

# What happens when your billion-dollar business model becomes illegal overnight?

Imagine building a unicorn startup worth \$8 billion with 300 million users... only to have the government suddenly ban your entire business model.

This is exactly what happened to India's fantasy sports giants.

**But, can they rise from the ashes?**



# The Unplayable Hand: A Regulatory Tsunami

Have you ever had the rules changed in the middle of the game?

The Promotion and Regulation of Online Gaming Bill explicitly banned all forms of money-based online games in India.

For Scream777, this wasn't just a setback—it was an existential crisis:

**90%**

**Revenue Lost**

Percentage of revenue directly tied to paid contests that became illegal overnight

**₹9,600 Cr**

**Annual Revenue**

FY24 revenue that suddenly had no legal path forward

**300M**

**Users**

Registered users left wondering about the future of their favourite platform



# **But wait... what if we're asking the wrong question?**

What if we challenge ourselves to think differently. The real question isn't "How do we replace our banned revenue stream?"

It's "What was our business **really** about?"

**Was Scream777 truly a gambling company? Or was it something much more valuable?**



# The Hidden Assets:

## What Remains After the Ban?

Let's look beyond the obvious. What assets survived the regulatory tsunami?

### **300M-Strong Community**

Not just "players" but India's most passionate sports fans: one of the largest D2C platforms in the Indian digital ecosystem

### **Proprietary Fan Data**

Granular insights into which teams users follow, which players they select, and how engagement shifts during live matches

### **Trusted Brand**

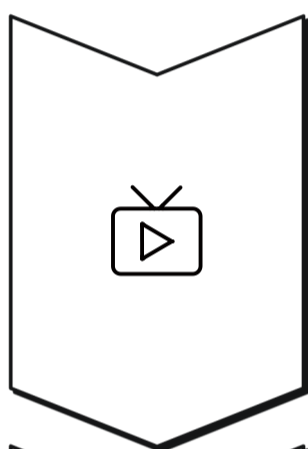
Years of high-profile sponsorships with IPL and Team India created immense brand equity and recognition

**The question now: How can these assets be monetized in a post-regulation world?**



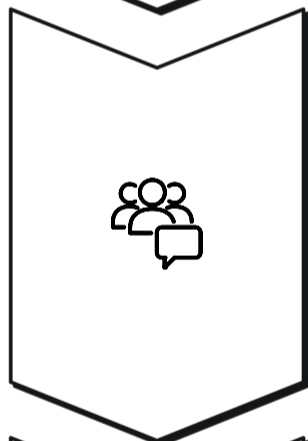
# The Strategic Crossroads: Which Path Would You Choose?

When facing an existential threat, strategic clarity is essential, and it seems like *Scream777* has three potential paths forward:



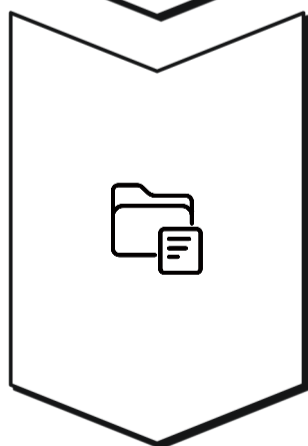
## **The Broadcaster**

Transform into a subscription-based sports media platform like ESPN+ or The Athletic



## **The Community Builder**

Create a free-to-play super-app focused on social engagement and gamification



## **The Global Enabler**

Pivot to B2B, providing technology and data services to international markets

**Each path has strengths and weaknesses. But what if there's a fourth option?**



# The Winning Play: A "Fan-First Ecosystem"

The most successful pivots don't simply choose between options, they integrate them into something more powerful.

What if **Scream777** transformed from a single-product gaming company into an integrated ecosystem with three pillars?

Does this approach create a self-reinforcing flywheel that's greater than the sum of its parts?



# Pillar 1: PLAY

## (The Community Core)

How do you keep 300 million users engaged without real-money gaming?

### **Free-to-Play Fantasy**

The core fantasy games remain but with zero monetary transactions, ensuring full legal compliance

### **Social-First Rewards**

Users compete for leaderboard positions, digital badges, trophies, and profile customizations

### **Expanded Gaming Portfolio**

New casual sports-themed games to broaden appeal beyond hardcore fantasy strategists

This maintains the engagement loop that made *Scream777* successful while eliminating the regulatory concerns.



# **Pillar 2: WATCH**

## **(The Content Engine)**

How can ScreaM777 leverage its massive audience to build a media business?

By integrating BanCode (the parent company's existing media asset) directly into the super-app:

- Free tier with match highlights, news, and short-form video to drive daily traffic
- Premium subscription (ScreaM777+) with live streaming, documentaries, and expert analysis
- Ad-free experience and exclusive written content for paying subscribers

This creates a stable, recurring revenue stream from the most passionate fans.



# Pillar 3: ENGAGE

## (The Social Layer)

How do you transform a solitary gaming experience into a vibrant community?



### **Fan Community Hubs**

Dedicated forums and chat groups for fans of specific teams and sports



### **Live Match Experience**

Real-time chats, polls, and prediction quizzes during games to make watching active and social



### **Expert Interaction**

Q&A sessions and live audio rooms with athletes, journalists, and fantasy experts

This builds a powerful community moat that increases switching costs and platform stickiness.



# But how will this actually make money?

Can this new model generate significant revenue?

## **Tiered Subscriptions**

Base tier (₹99/month) and Premium tier (₹299/month) offering ad-free experience, premium content, and live streaming

## **In-App Purchases**

Cosmetic items and seasonal "Fan Passes" that unlock exclusive content and challenges

## **Strategic Sponsorships**

Interactive, branded experiences that provide sponsors with measurable engagement

## **B2B Data Services**

"Scream777 Intelligence" offering anonymized fan insights to leagues, broadcasters, and brands

Conservative projections show this diversified model could reach ₹3,500 Cr by Year 5 – a sustainable and achievable target based on proven market conversion rates.



# The Human Element: Protecting People Through the Pivot

A truly strategic transformation must consider more than just business metrics. What about the employees whose livelihoods depend on Scream777?

The "Retain, Reskill, Redeploy" approach:

- Data scientists from RMG risk teams redeployed to the new B2B analytics unit
- Customer support agents retrained as Community Managers
- Marketing teams reskilled in subscription growth and F2P engagement
- Engineers shifted to building social features and content delivery

**This human-centric approach can ensure business continuity while fulfilling moral obligations to the workforce.**

Empowering growth



# What would YOU do if your business model became illegal tomorrow?

Scream777's story offers powerful lessons for all business leaders:

- Your true value may not be what you think it is
- Diversified revenue streams create resilience against regulatory shocks
- The most successful pivots leverage existing assets in new ways
- A crisis can be the catalyst for building something even more valuable

Such strategic approaches might help any business navigate existential threats.

***Tag a business leader who needs to think more strategically about their company's future! And follow for more business strategy breakdowns.***