Ideate FZCO Acquires Fanzania, the Fantasy Cricket Platform Built for the Fans Who Live for the Game

Five founders took Fanzania from idea to a fully operational platform. ID8 is now taking it global.

DUBAI, DUBAI, UNITED ARAB EMIRATES, September 17, 2026 /EINPresswire.com/ -- Ideate FZCO (ID8), a Dubai-based digital product company, today announced the full acquisition of the Fanzania platform, a fantasy cricket platform conceived and built by five founders who poured years of work, cricket knowledge, and genuine love for the game into creating something real.

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>
> *Praveen Pinto*

Fanzania is not a concept. It is a working platform, with live scoring, league management, team selection logic, a rewards engine, and a user base that plays every match. The five founders, Sameerkumar Vora, Neeraj Kumar Sinha, Rajib Das, Jattin Kapoor, and Guruprasad Poojari, built all of it. What they created is a proper product, and that is exactly why ID8 wanted it.

WHY FANZANIA

Cricket is not just a sport. For over a billion people across South Asia, the Caribbean, the UK, and beyond, it is the background noise of childhood, the thing playing on the television at every family gathering, the conversation that starts between strangers on a flight when they notice someone wearing a team jersey. Fantasy cricket sits right in the middle of that passion, it gives fans a reason to watch every ball, not just the big moments.

The global fantasy sports market is one of the fastest-growing segments in digital entertainment. Cricket, despite having one of the most passionate fanbases in the world, remains significantly underpenetrated outside of a handful of incumbent platforms. The opportunity to build something fan-first, genuinely built around how cricket fans actually think about the game, is enormous.

That is the gap Fanzania was built to fill. And it is the gap ID8 intends to take into at scale.

WHAT THE FOUNDERS BUILT

Over five years, the Fanzania team built a complete fantasy cricket ecosystem from the ground up. A real-time scoring integration that pulls live match data and translates it into fantasy points. A league engine that supports private leagues, public contests, and custom formats. Team selection logic that mirrors how cricket fans actually think, balancing batting, bowling, and all-rounder depth, picking captains based on form and conditions. A wallet and rewards system. Native mobile apps for Android and iOS. A full admin panel. All of it.

That is not a side project. That is a platform. And the founders built it without a large team, without institutional backing, and without losing sight of what matters, creating something that cricket fans would actually enjoy using.

“We built Fanzania because we love cricket, simple as that. Every feature came from asking ourselves: what would make this more fun to play? We are proud of what the platform has become, and we are excited to see where ID8 takes it.”
— The Fanzania Founding Team

WHAT HAPPENS NEXT

ID8's focus is on one thing: taking what the founders built and making it significantly bigger. That means a rebuilt technology foundation designed for scale, an expansion strategy that goes well beyond the markets Fanzania currently operates in, and a product roadmap that treats fan engagement as the core metric, not just registrations or downloads.

Cricket has Test matches, ODIs, T20s, The Hundred, franchise leagues across six countries, and a global calendar that gives fans something to follow almost year-round. Fanzania's architecture supports all of it. The vision is a platform where a fan in Dubai can be in a league with someone in Manchester and someone in Colombo, all watching the same match from completely different angles, and all competing on the same pitch.

ID8 builds digital products designed to scale. The company's portfolio spans AI-native HRMS (Screeq) and CRM (Axon) SaaS platforms, enterprise tooling, and consumer-facing applications across the UAE and broader MENA region. Fanzania fits squarely into that, a consumer product with a passionate user base, a proven concept, and a significant amount of room to grow.

“Cricket has a fanbase that rivals any sport in the world. Fanzania has a platform that deserves to be in front of all of them. We did not acquire a product, we acquired a community that the founders spent years building. Our job now is to do it justice.”
— Praveen Pinto, CEO, Ideate FZCO

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