



SecondInnings11

PITCH DECK

INTRODUCTION

"Second Innings 11"

- Tagline: "Where the real game begins"
- Second Innings 11 is a unique fantasy sports platform dedicated exclusively to the second innings of cricket matches.
- It provides users with a new way to engage with the game by allowing them to create teams and participate in contests after the first innings are completed.
- Revolutionizing Fantasy Cricket



UNIQUE VALUE PROPOSITION

- Real-time Strategy: Users can create teams based on the first-innings performance.
- Higher Engagement: Shorter gameplay means more user retention and participation.
- Dynamic Player Selection: Users pick teams after analyzing pitch conditions and match situations.
- Less Competition: A fresh and untapped market compared to traditional fantasy platforms.



SECOND INNINGS 11 FEATURES

"Introducing Second Innings 11 - The Ultimate Second Innings Fantasy Cricket Experience"

- Key features:
 - Exclusive focus on second innings contests
 - Unique team-making and scoring system tailored to the second innings
 - Big contests with attractive prizes
 - User-friendly interface and engaging experience

**DULL
FIRST INNINGS**



**EXCITING
SECOND INNINGS**



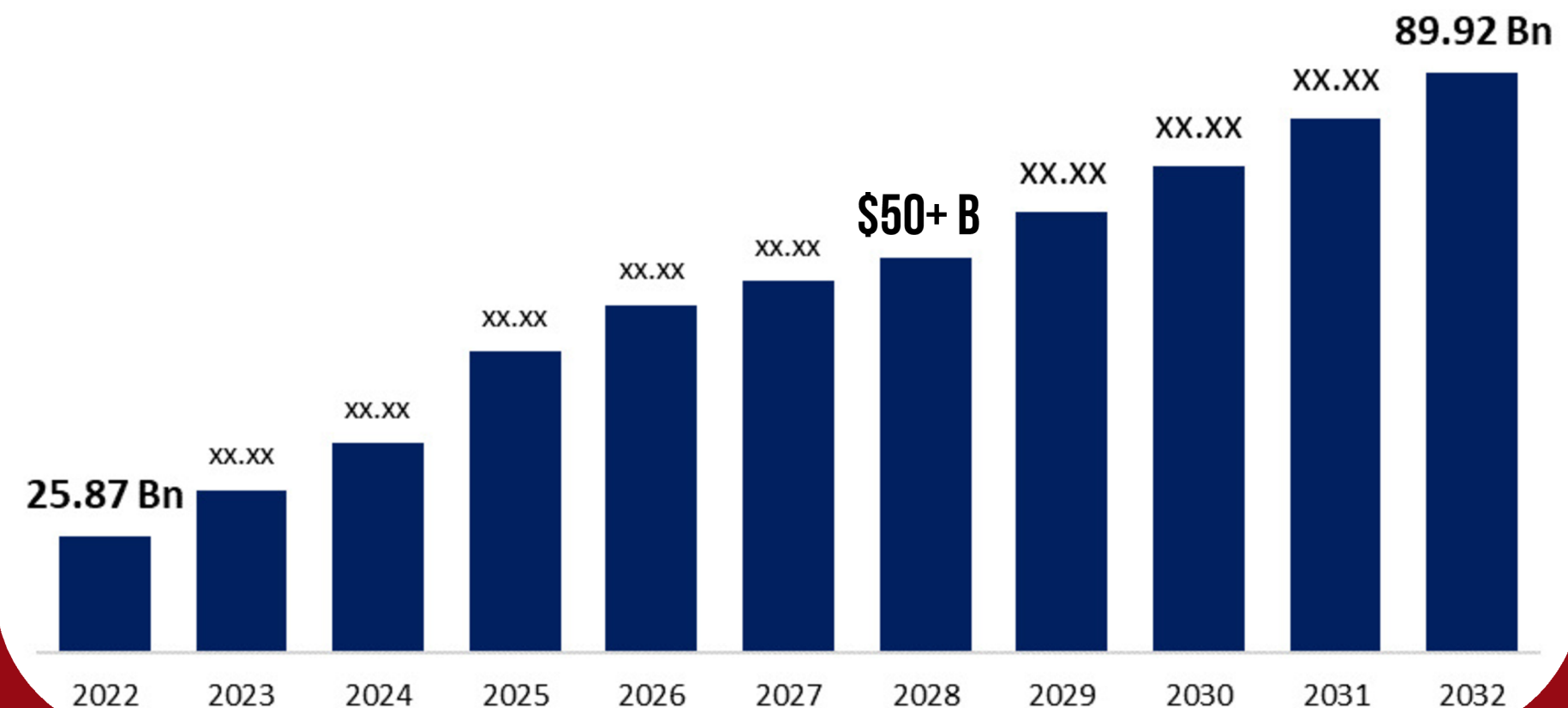
- Live Team Creation: Build teams after the first innings.
- Instant Withdrawals: Seamless deposit and withdrawal process.
- Leaderboard & Rewards: Engage users with bonuses and referral programs.
- AI-based Predictions: Data-driven insights to help users make informed choices.
- Multi-Match Contests: Play across different second innings in a single tournament.



MARKET OPPORTUNITY

- The fantasy sports industry is projected to reach \$50+ billion globally by 2028.
- Cricket accounts for more than 85% of fantasy gaming in India.
- Existing platforms like Dream11, My11Circle, and others focus on the full match format.
- Second Innings 11 fills the gap by capitalizing on the excitement and unpredictability of the second innings.
- The number of fantasy cricket users is growing at a CAGR (Compound Annual Growth Rate) of 20%
- Second Innings 11 is poised to capture a significant share of this market

Global Fantasy Sports Market Size





TARGET AUDIENCE

"Identifying and Catering to the Right Audience"

- Demographics:

- Age: 18-45
- Interests: Cricket, fantasy sports, and online gaming
- Behavior: Active on social media, enthusiastic about cricket, and eager to compete

BUSINESS MODEL & REVENUE STREAMS

"Generating Revenue through Multiple Channels"

- Revenue streams:
 - Entry fees for contests
 - Advertising (display ads, sponsored content)
 - Sponsorships and partnerships
 - Premium features and subscriptions

Affiliate Partnerships: Collaborations with cricket content creators and betting agencies.



GO-TO-MARKET STRATEGY

"Acquiring and Engaging Users through Effective Marketing"

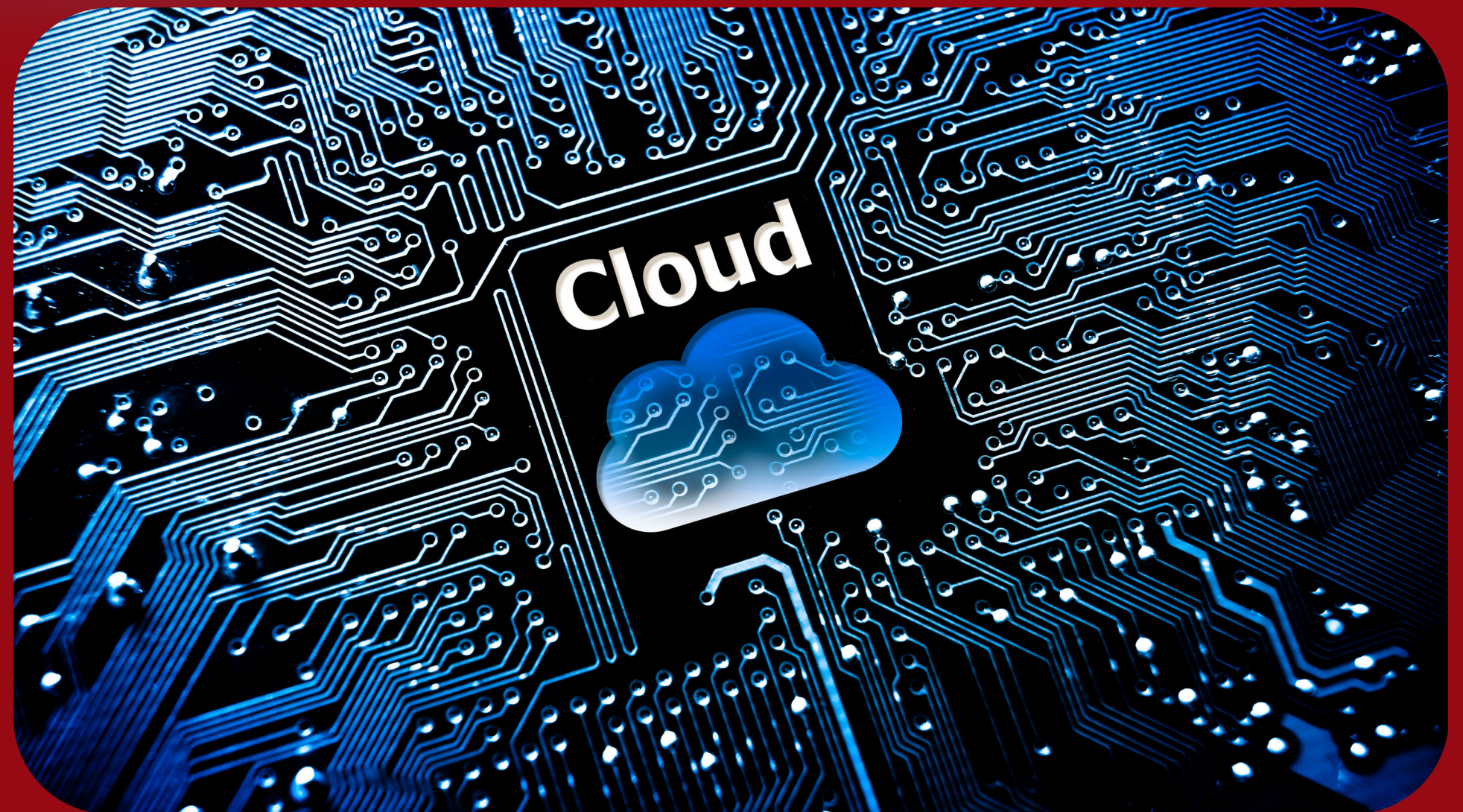
- Influencer & Social Media Marketing: Collaborate with cricket analysts & YouTubers.
- Referral & Bonus Offers: Encourage user sign-ups with attractive rewards.
- Partnerships with Cricket Leagues: Get visibility in domestic and international matches.
- Targeted Digital Ads: Google Ads, Facebook & Instagram campaigns focused on cricket fans.
- Content marketing (blog posts, videos, podcasts)



TECHNICAL INFRASTRUCTURE

"Building a Robust and Scalable Technical Infrastructure"

- Key components:
 - Cloud-based infrastructure (AWS, Google Cloud)
 - Secure payment gateways (PayU, Razorpay)
 - Real-time data analytics and processing
 - Mobile app development (iOS, Android)



TEAM AND OPERATIONS

"Experienced Team and Efficient Operations"

- Team members:
 - Founders: [Jayant Naik]
 - Key hires: After Funding we will start hiring
- Operations:
 - Development and maintenance of the platform
 - Customer support and user engagement
 - Marketing and advertising efforts





FINANCIAL PROJECTIONS

"Aggressive Growth and Revenue Projections"

Financial Projections:

Revenue Growth

- Year 1: ₹7.5 crores (1 million USD)
- Year 2: ₹37.5 crores (5 million USD)
- Year 3: ₹112.5 crores (15 million USD)

User Acquisition :

- Year 1: 100,000 users
- Year 2: 500,000 users
- Year 3: 1.5 million users

Contest Volume :

- Year 1: 10,000 contests
- Year 2: 50,000 contests
- Year 3: 150,000 contests

Note: These projections are based on the assumption that the exchange rate remains constant, which may not be the case in reality.



INVESTMENT ASK

"Join Us in Revolutionizing Fantasy Cricket with Second Innings 11"

Here are the investment ask and proposed use of funds in Indian Rupees (INR), assuming an exchange rate of 1 USD = 85 INR:

- Investment Ask :

Seed funding: ₹15 crores (2 million USD)

- Proposed Use of Funds:

- Platform development and maintenance: ₹4.5 crores (30% of ₹15 crores)
- Marketing and advertising: ₹3.75 crores (25% of ₹15 crores)
- Team building and operations: ₹3 crores (20% of ₹15 crores)
- Contingency fund: ₹3.75 crores (25% of ₹15 crores)



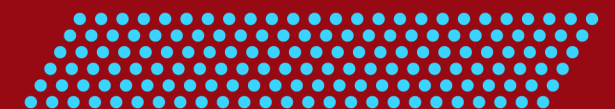
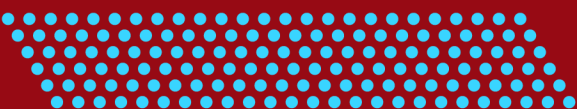
EXIT STRATEGY



Here are some potential exit strategies for investors in Second Innings 11 App

- Exit Strategies

1. IPO (Initial Public Offering): List Second Innings 11 on a stock exchange, allowing investors to sell their shares to the public.
2. Acquisition: Sell Second Innings 11 to a larger company, such as a media conglomerate, a sports betting platform, or a fantasy sports operator.
3. Merger: Merge Second Innings 11 with another company to create a larger, more competitive entity.
4. Strategic Investment: Attract a strategic investor, such as a sports media company, to acquire a majority stake in Second Innings 11.
5. Secondary Sale: Allow investors to sell their shares to other investors, such as private equity firms or family offices.
6. Buyback: Allow Second Innings 11 to buy back shares from investors, providing a return on investment.



EXIT STRATEGY

- Timeline

The exit strategy may be executed within the following timeline:

- Short-term (2-3 years): Focus on growing the user base, increasing revenue, and achieving profitability.
- Medium-term (4-6 years): Explore strategic partnerships, acquisitions, or mergers to expand the business.
- Long-term (7-10 years): Consider an IPO, strategic investment, or secondary sale to provide a return on investment for investors.

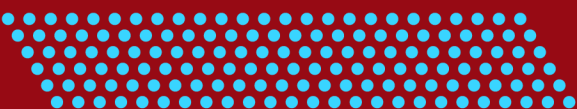
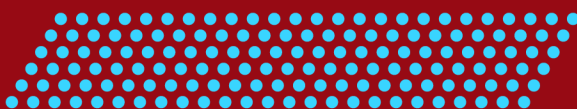


EXIT STRATEGY



- Key Performance Indicators (KPIs)

To measure the success of Second Innings 11 and determine the optimal exit strategy, the following KPIs will be tracked:

- User acquisition and retention rates
 - Revenue growth and profitability
 - Market share and competitive positioning
 - Customer engagement and satisfaction
 - Technical performance and scalability
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CONCLUSION

"Second Innings 11 - The Future of Fantasy Cricket"

"Cricket is not just a game, it's a passion. Second Innings 11 is the ultimate destination for cricket enthusiasts to live their passion. Join us in this exciting journey and let's create a new chapter in fantasy cricket."

The platform leverages market gaps, data-driven decisions, and shorter gameplay to attract users and investors.





THANK YOU!

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