



Launching monetization features of WhatsApp

By– Niranjan Pillai (March 15th batch)

Introduction

WhatsApp is one of the biggest messengers in the world with billions of active users who communicate, make voice calls, video calls, organize communities, and conduct group interactions. Over the years, WhatsApp has developed from a plain messaging app into a platform that allows personal communications, business engagements, creator interactions, and community-building on a global scale.

One of the main advantages of WhatsApp is its simplicity and powerful network effect. All of us are used to communicating with our friends, family, workplaces, educational institutions, and local communities on this platform. Due to such mass adoption of the platform, WhatsApp naturally turned into a tool that helps coordinate real-life activities, including sports and recreation events.



Problem Statement



Today, sports activities aren't limited to attending professional matches and following favorite teams anymore. For millions of people, sports have become a social activity involving local communities, weekend games, tournaments, and fitness groups. The problem is that organizing and participating in sports activities remains highly fragmented

The current user flow looks like this:

- **WhatsApp for communication,**
- **payment apps for collections,**
- **turf booking apps for venues,**
- **spreadsheets for scheduling,**
- **and social media for discovering events.**

However, WhatsApp has already become the natural place where users coordinate sports activities.

Problem Statement



Local football teams, cricket groups, badminton clubs, runners, cyclists, and tournament organizers use WhatsApp groups to:

- **coordinate matches,**
- **share news,**
- **collect payments,**
- **organize tournaments,**
- **and engage with sports communities.**

Despite such user behavior, WhatsApp currently lacks dedicated infrastructure for sports participation and monetization.

User Pain points



1

Group discovery

Users don't have an easy way to find nearby sports communities

3

Player reputation

There is no reputation or ranking mechanism

5

Tournament management

Manual fixture planning and standings update

2

Match organization

Manual scheduling and attendance tracking

4

Turf booking

Users switch to other apps or websites

6

Sports commerce

Buying equipment and services is not convenient

Solution



This PRD describes a new product experience that we call "WhatsApp Sports Communities" – a sports-focused ecosystem integrated into WhatsApp, where users can:

discover sports groups,
organize games,
manage tournaments,
build player reputations,
book venues,
engage in sports commerce,
in one unified platform.

The goal of the product is to turn WhatsApp into not just a messaging platform that is used for sports coordination, but a full-fledged operating system for local sports communities.

Proposed Features/Advantages

1

Higher engagement,

2

Stronger community retention

3

Recurring Transactions

4

Creator and organizer monetization

5

Tournament management

6

Sustainable local sports Ecosystem

Market Opportunity

Market Type	Estimated Users
TAM (Total Addressable Market)	Global WhatsApp users engaging in recreational and community sports ~10 Crore users
SAM (Serviceable Available Market)	Active Indian sports participants using WhatsApp groups to coordinate sports activities ~2 Crore users
SOM (Serviceable Obtainable Market)	Initial target users in metro-city sports communities during the first stages of the product roll-out ~300,000 Users

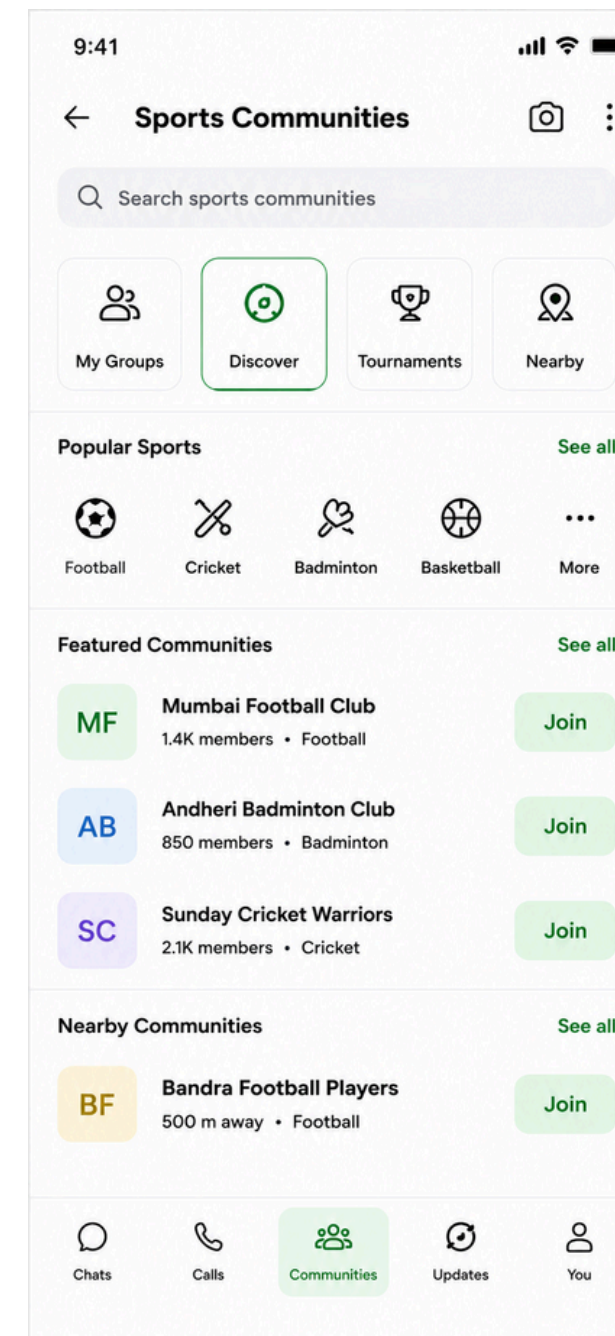
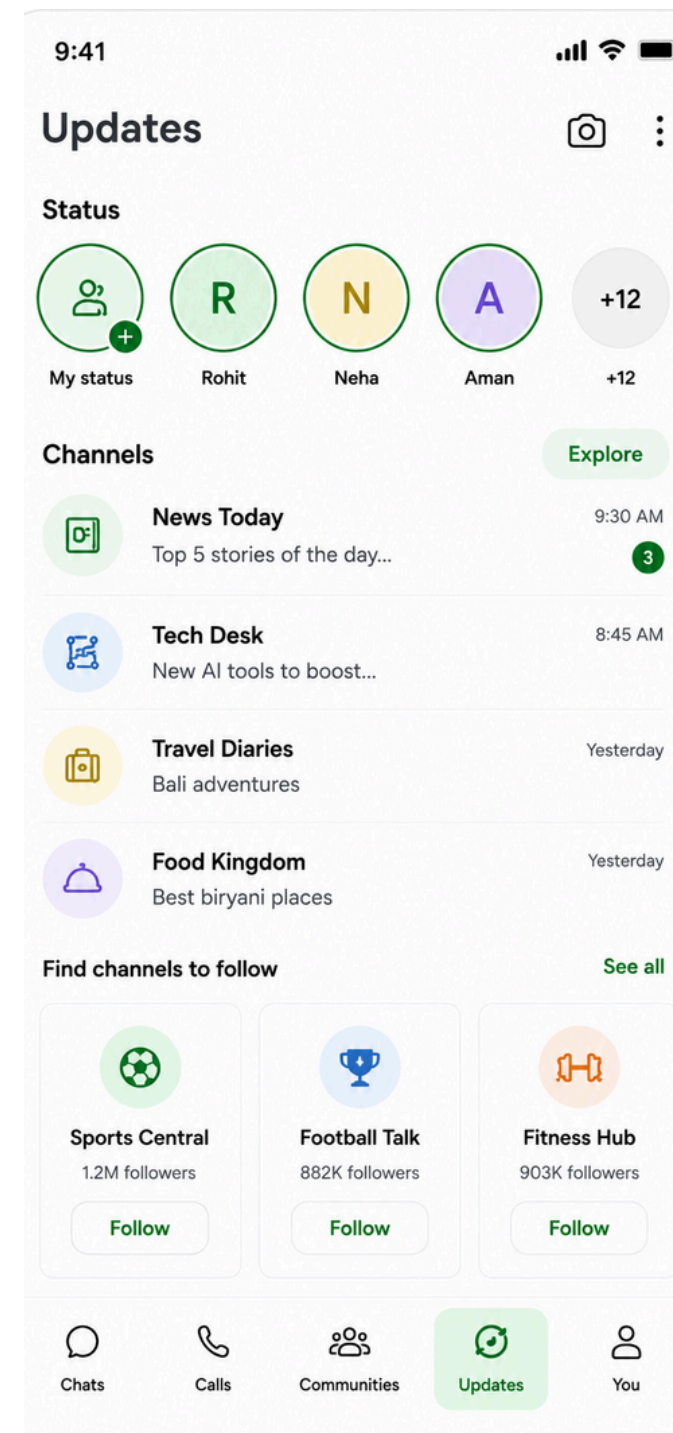
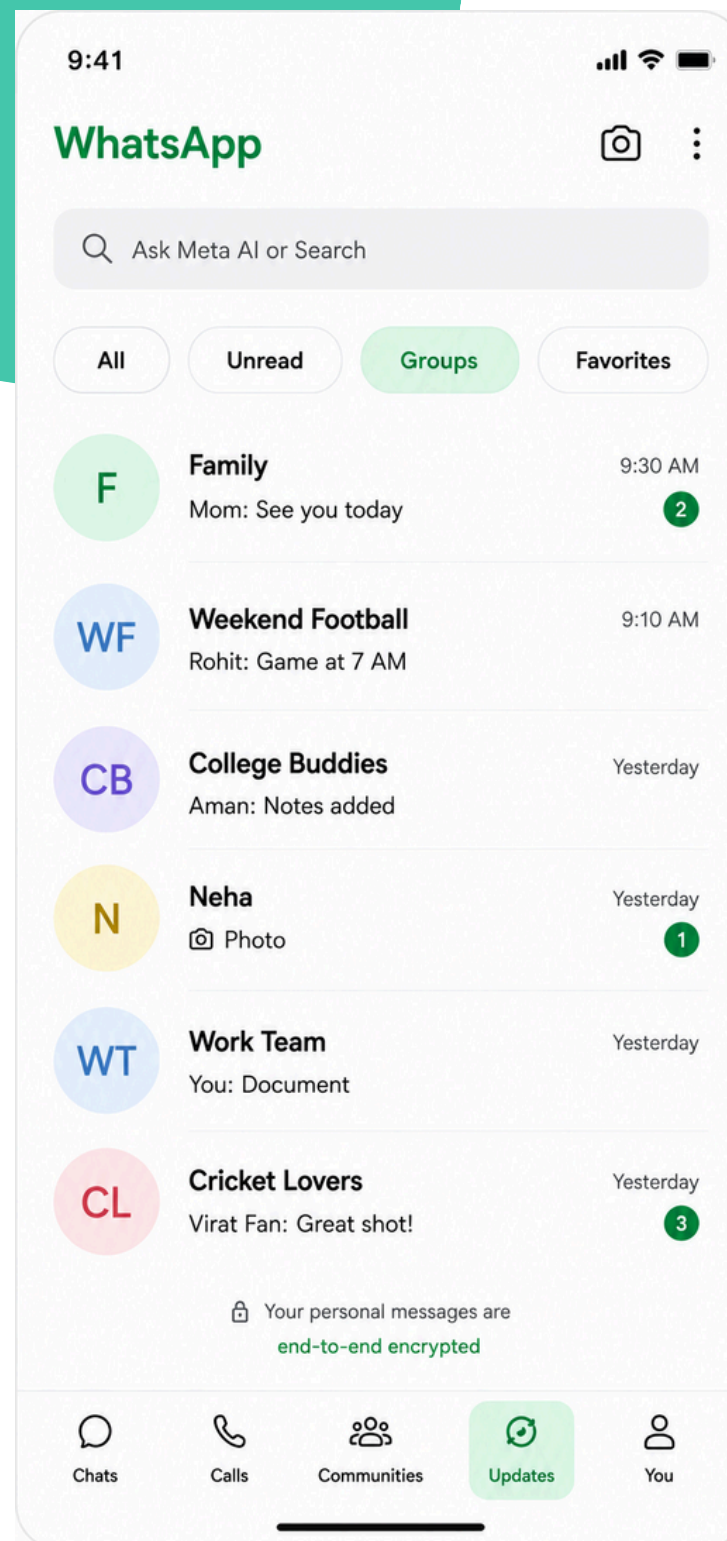
Market Opportunity

This market offers a good opportunity as sports participation drives:

- **recurring engagement,**
- **community retention,**
- **local transactions,**
- **very high social interaction,**

providing great potential for monetization.

Product Vision



Product Vision

The vision of WhatsApp Sports Communities is to transform WhatsApp from an informal messaging platform that is used for sports coordination into a complete ecosystem for sports participation, community engagement, and local sports commerce.

The product is expected to create an experience that allows users to:

- **discover nearby sports communities,**
- **organize matches,**
- **manage tournaments,**
- **track participation in games,**
- **engage with sports communities,**
- **benefit from sports-related services,**

all in one place.

As opposed to using multiple disconnected apps for communication, payment, booking, scheduling, and community management, WhatsApp Sports Communities will allow users to complete all of these actions in one place.

The vision of the product in the long term is to create:

hyperlocal, community-driven sports ecosystem that drives higher engagement and retention, as well as enables sustainable monetization through sports participation.

With the help of WhatsApp network effect, group behavior, and big user base, this platform will become a natural choice for organizing local sports communities.

User flow

Step 1 — Open WhatsApp

The user opens WhatsApp and navigates to the Sports Communities section on the home screen or Updates tab.

Step 3 — Join Community

Once joined, the user can view:

- **upcoming matches, messages and discussions, group announcements, and other content posted by community members.**

Step 2 — Discover Sports Communities

The user discovers nearby sports communities based on: Sport type, location, skill level, and preferred activities.

Example

- **Football groups**
- **Cricket communities**
- **Badminton clubs**

The user joins the community and sends a request to the admin.

Step 4 — Schedule or Join Match

Admins and players create a match event with: Match date and time, venue, player limit, participation fee.

Users confirm their participation in the match by RSVPing.

User flow

Step 5 — Turf & Venue Booking

**The community administrator books a venue directly in the app.
Users can split payment, receive booking confirmation, and view match details.**

Step 6 — Participate in Match or Tournament

**The user participates in:
A match, tournament , or league.
The app automatically updates:**

- **standings,**
- **fixture,**
- **player rankings,**
- **and participation history.**

Step 7 — Player Rankings & Reputation Update

**After the event, the app updates:
Player statistics, Standings , badges , MVP award
and other metrics on the player's profile.**

Step 8 — Sports Marketplace Engagement

**The user can browse:
Sports equipment, coaching services,
physiotherapy, nutrition products and other
items recommended by community members.**

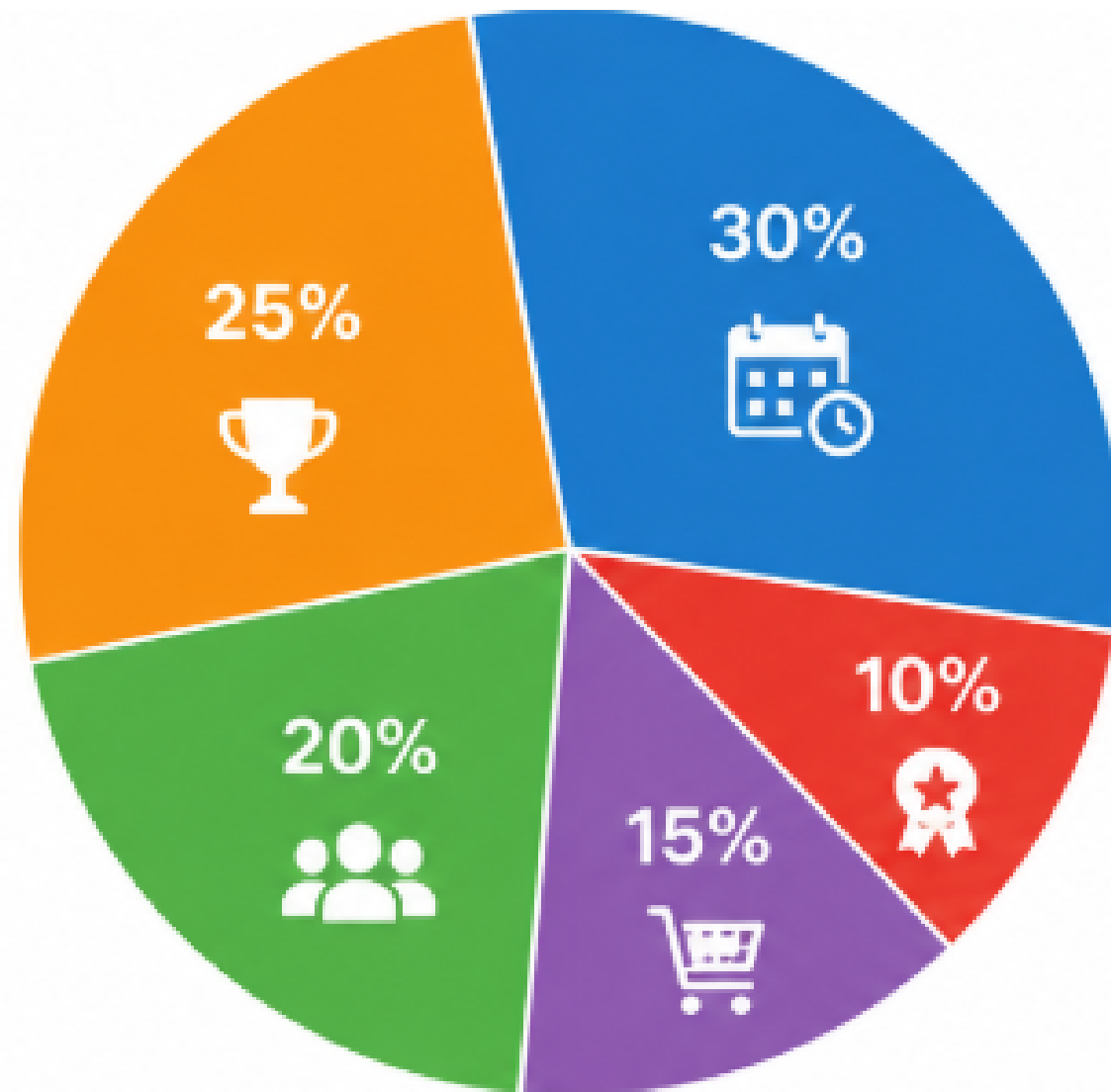
User flow Diagram



This user flow creates an interactive and engaging experience that combines communication, coordination, competition and commerce.

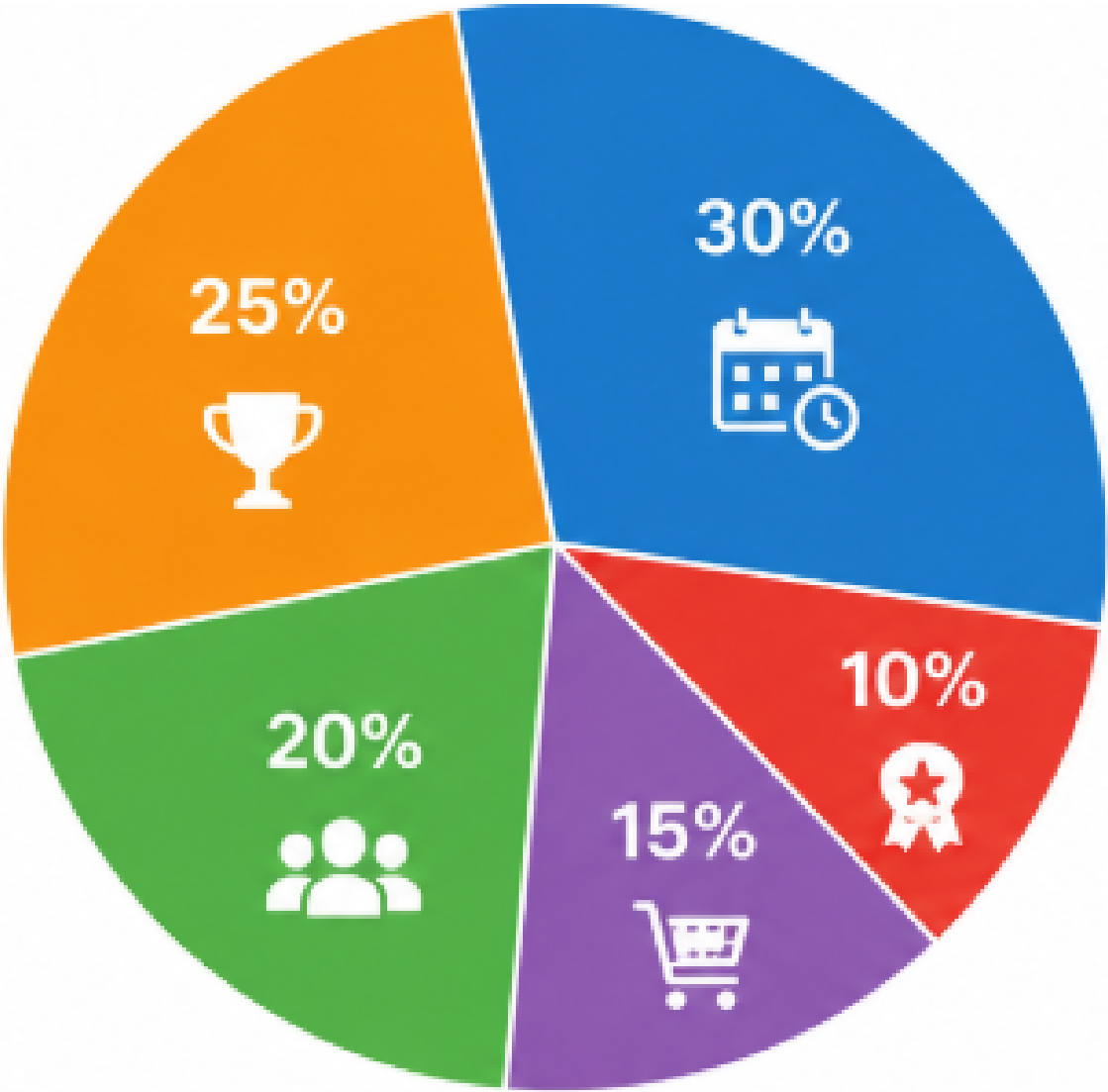
User Research

I conducted a survey for 120 Whatsapp users who are a part of sports communities to understand which monetization features would be most valuable to them.



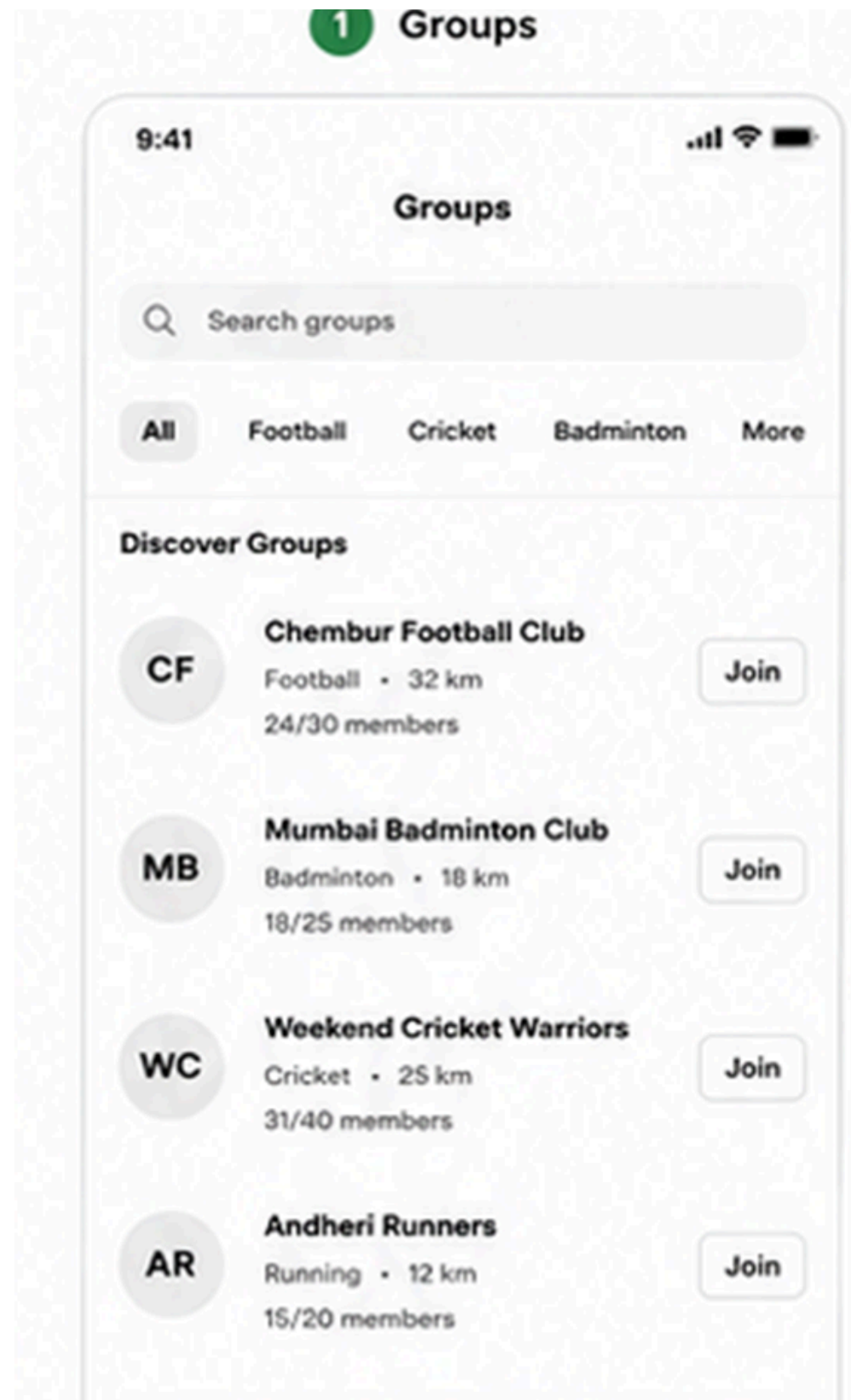
Monetization Feature	User Need / Insight	User Preference
Match & Turf Booking	Users want an easy way to organize matches, book turfs, manage schedules, and split payments.	30%
Tournament Hosting	Users are highly interested in creating and participating in tournaments within communities.	25%

User Research



Monetization Feature	User Need / Insight	User Preference
Premium Sports Communities	Users want premium groups for exclusive content, coaching, and advanced coordination.	20%
Sports Market	Users want to buy sports equipment, apparel, coaching services, and nutrition products.	15%
Player Verification & Rankings	Users value performance tracking, verified profiles, rankings, and achievement	10%

Mockup/Wireframes



Groups

Motive

This screen helps users discover and join nearby sports communities based on:

sport type, location and interests.

Key Features

Search sports groups

Sport filters (Football, Cricket, Badminton)

Nearby group discovery

Join community CTA

Create new group option

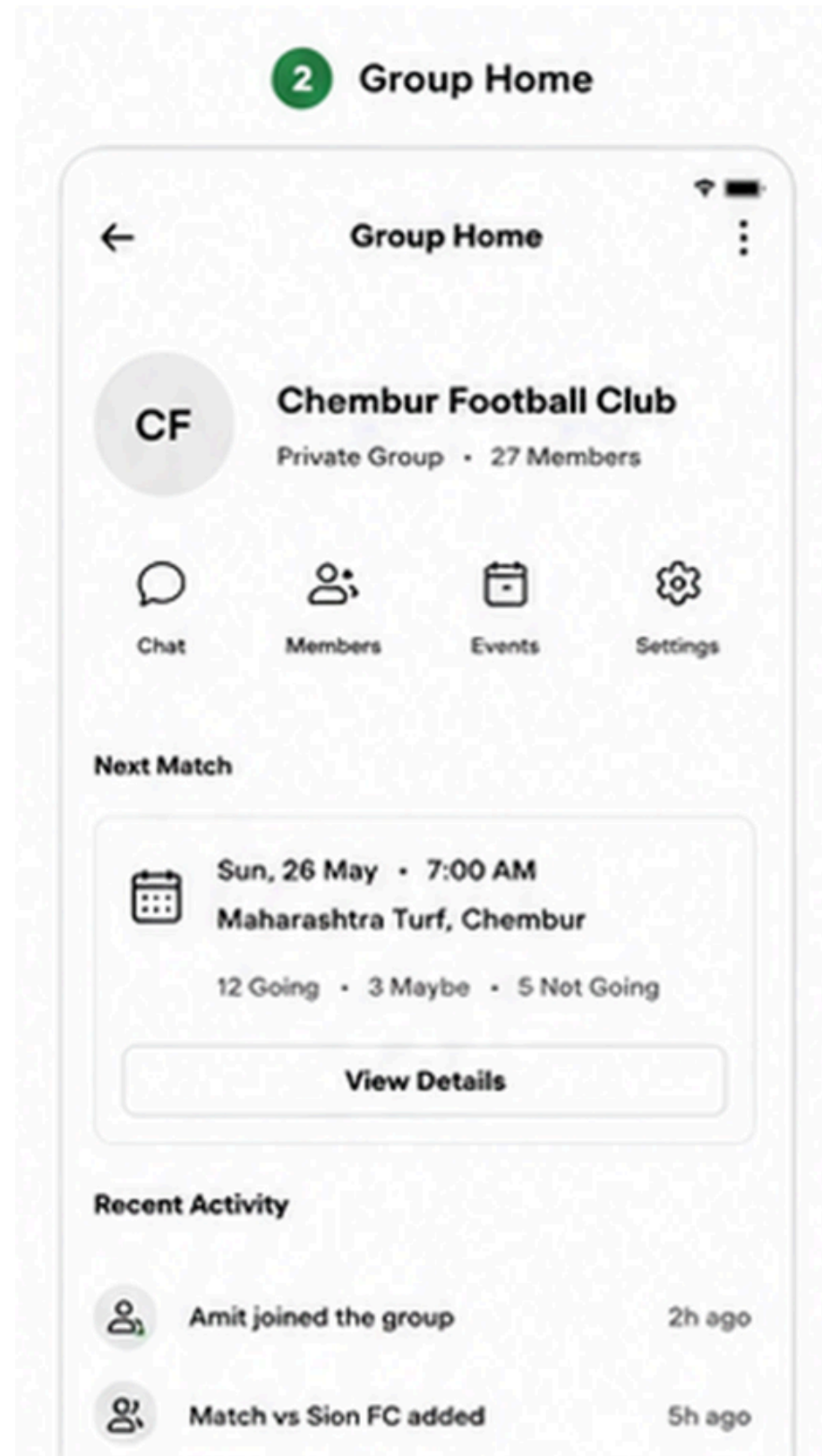
Product Use

This acts as the entry point of the ecosystem where users enter the sports network.

Business Contribution

- Increases user acquisition
- Builds active local sports communities
- Improves user engagement

Mockup/Wireframes



Group Home

Motive

Acts as the central dashboard for a sports group.

Key Features

Group information

Upcoming match details

Group activity feed

Members section

Events section

Settings management

Product Use

Users can manage , communicate , plan matches, automate attendance and ease team coordination.

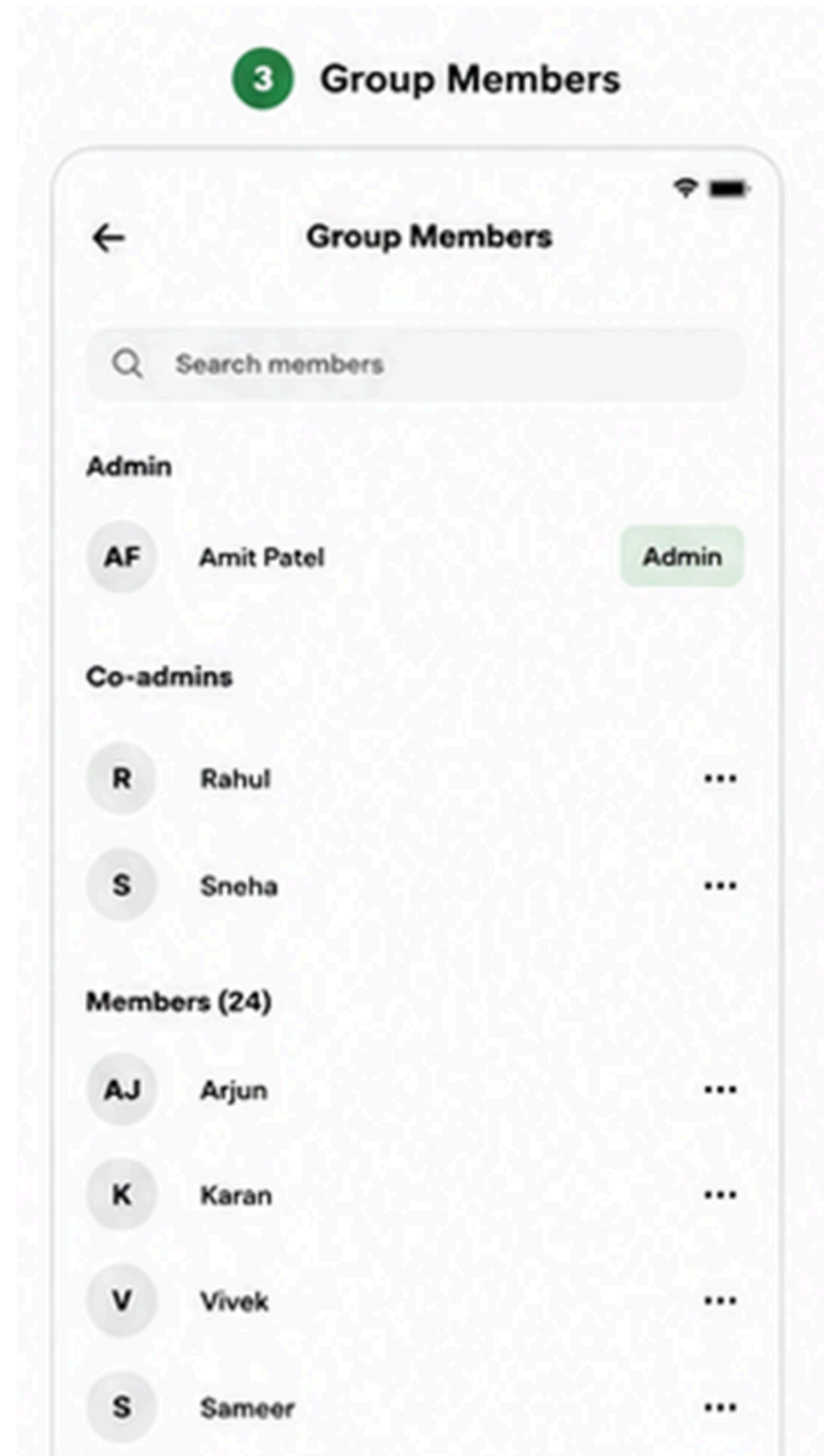
Business Contribution

Increases retention

Encourages recurring participation

Creates strong community engagement

Mockup/Wireframes



Group Members

Motive

Displays all group members and their roles.

Key Features

Admin & co-admin management

Member directory

Role assignment

Search functionality

Product benefits

Helps organize teams and simplify group moderation.

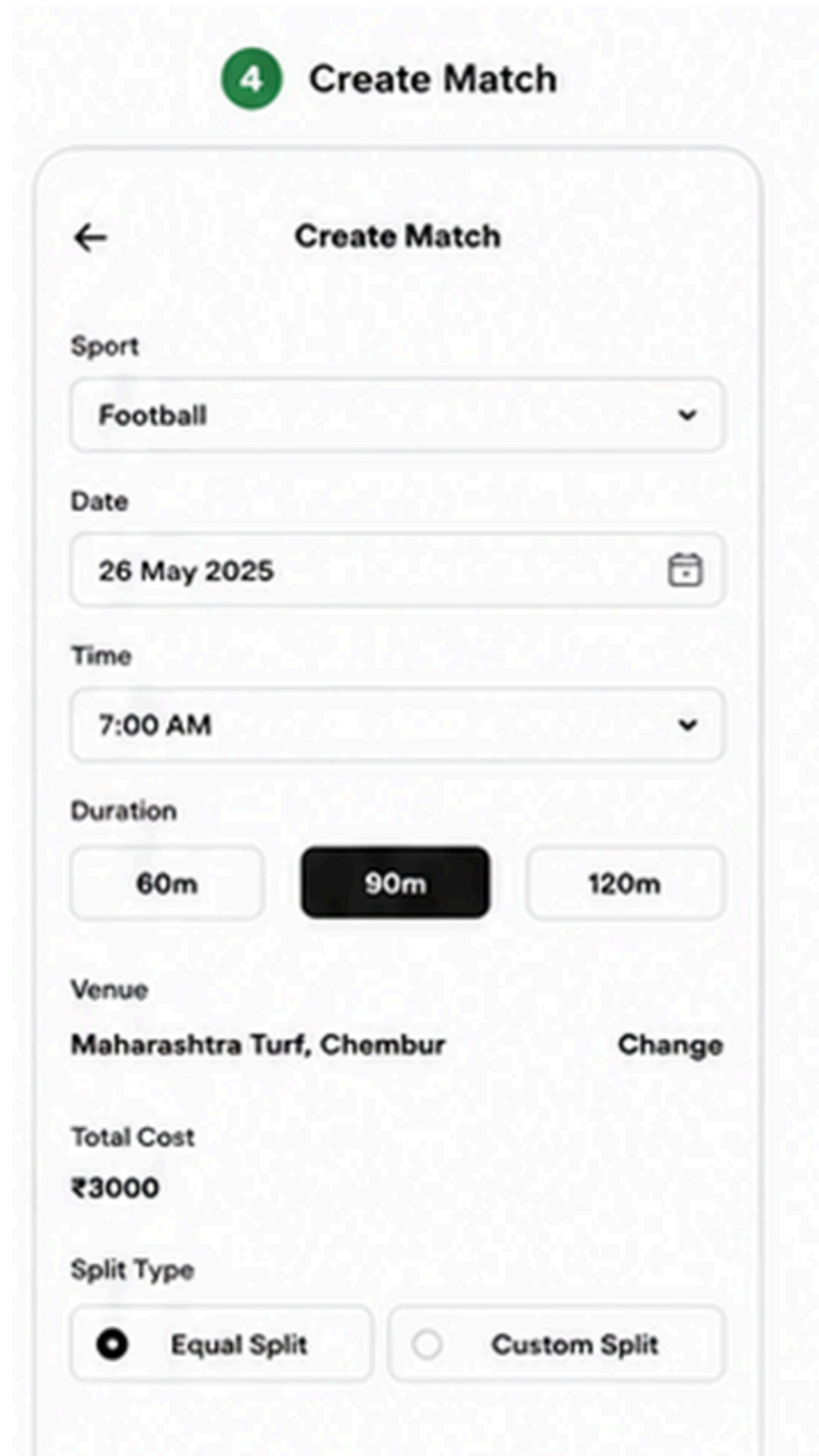
Business contribution

Improves community control

Prevents group management problems/grievances

Enables scalable communities

Mockup/Wireframes



4 Create Match

← Create Match

Sport
Football

Date
26 May 2025

Time
7:00 AM

Duration
60m 90m 120m

Venue
Maharashtra Turf, Chembur Change

Total Cost
₹3000

Split Type
☒ Equal Split ☐ Custom Split

Create Match

Motive

Allows users to organize and schedule matches.

Key Features

Sport selection

Date & time picker

Match duration selection

Venue details

Cost splitting options

Product Use

Users can schedule games, reserve venues and split expenses fairly.

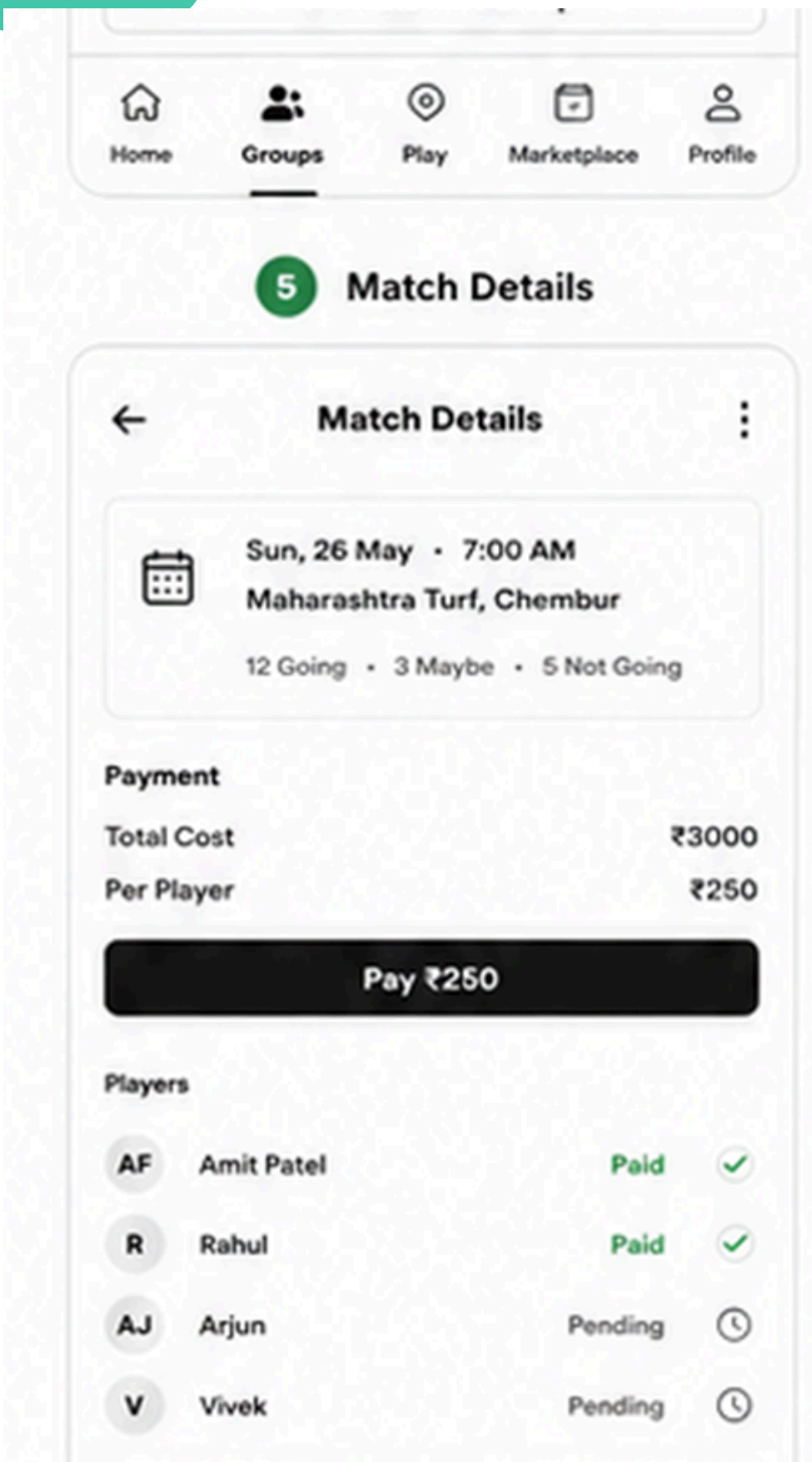
Business Contribution

Enables monetization via bookings

Creates recurring weekly engagement

Simplifies sports coordination

Mockup/Wireframes



Match Details Screen

Motive

Provides complete information about an upcoming match.

Key Features

Match timing & venue

Attendance tracking

Payment status

Player participation list

Product Use

Users can book for availability, payment and participation.

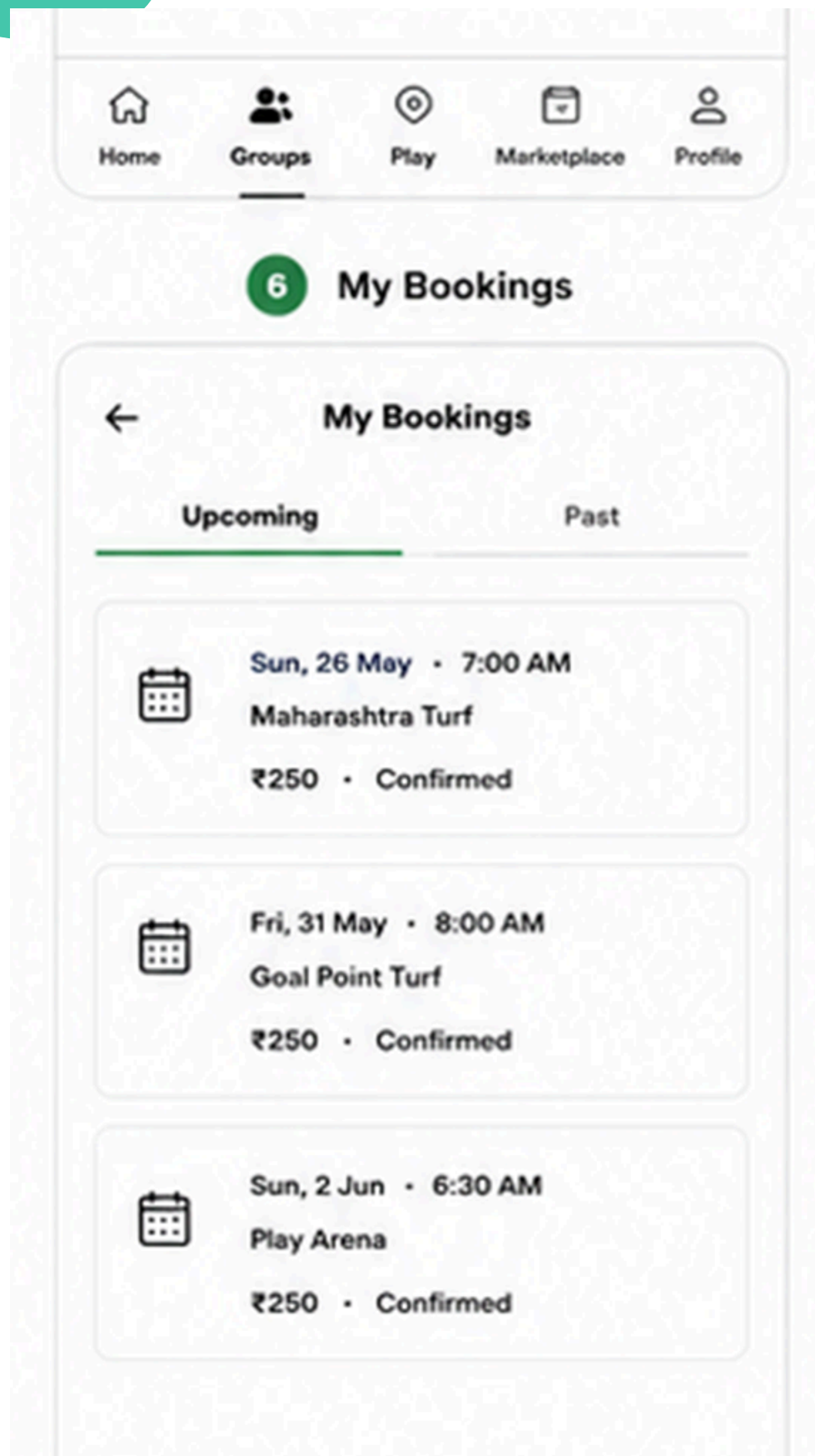
Business contribution

Reduces no-shows

Improves payment collection

Enhances operational reliability

Mockup/Wireframes



My Bookings page

Motive

Shows users all upcoming and past bookings.

Key Features

Booking history

Upcoming reservations

Payment confirmation

Match tracking

Product Use

Acts as the user's sports activity dashboard.

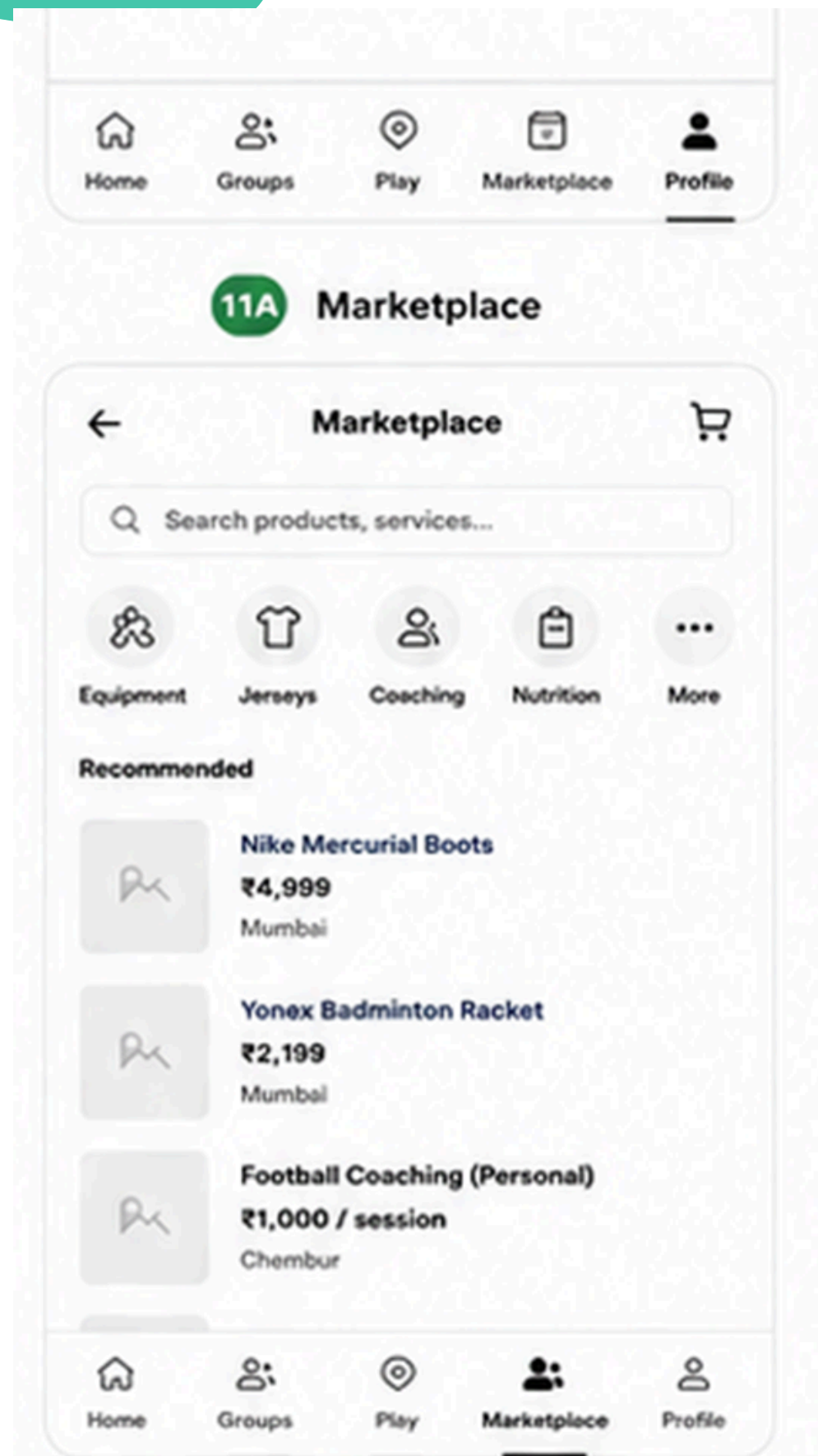
Business Value

Encourages repeat bookings

Builds habit formation

Improves retention

Mockup/Wireframes



Marketplace Screen

Motive

Allows users to buy sports products and services.

Key Features

1. **Equipment listings**
2. **Coaching services**
3. **Sports nutrition**
4. **Product categories**

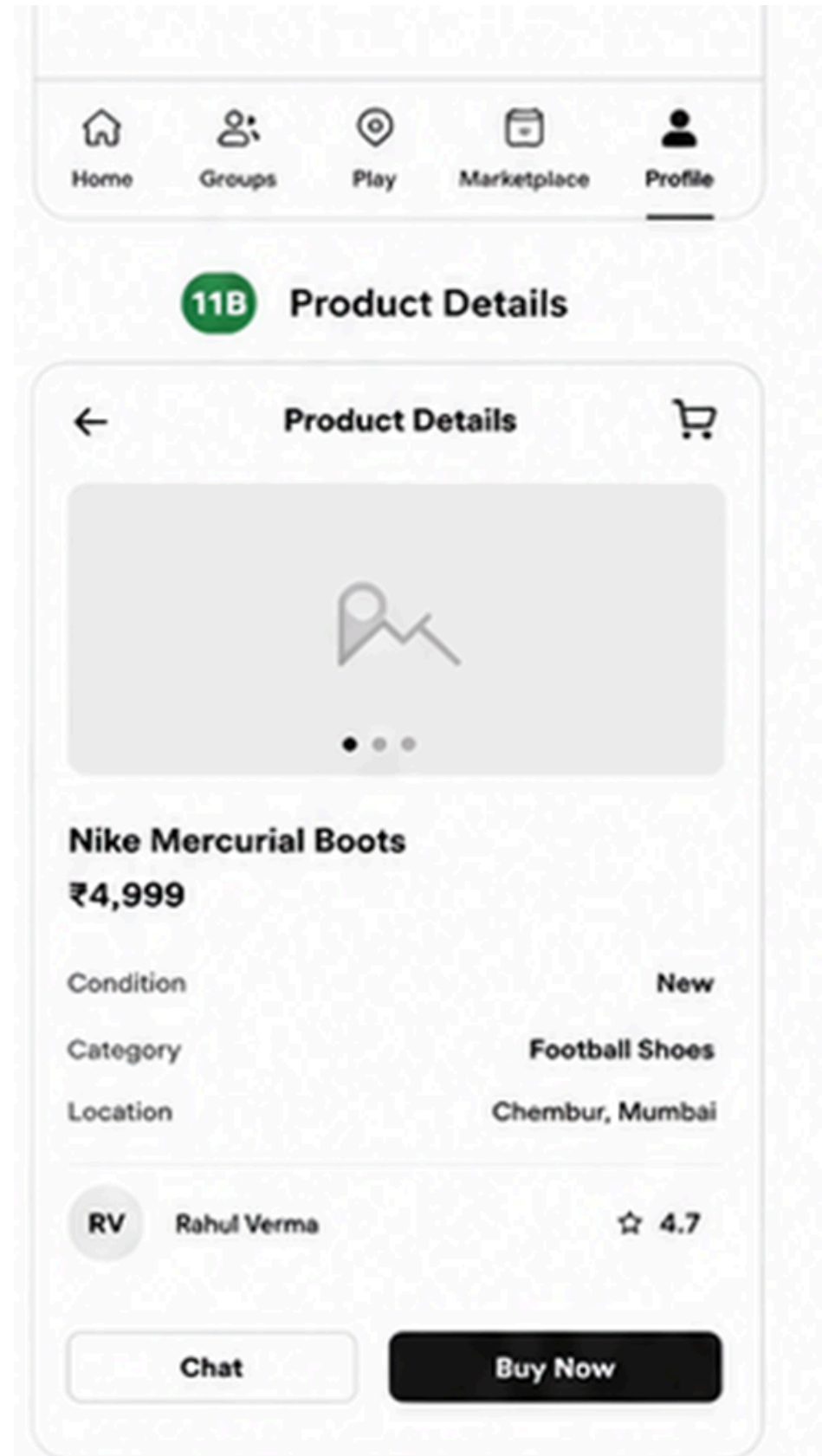
Product Use

Creates an integrated sports-commerce ecosystem.

Business Value

1. **Generates commission revenue**
2. **Enables brand partnerships**
3. **Expands monetization channels**

Mockup/Wireframes



Product Details Screen

Motive

Displays complete details about a product/service.

Key Features

Product images

Pricing

Seller details

Purchase CTA

Chat with seller

Product Use

Users can directly purchase products or contact sellers.

Business Contribution

Improves conversion rates

Increases marketplace revenue

Builds trust between buyers & sellers

5 Monetization Features for Whatsapp

1. Premium Sports Communities

Users can create or join exclusive sports communities based on: sport type, skill level, location, and preferred activities.

These communities may offer: organized matches, private tournaments, premium memberships and special access.

User is provided with easier access to active sports communities, better community engagement, structured sports participation.

Monetization Opportunities

**Monthly community subscriptions
Featured group promotions
Verified premium communities**

2. Turf & Venue Booking Integration

2. Users can browse and book: football turfs, cricket grounds, badminton courts and other sports venues via WhatsApp.

User is provided with easy venue booking, scheduled matches and unified payments

Monetization Opportunities

- 1. Booking commissions**
- 2. Convenience fees**
- 3. Sponsored venue listings**
- 4. Partner subscriptions**

3. Tournament & League Management

Sports communities can run: tournaments, leagues, knockouts and one-off championships via built-in management tools.

User Value easy tournament organization, automated fixtures and standings Competitive engagement

Monetization Opportunities

- 1. Tournament hosting fees**
- 2. Sponsored tournaments**
- 3. Entry fee commissions**
- 4. Brand partnerships**

5 Monetization Features for Whatsapp

4. Player Rankings & Reputation System

Players can hold and maintain sports reputation and rankings through: sports profile, rankings, badges, MVP awards, sports participation history , no show record and player performance statistics.
User/host is provided with better player identity, motivation and engagement, Community recognition.

Monetization Opportunities

- 1.Premium player analytics**
- 2.Verified player profiles**
- 3.AI-driven performance analysis**
- 4.Subscription for advanced statistics**

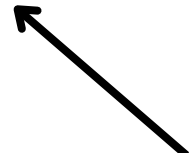
5. Sports Marketplace & Local Commerce

Users can purchase: sports equipment, jerseys , coaching services, physio sessions, nutrition products and second-hand gear and other sports goods through WhatsApp sports communities.

User is provided with easy access to sports-related services , community-driven recommendations and local sports commerce

Monetization Opportunities

- 1.Marketplace commissions**
- 2.Sponsored product listings**
- 3.Seller subscriptions**
- 4.Hyperlocal advertisements**



The listed monetization features contributes in transforming WhatsApp from a mere communication/social platform into an ecosystem that allows:

- 1.community engagement,**
- 2.recurring transactions,**
- 3.local commerce,**
- 4.and sustainable monetization.**

Key Success Metrics

User Growth metrics	Description	Target Example
Monthly Active Users (MAU)	Users active monthly	2M monthly users
Daily Active Users (DAU)	Users using sports features daily	500K DAU
Community Join Rate	Users joining groups after discovery	35% conversion

Engagement Metrics

Engagement Metrics	Description	Target Example
Matches Created	Number of matches organized	100K monthly matches
Average Session Duration	Activity within groups	18 minutes/session
Messages Shared in Communities	Users joining groups after discovery	10M messages/month

Monetization Metrics

Metrics	Description	Target Example
Subscription Conversion Rate	Free users upgrading to premium	15% conversion
Marketplace Revenue	Revenue from product sales	₹50 lakh/month
Booking Commission Revenue	Earnings from turf bookings	₹20 lakh/month
Average Revenue Per User (ARPU)	Revenue generated per user	₹120/user

Retention Metrics

Metrics	Description	Target Example
30-Day Retention Rate	Users returning after 30 days	60%– 70% retention
Repeat Match Booking Rate	Users rebooking venues	60% repeat rate
Premium Renewal Rate	Subscription renewals	80% renewal
Community Activity Retention	Active groups after 3 months	75% active groups

Customer Satisfaction Metrics

Metrics	Description	Target Example
Net Promoter Score (NPS)	Likelihood to recommend	NPS > 50
App Ratings	User ratings in stores	4.0+ rating
Support Resolution Time	Customer support efficiency	<24 hours

User Adoption Dependencies

Factors influencing successful user onboarding.

Dependency	Purpose
Simple UI/UX	Easy feature adoption
Community Awareness Campaigns	Increase feature visibility
Onboarding Tutorials	Help new users understand features

Technical Dependencies

Technology systems required for successful execution
of planning of monetizing app

Dependency	Purpose
Payment Gateway Integration	Enables subscriptions & bookings
Location Services / GPS	Supports group/community management
WhatsApp Communities API	Help new users understand features
Cloud Infrastructure	Stores user, match & tournament data

Business

Dependencies

Technology systems required for successful execution
of planning of monetizing app

Dependency	Purpose
Turf & Venue Partnerships	Venue booking integration
Sports Brands & Sponsors	Advertising & marketplace revenue
Tournament Organizers	Event collaborations
Local Sports Communities	User acquisition

Epic and User stories

Epic 1: Community Discovery & Joining

Objective

Enable users to schedule sports matches and make venue bookings with ease.

User Stories

User Story 1 (Pratish)

As an admin, I would like to add matches with date, time, and venue information to enable member participation.

User Story 2 (Alpesh)

As a player, I would like to confirm participation in matches in order to inform organizers of participation.

User Story 3 (Niranjan)

As a user, I would like to share match costs among players evenly to ensure transparency.

User Story 4 (Sujay)

As a player, I would like to book nearby turfs from within the application to make game organization easier.

Epic 2: Match Scheduling & Venue Booking

Objective

To make it possible for users to schedule sports games and arrange venues conveniently.

User Stories

User Story 1

As a group admin, I would like to create games with date, time, and venue information so that group members can play.

User Story 2

As a player, I would like to confirm my participation in games so that organizers can keep track of participants.

User Story 3

As a user, I would like to divide the cost of games among players so that expenses can be managed effectively.

User Story 4

As a player, I would like to make bookings for local turfs through the application.

Epic and User stories

Epic 3: Tournament Hosting & Participation

Objective

To provide communities with the capability to conduct and participate in tournaments.

User Stories

User Story 1

I, as a tournament organizer, would like to organize tournaments for teams to register.

User Story 2

I, as a player, would like to see tournament schedules and fixtures in order to know about the coming matches.

User Story 3

I, as a team captain, would like to make online payments for my team's entry fee into the tournament.

User Story 4

I, as a user, would like to see tournament standings and rankings.

Epic 4: Player Reputation & Gamification

Objective

Develop a competitive environment using profiles, ratings, and achievements.

User Stories

User Story 1

As a player, I would like to maintain a profile for myself in sports so that others see my achievements and statistics.

User Story 2

As a user, I would like to have badges and achievements so that my participation is acknowledged.

User Story 3

As a player, I would like to be on leaderboards so that I can compete with other players.

User Story 4

As a user, I would like to keep track of my victories, games played, and being named MVP so that I can measure my improvements.

Epic and User stories

Epic 5: Sports Marketplace & Transactions

Goal

Allow buyers to purchase sports products and services.

User Stories

User Story 1

As a user, I would like to search for sports products so that I can purchase them easily.

User Story 2

As a coach, I would like to post my services so that players can book training sessions.

User Story 3

As a buyer, I would like to see the features and reviews of products so that I can purchase wisely.

User Story 4

As a seller, I would like to post my sports products so that I can target the right customers.

Motivation for Building This Project

Niranjan Pillai

Being an active participant in local football communities in WhatsApp, I witnessed firsthand how people depend on WhatsApp to coordinate their offline events. Gradually, I joined various football and turf communities including WePlay Football Mumbai, local game finder groups, and regular player groups.

In these communities:

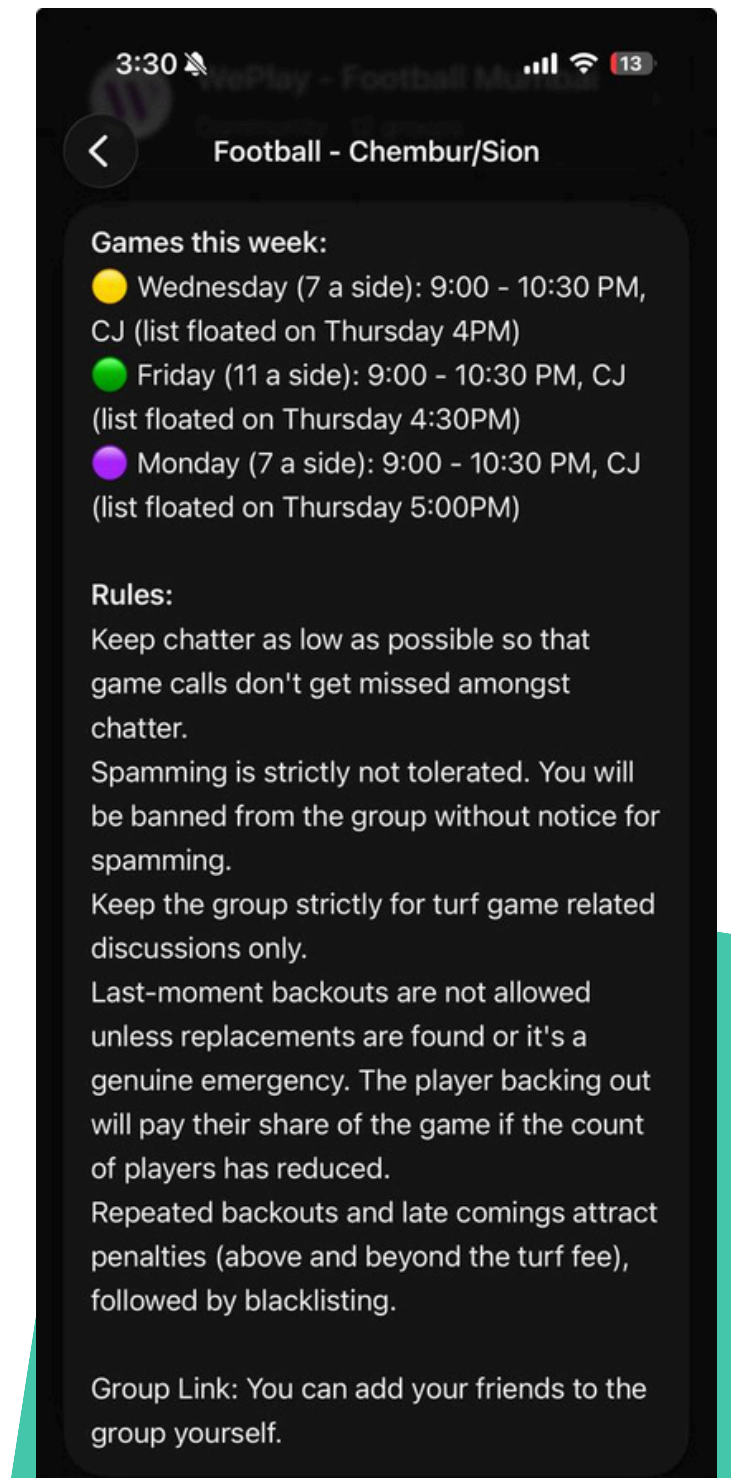
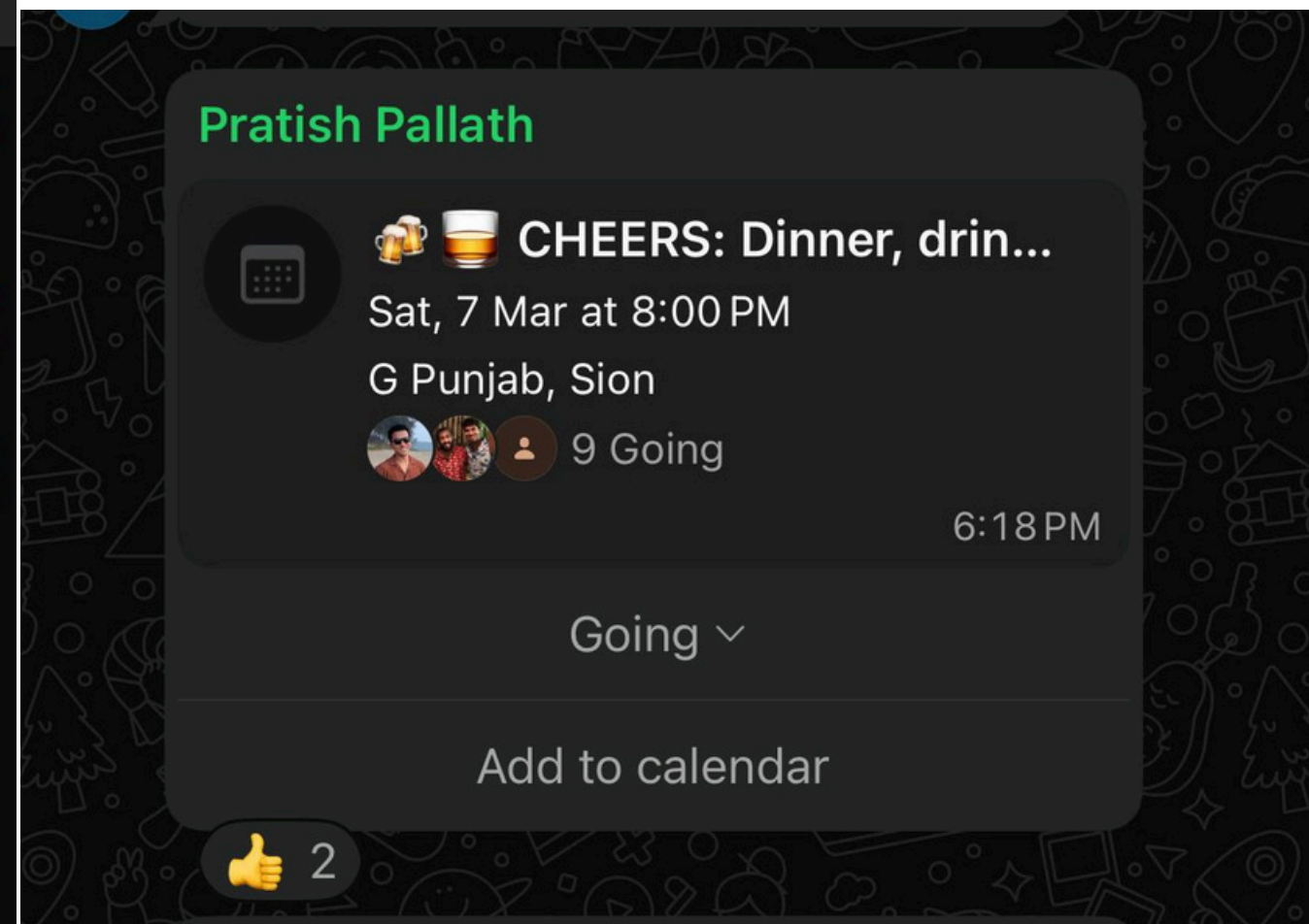
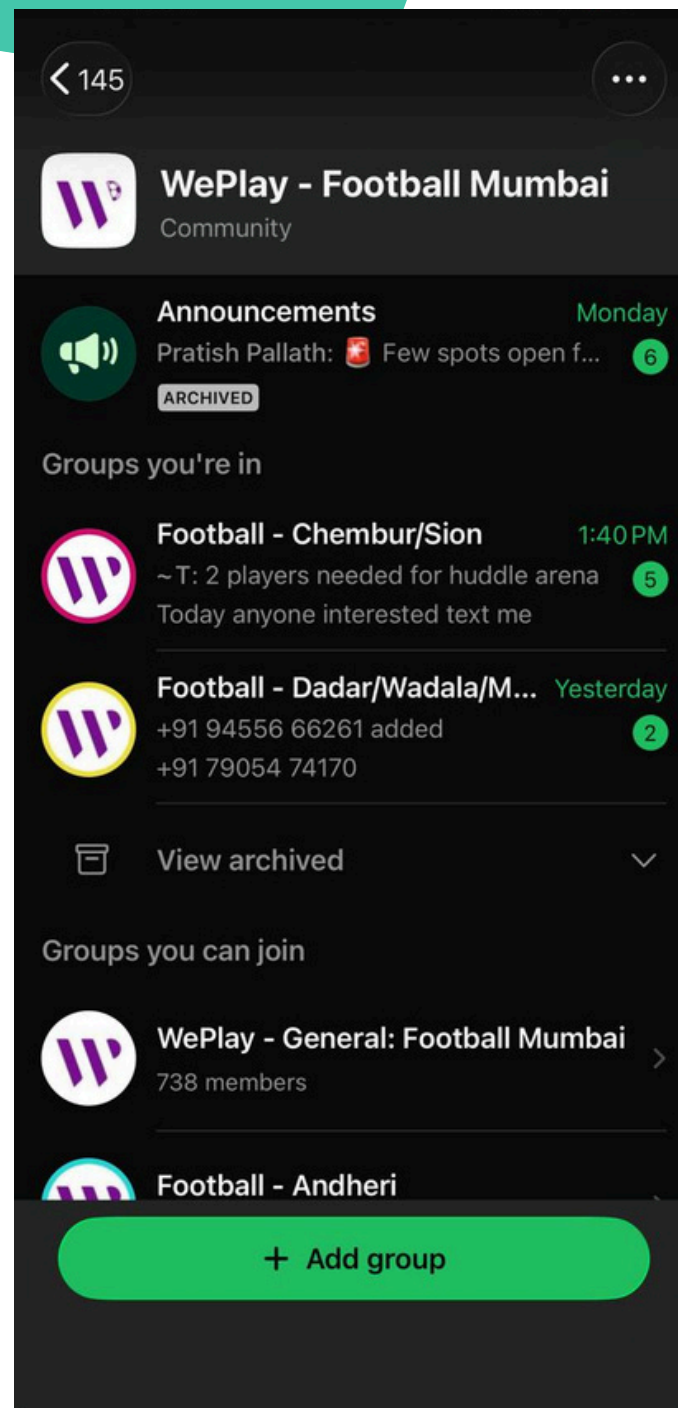
- **Prathish played the role of a host who arranged games, made announcements, coordinated players, and kept discipline inside the community.**
- **Alpesh acted as a co-host who managed various aspects including approvals, coordination, and community management.**
- **I started as a normal participant but gradually became a trustworthy member due to my discipline, punctuality, and good reputation inside the community. Ultimately, this reputation helped me gain admission into the Regulars group.**

All these experiences helped me understand how WhatsApp communities automatically develop:

- 1. trust systems,**
- 2. hierarchies among members,**
- 3. an ecosystem for events,**
- 4. reputation-driven access permissions, and**
- 5. good social interaction.**

Screenshots of Close Knit community (WePlay Community)

Niranjan Pillai



Pain points/Greivances faced through **current** whatsapp sports communities

Problem 1: Too Many Groups Made Management Difficult

I found different groups for:

- **announcements,**
- **locations where we would play football,**
- **regular players,**
- **beginner players,**
- **game organization,**
- **alternate players, and**
- **random chat.**

Over time, it became difficult to:

- **follow all important updates,**
- **keep track of active games,**
- **navigate unread messages,**
- **identify relevant threads, and**
- **follow game-related information.**

Important game information would get lost amidst irrelevant chat.

Problem 2: Hosts Had to Manage Everything Manually

Most of the activities were handled manually by hosts:

- **arranging games,**
- **managing payments,**
- **coordinating replacements for absentees,**
- **managing attendance,**
- **keeping the rules in mind, and**
- **maintaining discipline.**

This put too much pressure on the hosts and made scaling communities difficult.

These images depict how much manual work was done to manage the group.

Pain points/Greivances faced through **current** whatsapp sports communities

Problem 3: Trust and Reputation Were Based on Memories

A player's reliability and discipline was highly valued:

- arriving on time,
- being consistent in attending games,
- not canceling at the last minute,
- behaving respectfully,
- and being a frequent participant.

With time, players who were considered to be trustworthy were given special access and good reputation in the community. I myself had gone through this transformation of gaining special access to the Regulars group due to my reputation. However, WhatsApp had no such features to allow users to:

- check reputation,
- reward trusted members, and
- identify reliable participants.

Problem 4: Event Coordination Was a Problem

Various events such as:

- football games,
- meetings,
- dinners, and
- other group events

were organized regularly by the community.

Despite the introduction of events feature by WhatsApp, managing payments, coordinating attendance, replacements, and reminders were still fragmented.

Hosts had to do everything manually.

Conclusion/Realization

Vision for My Project



The purpose of my project is not simply to make money using WhatsApp.

My vision is to turn WhatsApp communities into:

**smarter ecosystems,
self-sustainable communities, and
trust-based digital networks.**

This will enable me to cut down on chaos for the host, reward true members, foster better coordination within the community, and build sustainable monetization options without compromising the elegance of WhatsApp.

This idea was conceived out of real-life experiences in football communities and trusted circles of people that I belonged to.