

Pickr White-Label — Platform Overview

Launch your own branded esports prediction platform — your brand, your audience, your tournaments.

What it is

Pickr White-Label runs a fully-branded fan-prediction game for your audience — your teams, your tournaments, your domain. Fans predict pro matches, earn rewards, and climb your leaderboard. Free-to-play, gambling-free, and live in days, not months.

Who it's for

- **Esports orgs & teams** — keep fans engaged between match days around your team's games.
- **Tournament organizers** — an official prediction game for your event: your bracket, your branding, your prizing.
- **Media & communities** — a themed prediction hub with your own leaderboard, across the games your audience loves.

What you get

- **Fully branded** — your logo, colors, and custom domain. On Pro & Event there's no "Powered by Pickr".
- **Always current** — every feature we ship to Pickr lands on your platform automatically. No upgrades, no forks, no falling behind.
- **Your content, your way** — show only your team's matches, only your tournaments, or a curated set of leagues.
- **Your users, your data** — an isolated user pool with your own sign-in. Your audience's accounts live with you.
- **Optional monetization** — sell cosmetic items to your fans and share the revenue (Pro & Event tiers).

How it works

1. **Tell us your brand & scope** — your logo, colors, domain, and which games, teams, or tournaments to feature.
2. **We build it for you** — managed onboarding; we provision, brand, and configure your platform.
3. **Launch on your domain** — fans sign in with the login they already use and start predicting.
4. **Inherit every new feature** — as Pickr grows, your platform grows with it, automatically.

Live in days, not months.

Pricing

Tier	For	Monthly active users	Price
Community	Media, streamers & communities	up to 5,000	\$500/mo
Pro	Esports orgs & teams	up to 50,000	\$3,000/mo
Event	Tournament organizers	event-scoped	from \$7,500/event

Scale past your plan at **+\$300 per additional 10,000 monthly active users**. Annual plans get **two months free**; one-time **\$2,500 setup**, waived on annual plans (Pro & up). Gem monetization on Pro & Event runs on a revenue-share basis.

Compliant everywhere

Pickr is free-to-play and gambling-free **by construction** — no real-money wagering, ever. That means you can engage every fan, in every market, at every age, with **no betting license required** — including across MENA and the Gulf, where it is **Sharia-safe by design**.

The engine behind it

Your platform runs on Pickr's own production engagement engine — **12,600+ predictions made, 46% weekly stickiness** (top-quartile for free-to-play), across **5 esports titles** — all grown organically.

Get started

Book a demo at pickr.gg/business or email hello@pickr.gg.