



SecondInnings11

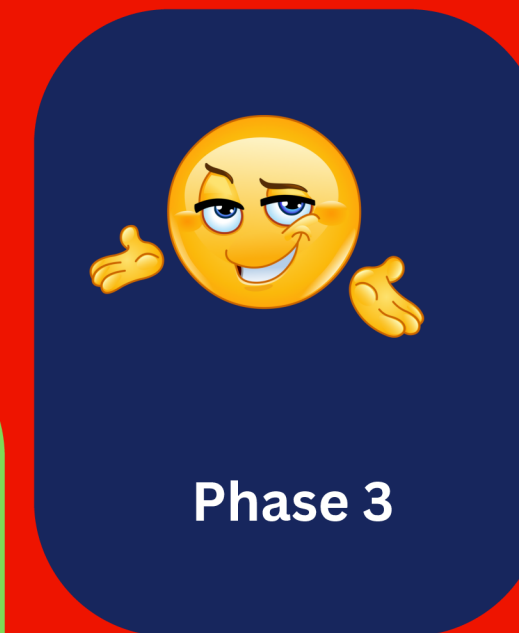
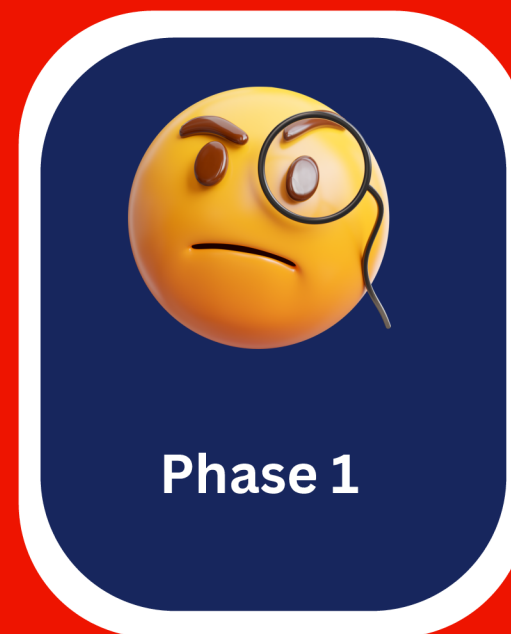
**ROADMAP**

Pre-Launch (1–2 Months Before Launch)

Launch (Month of Launch)

Growth (2–4 Months After Launch)

Retention & Scale (4–6 Months Onward)



## Phase 1 Pre-Launch (1–2 Months Before Launch)

- Capture early interest



- Build awareness

## 1) Market Research & Target Audience Definition :

- Focus on cricket fans, college students, working professionals aged 18–40
- Analyze competitors like Dream11, My11Circle, etc.

## 2) Branding Setup :

- Finalize logo, Tagline, app design, website design, social media setup, trademark, incorporation, Email capture form etc

## 3) Teaser Campaigns :

- Run teaser videos/images on Instagram, Twitter, Facebook, and YouTube
- Countdown series with hashtags like #SecondInnings11IsComing or #GameStartsAfterFirstInnings

## 4) Influencer Onboarding :

- Tie up with micro-influencers & cricket YouTubers (10k–500k followers)
- Get them to talk about the app's USP: Only Second Innings Play

## 5) Referral Waitlist :

- Launch a waitlist with referral rewards (priority access, cash bonus, etc.)



## Phase 2 Launch (Month of Launch)

- **User Acquisition**



- **Maximum App Installs**

## **1) Press Release & PR Push :**

- Announce app launch across cricket portals (CricTracker, Sportskeeda), startup platforms (OurStory), and local news

## **2) Launch Offers :**

- Free contests for 1 days
- Sign-up bonus & referral cash (₹50–₹100)

## **3) App Store Optimization (ASO)**

- Keywords: “fantasy cricket,” “second innings fantasy,” “play ipl 2nd innings”
- Eye-catching icons & screenshots , will onboard famous personality

## **4) Social Media Blitz :**

- Daily content: memes, match predictions, user testimonials
- Contests & giveaways: "Predict & Win," "D Team Challenge"

## **5) Influencer Live Demos :**

- Influencers create 2nd innings teams during live matches & share them



## Phase 3 Growth (2–4 Months After Launch)

- **Retention**



- **Daily Active Users (DAU)**

## **1) Performance Marketing :**

- Meta & Google Ads targeting IPL fans, sports groups, cricket fan group, football fan group
- Focus on CPI (Cost Per Install) & ROAS (Return on Ad Spend)

## **2) Engagement Push :**

- Push notifications before every second innings match
- Streak rewards (daily login, weekly wins)

## **3) Gamification & Loyalty :**

- Show full transparency by declaring winner
- “Champions of the Week” with real cash, merchandise, or tickets

## **4) User Education :**

- Tutorials & guides (videos and blogs) on how to play only second innings fantasy

## **5) Partnerships :**

- Collaborate with cricket cafes, sports bars, local gaming cafes





## Phase 4 Retention & Scale (4–6 Months Onward)



- Long-term retention

- Geographic and seasonal expansion

## **1) Cricket Calendar Expansion :**

- Include ODI/T20 leagues beyond IPL: PSL, BBL, CPL, etc.
- Focus on India's domestic leagues and also focus on football worldcup

## **2) App Feature Enhancement :**

- Add Fantasy Football/Kabaddi
- Introduce Fantasy Quizzes for user interaction

## **3) Sponsorships :**

- Sponsor local tournaments, college cricket events, football events

## **4) Community Building :**

- Launch Discord/Telegram groups
- Run polls, debates, fantasy showdowns

## **5) Loyalty Tiers :**

- Introduce Bronze, Silver, Gold players with increasing rewards



*Thank You*

*As presentation is over will be back after  
making team in Second Innings II App*