



BETTOR ASSETS

BETTOR COMMUNITY, BETTER ASSETS

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Team: Meet the Bettor Assets team Ava Wettrick (CEO), Nick Craft (COO), Jacob Rosner (CTO), Carson Nickels (Design Lead & Specialist), Nick Frederick (Resident Betting Expert), and Samuel Buck (Marketing Lead Specialist).

Problem: We find that Sports Bettors love the social aspect of placing bets and being able to follow their bets with friends and communities but in that there was a lack of a centralized sports betting community with people that they can trust to win together.

Solution: Bettor Assets is looking to provide a community in which everyone feels important and heard, through this we will provide chat rooms to discuss potential bets/live games, a live score tracker, and a social space where you can connect with fellow sports bettors and try to achieve greatness.

Market Size: Sports gambling is a market that handled over \$6 Billion this past year in Indiana alone, an over 115% increase from 2020. With 18.2 million adults placing bets with a sportsbook and/or bookie we can assume that a large amount of that number would gravitate towards our website.

Competition: Though this centralized sports betting community is essentially a non-existent thing we found that many of our features occur in other places but not all in one centralized location. Our competition does what we want but not comprised into one space, applications like Fanduel, Twitter, Reddit, Discord, and Patreon all possess features we want centralized in Bettor Assets. This new centralized concept is being developed in apps like Bookit and Vig it.

Business Model: Our business model encompasses a freemium website where consumers can create, monetize their own communities, and making them feel empowered in our own community.

Marketing and Sales: We plan to advertise digitally through all social media platforms while also reaching out to figures in the sports betting community.

Progress to Date: Bettor Assets has validated a problem in the sports betting community, create a prototype, integrate an API, finalize the website, develop marketing strategies, and create social media platforms.

Future Milestones: Our major future milestones will be creating a more friendly interface so that our users can manage and enjoy their communities as well as get access to featured verified picks.