FANFIGHT
FANTASY SPORTS REDEFINED

CASE PRESENTATION

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Fanfight is a fantasy gaming platform with over 7 millions users. It that allows users to create their own teams in sports like Cricket, Football, Basketball etc. and participate in various contests to win money. Majority of the fantasy market is covered by Dream 11, which has ~80% market share. Fanfight holds a market share of about 5%

Due to their identical feel & functionality, there is very less incentive for user to switch from one app to another

Problem Statement

As head of product at Fanfight
1. Propose 3 solutions to increase repeat playing behavior & create a sustained competitive advantage
2. Prioritize ideas in order of impact
3. Balsamiq/Figma wireframe for the product solution with the highest impact.
4. Success metrics for recommended solution

Objective

Add new product features to increase the repeat playing behavior of the users i.e., play fantasy games more frequently for real money

Assumption: Repeat playing behavior is defined as users playing atleast once in every week

I'm a busy professional and a cricket enthusiast, who don't find much time to watch the match live but loves to play Fantasy games. Nonetheless, I always lose money, by betting as per my gut feeling. I wish to take more intelligent decisions and there improve my skill and win back the amount I have lost.

Loser Lokesh, 32Y

I'm a home-maker and loves to watch IPL. I'm a Mumbai Indians fan. I love playing fantasy cricket, but I hardly get time to keep a tab on game continuously due to household work. Often, I forget to form my teams. I still wish to play the game, even after the game started.

Busy Bhavana, 35Y

I'm a hardcore Real Madrid fan, and an aspiring footballer. I play fantasy football. I follow everything related to Real Madrid & I love demonstrating my passion/knowledge towards my team. I love to watch & own a lot of merchandise & collectibles of Real Madrid.

Jabra Fan James, 18 Y

I'm a sports professional, I play Kabaddi. I want to play fantasy league in Kabaddi. I don't find find a good platform which has offering Kabaddi.

Versatile Venky, 28 Y

Value Proposition

User Persona	User Painpoints/Needs	Feature	Value Proposition
Busy Bhavana	Forgets to pick teams, unable to pay attention to game for longer periods of time	Minigames with Booster	This feature will allow users to enter mini games with different themes, even after the match is started. These games last for few overs only. **This feature will help in engagement of user multiple times during a match, encourage to participate in multiple contests, thereby impacting ARPU**
Jabra Fan James	a. Need a platform to demonstrate his knowledge on the sport b. get all the updates about his favorite teams	a. Sports Trivia b. Fan Arena	Sports Trivia – this feature will give users like Raghu to compete against others, at the same time test his knowledge about his favorite sport. Fan Arena – this is a one stop destination for all the fan needs, like getting news update, watch exclusive fan content, get good offers on merchandise etc. **These two features will help in user retention & engagement during off-season as well.**
Loser Lokesh	Unable to take Intelligent decisions w.r.t player picking & team building, and therefore loses money	FF Insights	This feature will allow user to take informed decisions by looking at the statistic about player recent performance & venue statistics. **This will serve as key differentiating factor to other fantasy games, and users need not rely on 3rd party apps to know player statistics.**
Versatile Venky	Unable to find good platform to play fantasy league for niche games like Kabaddi league	Kabaddi, Badmiton,ISL & Tennis	These new sports will bring specific segment of users who love these games to our platform. **This will help us in increasing our revenue market share & new users singups.**

Currently, in the existing formats the players creates a 11-member team before the start of the game. There is no engagement in-between the game.

To increase the engagement of the user in-between game, introduce short game formats that lasts for limited overs during the game like Powerplay, Mid-Over Magic & Death Over Dilemma, 1st innings Fever, 2nd Innings Euphoria. These mini-games will be enabled at different times during the play.

During these short-over formats, users can pick a player called Booster, in-addition to the captain & vice captain, who will gain points are a boosted rate.

These short game formats will appeal to users

1) who might have chosen a team which is underperforming
2) who have limited time to engage
3) who feel bored in-between the game

Key Metrics
- No of paid competitions per user per match
- No of paid competitions per user per week
- No of DAU/WAU
- No of new Signups
- ARPU

< NEFC vs KBFC 7h :39m

AllContest **MiniGames** Head-2-Head DoubleOrNoth

Sort By :   Winnings   Entry   Winners   Max Players

Mid-Over Magic

₹ 5,000 ⌄   75 Winners

1/133 Joined   ₹ 49

👥 Upto 15 Teams   🏅 ₹1,000 Top Prize   🏆 56% Winners   C

Death Over Dilemma

₹ 5,000 ⌄   75 Winners

1/133 Joined   ₹ 49

👥 Upto 15 Teams   🏅 ₹1,000 Top Prize   🏆 56% Winners   C

CREATE TEAM

< NEFC vs KBFC 7h :24m

Pick your Mid-Over Magician
Mid-over magician will boost your pts
1.5xtimes and will last from overs 7-14

Goal Keeper(s)

Subhasish Roy Ch...
NEFC   Points : 14.0

Defender(s)

Provat Lakra   Captain
NEFC   Points : 11.0

Tondonba Singh
NEFC   Points : 6.0

Gurjinder Kumar   Vice-Captain
NEFC   Points : -6.0

Mashoor Thangal
NEFC   Points : -2.0

Justin George   ☑
NEFC   Points : 6.0

Mid-Fielder(s)

Hernan
NEFC   Points : 28.0

PROCEED

Introduce new games like Kabaddi, Badminton, Tennis along with existing sports. Currently no other competitors focused on these games.

Also, there would be an overlap in player interests like a player who likes both Kabaddi starts using our platform, will become users for other sports as well.

This feature will bring a new segment of users to our platform.

For Badminton, Tennis – there is no concept of teams, there players will choose the players upto 3/5 and the combined performance, will be considered for final rankings. There will be no concept of Captain & Vice captain in this

For Kabaddi – users pick 7 players and the concept of Captain, Vice Captain will be the same. Here the points earned by the players will contribute to the final pts of the fantasy team.

Key Metrics
- No of new user singups
- No of users participated in atleast one paid contest.
- No of users who participated in New leagues and also participate in Existing Leagues.
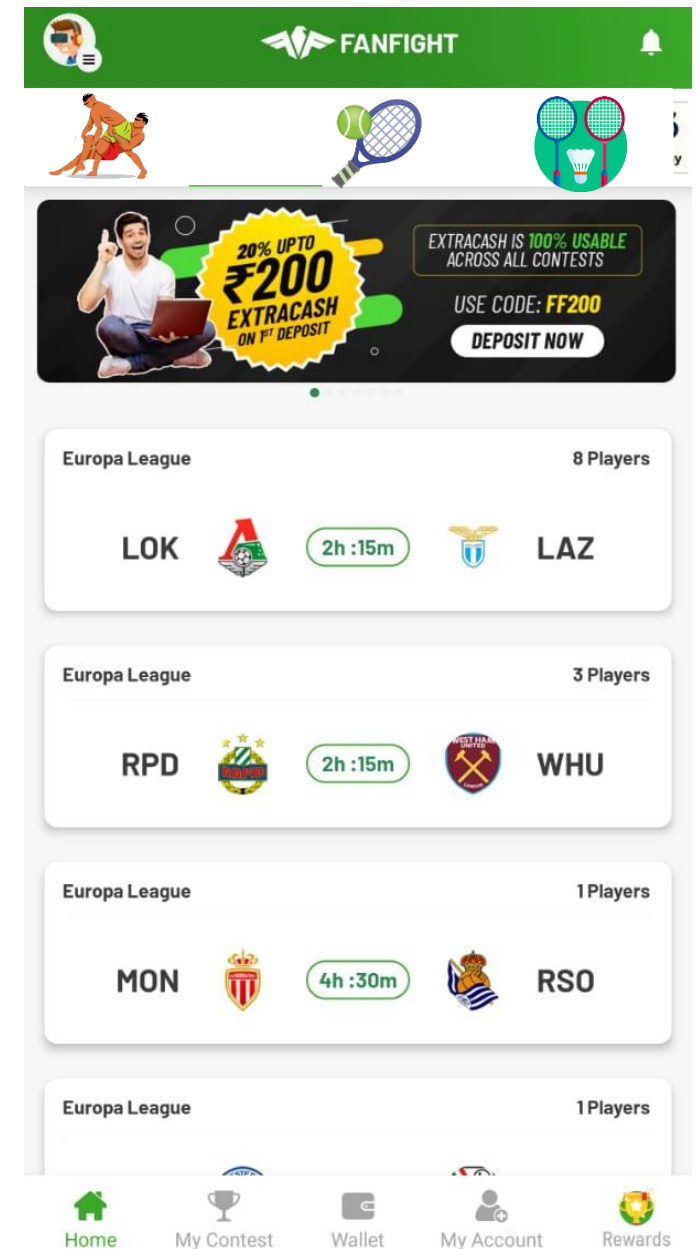
Fanfight Player Insights

During the selection of player provide him insights, like Head On Team Stats, Player performance against the team (Batting/Bowling/WK) – For E.g. For a batsmen - Average Score, No of 50s, No of 100s, Total Runs, Strike Rate

**2** View Player Statistics – Overall & against a team

3 Fan Fight – Give Insights to user about his performance in Last 5 matches, Total Fantasy League Points scored by the player, Player Form & Performance in a particular venue in last 5 matches.

4 Current Series/Season Performance - Total Runs/Wickets/Catches, No of 50s, No of 100s, No of wickets
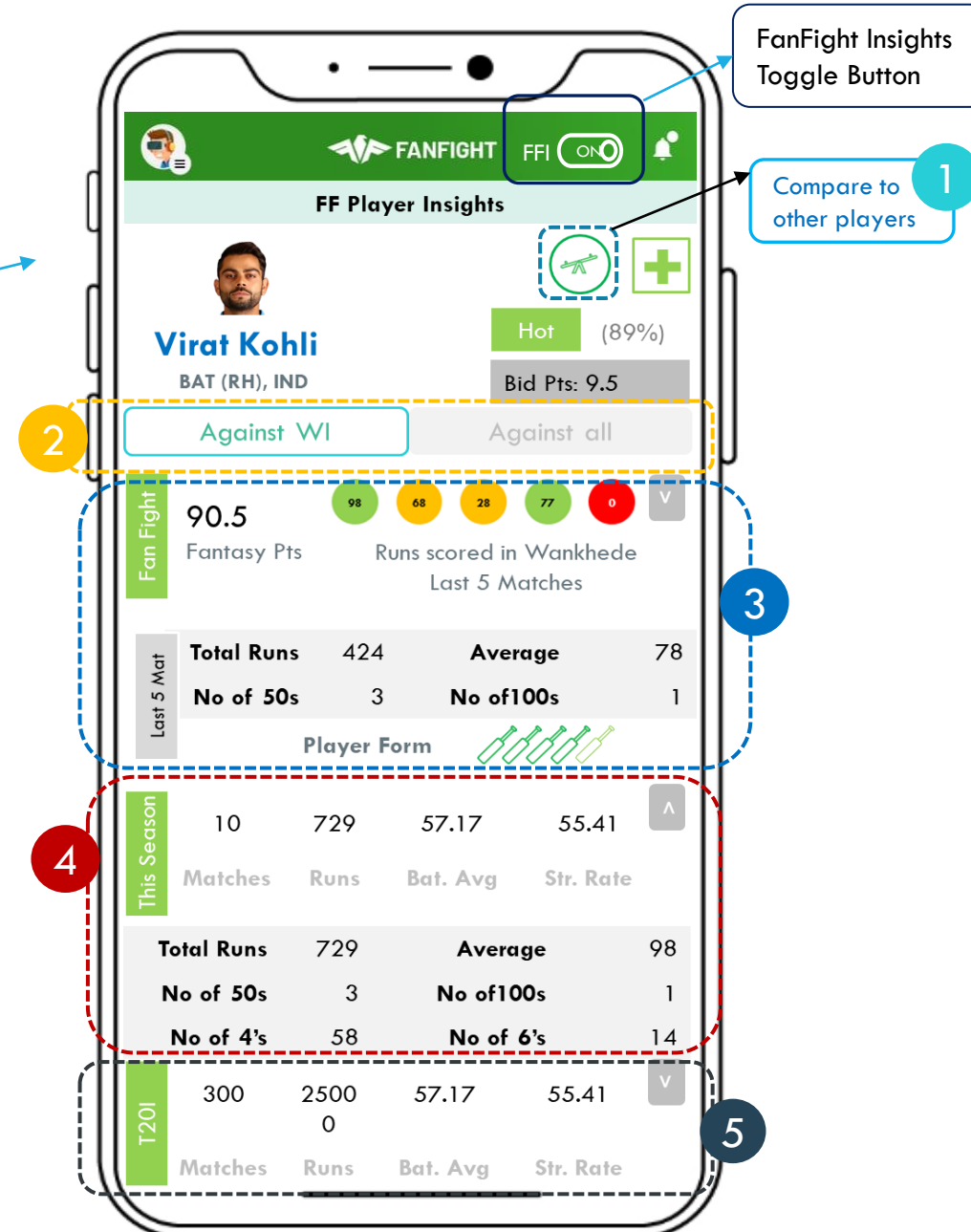
5 Based on the format of the match relevant International Stats/League will also be shown.

Key Metrics
- No of Users using FF Insights feature
- No of DAU/WAU
- No of new Signups
- ARPU
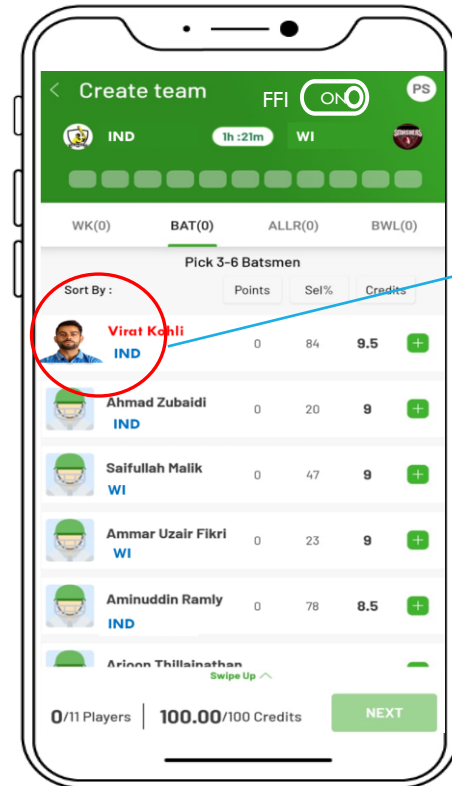
During the time of creation, When user clicks on the player icon. FF Player Insights will be shown

FanFight Insights Toggle Button

Compare to other players **1**

FF Player Insights

Virat Kohli
BAT (RH), IND

Hot (89%)
Bid Pts: 9.5

2 | Against WI | Against all |

Fan Fight

90.5
Fantasy Pts

98 68 28 77 0

Runs scored in Wankhede
Last 5 Matches

Last 5 Mat
| Total Runs | 424 | Average | 78 |
| No of 50s | 3 | No of100s | 1 |

Player Form

This Season
| 10 | 729 | 57.17 | 55.41 |
| Matches | Runs | Bat. Avg | Str. Rate |

Total Runs	729	Average	98
No of 50s	3	No of100s	1
No of 4's	58	No of 6's	14

T20I
| 300 | 25000 | 57.17 | 55.41 |
| Matches | Runs | Bat. Avg | Str. Rate |

3

4

5

Fanfight Venue Insights
During the selection of player provide him insights, like Pitch Type, Player performance (Batting/Bowling/WK), Team's performance in the venue

1 Information about Pitch type is shown
If the players wants to see FF insights, he clicks on the View Venue Info for further details.

2 Pitch Type & Based on the historical data, gives an insight like which of the two innings' battings favors the win. Etc.

3 Last 5 matches Team scores in 1st & 2nd Innings
Team's last 5 match performance in the venue

4 Top players info (batting/bowling/wicket keeper) at the venue are shown to the user. Users are provided with multiple filtering criteria.

Key Metrics
- No of Users using FF Insights feature
- No of DAU
- No of new Signups
- ARPU

Create team

FFI ON   PS

🇮🇳 IND (0)   16m :13s   NZ (0) 🇳🇿

1 Batting Pitch
View Venue Info

WK(0)	BAT(0)	ALLR(0)	BWL(0)

Pick 1-4 Wicket-Keeper(s)

Sort By :	Points	Sel%	Credits

Wriddhiman Saha 🇮🇳 IND • IN	0	46	8.5	+
Tom Blundell 🇳🇿 NZ • IN	0	61	8.5	+
Srikar Bharat 🇮🇳 IND • OUT	0	8	8	+
Glenn Phillips 🇳🇿 NZ • OUT	0	8	8	+

Swipe Up ⌃

0/11 Players | **100.00**/100 Credits | NEXT

FF Venue Insights

2 Wankhede, MUM

Batting Pitch
Favors 2nd Batting

3 Last 5 Matches

1st Innings
| 210-5 | 220-4 | 250-7 | 192-9 | 240-4 |

2nd Innings
| 212-8 | 221-2 | 251-4 | 187 | 242-7 |

IND: W W W L W

NZ: L L W L W

4 STARS OF THE VENUE

TEAM   PLAYER TYPE
INDIA v   BAT   BOWL   WK

Dhoni (520 R, 10 M)   Kane W (400 R, 6 M)

Rohit (515 R, 10 M)   Robin J (370 R, 4M)

In off-season, users feel bored as there will be no ongoing games, and overall engagement will go down.

Introducing sports trivia
1) Sponsored Games by brands/teams
2) Play against random player
3) Challenge a friend – show off your skill by beating your friends
4) Play casual game, with no time limit – test one's knowledge/love for game

Sports-lovers want to test their knowledge about their favorite clubs/sports, where Pro-users want to earn some attractive rewards and use the reward to participate in upcoming games.

Key Metrics
- No of user participated in the quizzes
- Quiz completion & Reward redemption rate
- Average no of quizzes attempted per day/week by an user
- No of users who played trivia atleast once
- No of Credit Redemptions
- ARPU
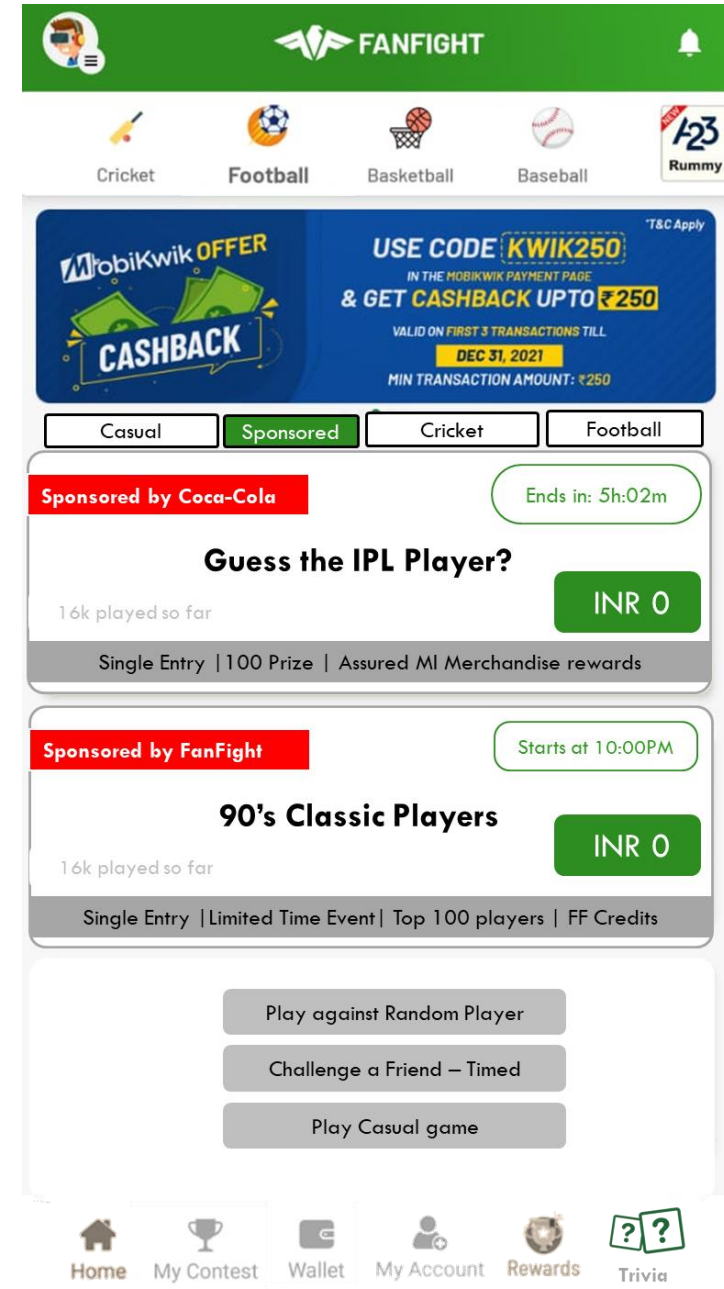
FanArena, is the community space for the user to get connected to their teams.

Users will get

1) latest updates about upcoming team changes, matches
2) exclusive short video content - Behind the Scenes content, exclusive videos for fans
3) get exclusive discounts on team's merchandise etc.
4) get to know exclusive fan meet-up events etc.
5) Latest updates from all your favorite players at one place.

Key Metrics
- No of users who follow atleast one club
- No of Likes/shares/Comments on posts
- No of users who played trivia atleast once
- No of Credit Redemptions
- ARPU
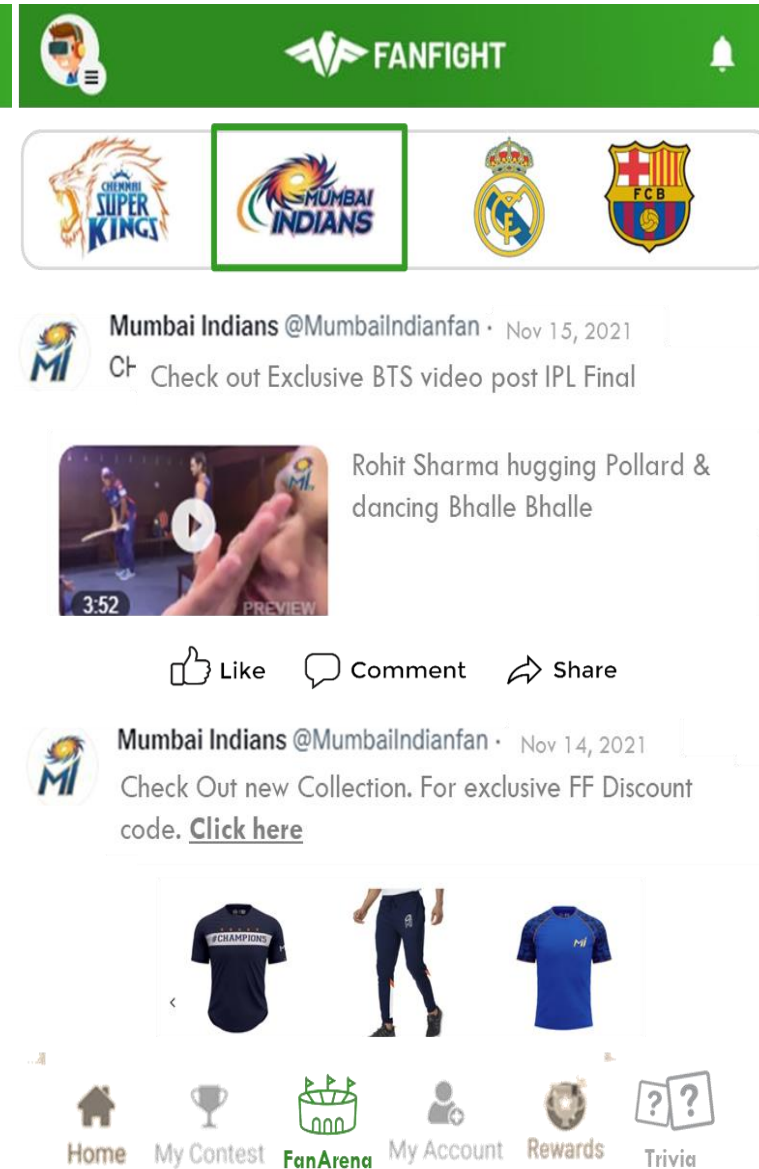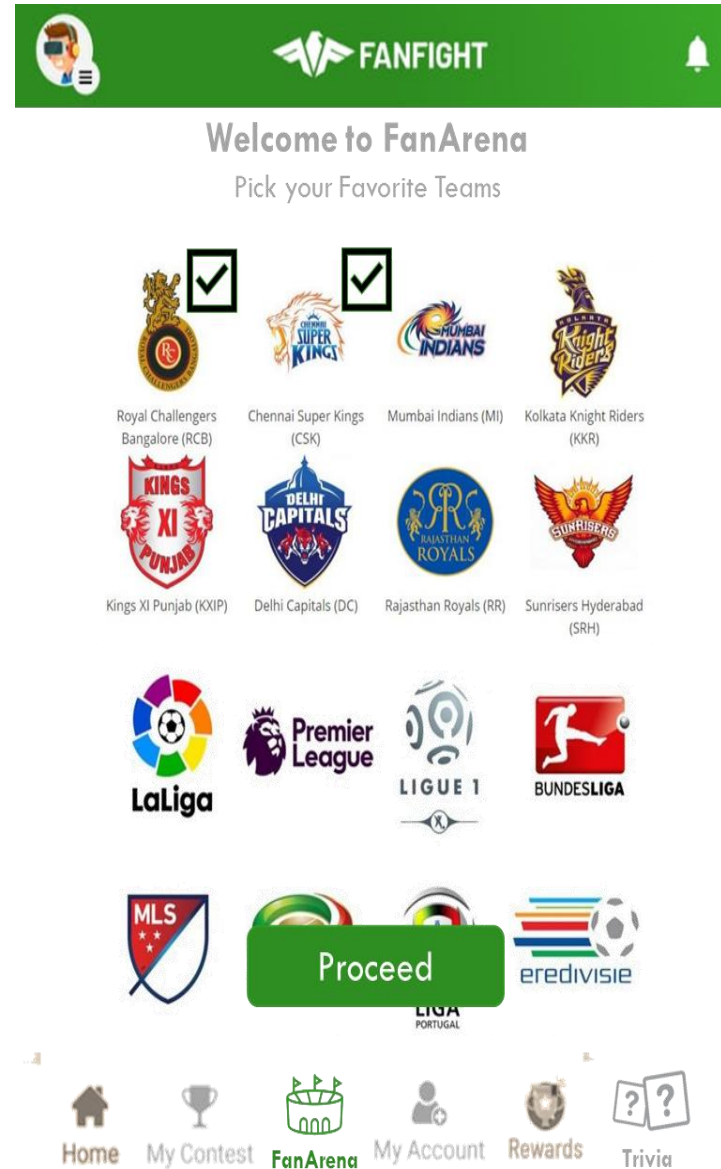
FEATURE PRIORITIZATION

FEATURE	REACH (0-5)	IMPACT (0-5)	CONFIDENCE	EFFORT (0-5)	PRIORITY
KABADDI, BADMINTON TENNIS	4	4	70%	3	1
FAN FIGHT INSIGHTS	4	4	80%	4	3
MINI GAMES	4	4	95%	2	2
SPORTS TRIVIA	3	3	60%	3	4
FAN ARENA	3	2	50%	5	5

Reach, Effort is on a scale of 0 to 5

Impact - increase in repeat playing Behavior on a scale of 5

Based on the scores used using RICE & Value Effort Framework, MiniGames should be given top priority, followed by NEW SPORTS.
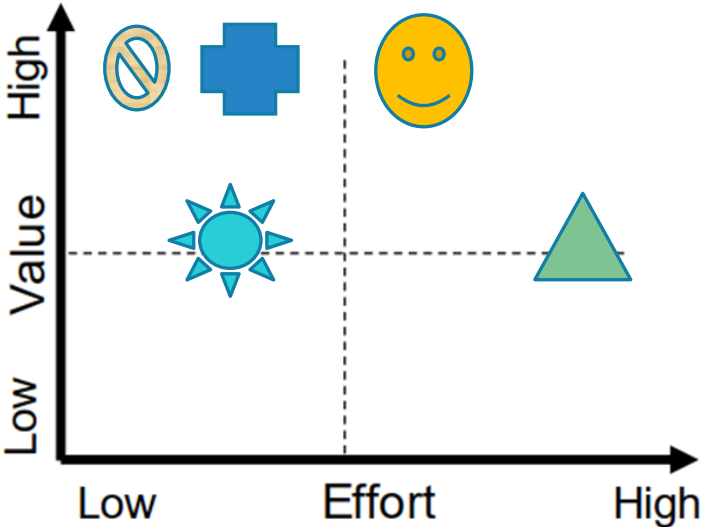
BLOCK CHAIN IS THE FUTURE FOR FANTASY GAMING

Fantasy Sports platforms Sorare, MLB Champions and NBA Top Shots are incorporating blockchain technology, to bring a more transparent & unique experience to Fantasy Gaming enthusiasts. After looking at multiple trends in the global fantasy gaming market, I really like Sorare.

Sorare is different from traditional fantasy league games is that its platform is the player cards represent non-fungible tokens (NFTs), which can be purchased and sold on the game's own marketplace. Each digital card is registered as a unique token on the Ethereum blockchain. These limited issued Cards are categorized into Limited, Rare, Super Rare, and Unique. These cards are used to participate in variety of leagues including region focused leagues just like any traditional fantasy gaming platform.

Sorare has, furthermore, partnered with over 180 football organizations to license those cards. Example clubs include Real Madrid, Liverpool FC, Juventus Turin, and Bayern Munich. The cards of Sorare not just for mere collection, in future these cards can be seamlessly used in the partnership games being developed by Ubisoft and other tech gaints

If we want to be more relevant in future and survive among the competition, Blockchain based Fantasy gaming sounds like a promising idea. It requires more detailed analysis like relevance for Indian Market, Regulatory risks involved, Investments needed etc.

THANK YOU

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