



Second Innings 11

A small white silhouette of a cricketer in a batting stance is positioned above the letter 'd' in the word 'Innings'. Below the main text, there are two white curved lines that sweep from under the 'd' towards the right.

ROADMAP

Pre-Launch (1-2 Months Before Launch)

Phase 1



Launch (Month of Launch)

Phase 2



Growth (2-4 Months After Launch)

Phase 3



Retention & Scale (4-6 Months Onward)

Phase 4



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



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*