

PROJECT MEMO

SIXR Cricket	
Vertical	SportsFi / Cricket Gaming
Main Social Channel	107.1K followers
Links: White Paper Tokenomics Website	

AlphaMind ROUND DETAILS	
Ticker	\$SIXR
Price	\$0.04 (vs \$0.08 listing price)
Round FDV	\$40M (vs \$80M listing FDV)
TGE/Listing	Q4 2026 (planned)
Vesting	20% TGE; 3-month cliff; 9-month linear vesting

What they are building

SIXR is building a cricket-native SportsFi ecosystem that combines competitive mobile gaming, prediction markets, digital collectibles, rewards, and fan ownership. The product starts inside Telegram and web, where PowerPlay and the SIXR Game open alpha are already live, before expanding to Android and iOS. The long-term ambition is to turn cricket's global audience into an active digital economy rather than a passive media audience.

Problem & Solution

Problem: Cricket reaches an estimated 2.5B fans, yet its digital economy remains fragmented across advertising, fantasy products, betting & low-value in-app purchases. Fans generate enormous attention but have limited ownership, persistent identity, or direct participation in the value created around players and communities.

Solution: SIXR combines cricket gameplay with prediction mechanics, collectibles, progression, & rewards. Telegram-native onboarding reduces friction, while celebrity & media distribution gives the project a direct route to mainstream cricket fans who may never have used a Web3 product.

Core Team



Ahad Bhaj,
Founder & CEO



Andreas Lutz,
COO



Matthew MacLennan,
Chief Product Officer

Ahad Bhaj, Founder & CEO: Founder of Bongo, cricket team owner, a long-time media operator with access to one of South Asia's largest digital content networks; leads vision, player relationships, & distribution.

Andreas Lutz, COO: Brings experience from PwC, Frankencoin, and OFD, combining operating discipline with blockchain-market experience.

Matthew MacLennan, CPO: Tech leader with experience across Bongo, Activision, & Microsoft; responsible for the product and gaming tech stack.

Backers/Partners

Among backers: Razor Capital, Kingsway Capital, Plutus Investments, Inchinvest, ByteStreet, & family offices. Distribution & ecosystem support: Bongo, TON, IBC Group, & WallStreetBets. Game dev. supported by Gaply (worked on the World Cricket Championship franchise).

Traction

- PowerPlay has 287K+ users who have completed more than 2.4M tasks.
- 791K+ total community, 129K+ waitlist sign-ups, 80K+ connected wallets.
- 30+ signed cricket stars from 13 countries provide a combined roster reach of 230M+.
- SIXR Game is live (open alpha); 666-piece Genesis collection sold out in minutes.
- The Bongo network provides access to 377.5M+ users, giving SIXR an established Web2 distribution channel.

Token Utility

- In-game activities, progression, rewards, and tournament participation.
- Staking and long-term ecosystem incentives.
- Premium upgrades, digital player cards, equipment, collectible marketplace activity.
- Governance & community participation alongside accessible off-chain game COINS.
- Premium content, early access, VIP fan battles, achievements, and referral rewards.

Competitive Edge

- Distribution-first launch through Bongo, celebrity channels, Telegram, and existing SIXR communities.
- 30+ contracted cricket stars provide fan engagement, promotional reach, and Web3 image rights.
- Live PowerPlay and game-alpha products with measurable audience activity before TGE.
- Game development experience connected to a cricket franchise with more than 200M downloads.

Alphamind Analysis

The strongest part of the SIXR thesis is distribution. Most Web3 gaming projects launch a token and then compete for the same crypto-native users. SIXR starts with a live product community, direct access to 30+ signed cricket personalities, and Bongo's established South Asian media network. That gives the project several credible routes to acquire mainstream users at scale.

PowerPlay's 287K+ users and 2.4M+ completed tasks show that the engagement layer is already operating before TGE. The AlphaMind round adds a clear entry advantage: \$0.04 per token and a \$40M FDV, 50% below the project's planned \$0.08 listing price and \$80M listing FDV, with 20% unlocked at TGE.

The fixed 1B supply, 4.56% total ecosystem TGE float, and long-dated insider vesting are designed to limit early dilution. If SIXR converts its existing reach into repeat gameplay, transactions, and collectible activity, it has the ingredients to become a category-defining consumer SportsFi platform.

Risks & Opportunities

Opportunities:

Cricket is a vast but underdeveloped digital fan economy. SIXR combines celebrity-led distribution, live product traction, proven media reach, and a multi-product model spanning gaming, predictions, and collectibles. The AlphaMind price offers meaningful separation from the planned listing valuation.

Risks:

The main challenge is converting reward-driven reach into durable paying users and token demand. The full game, prediction layer, and several token utilities are still developing. Prediction products may face market-specific regulation, while consumer gaming and token liquidity remain sensitive to launch execution and broader market conditions.