

 ICC | NIUM

NEXT IN



A [Global Hackathon](#) challenging you to enhance the digital cricket fan experience



Powered by 

Team Name : Cyberpunk (Bhiman, Hritik, Siddharth and Kartik)

Problem Statement : Boost user participation and excitement on the ICC Platform during match days, both onsite and beyond

PRESENTING

ICC FAN FRENZY

- ◆ A PLATFORM TO AMPLIFY LIVE CRICKET MATCH ENGAGEMENT FOR DYNAMIC FAN EXPERIENCES
- ◆ EARN FRENZY COINS WHILE YOU HAVE FUN TO REDEEM EXCITING REWARDS



Brief about the Idea

ICC Fan Frenzy has 3 main verticals

Dare4Fun

Participate in activities conducted by the platform

Participate and win loyalty points which can be further redeemed in the form of merchandise.

Share2Shine

Share your fan moments in the form of shorts/pictures

Share your moments/message and win a chance to get it showcased on BigScreen.

Assistance

Don't fear when I am here!

Ask for any assistance needed on stadium like information about ticket, seat, navigation etc.

Built on Strong Blockchain
Network Foundation

Powered by Fan Community

Opportunity :

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

1. **Unique and Innovative Platform:** Untapped solution that can cater to massive amount of audience
2. **One-Stop Solution for Engagement:** Offers multiple engagement activities on a single platform
3. **Utilizes Existing ICC Offerings:** Allows for the use of the Faze-ICC partnership to enable customers to buy NFTs and Merchandise
4. **Blockchain network Powered by Fans:** Fans will do mining from their mobile.
5. **Ad Free Monetization:** Business logic can generate revenue without ads.

List of features offered by the solution

Improving On Stadium and Off Stadium Experience

Dare4Fun

Participate and win Loyalty points



Mexican Wave



Tribute to Legends



Look Alike

+ More Games and Tasks!!!

Share2Shine

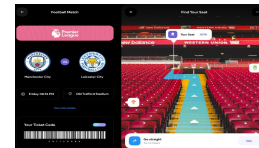
Share Message and get showcased on BigScreen



Messages from stadium and anywhere in the multiverse.

Assistance

Always at your service



Find Seat, Washroom etc.



Find Friend, Get Information etc.

Every Fan Interaction would happen on our Mobile App



The App would be build on top of our Blockchain network.



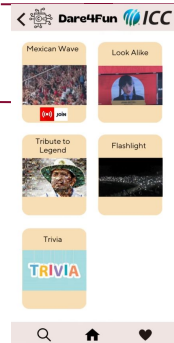
The Fans would be miners and earn Loyalty Points as reward.



By seamlessly integrating with the newly launched ICC Fan account, the proposed platform can effectively harness user-generated content and strengthen its personalization capabilities. This can result in a more robust and engaging platform that provides a better experience for users.

Business Logic of the solution

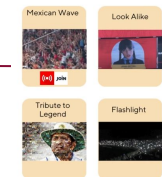
Dare



Dare4Fun

➤ Participate in events suggested by our App.

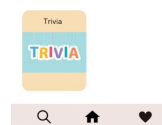
Earn



Earn Loyalty Points

➤ Based on event rules loyalty points are awarded.
➤ Like more loyalty points when participating from stadium.

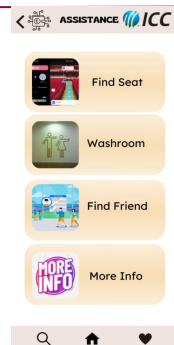
Redeem



Redeem Loyalty Points

➤ Loyalty points would be in form of FRENZY token.
➤ These tokens can be utilized to buy ICC merchandise, NFT etc.

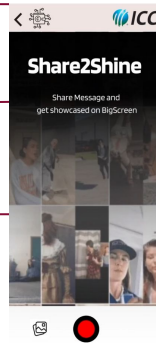
Assist



Assistance

➤ Fans at stadium can see information like
Seat Location
Restroom location
Ticket Information
Locating a friend

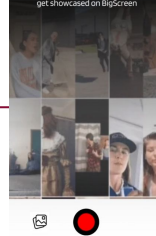
Record



Share2Shine

➤ Record a short video message for your favorite player.
➤ The content will follow certain guidelines.

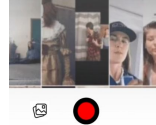
Share



Share on App

➤ Fans need to pay in FRENZY for participation.
➤ Earned FRENZY can be utilized or bought from open market.

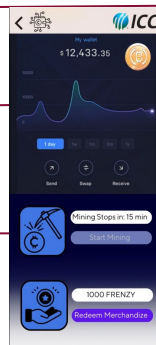
Shine



Shine on BigScreen

➤ Message of One lucky winner screened on the BigScreen.
➤ There can be multiple rounds in regular interval for fans to participate.

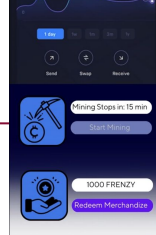
Blockchain



FRENZY Network

➤ A Blockchain network similar to Pi Network
(<https://minepi.com/>)

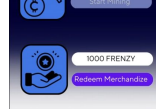
Mining



Mined by Fans

➤ Fans just have to click on Mine Button every 24hr which acts as the PoW. (For extra monetization, ads can be run before mining starts.)

Token & Wallet



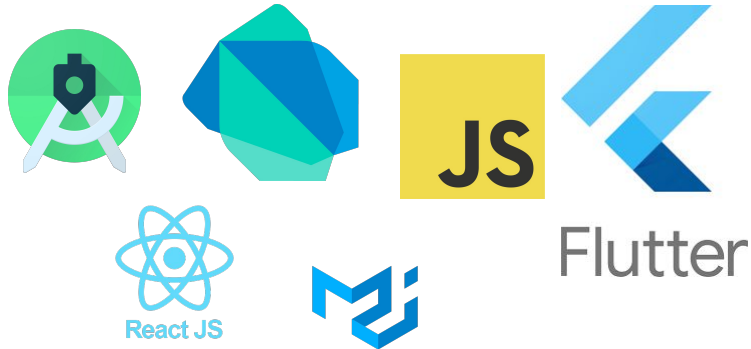
FRENZY

➤ FRENZY token would be generated as mining reward.
➤ The demand of the token is maintained through our two main verticals Dare4Fun and Share2Shine.
➤ A wallet private to Fans will store these tokens.

Technology used

Frontend

1. JS/Dart - App Programming Language depending on the framework chosen
 - a. Options: React Native, Flutter
2. Material UI - App Design Language
3. React - Web App Programming



Backend

1. Web3.js - library to interact with Ethereum
2. Solidity - for writing smart contract
3. Ledger storage - IPFS
4. Metamask - for fan wallet management (displaying balances etc.), txn signing
5. REST APIs - api server written in node/express to connect app and blockchain
6. SQL - Data Management



Estimated cost of/after implementing the solution

The intent would be to build a minimum viable product which can cater to major features proposed above. Following contribute to the cost of the implementation:

1. Infrastructure Cost

- a. Server hosting (ec2 or serverless) and storage (s3) on a cloud provider like AWS [an EC2 t2.micro instance (which has 1 vCPU and 1 GB memory) running 24/7 will cost approximately **\$10 per month**; storing 10 GB of data in S3 and accessing it 1000 times per month will cost approximately **\$1 per month**.]
- b. gas fees associated with executing smart contracts on the blockchain (depends on the number of users and invocation frequency)
- c. integrating third-party service providers that offer IPFS hosting, storage, and related services; we can choose the pay-as-you-go pricing for frugality reasons

2. Development, app testing and market testing costs

Thank you

