



CREDEXON

The Future of Gaming



# INTRODUCING CREDEXON *THE FUTURE OF GAMING*

*Bringing the modern way of thinking in the Fantasy Gaming Space!*

## Our Mission

Our mission is to revolutionize the rapidly flourishing fantasy gaming industry by providing multiple unique game modes. We aim to provide a seamless user engagement through influx of information and statistics in order to enhance the skill aspect of the game modes.

## Our Vision

Our vision is to enhance fan passion and engagement while rewarding and incentivizing knowledge and information. In the longer run, we intend to make fantasy gaming not restricted to just passionate sports fans but to everyone who can engage with the sport.



# Problem Statement

*Rapidly flourishing industry with one-dimensional game modes*



**Traditional fantasy team and prize pool system is outdated and monotonous as it is similar across all models**



**There is no customer involvement in deciding odds of win or loss, it is pre-defined according to the probability**



**One-dimensional game modes with a pre-defined objective**



**There is a low level of fan engagement and the ways in which users are rewarded are restricted**



**The users are not given enough statistics to make informed decisions; There is no influx of data from platform to user**

# WHAT MAKES US DIFFERENT?

*Our unique offerings!*



## Numerous Game Modes

- ✓ The game modes are broadly classified into 2 sub-categories – Match and Series
- ✓ We are integrating stock market concepts such as shares, player trading, IPOs, etc. in order to make our interface even more appealing
- ✓ There is a twist in the traditional fantasy contests system and prize pool creation; Users can even back team shares and there is an added team fantasy points system

## Data and Statistics

- ✓ The only fantasy gaming app in the world to provide detailed data and statistics of players, teams, matches and series
- ✓ The application and website also support real time scorecard, live statistics, live match details and commentary
- ✓ Other statistics provided include detailed player in-match and career statistics, detailed team statistics, information for series and past match scorecards with video highlights

## User Oriented Algorithm

- ✓ There are no fixed odds of payoffs on winning or losing
- ✓ The amount of payout depends on the cash amount of subscription, popularity and how it is distributed among users
- ✓ Higher the demand, less is the payout of odds in favour and vice versa
- ✓ This ensures that underdogs or less backed teams have a higher payoffs and vice versa



# INTRODUCING CREDEXON *THE FUTURE OF GAMING*

*Different Game Modes*



## Player/Team Accumulator

- ✓ Users can purchase player/team shares and the top 4 players/top 4 performing teams bag the highest payouts
- ✓ Amount of payout depends on the ranking of players/team and the total subscription of shares
- ✓ The #1 player receives the most amount of payout and payouts decrease with the ranking of players



## Prize Pool

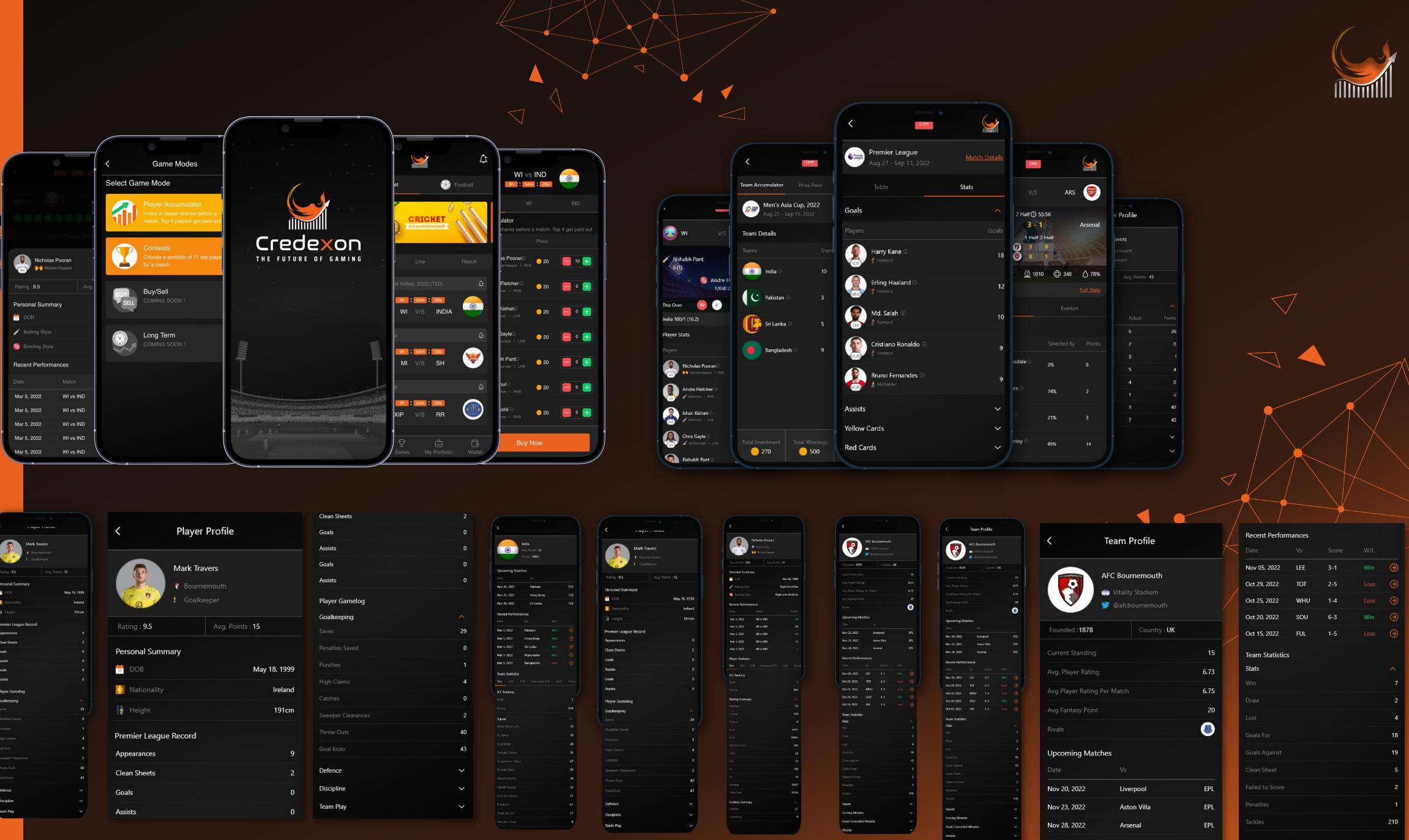
- ✓ The winner takes it all!
- ✓ Various users pool their money and invest in different teams; People with shares of the winning team get the majority of the pool money as payout
- ✓ Works on the principle of higher the risk, higher the reward



## Matches/Series Contests

- ✓ Users can enroll in different contests by forming a portfolio of players and get rewarded according to their rank relative to other users
- ✓ Users are not required to choose Captain or Vice-Captain
- ✓ There is no restriction on forming a proper team; it can include players from all roles

# USP 1 – Exceptional UI



# USP 2 – Detailed Data & Statistics

## Influx/Flow of Statistics and Information / Detailed Player Statistics



India  
Avg. Points : 15  
Points : 4493

**Upcoming Matches**

Date	Vs	Format
Nov 20, 2022	Pakistan	T20
Nov 23, 2022	Hong Kong	T20
Nov 26, 2022	Sri Lanka	T20

**Recent Performances**

Date	Vs	W/L
Mar 5, 2022	Pakistan	Win
Mar 5, 2022	Hong Kong	Win
Mar 5, 2022	Sri Lanka	Win
Mar 5, 2022	Afghanistan	Win
Mar 5, 2022	Bangladesh	Lost

**Team Statistics**

Test	ODI	T20	Domestic T20	ListA	Finals
ICC Ranking					
Rank	1				
Rating	824				
<b>Squad</b>					
Rohit Sharma (C)	15				
KL Rahul	10				
Virat Kohli	20				
Deepak Chahar	35				
Suryakumar Yadav	47				
Rishabh Pant	20				
Dinesh Karthik	18				
Hardik Pandya	32				
Ravindra Jadeja	21				
R Ashwin	41				
Shubman Gill	17				
Hanuma Vihari	8				

Mark Travers  
Bournemouth  
Goalkeeper

Rating : 9.5 Avg. Points : 15

**Personal Summary**

DOB	May 18, 1999
Nationality	Ireland
Height	191cm

**Premier League Record**

Appearances	9
Clean Sheets	2
Goals	0
Assists	0
Goals	0
Assists	0

**Player Gamelog**

**Goalkeeping**

Saves	29
Penalties Saved	0
Punches	1
High Claims	4
Catches	0
Sweeper Clearances	2
Throw Outs	40
Goal Kicks	43

**Defence**

**Discipline**

Nicholas Pooran  
West Indies  
Wicket-Keeper

People Pick : 50% Avg. Points : 15

**Personal Summary**

DOB	Nov 05, 1988
Batting Style	Right Hand Bat
Bowling Style	Right-arm Medium

**Recent Performances**

Date	Match	Points
Mar 5, 2022	WI vs IND	30
Mar 5, 2022	WI vs IND	20
Mar 5, 2022	WI vs IND	40
Mar 5, 2022	WI vs IND	15
Mar 5, 2022	WI vs IND	5

**Player Statistics**

**ICC Ranking**

Rank	1
Rating	924

**Batting Summary**

Matches	73
Inning	124
Notout	8
Runs	6331
Balls	10865
Highest Score	243
100s	24
50s	19
4s	700
6s	18
Average	54.57
Strike Rate	58.26

**Fielding Summary**

Catches	67
Stumpings	0

AFC Bournemouth  
Vitality Stadium  
@afcournemouth

Founded : 1978 Country : UK

**Current Standing**

15
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**Avg. Player Rating**

6.73
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**Avg. Player Rating Per Match**

6.75
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**Avg. Fantasy Point**

20
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**Rivals**

**Upcoming Matches**

Date	Vs	Format
Nov 20, 2022	Liverpool	EPL
Nov 23, 2022	Aston Villa	EPL
Nov 28, 2022	Arsenal	EPL

**Recent Performances**

Date	Vs	Score	W/L
Nov 05, 2022	LEI	3-1	Win
Oct 29, 2022	TOT	2-5	Loss
Oct 25, 2022	WHU	1-4	Loss
Oct 20, 2022	SOU	6-3	Win
Oct 15, 2022	FUL	1-5	Loss

**Team Statistics**

Stats	7
Win	7
Draw	2
Lost	4
Goals For	16
Goals Against	19
Clean Sheet	5
Failed to Score	2
Penalties	1
Tackles	210

**Squad**

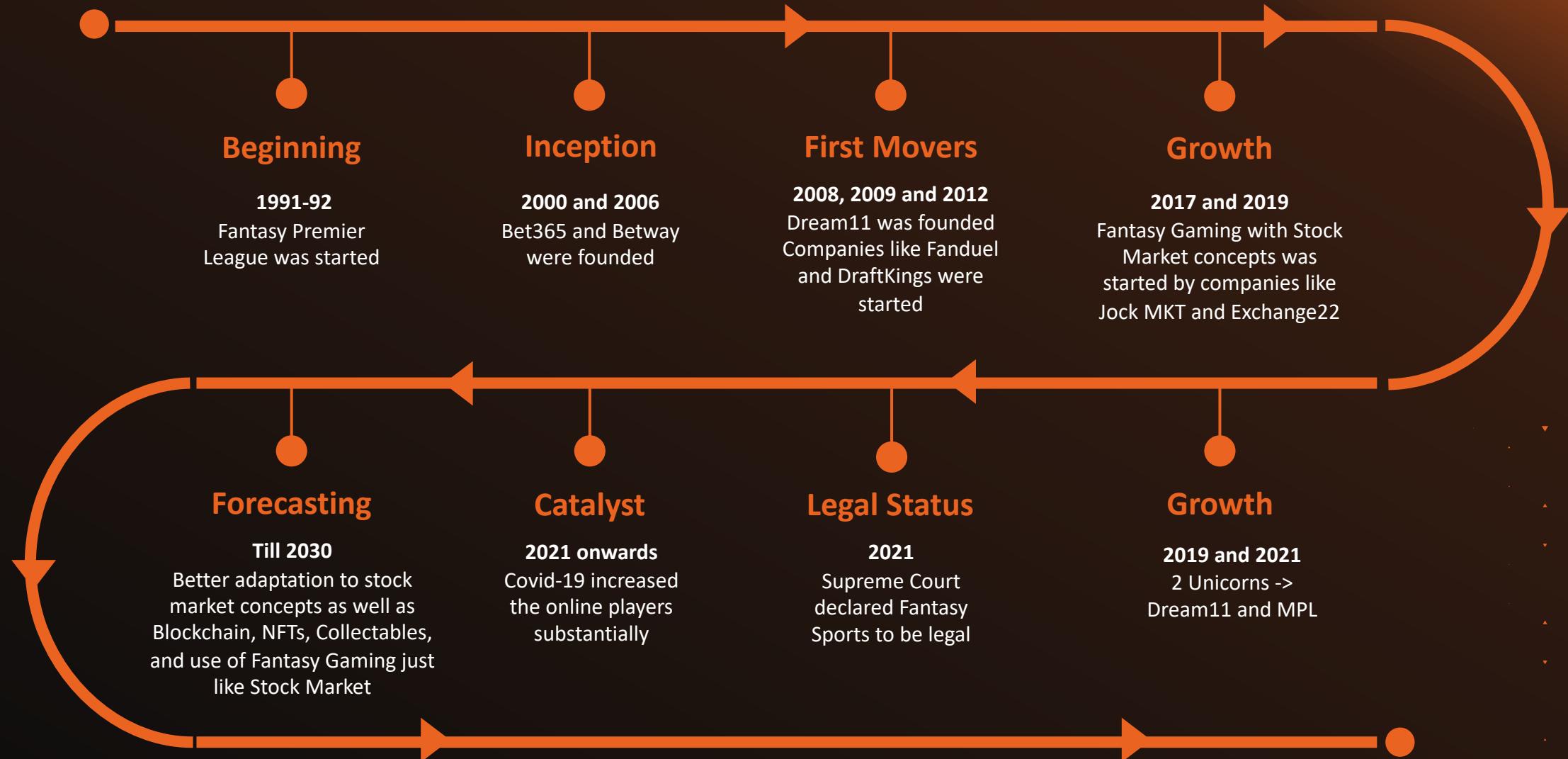
**Scoring Minutes**

**Goals Conceded Minutes**

**Attacks**



# Recent Developments of the Gaming Market





# MARKET OVERVIEW: FANTASY SPORTS SPACE

## Global Fantasy Sports Market Size (In USD Bn.)



## UK Sports Betting Market Size

Sports betting market size in UK is \$5.4 Bn. In 2021

In 2020, the market value of sports betting in the UK saw a de-growth of 10%. In 2021, market further saw a de-growth of 18%.

Even though the betting industry saw a fall, there was an increase in Fantasy Gaming, Metaverse Gaming, Blockchain Gaming

[Source](#)

## Indian Fantasy Sports Market Size (In USD Bn.)



700%

Percentage change in Fantasy Sports Users in the last 10 years

In March 2022, India became the **world's biggest fantasy sports market with 130 Mn. users**

25 to 40

Average age of Fantasy Sports users



We are going after a multi-billion dollar market which is today primarily unorganized and underserved

Global Fantasy Gaming

USD 24 Bn.

Fantasy Gaming in India

USD 4.2 Bn.

Capturable Market in India

USD 420 Mn. (Assumed  
at 10% of SAM)

No. of Fantasy Sports  
Market users in India:  
**130 Mn.**

No. of Fantasy  
Sports Market users  
in UK: **8-12 Mn.**

No. of Mobile users in  
India: **647.53 Mn.**

No. of Mobile  
users in UK:  
**71.8 Mn.**

No. of PC users in  
India:  
**18.6 Mn.**

No. of PC users  
in UK: **9.2 Mn.**





# COMPETITIVE LANDSCAPE

Our competition validates the market potential!

## Direct Local Competition (India)



## Indirect Local Competition (India)



## Direct International Competition (UK)



## Indirect International Competition (UK)



**Credexon** aims to become the primary leader of the Fantasy Sports sector by combining advantages of all these platforms. We want to introduce more creative and innovative gaming ideas, giving the user added power, control and engagement while also providing a superlative user interface.

Competitive Landscape Analysis: Esports & Fantasy Sports										
Rank	Company Logo	Competition	Inception	Current Valuation	No. of rounds raised	Multiple Game Mode Offerings	Detailed Player and Match Data	Detailed Series and Team Data	User Influence on Payoffs	Exceptional UI
1		DREAM11	2008	USD. 8000 Mn.	Series F	<span style="color:red;">X</span>	<span style="color:green;">✓</span>	<span style="color:red;">X</span>	<span style="color:red;">X</span>	<span style="color:green;">✓</span>
2		MPL	2018	USD. 2300 Mn.	Series E	<span style="color:green;">✓</span>	<span style="color:green;">✓</span>	<span style="color:red;">X</span>	<span style="color:red;">X</span>	<span style="color:green;">✓</span>
3		MYTEAM11	2016	-	-	<span style="color:red;">X</span>	<span style="color:green;">✓</span>	<span style="color:red;">X</span>	<span style="color:red;">X</span>	<span style="color:red;">X</span>
4		Cricket Exchange 22	2019	-	-	<span style="color:green;">✓</span>	<span style="color:red;">X</span>	<span style="color:red;">X</span>	<span style="color:green;">✓</span>	<span style="color:red;">X</span>
5		BalleBawali	2018	USD 28 Mn.	Series A	<span style="color:green;">✓</span>	<span style="color:red;">X</span>	<span style="color:red;">X</span>	<span style="color:red;">X</span>	<span style="color:green;">✓</span>
6		TRADE STARS	2018	USD 1.9 Mn.	-	<span style="color:red;">X</span>	<span style="color:green;">✓</span>	<span style="color:red;">X</span>	<span style="color:green;">✓</span>	<span style="color:red;">X</span>
7		SIXER	2017	USD 3Mn	Series A	<span style="color:red;">X</span>	<span style="color:green;">✓</span>	<span style="color:green;">✓</span>	<span style="color:red;">X</span>	<span style="color:green;">✓</span>
8		Credexon	2023	Pre - Seed	-	<span style="color:green;">✓</span>				



## TARGETING



### Target Geographies

- ✓ India
- ✓ UK



### Target Audience

- ✓ Cricket and Football fans above 18 years
- ✓ Data/Finance enthusiast who can use data and statistics and feels engaged with sports



### Target Associations

- ✓ College events
- ✓ Gaming expos
- ✓ Conferences
- ✓ Team sponsorships
- ✓ Series Sponsorships
- ✓ Players as Brand Ambassadors
- ✓ Media Companies and Websites

OUR PLATFORM IS NOT JUST FOR FANS BUT FOR EVERY ENTHUSIAST WHO CAN MAKE USE OF INFORMATION IN ORDER TO MAKE SKILLED JUDGEMENTS

# Marketing Roadmap



## Digital Marketing

- ✓ Social Media Marketing through sponsored/boosted posts, to increase reach (Instagram, Facebook, LinkedIn, and Twitter)
- ✓ Influencer Marketing through social media posts, YouTube videos, endorsements, ‘how to play’ videos and other Credexon specific content



## Promotional Marketing

- ✓ Welcome bonus
- ✓ Sign-in bonus
- ✓ Referrals
- ✓ Cash bonus to play
- ✓ Free Giveaways
- ✓ Increasing cash prizes in game modes
- ✓ Liquidity Management by manually adding money to prize pools



## Advertisement and Public Relations

- ✓ Billboards
- ✓ Brochures
- ✓ Pamphlets
- ✓ Sponsorships of online E-Sports and Fantasy Gaming tournaments
- ✓ Email marketing
- ✓ Newsletters
- ✓ Messaging/ Telemarketing
- ✓ Company branding and information on popular magazines and media publishers



# HOW DO WE EARN?

*Revenue Streams*

Advertising  
revenue



Revenue from  
hosting contests



SUBSCRIBE  
↑

Margin of share  
subscription from  
accumulator  
game modes

Merchandising revenue  
(future)



Platform fee  
(inclusive of  
GST and VAT)



Options and buy/sell  
spread (future  
game mode)



Payment gateway  
commissions on  
withdrawals, deposits  
and trades



# Company Roadmap

**2022 March**  
Ideation stage

**2023 March Phase 1**  
Development & Launch

**2023 October Phase 2**  
Development & Launch

**2024 March**  
Series A Round to be raised

**2025 October**  
Credexon to turn profitable

2022

2023

2023

2024

2025/26

**2022 July**  
Official Company Registration

**2023 June**  
Seed Round to be raised

**2023 December**  
50k targeted daily active users

**2024 December**  
100k monthly revenue

**2026 March**  
200,000 active users



# Future Plans



## Geographical Expansion

- ✓ Expansion in India and UK fully
- ✓ Expansion to other countries with growth prospects for the Fantasy Gaming Industry



## Category Expansion

- ✓ More game modes (Phase 2 games have been conceptualized)
- ✓ Venture into other sports like Basketball, Hockey, etc.
- ✓ Additional user friendly features and app functionality



## Technology and Manpower Expansion

- ✓ Web3 Token and Merchandising Marketplace
- ✓ Blockchain Platform
- ✓ Expand current team from 5 to 30+ developers from all over the country by the end of the year



# Assumptions Made for Valuation

- CAC (250 in first year to 231 in fifth year):  
It has been derived from the average of 4 different marketing strategies

- Valuation taken as a measure of 3 approaches: VC, DCF, and RIM; 3 cases shown namely Base Case, Best Case, and Worst Case

- Low Retention Rate and High Number Rate

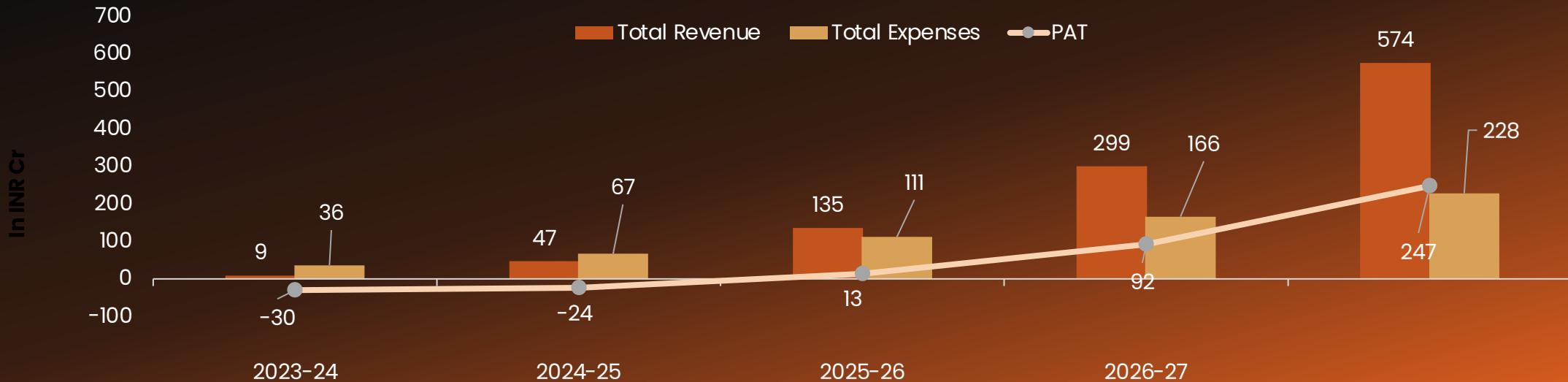


- The projection numbers in India have relatively less expenditures  
For UK, we have taken higher revenues and higher expenditures in order to create the projections

- Conservative with revenue projections and aggressive with spending

- The valuation parameters like Beta, WACC, etc. have been taken according to the industry standards

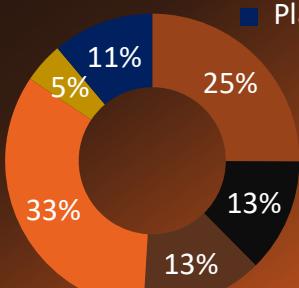
# Financial Projections



Particulars	2023-24	2024-25	2025-26	2026-27	2027-28
EBITDA%	-328%	-51%	13%	41%	57%
PAT%	-1.48%	0.54%	9.04%	17.20%	23.45%
Cash Flows	-328.30%	-50.79%	9.66%	30.87%	43.10%

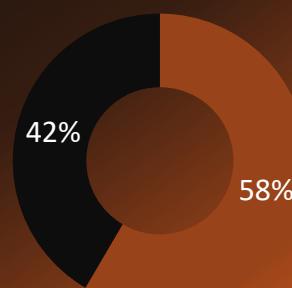
## Revenue Breakdown

- Matches Contest
- Player Accumulator
- Prize Pool
- Series Contest
- Team Accumulator
- Platform Fee



## Revenue by Country

- India Revenue
- UK Revenue





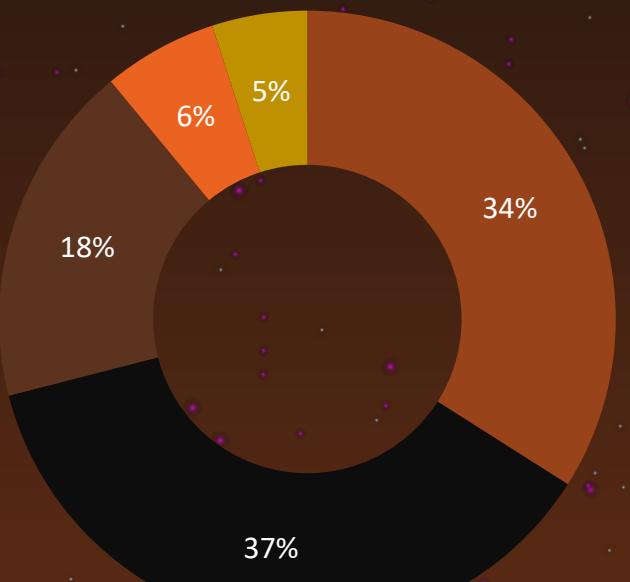
# Ask & Usage

*The ask amount is for a period of 1 year*

**300,000 GBP**

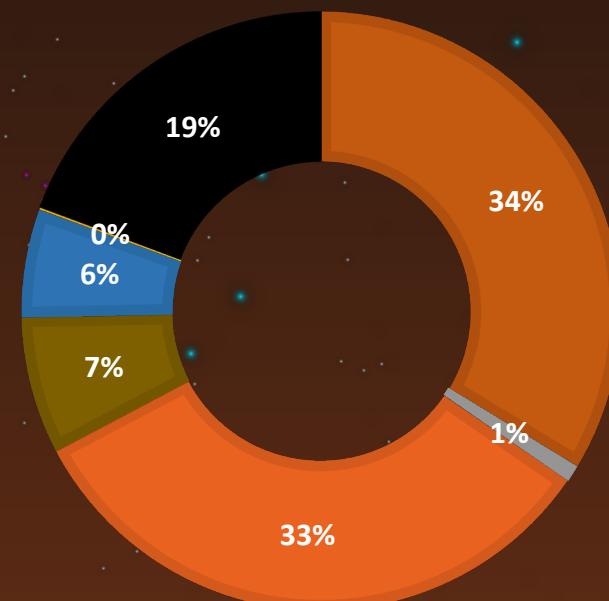
**10%**

## USAGE BREAKDOWN



- Gross Revenue
- Direct Expenses
- Gross Profit
- Indirect Costs
- Employee Cost
- Other Expenses
- EBITDA

## UNIT ECONOMICS





# TEAM BEHIND



**Yash | Founder**

Yash is a graduate from UCL (Batch of 2021) with first class honours in Mathematics with Management Studies. He is ambitious, hardworking, sincere, analytical, and detail oriented. His interests include sports, fitness, investing, trading, and reading.



**Raman Mathur | Tech Lead**

Raman is a full-stack developer with over 11 years of experience in Software Development. Having graduated in 2012 with a CS degree, Raman has worked with multiple organizations, overseeing and managing development of over 50+ successful projects.



**CREDEXON**  
THE FUTURE OF GAMING

**Lets Play!**