience blending real-time data, fantasy sports mechanics, and community-driven competition.



Market Potential:

Significant growth potential by tapping into the underdeveloped fantasy sports niche within the combat sports industry, combined with a global, passionate fanbase.



THANKYOU

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