

XI Fantasy League

The Web3 consumer engagement platform for 600M+ cricket & football fans – powered by daily fantasy, on-chain rewards & Telegram-native distribution.



600M+
CRICKET FANS GLOBALLY

120M+
FANTASY SPORTS PLAYERS

IPL + PSL
PRIMARY TOURNAMENTS

0*
QUALITY WEB3 COMPETITORS

THE OPPORTUNITY

"600 million cricket fans. 120 million fantasy sports players. Zero quality Web3 products serving them."

Cricket is the world's **second-largest sport by fandom**, concentrated in India, Pakistan, Sri Lanka, Bangladesh, and the Gulf – the fastest-growing crypto markets on earth. The Web3 industry has built for DeFi and gaming, but has completely overlooked **sports fan engagement** as a consumer category.

THE PRODUCT

- 01 Daily Fantasy Matches** – users select an XI squad for live IPL/PSL/Premier League matches and compete for crypto prize pools.
- 02 Telegram-Native Distribution** – match alerts, team selection, results and reward claims happen entirely inside Telegram. No app download required.
- 03 Sponsor Task Engine** – users earn bonus rewards by completing brand tasks: website visits, social follows, Telegram joins. Verifiable on-chain.
- 04 Wallet-Based Rewards** – winners receive token payouts directly to their Web3 wallet. Daily claim cycles drive wallet activation and retention.
- 05 Football Expansion Ready** – Premier League, La Liga, PSL fantasy modes in roadmap, broadening the addressable market to 4B+ football fans.

REVENUE MODEL

Entry Fees (% of prize pool rake)	LIVE
Sponsor Task Campaigns	LIVE
Premium Leagues & Private Contests	Q3 2026
Player NFT Cards & Season Passes	Q4 2026
White-Label Platform Licensing	2027

MARKET CONTEXT

IPL VIEWERSHIP	500M+ per season, 2025
DREAM11 USERS	120M India's largest fantasy platform (Web2)
PSL AUDIENCE	35M+ Pakistan, Gulf, diaspora
WEB3 CRICKET APPS	~0 No scaled competitor exists

WHY XI FANTASY LEAGUE WINS

FIRST MOVER No scaled Web3 cricket fantasy platform exists. We are building the category.	DISTRIBUTION EDGE Telegram-native. No app store. Instant viral sharing within group chats.
DAILY RETENTION IPL = 60 matches over 2 months. Daily active use built into the product by design.	SKILL-BASED Fantasy sports is not gambling – legally distinct, community-accepted globally.

ROADMAP

- COMPLETED**
Beta Launch
Telegram bot live, match events, manual reward distribution, sponsor task MVP.
- NOW · Q2 2026**
Chain Integration & Partnerships
On-chain reward contracts, wallet integration, ecosystem partner selection.
- Q3 2026**
IPL Full Season On-Chain
First fully on-chain fantasy cricket season. Target: 10,000+ active users, 60 match days.
- Q4 2026**
Football Launch + NFT Layer
Premier League, La Liga fantasy modes. Player card NFTs and season pass tokenization.
- 2027**
Platform Scale & Licensing
100K+ DAU target. White-label licensing to cricket boards and sports federations.

WHAT WE'RE LOOKING FOR

- Ecosystem Grant** – development, smart contracts, user acquisition campaigns
- Chain Integration** – preferred network for reward distribution & wallet onboarding
- Co-Marketing** – featured listing, joint campaign, sports season activation
- Token Rewards** – native token sponsorship of XI prize pools for joint user acquisition

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