

# WIN FROM WITHIN



T I P S T E R

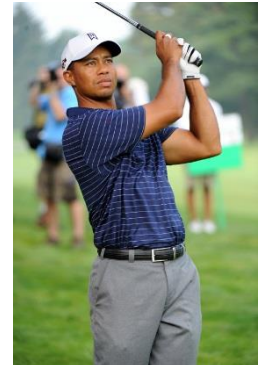
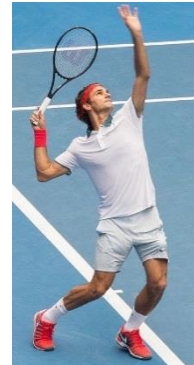
11

A social sports predictions marketplace



# The Sports Betting Industry

- 🌐 \$1.3 trillion annually
- 🌐 65% European soccer
- 🌐 Top 3: Europe, North America, Asia



# The Problem

Available information is:

👎 Lacks credibility

👎 Fragmented

👎 Noisy

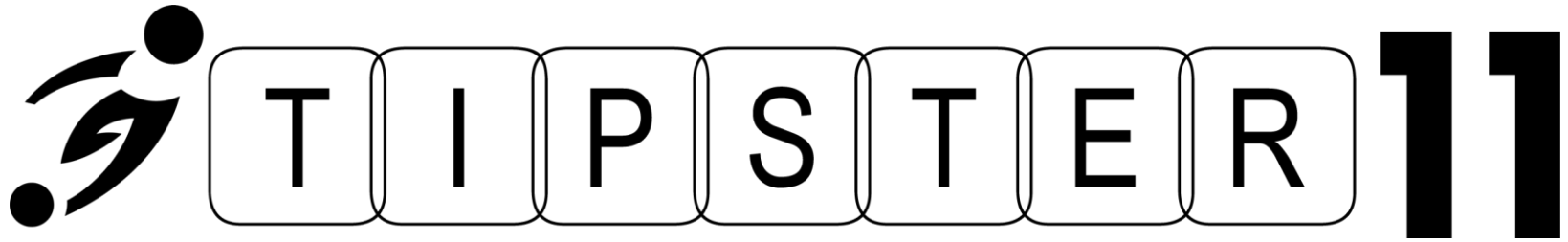


# Hypothesis Validation

**>70% of people were asked stated that they would  
purchase tips from an “expert”!!**



# The Solution



A social sports predictions marketplace



# How it Works



## PREDICT

Place your own predictions on upcoming sports events for free

## VIEW

Access predictions statistics gathered from the entire Tipster11 community

## WIN

Gradually improve your success rate, climb up ranking and leader boards

## CAPITALIZE

Attract market interest and engage in selling own predictions aiming at real money revenue.



# Our Winning Ingredients

Unlimited sports events



Web and mobile app

Insightful user profiling



Real money cash-out

Gamification & Social  
Media Modules



Sports data aggregator and  
analysis through patented  
machine learning technology



# Strategic milestones



## the betting “brain”

- Patentable algorithms
- Machine learning technology
- Big data infrastructure

## global tipsters

- High quality web & mobile service
- Cash rewards = brand loyalty
- Attract professional tipsters

## tipster = trader

- Provide necessary information and tools for decision making
- Play and make money via sports betting





# How We Monetize



## Freemium

Purchased virtual coins by users wishing to acquire ad-hoc predictions, betting tools and push notifications

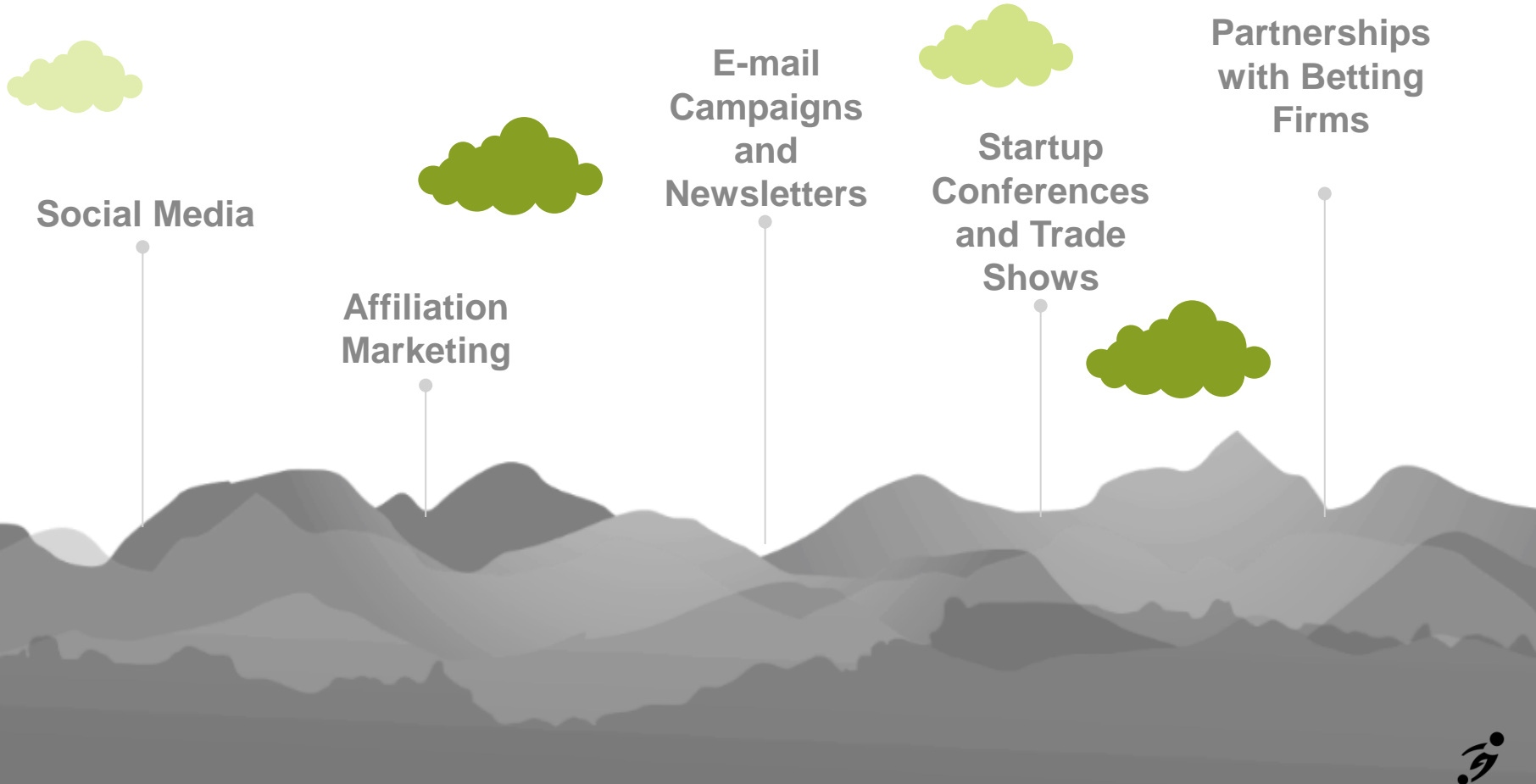


## Subscriptions

Patented neural networks models that generate predictions sold through subscription packages



# Go-To Market Strategy



# Online Competition

**bettingexpert**

Origin: Sweden. 400.000 users. Available through web & mobile

 **Betfect**

Origin: UK. Only available through mobile application



Origin: Bulgaria. Soccer only – community statistics

**bethall**

Origin: Sweden. Few gamification elements

**BETEGY** 

Origin: Poland. Subscription based predictions based on algorithmic models



# Winning Team



**Angelos Paidas**  
CEO



**Nikos Vasili**  
CTO



**Dimitris Pelekis**  
Mathematician



**George Georgaras**  
Web Developer



**Yannis Koumaras**  
Consultant / Business Advisor

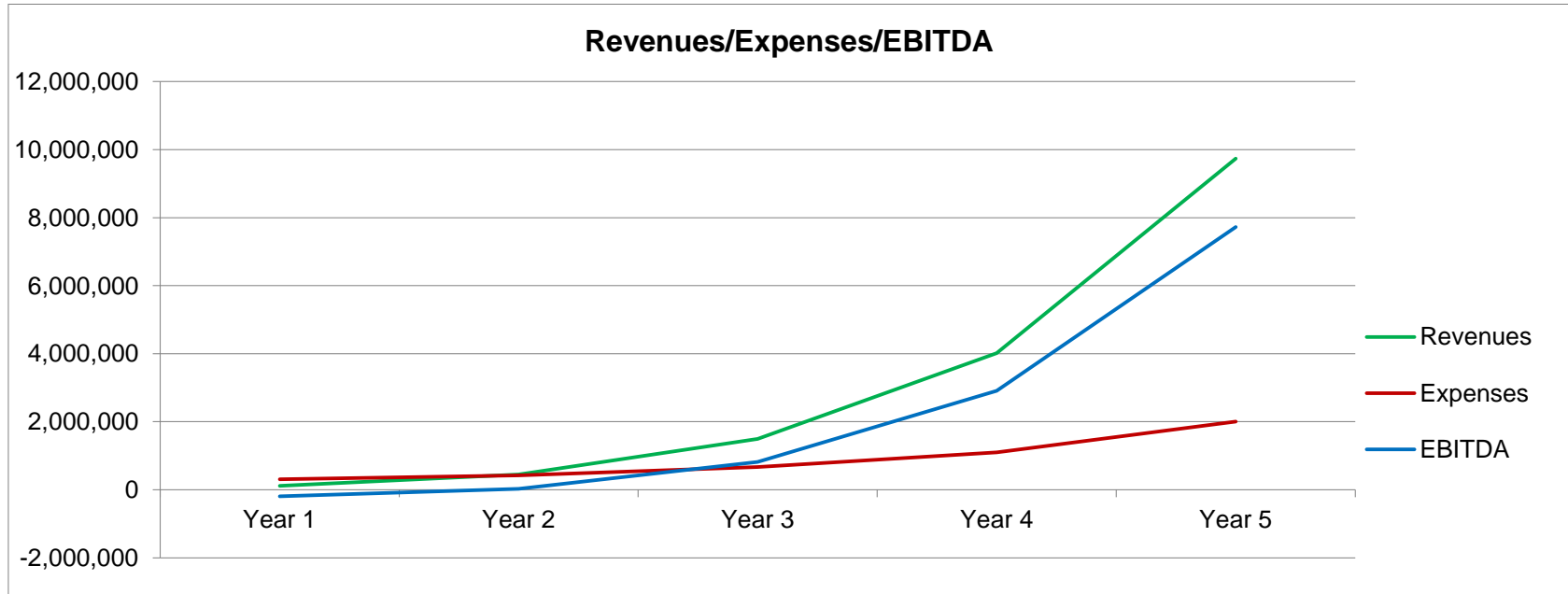


**Yiannis Kanellopoulos**  
Orange Grove Mentor





# Financial Projection

	Year 1	Year 2	Year 3	Year 4	Year 5
Registered Users	18.000	52.000	135.000	290.000	520.000

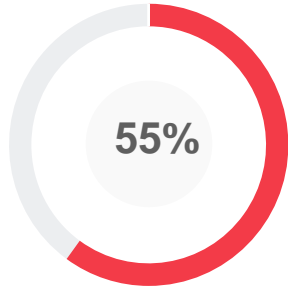


# Team Accomplishments

<u>2014</u>	<u>December</u>	Enter 
<u>2015</u>	<u>January</u>	Affiliation with 
	<u>March</u>	Launched private beta version
	<u>April</u>	ALBA – VCU / U.S. Market Analysis and Strategy
	<u>July</u>	Public beta version live! Neural Networks back-testing validation
	<u>September</u>	Won 2 <sup>nd</sup> Prize (10k euro) @ Squeeze#4 Competition
	<u>Present</u>	Tipster11 ltd. UK company. First paid offline customers. Soon to launch MVP

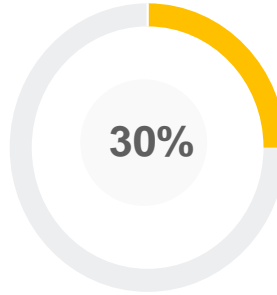


# Seed Funding Analysis



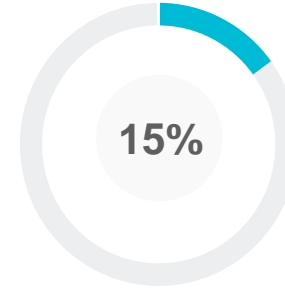
## COGS

- Product R&D
- Assets
- Cash out to Tipsters



## Overheads

- Management Payroll
- Administration Personnel
- Office Running Costs
- Travel
- Legal - Patents

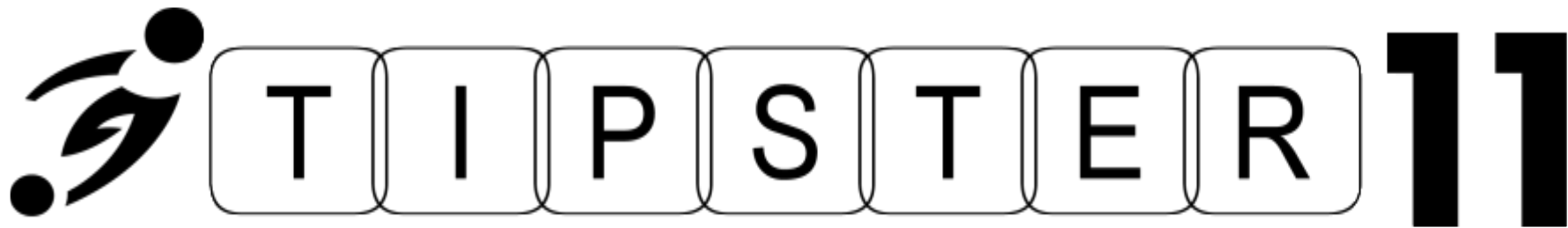


## Marketing

- Branding
- Social Media
- PR & Trade Shows
- Affiliation Marketing



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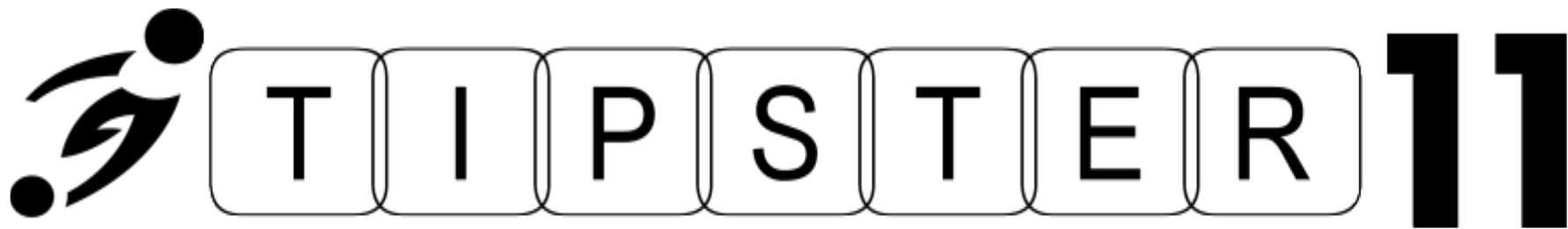
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# THANK YOU!



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