



Gali Mohalla
CRICKET LEAGUE

GMCL TOKEN ECOSYSTEM



Token Unlocking
High Valuation for the
League Ecosystem!

*League Owners, Country Franchisee Partners
Team Franchisee Owners, Players,
Sponsors & Fans!*

Now Open for Investment
& Subscription Worldwide



GMCL Token Ecosystem

Global Multi-format Cricket League (GMCL) -A Tokenized Franchise Cricket Ecosystem

1. Vision

The Global Multi-format Cricket League (GMCL) is designed to transform cricket from a traditional league-driven sport into a globally scalable, tokenized sports ecosystem. By integrating blockchain technology, franchise ownership, digital assets, and fan participation, GMCL aims to democratize sports ownership and unlock new economic models in cricket.

Unlike traditional leagues such as the IPL, where franchise ownership is limited to ultra-high-net-worth individuals and large corporations, GMCL introduces a tokenized economic framework where multiple stakeholders—including franchise owners, sponsors, players, and fans—participate in the value creation and growth of the league.

This approach creates a self-reinforcing network economy, where the growth of teams, fans, sponsors, and investors directly increases the value of the ecosystem.

GMCL aims to build the largest decentralized cricket league ecosystem combining:

- Franchise cricket
- Tokenized sports ownership
- Global fan participation
- Digital sports assets
- Web3 monetization

Instead of limiting ownership to billionaires (like IPL), GMCL allows franchise owners, sponsors, and investors to participate through tokenized economics.

This model creates:

- scalable sports leagues
- digital liquidity
- global fan participation
- tradable ecosystem value
- In India in 6 States: Delhi/NCR, Uttar Pradesh, Punjab, Jammu & Kashmir, Rajasthan & Maharashtra. The League is Branded as **Gali Mohalla Cricket League (GMCL)** in Association with GM Box Cricket Association (GMBCA).
- Internationally in 10 Countries: USA, Canada, Australia, England, South Africa, Malaysia, Nepal, Singapore, is Branded as **Global Mega Street Cricket League (GMSCL)** in Association with GM Box Cricket Association (GMBCA)



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2. League Structure

The structure of GMCL has been carefully designed to maximize participation, scalability, and fan engagement. Unlike traditional cricket leagues that focus on a single format or gender segment, GMCL expands the ecosystem by introducing multiple formats and inclusive participation for both men and women leagues.

This multi-format strategy allows GMCL to capture the largest possible cricket-playing and cricket-viewing population, including amateur, semi-professional, and professional segments.

Formats

1. Leather Ball Cricket
2. Tennis Ball Open Ground
3. Tennis Ball Box Cricket

These formats cater to different player communities. Leather ball cricket targets professional and competitive players, while tennis ball and box cricket formats appeal to grassroots and urban communities where space constraints or accessibility limit traditional cricket formats.

Gender Segments

- Male Premier League
- Women Premier League

By incorporating women's leagues at the same structural level as men's competitions, GMCL promotes gender inclusivity while unlocking the fast-growing women's sports market globally.

Tournament Structure

Each format operates under a Super 8 Franchise Tournament Model, ensuring competitive balance and manageable tournament logistics.

Each league tournament consists of:

- 8 Franchise Teams
- Round-robin league matches
- Knockout semifinals and finals

This format is proven in global sports leagues and maximizes match excitement and fan engagement.



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Franchise Count

Parameter	Value
Formats	3
Gender Leagues	2
Teams per Tournament	8

Total Teams per Country:

$8 \times 3 \times 2 = 48$ Franchise Teams

This allows each country to host a comprehensive multi-format cricket ecosystem.

3. Geographic Expansion Model

GMCL has been designed as a global cricket platform rather than a single-country tournament. The expansion strategy includes both national leagues and regional/state leagues to rapidly scale the ecosystem.

Phase 1 – Global Countries

GMCL will launch across 10 cricket-playing countries initially. These countries will be selected based on cricket popularity, infrastructure availability, and commercial viability.

Total Franchise Teams: $48 \times 10 = 480$ Teams

This will create a global network of cricket franchises across multiple geographies.

Phase 2 – State Leagues

In addition to country-level leagues, GMCL will also operate state or regional leagues to deepen grassroots participation and develop local talent pipelines.

6 state/regional leagues will be launched.

Total State Teams: $48 \times 6 = 288$ Teams

This will create a layered league ecosystem similar to global football league pyramids.

Total Global Franchise Teams: $480 + 288 = 768$ Franchise Teams

This positions GMCL as potentially **the largest decentralized sports franchise ecosystem globally.**

4. Franchise Economics



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The financial backbone of GMCL is its franchise model. Each franchise owner acquires operating rights for a specific team in a specific format and league category.

Each franchise owner pays: ₹1 Crore per year

Franchise contract duration: 3 years

This three-year cycle ensures periodic renewal opportunities and allows new investors to enter the ecosystem.

Franchise owners retain operational control over:

- player recruitment
- team training
- local sponsorships
- fan engagement activities

Annual Franchise Fee Revenue

Per country:

48 × ₹1 Cr = ₹48 Cr

Across 10 countries: ₹480 Cr

State Leagues

288 teams × ₹1 Cr = ₹288 Cr

Total Annual Franchise Revenue

₹480 Cr + ₹288 Cr = ₹768 Crore

Approximately:

\$90–100 Million annually

Importantly, this revenue excludes:

- media rights
- sponsorship revenue
- ticket sales
- merchandise
- digital assets



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Thus, franchise fees alone create a strong foundational revenue layer.

5. Token Model

The GMCL ecosystem introduces a blockchain-based token economy to align incentives among stakeholders.

Rather than issuing equity shares—which create complex regulatory and ownership structures—GMCL will issue GMCL Ecosystem Tokens, representing participation in the economic growth of the league.

These tokens will function as:

- ecosystem utility tokens
- reward tokens
- digital participation assets

Token holders gain exposure to the growth of the GMCL ecosystem, including expansion of leagues, sponsorship revenue, fan engagement, and digital assets.

6. Token Allocation Philosophy

The token allocation strategy is designed to ensure that all stakeholders are aligned with the long-term growth of the league. Franchise owners are critical participants in the ecosystem. They invest capital, manage teams, and help grow local fan bases. To incentivize their participation, GMCL returns 60% of their franchise fee value in GMCL tokens.

Franchise Fee Redistribution

Annual ecosystem revenue: ₹700–768 Cr 60% redistributed as tokens. Franchise Owner Token Allocation

60% × ₹700 Cr = ₹420 Crore worth of GMCL tokens

This structure ensures that franchise owners are not merely paying operational fees but are investing in the growth of a digital sports ecosystem.

7. Token Allocation Model

A balanced token distribution ensures sustainability, fairness, and long-term ecosystem stability.

Total Token Supply Example: 1 Billion GMCL Tokens



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Distribution

Allocation	%	Purpose
Franchise Owners	30%	Ecosystem builders
Players Pool	10%	Incentives
Sponsors	10%	Marketing partnerships
Strategic Investors	15%	Early capital
Retail Investors	10%	Community participation
League Treasury	15%	Expansion
Liquidity & Market Making	5%	Exchange listing
Team & Founders	5%	Core development

This distribution ensures both **capital formation and ecosystem incentives**.

8. Investor Token Raise

GMCL plans a multi-stage token capital raise to fund development and expansion.

Target capital raise: \$100 Million

Initial seed raise: ₹50 Crore (~\$6 Million)

This capital will fund:

technology development

league infrastructure

marketing campaigns

franchise sales

9. Investor Value Proposition

GMCL provides investors with a rare opportunity to participate in the sports franchise economy, which has historically been restricted to ultra-high-net-worth investors.

Investors participate in:

- franchise expansion



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- media rights growth
- token appreciation
- sports digital assets

Why Investors Should Invest..?

Many investors cannot buy:

- IPL teams
- Big sports franchises

GMCL allows them to enter sports ownership through tokens.

This mirrors global trends in:

- fan tokens
- sports NFTs
- fractional sports ownership

10. Sponsor Incentive Model

Traditional sports sponsorship models provide only marketing exposure. GMCL enhances this model by integrating sponsors into the token economy. Sponsors receive:

- branding exposure
- GMCL tokens
- fan engagement integration

Sponsors normally only receive:

- branding
- advertising

GMCL provides additional financial upside through token participation.

11. Player Token Model

Players form the core of the sporting ecosystem. GMCL introduces a **player token incentive model** to encourage long-term commitment.



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Players receive:

- base salaries
- performance bonuses
- GMCL tokens

Benefits include:

- long-term participation
- loyalty
- player promotion of league

12. Fan Economy

Fans are transformed from passive spectators into **active participants in the ecosystem**.

Fans can buy GMCL tokens to:

- vote for fan awards
- buy merchandise
- access exclusive content
- participate in fantasy gaming
- receive ticket priority

This creates a Web3-powered fan engagement economy.

13. Technology Stack

The GMCL platform will operate on a scalable blockchain infrastructure supporting millions of users and transactions.

Possible blockchain networks include:

- Polygon
- Avalanche
- Ethereum Layer

Components

Smart Contracts



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Used for:

- token issuance
- franchise agreements
- player contracts
- reward distributions

Fan Engagement Platform

Includes:

- mobile application
- Web3 wallet integration
- NFT marketplace

14. Compliance Framework

Given the regulatory sensitivity around digital tokens, GMCL will implement a strong legal and compliance framework. Tokens will be structured as **utility tokens**, avoiding classification as securities where possible.

Jurisdiction Options

Preferred jurisdictions include: UAE

- ADGM
- VARA Dubai

Compliance Measures

KYC / AML

All token participants must undergo identity verification.



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Investor Accreditation

Required for large investors.

Token Vesting

Designed to prevent speculation and maintain stability.

Legal Documentation

Required documents include:

- Whitepaper
- Tokenomics report
- risk disclosure
- participation agreements

15. Listing Strategy

Exchange listings will occur after ecosystem development to ensure healthy market demand.

Exchanges

Tier 1

- Binance
- OKX
- Bybit

Tier 2

- Gate.io
- KuCoin
- BitMart



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16. Revenue Streams

GMCL generates revenue through diversified sources:

1. Franchise fees
2. Media rights
3. Sponsorship
4. Fan tokens
5. NFT collectibles
6. Merchandise
7. Fantasy gaming
8. Digital streaming
9. Ticketing
10. Data analytics

17. Financial Projections

Year 1 Revenue: \$40M

Year 3 Revenue: \$120M+

Year 5 Revenue: \$350M+

18. Strategic Advantage

GMCL integrates multiple high-growth sectors:

- sports
- blockchain
- digital media
- fan economy

Few platforms globally combine these components at scale.

19. Expected Token Value Growth Drivers

Token demand will increase through:

- franchise purchases
- fan adoption



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- sponsorship participation
- gaming ecosystem
- digital assets

20. Exit for Investors

Investors gain liquidity through:

- token exchange listings
- secondary token markets
- strategic partnerships

21. Risk Management

Major risks include:

- regulatory uncertainty
- sports operational challenges
- crypto market volatility

Mitigation strategies include:

- strong legal framework
- phased rollout
- institutional partnerships

22. Key Outcomes

GMCL aims to become:

- the largest tokenized cricket ecosystem
- a global Web3 sports platform
- a democratized franchise sports model

23. Big Picture

If IPL franchises are valued at **\$1B+**, a globally distributed ecosystem like GMCL with **768 franchises and a digital token economy** could evolve into a **multi-billion-dollar sports platform**.

But unlike IPL, ownership is distributed, digital, and globally scalable.



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WEBSITE

www.gmbca.org

www.gmcricketleague.com

E-MAIL

investors@gmcl.org.in



[gmcricketleague](https://www.facebook.com/gmcricketleague)

[gmboxcricketassociation](https://www.youtube.com/channel/UCgmboxcricketassociation)

