

WELCOME to FORFANS

IDEA INCEPTION

In any competitive sport, the most exciting format is the Knockout format. Even during the FIFA World Cup, a lot of fans would wait for the group stage games to get over and the knockout stage to start before following the tournament.

The Higher the Stakes, the more invested are the fans in the outcome.

Every fan would want to go see their team's match live in the stadium to support and cheer their team. It is truly a life experience to witness your heroes play live in front of you. This is usually easy to do in league matches which have a fixed fixture.

However, when it comes to Knockout tournaments, there is always an uncertainty as to whether your team would manage to qualify and play in the match you purchased the tickets for. It is possible that your team gets knocked out and you are left watching the match as a neutral and not enjoying the experience to its utmost potential. There can also be a lot of unknown factors when it comes to trying and sell the tickets or the ticket prices could have sky rocketed by the time you wait to see if your team made it.

FORFANS solves this problem for fans by streamlining the entire process and making sure each fan gets to cheer their team without any hassles.

What is FORFANS?

The idea behind FORFANS is simple.

Traditionally, one ticket would be sold to just one individual. Using FORFANS, we can sell the same ticket to multiple individuals depending on the team they are supporting. Only the individual whose team makes it to the game is allowed to redeem the ticket.

Since there would be two teams in the game, this process has to be divided into two parts before applying.

How does it work?

For the purpose of explanation, assume we have 1000 tickets to sell for a Knockout tournament that has 16 teams. Traditionally, we would sell one ticket to one person and that would be it. Using FORFANS, we can sell one ticket to multiple individuals. Here's how,

- Divide the 16 teams that make it to the Knockout stage into two parts i.e. Upper Bracket & Lower Bracket.
- Allocate 500 of the available 1000 tickets to the Upper Bracket and the remaining 500 to the Lower Bracket.
- Instead of selling 1 ticket to one person, sell it to 1 supporter of each team in the Upper Bracket.
- Repeat the same step with the lower bracket.
- From the 8 teams in upper bracket and 8 in lower bracket, only one team will advance to the final each.
- The supporters whose team reaches the finals are allowed to redeem their ticket and the rest are refunded the amount they paid for the ticket – the processing fee.

Where initially we would have made a profit of $1000 * \text{processing fee}$, we can now make a profit net of $1000 * \text{processing fee} * 16$. Thus, increasing the profit 16 times. And this is just for the Finals. We can use the same method for Semis, Quarters and Round of 16 games.