



BETTOR ASSETS

BETTOR COMMUNITY, BETTER ASSETS

The Team



Ava Wettrick
Chief Executive Officer
5 years entrepreneurial experience
Business Owner



Nick Craft
Chief Operating Officer
Avid sports statist
Years of gambling experience



Carson Nickels
Design Lead & Specialist
5 years entrepreneurial experience
Business Owner



Jacob Rosner
Chief Technology Officer
Experience with building websties



Samuel Buck
Marketing Lead Specialist
Professional social media experience



Nick Frederick
Resident Betting Expert
5 years Betting experience
3 years Marketing experience

The Problem

01

Sports betting is a highly social activity, but there is limited ways to communicate with groups and stay up to date with stats.

Bettors invest time and money, only to have lost bets. , and feel excluded from the people who are winning

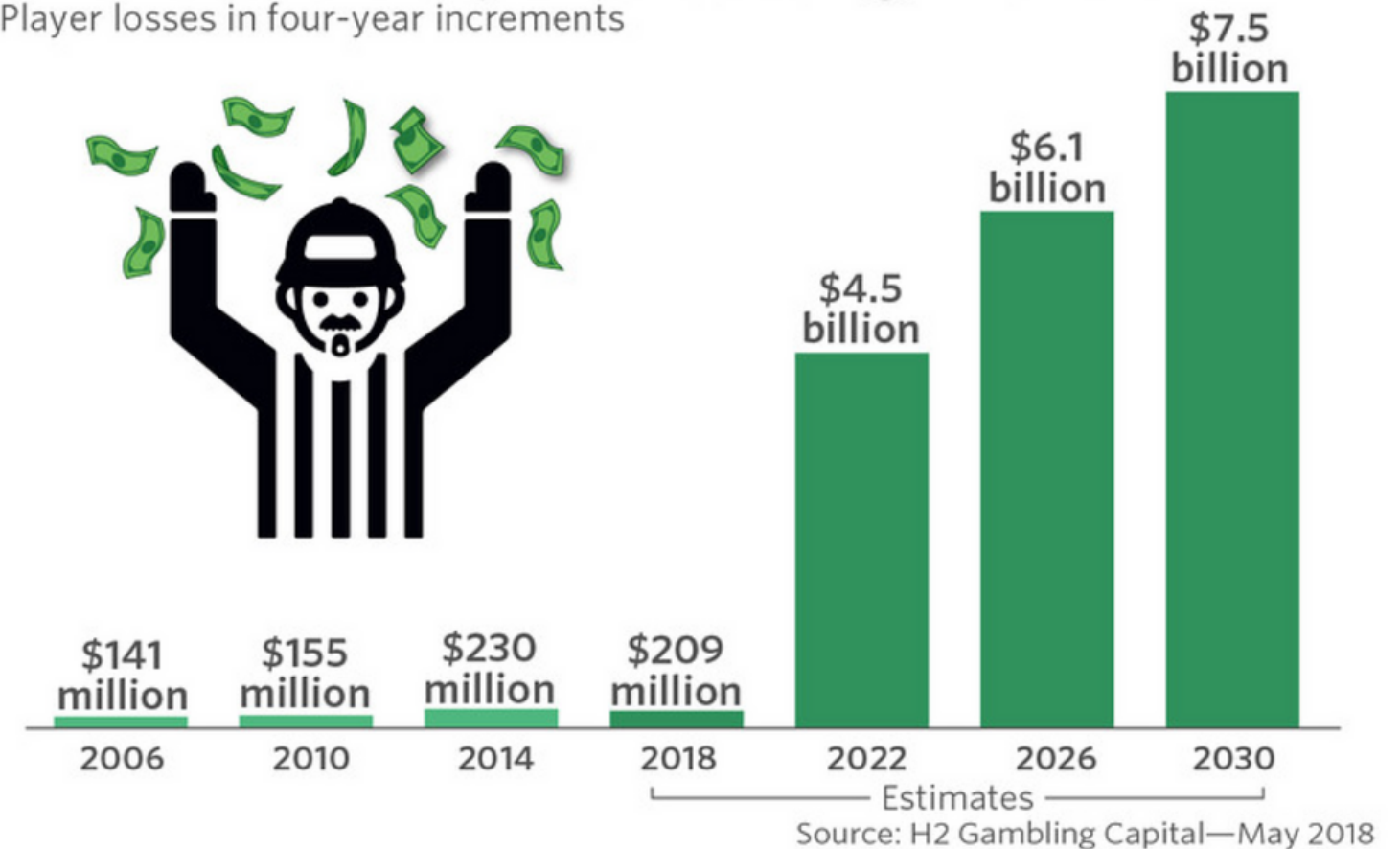
02

03

Bettors are Constantly switching through apps to make bets, while trying to stay informed and communicate with friends

The future of sports betting in the U.S.

Player losses in four-year increments

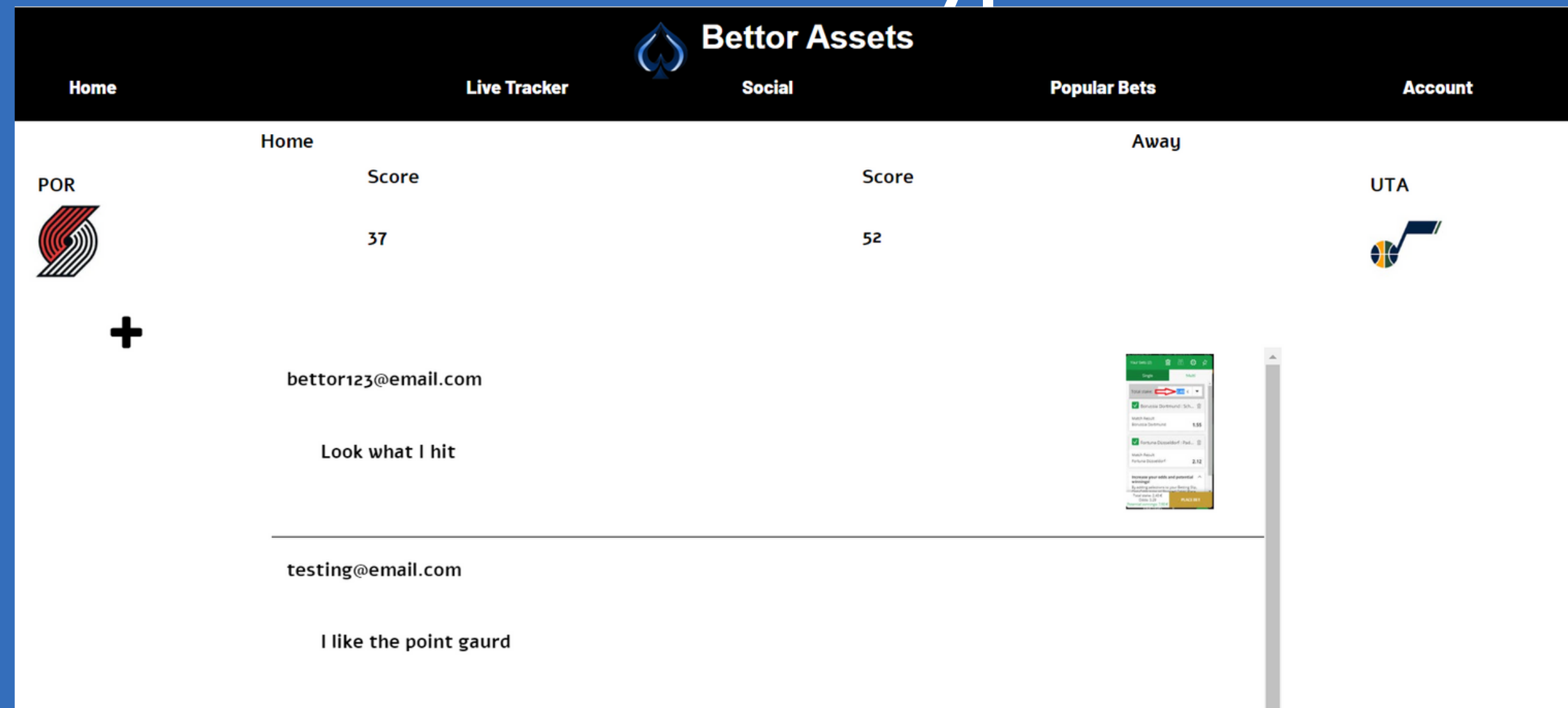


The Solution

Bettor Assets is a website that simultaneously provides monetizable communities around sports bettors and live stats/odds for both teams/individuals, thus resulting in bettors being more confident in their bets.

- Chat rooms provide users a way to communicate with each other and share their favorite bets
- Live Score Tracker allows for a quick way to receive updates on games happening in real time
- Social space where you can follow friends, create your own profile, and track your bets.

Current Prototype



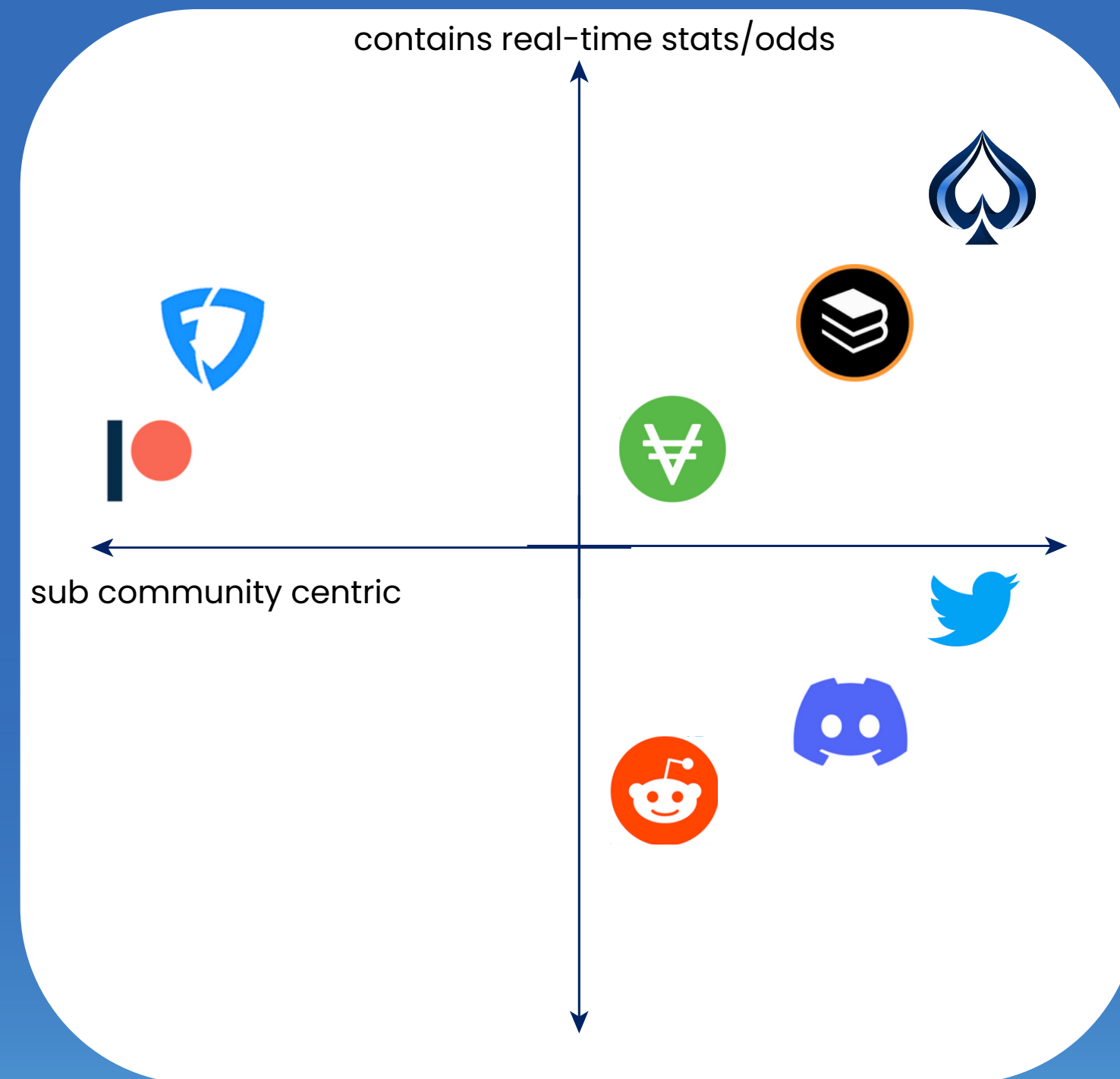
The Competition

Our Competitors:

Upper Right

Vig It: A social network betting app allowing users to simulate making bets and see how they would perform without risking actual money.

Bookit: An app currently in beta testing. A social media/ community app for sports bettors where you can create your own content and get up to date info on teams.



Advantage

- **Freemium service for high accessibility**
- **Community centered, with live stats and odds provided, for both team and individuals**
- **Ability to monetize your own spaces**

The Business Model

We provide a freemium website where consumers can create and monetize their own communities. But to create larger communities, owners will need to pay a recurring, flat rate fee.

Clubhouse Plan

0-10 People

No Monetization

Free

Fortress Plan

11-20 people

Restricted Monetization up to \$10 per member

\$20 a month for owner

Tribe Plan

21-60 people

up to 3 official moderators

Restricted Monetization up to \$15 per member
\$40 a month for owner

Town Square Plan

61-100 people

Up to 10 official moderators

Restricted monetization up to \$50 per member
\$100 a month for owner

Captain Plan

101 - 500 people

Up to 50 official moderators

Unrestricted monetization
\$150 a month for owner

Commander Plan

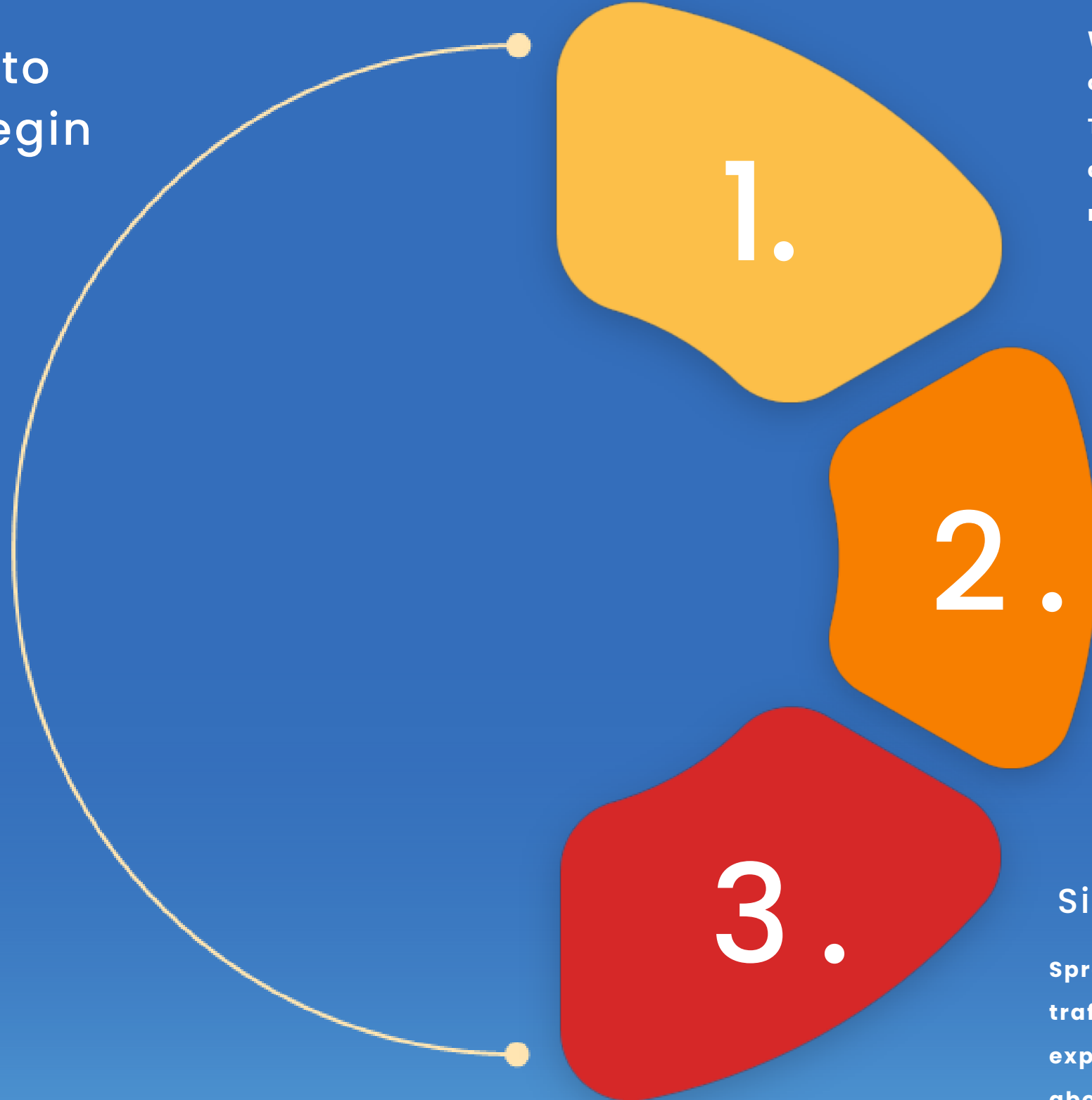
501+ people

Unlimited official moderators

Unrestricted monetization
\$200 a month for owner

Marketing and Sales Funnel

As a startup, our main goal is to build brand awareness and begin stages for open beta testing.



Advertisements

We plan to launch advertisements and consistent content creation on Google, Facebook, Instagram, TikTok, and Twitter. All aimed towards our target demographic of 21-45 males with an interest in national sports

Influencers/Partnerships

We plan to create partnerships with Sports Bettor influencers like: Pat McAfee, Nick Pickler, and Mr. Over Under to gain notoriety with our demographic. As well as deals for our market with partnerships with popular sportsbooks

Sign Up

Spreading the Bettor Assets brand will help drive traffic to our site. This way, we can allow users to explore and test our site. While also updating them about new features.



Click to explore our social media pages

@BettorAssets



The Milestone Snapshot

February	March	April
Validate problem	Finalized site prototype	V1 Website
Prototype started	Free API integrated	V1 Marketing strategies
Found competitors		Social media pages are up

Ask for Funds

