



MINUTES – MEETING OF THE USA CRICKET BOARD OF DIRECTORS

By Conference call – November 18, 2022

Attendance

USA Cricket Board Directors

Atul Rai, Interim Chair, Club Director (AR), Nadia Gruny, Player Director (NG), Srinu Salver, Player Director (SS), Sushil Nadkarni, League Director (SN), Kuljit Nijjar, Individual Director (KN)

USA Cricket Staff

Dhruvkumar Barot, Minute Taker (DB)

Vinay Bhimjiani, CEO (VB)

1. Welcome Note

The CEO was welcomed by the BOD at the first board meeting. NG updated the board for the upcoming UAE tour.

2. Membership Database and Vendor (Funngage) relations

AR updated the board members on the ongoing issues with the membership portal and SLA fulfilments from Funngage as advised previously by DB to the board during the AGM in October. AR informed the board of the proposal, and an engagement exercise was done by seeking quotes from new vendors. CricClubs and CricHeroes submitted their proposal with interest to engage with USA Cricket Membership. VB, assured the board of the issues with the ongoing relationship with Funngage and addressed that there indeed is a need to change the technology vendor to a newer partner. DB briefed the board on current support from Funngage and disappointment in technology from the community as well as administrators, BOD were briefed on CricHeroes and companies background, tailored technology, and their support to USA Cricket and expectations from the partnership in return. AR confirmed similar issues were raised by Iain Higgins in the past with the membership portal and service issues with Funngage, NG agreed and mentioned similar concerns were expressed when the contract was originally signed in 2020. KN asked DB if communication was done with Funngage about things that need to be done? DB confirmed all written communication was kept on record and many efforts were made to improve and work with them, but no efforts worked. NG suggested developing a vendor engagement document that could be used for future reference.

DB presented a comparison of Funngage, CricHeroes and CricClubs. CricHeroes committed to providing a custom-developed USA Cricket application, and membership plug-in hosted on the USA cricket website in the same UI/UX as USA cricket's primary website. The custom app features include a news segment, membership registration/login, match center, sponsors and advertisement section, storefront, fan engagement (polls/quiz), live streaming functionality (ability to stream from cellphone and camera), league management tool (more options available on paid packages), app compatible with Mobile-Web-Tablet, multiple login-registration methods. Sponsorship and cost proposal was presented summary breakdown for a 5-year forecast by 2027 funngage to cost \$530,000, Cricclubs \$170,000+actuals of additional development, CricHeroes \$142,000 (also will sponsor USA Cricket with \$50,000 in cash sponsorship for the first 2 years). CricHerros also propose a revenue share model ranging from 5%-25% and a detailed breakdown was included in the proposal. A detailed



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development timeline was also presented that included phase-wise details of what features existing and new would be developed for USA Cricket. League management packages that will be offered to all the member leagues were also discussed, including potential opportunities as per the revenue share model.

NG questioned if there were any monthly cost agreed upon after 2027, or if there are any clauses that the BOD need to be aware of if they wish to exit or change service provider. VB clarified that initial discussions were only till 2027, and the contractual agreement will have more details should we wish to exit upon completion of the term and the cost associated with it. NG further asked who will have ownership of the content/data? VB and DB confirmed that the ownership data is 100% of USA Cricket. KN asked if the app supports non-member user experience where an individual can follow any league without having a need to become a member? DB confirmed that that is a custom request and should be able to include it on the USA Cricket app. KN requested to invite CricHeroes to the call and have them present and demo the product to the BOD to give more insights on the technology and to answer any questions they have. SS agreed with KN and would rather have further technical discussions directly in that meeting with CricHeroes. VB requested the BOD to share any further questions they may have that would like to be addressed by CricHeroes before they present to the BOD, and if there are other companies that should be entertained with the exercise for hosting the membership. AR suggested having further discussion with CricClubs and any other vendor as suggested by BOD, and further to decide on this in the next meeting. AR also further recommended having a demo from all the vendors willing to host membership, agreed upon and confirmed by VB.

3. Finance updates

VB to connect with KN to have a more detailed dialogue and briefing on the finances. VB informed the board that he would work on streamlining the financial process and would then update the board on the current financial standing of the organization. KN to share all financial access with VB as required by ICC for operations. AR advised as required by ICC, USA Cricket must have a finance officer as a paid member of staff. The BOD agreed that the staff salaries should be made current as a priority item, VB agreed and will work on prioritizing the payables list. AR advised Cricket Committee, Development Committee, and Women & Girls Committee to meet and provide an event calendar for 2023 that will be incorporated into the 2023 budget due for submission to ICC.

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