# ICC | NIUM

# NEXT IN ▶

A </Global Hackathon> challenging you to enhance the digital cricket fan experience
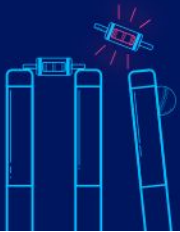
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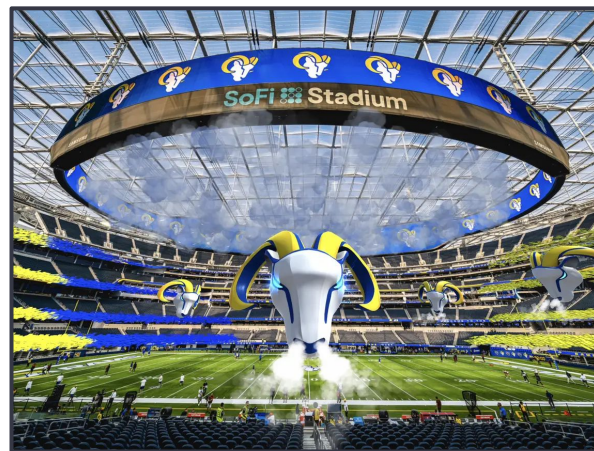
**Team Name** : Kameleon Technologies

**Problem Statement** : Use AR/VR technologies to create a gamified experience for cricket fans.

## Concept Brief

# To build a gamified stadium metaverse for engaging cricket fans
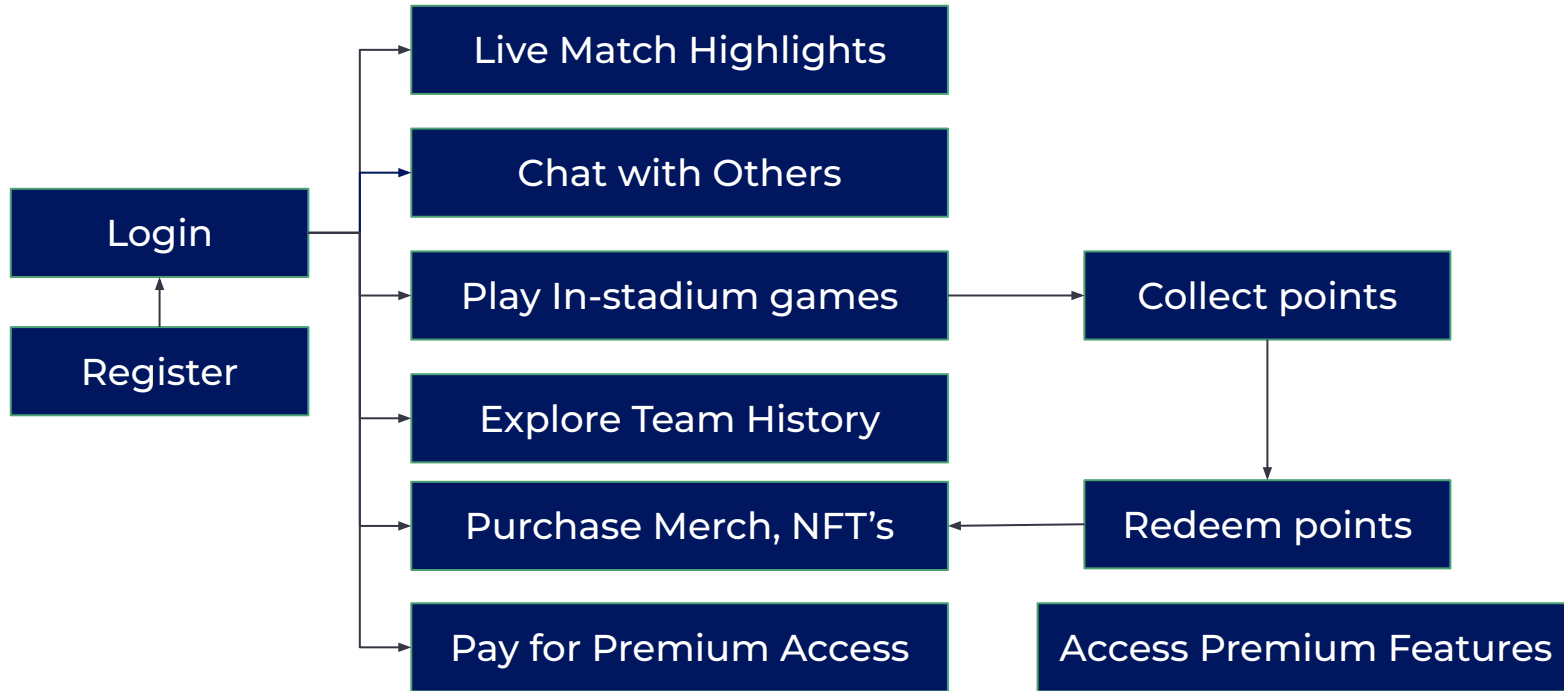
**Photos for demonstration:**

# Key Features of the Solution :-

- - Gamified Stadium Metaverse
- - Fans collect & redeem points
- - Multiplayer
- - In-built & embedded games
- - Accessible as SaaS
- - Linked with Crypto wallets
- - Live Chat & Fan Engagement

# Process Flow Diagram/Use case Diagram:

```
                    ┌──────────────────────────────────┐
                    │    Live Match Highlights         │
                    └──────────────────────────────────┘

                    ┌──────────────────────────────────┐
                    │    Chat with Others              │
                    └──────────────────────────────────┘

┌──────────────┐    ┌──────────────────────────────────┐    ┌──────────────────────┐
│    Login     │───▶│    Play In-stadium games         │───▶│    Collect points    │
└──────────────┘    └──────────────────────────────────┘    └──────────────────────┘
       ▲                                                                │
       │            ┌──────────────────────────────────┐                │
┌──────────────┐    │    Explore Team History          │                ▼
│   Register   │    └──────────────────────────────────┘    ┌──────────────────────┐
└──────────────┘    ┌──────────────────────────────────┐◀───│    Redeem points     │
                    │    Purchase Merch, NFT's         │    └──────────────────────┘
                    └──────────────────────────────────┘

                    ┌──────────────────────────────────┐    ┌──────────────────────────┐
                    │    Pay for Premium Access        │    │ Access Premium Features  │
                    └──────────────────────────────────┘    └──────────────────────────┘
```

# Idea References

## Internal Links

- We as a startup have built many metaverses like these for providing virtual 3D experiences. You can have a look at few of them below.
    - Visualisation for real estate purposes - Click **here**
    - Visualisation for conducting college community events - Click **here**

## External Links

- Idea Inspiration : This idea is has started being implemented by many clubs & franchises globally. This idea was also teased at the recent Consumer Electronics Show (CES 2023) event by Sony for implementation of Manchester United Fan Experience. Check the video **here**
- Check out visualisation of an realistic basketball court **here**

# Business Logic of the Solution

| Problem 🔒 | Solution 🔑 | Unique Value Prop. 🎁 | Unfair Advantage 🦸 | Customer Segments 💁 |
|---|---|---|---|---|
| - Fans are unable to have immersive live match experiences sitting at their homes<br>- Fans are unable to connect with each other & carry out community events | Virtual Metaverse of the Stadium which fans can access from their smartphones or VR devices | Works seamlessly with all devices such as smartphones, tablets, desktops & VR headsets | Around 2 years experience building metaverse worlds | National Team Fans<br><br>Domestic Club fans |

| Existing Alternatives 🔀 | Key Metrics 📊 | High-Level Concept ✨ | Channels 🚚 | Early Adopters 🥧 |
|---|---|---|---|---|
| - Fly to stadium for real-time match experience<br>- Watch livestream of match with friends & family | Monthly Active Users (MAU)<br><br>Daily Active Users (DAU) | Spatial for virtual stadium experience | Digital | Tech-savvy fans<br><br>Fans addicted to playing mobile & computer games |

## Cost Structure 🧾

- Stadium Metaverse Modelling & Coding
- Design & 3D modelling of game assets
- Development cost of engaging games
- Maintenance Cost & Third Party Integrations
- Administrative Cost

## Revenue Streams 💰

- Software-as-a-service (monthly recurring subscription) to fans for premium access to virtual metaverse experiences of their favourite team
- Sale of in-game assets such as fan trophies, merchandise, NFT's etc..

# Technology used :

## Software

- **Three.js, WebVR**
- **React.js**
- **Unity**
- **Blender**

## Integrations

- **NIUM Crypto API**
- **React.js**
- **Unity**
- **Blender**

## Hardware

- **Jio Tesseract Holoboard**
- **HTC VIVE**
- **Meta Quest**

# Estimated cost of/after implementing the solution :

| Activity | Cost Structure |
|---|---|
| Stadium Metaverse Modelling | Rs. 15,00,000 |
| Data Collection & Integration | Rs. 5,00,000 |
| Modelling of In-game Assets | Rs. 10,00,000 |
| Design & Development of Games (3 Games) | Rs. 7,50,000 |
| Testing & Deployment | Rs. 5,00,000 |
| Total Development Cost | Rs. 42,50,000 |
| Total Maintenance & Server Cost (per month) | Scales with the number of users |

Estimated Timeline of Development : 3-4 months

Thank you

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