



Intelligent B2B Marketing Automation for Gaming

Own the Thumb of Every Sports Bettor

June 2017

# The Casual Sports Better is Valuable Yet Underserved

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FREE PICK VEGAS ODDS VI EXPERTS

Game of the Week Powered By Sportsbook.ag  
Raiders vs. Chiefs

Team	8:25 PM	Open SPR	O/U	Current SPR	O/U	Betting Side	Trends ML	O/U
OAK		+3.5	47	+3	46.5	62%	96%	34%
KAN		-3.5		-3		38%	4%	66%

Home NFL NBA NHL MLB NCAA FB NCAA BK Golf Auto Horses Soccer Boxing/MMA More Betting Tools




Source: www.vegasinsider.com

Live Odds Powered By SPORTSINSIGHTS

NFL Odds NCAAF Odds NBA Odds NCAAB Odds MLB Odds NHL Odds WNBA Odds

View: Combined Yesterday Clear All Red = recent change Yellow = change > 45 secs

Time	Team	Spd %	ML %	OU %	Bookmaker Open	Bookmaker	5Dimes	Pinnacle	BetOnline	Bovada
NFL - 12/8/2016										
12/08 8:25 PM	101 OAK-D Carr	56%	68%	59%	47	46	45.5	46.5u-117	46u-115	46.5
	102 KC-A Smith	44%	32%	41%	-3	-3-125	-3-125	-3-119	-3-123	-3-125
NFL - 12/11/2016										
12/11 1:00 PM	105 DEN-UNDECIDED	73%	98%	42%			3			
	106 TEN-M Mariota	27%	2%	58%			0-120			

Source: www.espn.com


COVERS 57% 14:11

SBR BEST ONLINE SPORTBOOKS

HOT MATCHUPS All

	NFL	NBA
OAK	46 50%	MIN 214 26%
KC	-3.5 50%	TOR -9 74%

Dec 8 8:25 PM Dec 8 7:00 PM



WHAT'S HOT IN LAS VEGAS: XMAS CACTUS, RODEO RAGE, AND SENSATIONAL SIN CITY SPORTS

TOP CONSENSUS All

Source: www.covers.com



# US Tailwinds Building Behind Regulated Sports Betting



## THE WALL STREET JOURNAL.

By *Brad Reagan* and *Chris Kirkham*

Updated March 31, 2017 11:46 a.m. ET

LIFE | SPORTS

### U.S. Sports Leagues, Fretting Over Revenue, Warm Up to Legalized Betting

Many top professional sports are softening their stance on gambling, which could help them boost fan interest and forge future licensing and sponsorship deals; all eyes on the NFL

[www.wsj.com](http://www.wsj.com), March 31, 2017

On the News

M M Q B Sports Illustrated VIDEO PODCASTS COLUMNS OUR TEAM YOUR TEAM ARCHIVE

THU JUN. 8, 2017

### NFL, MLB, NBA, NHL Unions Prepare for Sports Gambling

Representatives from the players associations of the four major professional sports league have been meeting in NYC to discuss what's becoming almost an inevitability: the legalization of sports gambling

by *Albert Breer*  
@AlbertBreer  
More Articles

[www.si.com](http://www.si.com)  
June 8, 2017

ESPN Football Cricket NFL NBA F1 Rugby ...

### GAME Act proposing repeal of federal prohibition on sports betting revealed

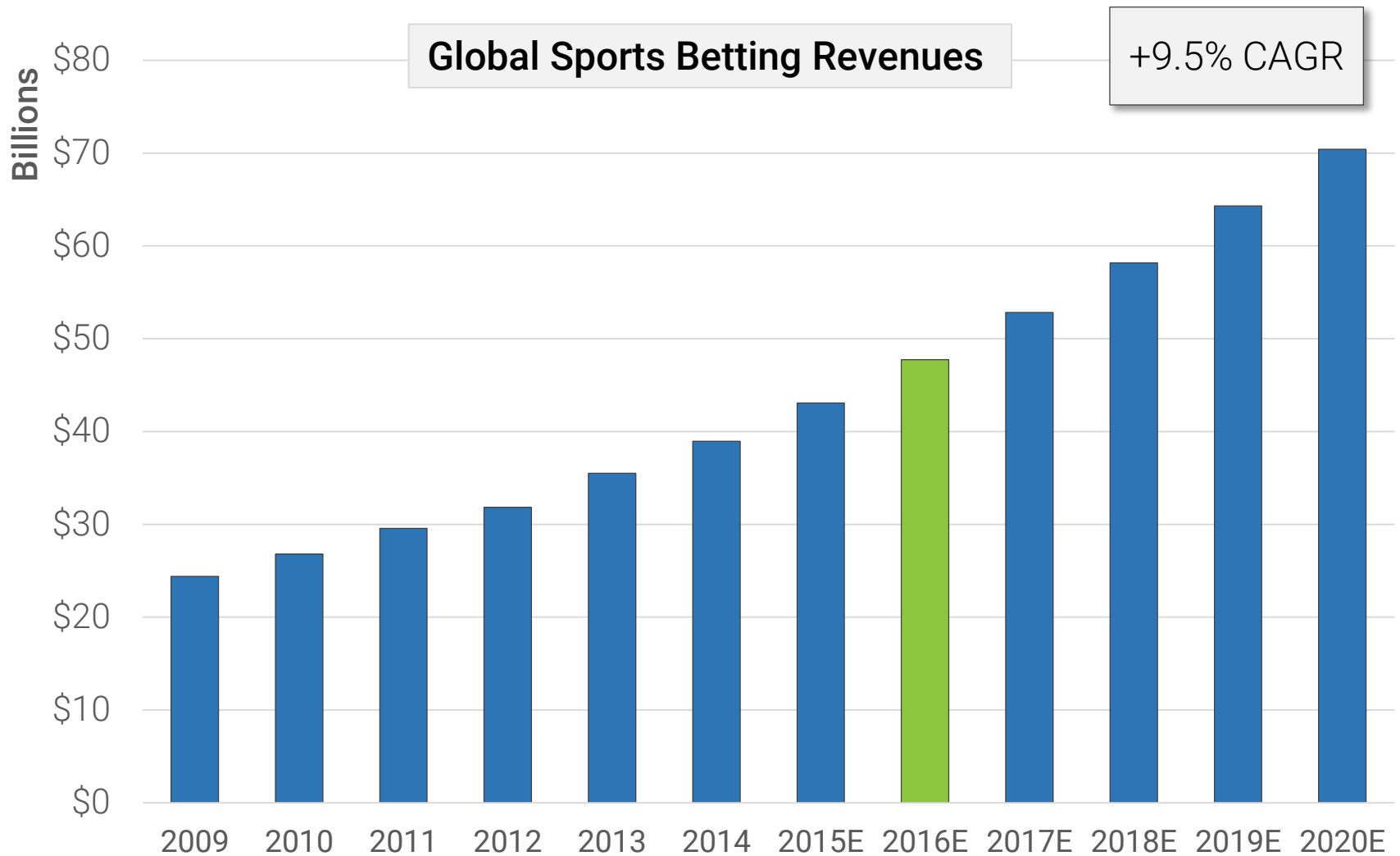
David Purdum  
ESPN Staff Writer

[www.espn.com](http://www.espn.com)  
May 25, 2017

A congressional committee on Thursday unveiled a draft of comprehensive legislation that would repeal the federal prohibition on sports betting and allow states to legalize online gambling. Source: GBGC 2016 Annual Report

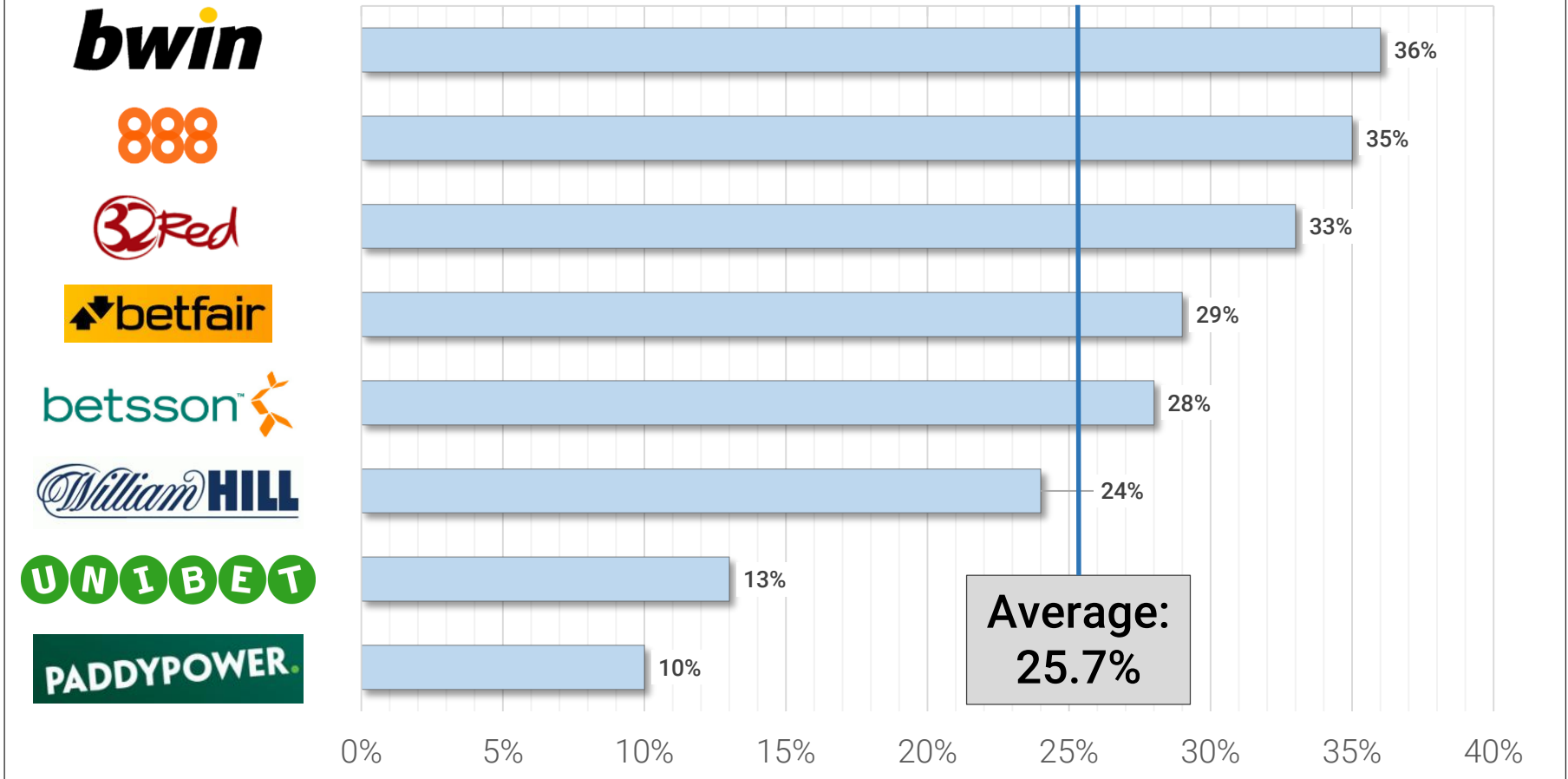


# Large, Growing International Sports Betting Market



# Books Spend 25+% of Annual Revenue on Marketing

Marketing Costs as a Percentage of Annual Revenues (2014)



# Experienced Team



**Daniel Kustelski**  
**CO-FOUNDER & CEO**

ONLINE SPORTS BETTING LEADER

Past COO of Watch and Wager  
CEO of online sports book in Africa  
Sold & integrated sports book into largest  
land-based casino group in Africa  
US Army Captain (ret.)



**Jason Foster**  
**CO-FOUNDER & HEAD OF iGAMING**

SPORTS BETTING TECHNOLOGY EXPERT

20+ years bookmaking operations  
in U.K. and Africa  
GM, Trading & Tech at Sun International  
Pioneer of integrated risk management  
Betting BI & O2O expertise



**Joe Kustelski**  
**CO-FOUNDER & PRESIDENT**

ENTERTAINMENT & MEDIA PRODUCT PERSON

CEO of ticketing company with \$450M  
annual gross receipts  
VP of Digital for \$100M media company  
Leadership positions at Ticketmaster  
Led two exits (\$40M)

**Product Team with  
Significant Industry  
Expertise**

**UX Lead**  
(USA)

**Developer**  
(USA)

**Developer**  
(USA)

**Data Architect**  
(South Africa)

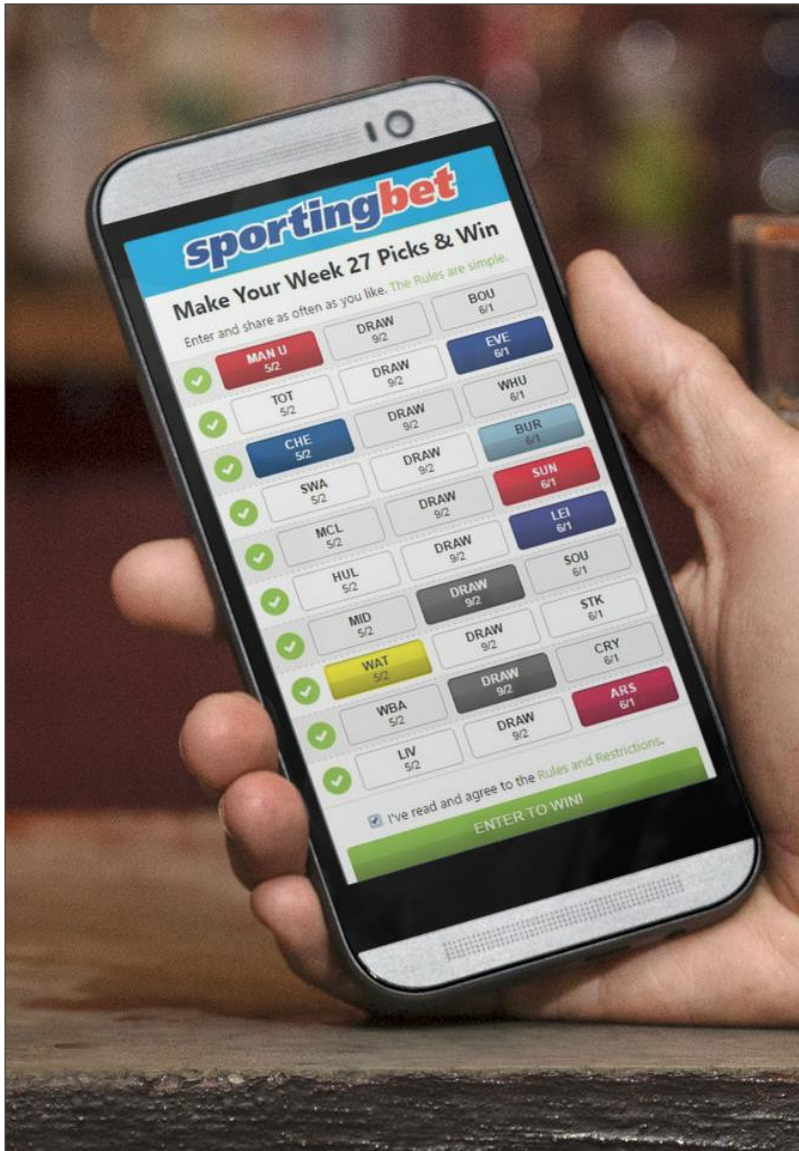
**Developer**  
(South Africa)

Supported by an Advisory Board of industry leaders. Funded by founding team and seasoned investors.





# Fast, Personalized Mobile Experiences



## Turnkey B2B Products Backed by Data

- ✓ BettorFeed™ Multimedia Content Streams
- ✓ Predictive Customer Modeling
- ✓ Multi-Channel Campaign Automation
- ✓ Self-Optimizing Personalization

## Automate Retention & Acquisition Activity

- ✓ Acquire casual customers with shareable content and interactions
- ✓ Turn single bets into repeat transactions
- ✓ Increase customer lifetime value
- ✓ Employ persona-centric machine learning to measurably improve marketing ROI



# B2B Products Built to Drive Operator KPIs

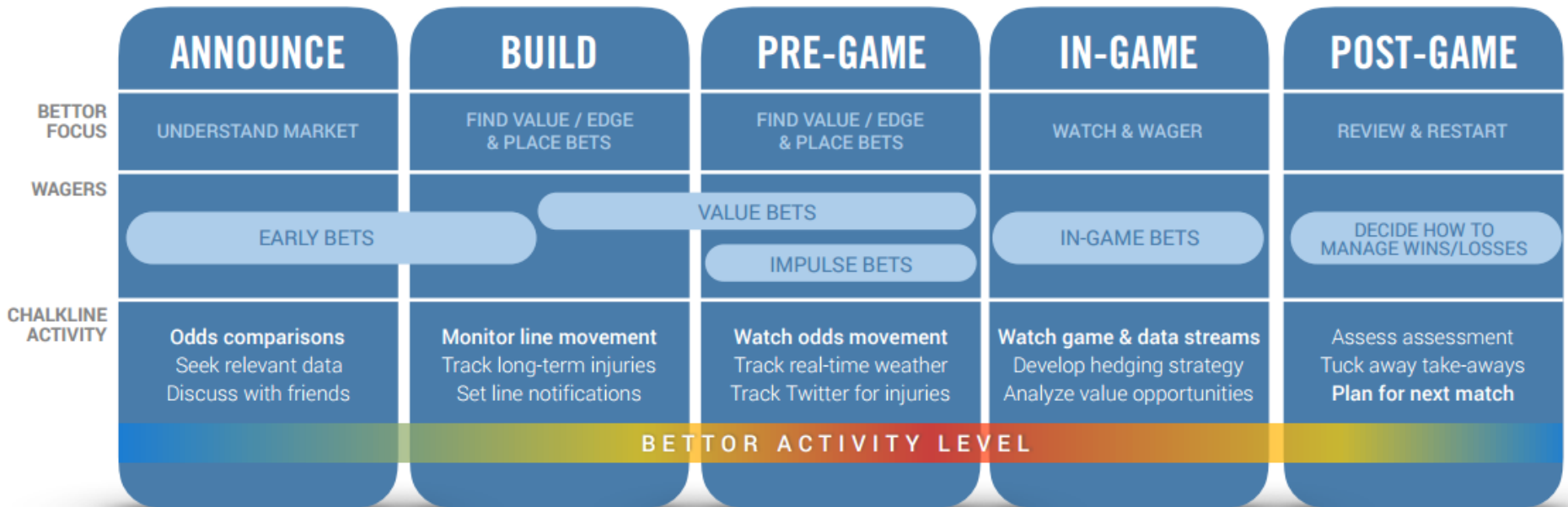
Product	KPI Focus	What It Is	What Clients Get
<b>BettorFeed</b> (in production)	CLV	Aggregated, personalized, bite-sized sports and betting content	<ul style="list-style-type: none"> <li>Personalized, mobile-first sports content for customers</li> <li>Multi-channel distribution: mobile web, email, social</li> <li>Bet stimulation tools and automation</li> </ul>
<b>Bettor Engagement</b> (in development)	NDCs	Skill-based fixed-odds sports games and event-driven interactions	<ul style="list-style-type: none"> <li>Fixed-odds sports polls</li> <li>Fixed-odds sports contests</li> <li>Bettor Analytics for each interaction</li> </ul>
<b>BettorOffers</b> (in development)	NDCs	Visually compelling sports-based ads, offers, and promotions	<ul style="list-style-type: none"> <li>Ability to integrate offers with content/interaction feed</li> <li>Curated content from approved third-party providers</li> <li>Revenue from third-party marketplace offers</li> </ul>
<b>BettorCRM</b> (Q3)	CLV	Persona-driven marketing automation that integrates with client CRM	<ul style="list-style-type: none"> <li>User accounts that tie to customer loyalty</li> <li>Hyper-personalized Chalkline content and interactions</li> <li>Event lifecycle triggers and automations</li> </ul>
<b>BettorBI</b> (Q4)	CLV	Data provides actionable 360-degree view of current and potential customers	<ul style="list-style-type: none"> <li>Collaborative analytics</li> <li>Embedded business intelligence</li> <li>Data-as-a-service</li> </ul>

Working with Industry Leading Partners:





# Programmatically Managing the Event Lifecycle



Leveraging data patterns and automating content, offers and messaging around the emotional path fans travel when they bet and watch sports.

# Recurring Revenue Streams

1

## Lead Generation (Q1 2017)

- Platform Plus Affiliate marketing solution;
- Market-ready entry-level BettorFeed product with potential to migrate to licensing.

Sample  
Client



[www.sportingbet.co.za](http://www.sportingbet.co.za) - South Africa  
Signed in June; partnering and integrating mobile web & social.

2

## Platform Licensing (Q2 2017)

- Recurring revenue model for casinos, sports books, industry suppliers
- Licensing plus revenue shares on sponsorship and lead generation.

Sample  
Client



[www.mrgreen.com](http://www.mrgreen.com) - Sweden  
Publicly traded online casino and sports book. Signed in June.

3

## Advertising & Sponsorship (Q2 2017)

- Media and agency products leveraging public interest in fixed-odds sports betting.
- Build products with sponsorship in mind. (UFC, Kentucky Derby, World Cup)

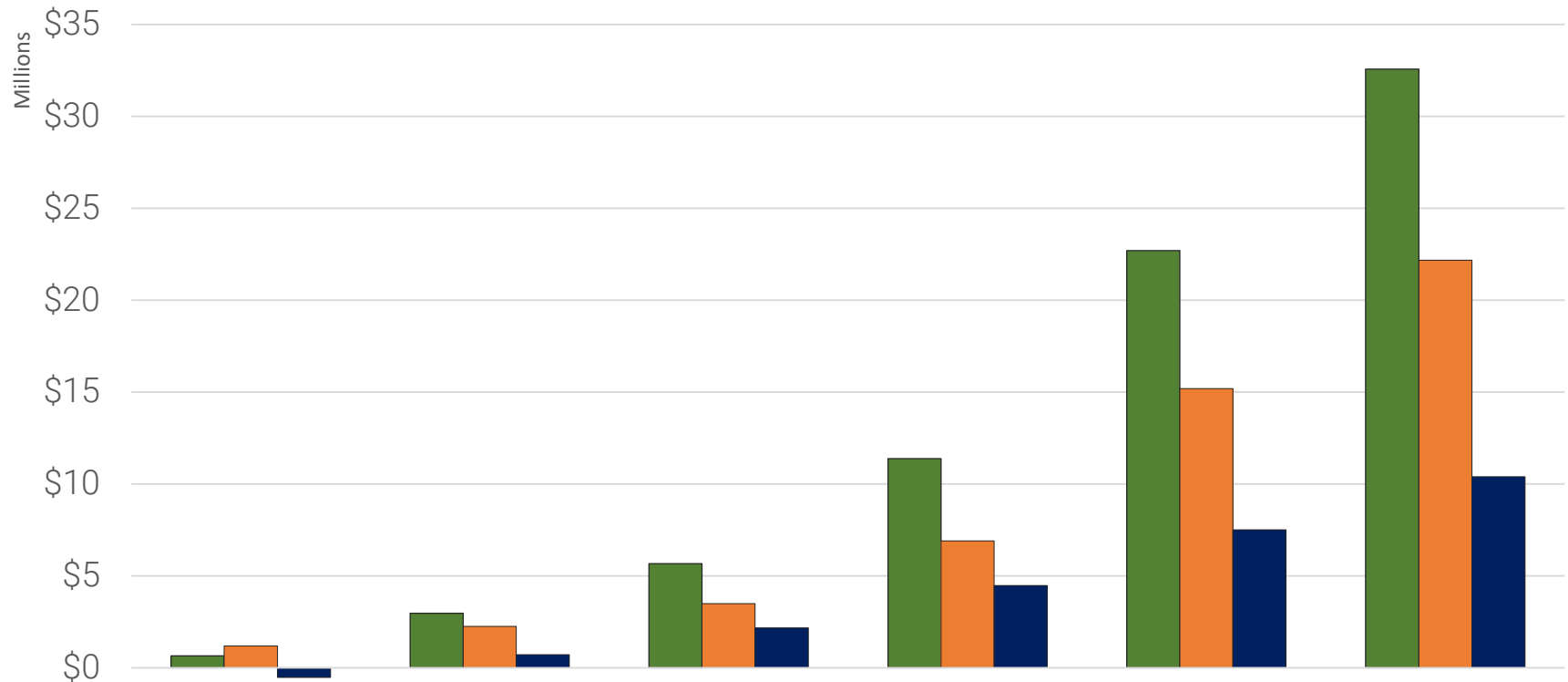
Sample  
Client



[www.donbest.com](http://www.donbest.com) - Las Vegas  
Signed in May. Media company providing real-time content to sports bettors.



# Target of 120 Licensing Partners in 2022



	2017	2018	2019	2020	2021	2022
■ Revenues	657,588	2,967,852	5,671,648	11,381,964	22,695,566	32,573,956
■ Expenses	1,187,080	2,254,852	3,495,020	6,899,693	15,186,125	22,173,044
■ EBITDA	(529,492)	713,001	2,176,628	4,482,271	7,509,441	10,400,911





Own the Thumb of Every Sports Bettor

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For additional information:

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