

ODDS^{AI}

Aiding The Future Of Sports Betting.

Information Memorandum

The Opportunity



Bettors Are Demanding More Exciting Betting Options.



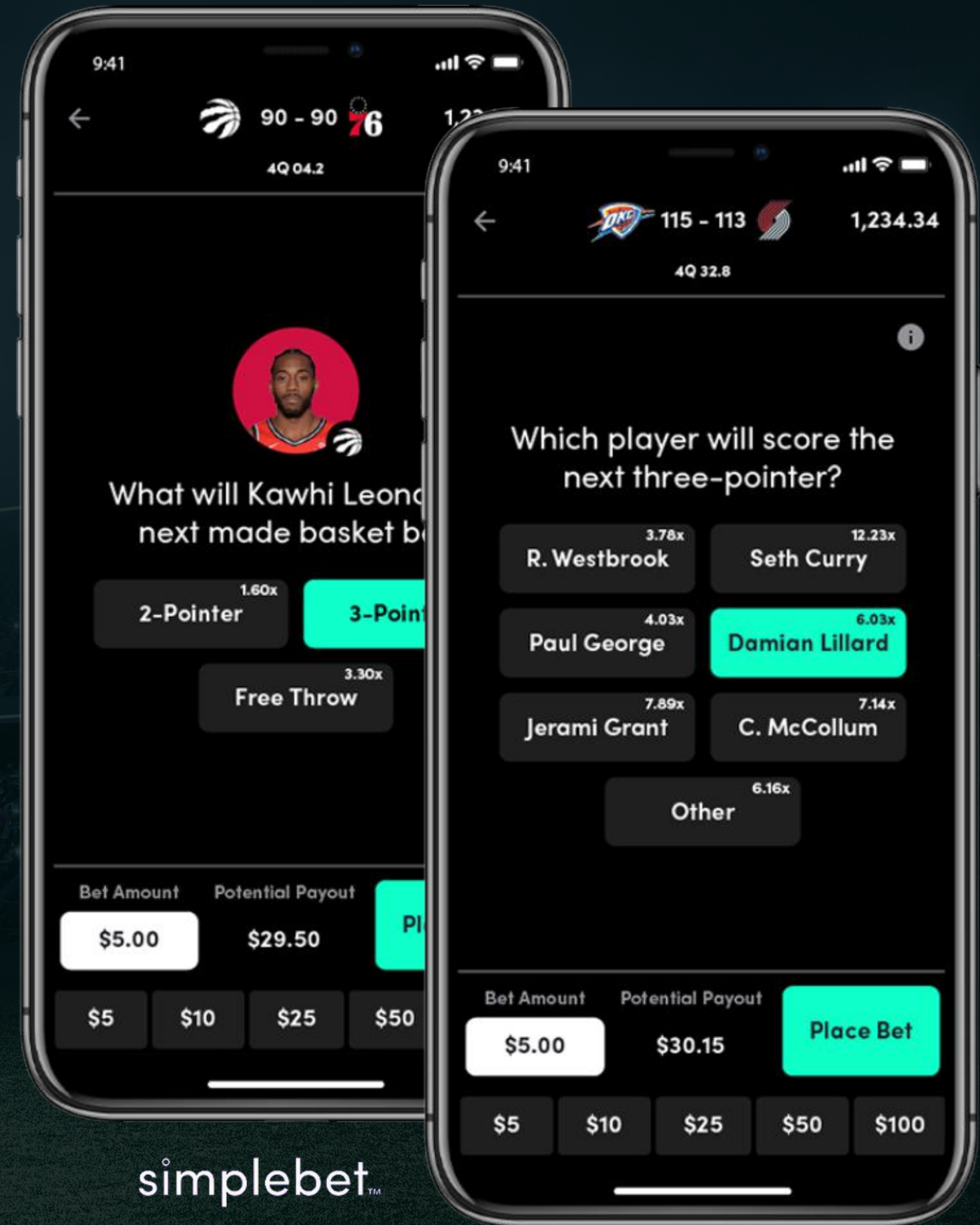
Sportsbooks Need to Innovate to achieve Competitive Advantage.



Machine Learning is The Future of Odds Pricing and Betting Services.



Same Game Betting, Micro Markets & Betting Games are exploding.



simplebet™

What We Do



Odds AI produces never before seen betting options to satisfy the strong demand for enticing micro markets.



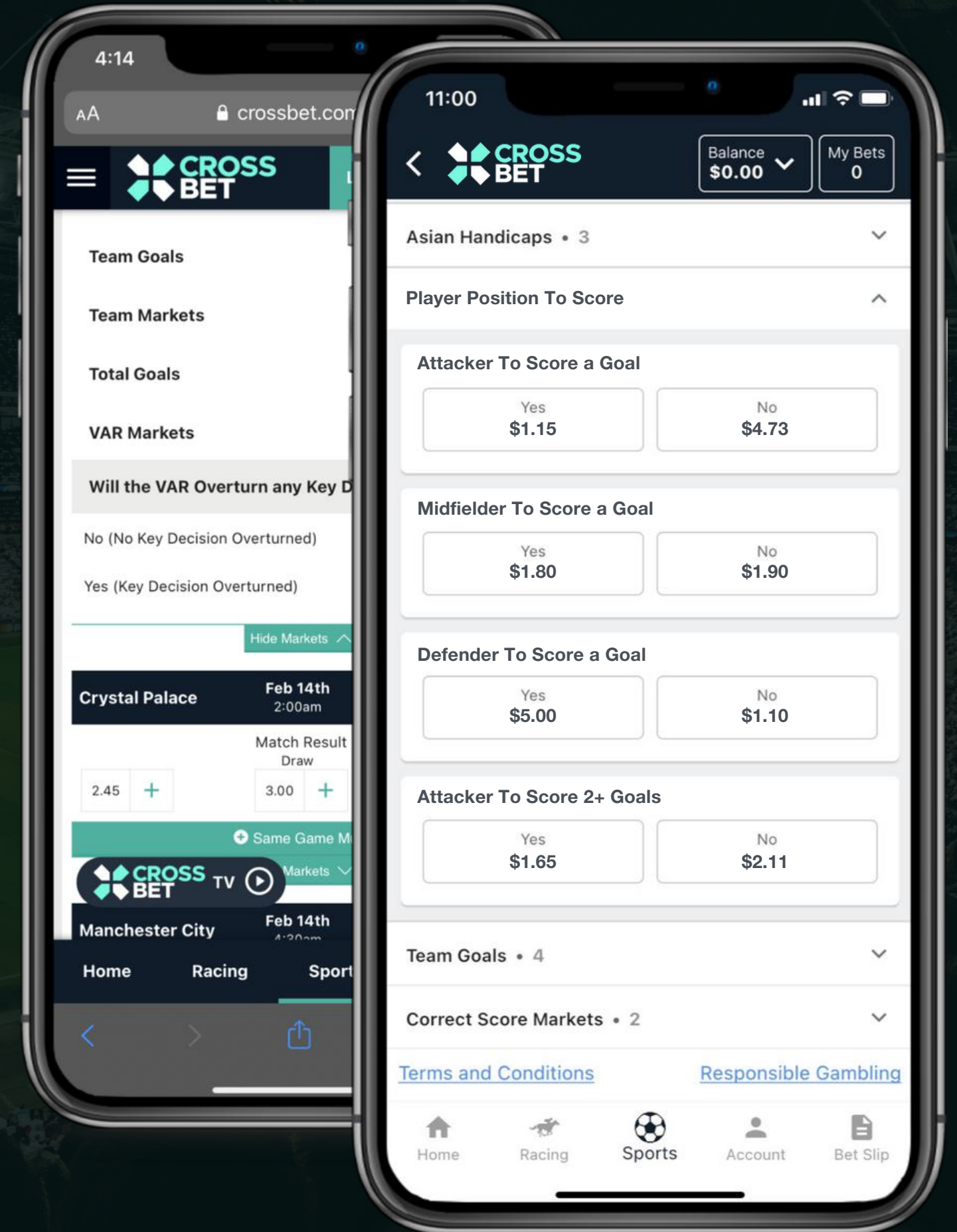
Odds AI utilises advanced AI and Machine Learning to produce Industry Leading Odds Pricing.



Odds AI Provides clients with Automated and Manual Bet settlement services for their customers, including 24/7 support.



Odds AI satisfies the growing demands of the Gen Z and young millennial bettor base, by playing into the hottest trends in sports betting.



Product Highlights

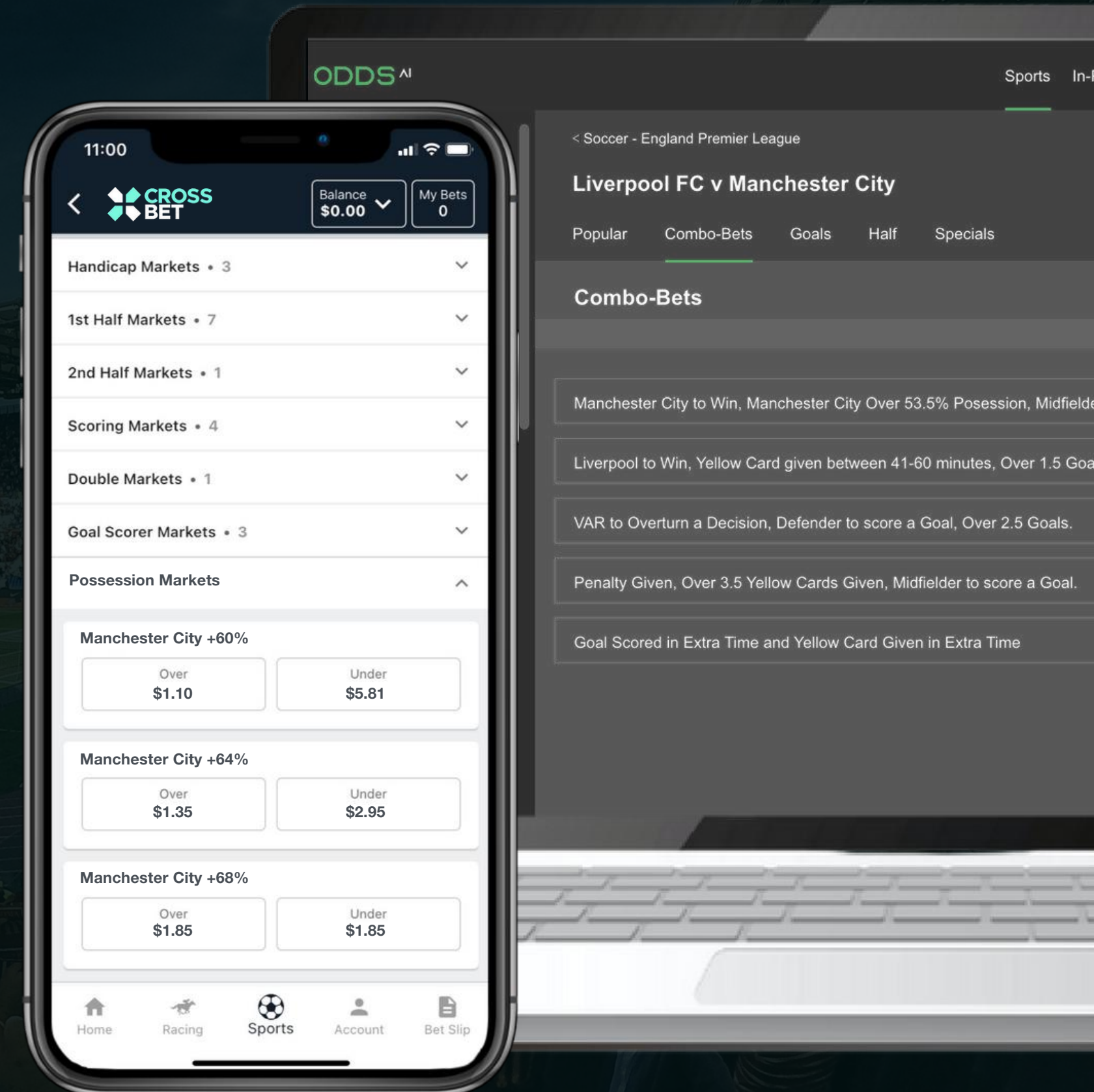


Overview

- 80 Markets Offered Per Game, Per League
- 220 Betting Options Per Game, Per League

Our World First Betting Categories

- Team Possession Betting
- VAR Betting
- Player Position To Score (PPTS) Betting
- Goal & Card Exotics
- Custom Same Game Combo Bets



Micro Markets Upside

The rise of micro markets has been a key pillar in making betting more appealing to the younger betting generations and that can be seen most clearly in the context of the BetBuilder/ Same-Game Multi Product where micro markets are critical in populating these low stakes, high return same-game bets.

40% In 2021, most sportsbooks are recording over 40% of total turnover through their BetBuilder/ Same-Game Multi option.

50% Sportsbet confirmed that just under 50% of sports bets placed pre-event, were placed on Same-Game Multis.

68% 68% of sports fans say their primary motivation to bet on sport is because it can increase excitement while watching the match.

Source: Eilers & Krejcik 2020 survey

Odds AI Example Micro Markets Revenue from **one game & one client**



Services & Core Processes



Odds Feed Production

Bespoke Odds Feeds for your Sportsbook.



Automated Bet Settlement

Faster Payout, Higher Accuracy Resulting, Scalable SaaS Solution.



Flexible Integration

We accommodate all integration formats and delivery methods.



- 1 Market Ideation, Research & Concept Validation
- 2 Raw Data Inputs Built / Acquired
- 3 Formula / Algorithm constructed & Proprietary, Automated Machine Learning Begins Producing Predictive Outputs

- 4 Testing & Performance/ Data Accuracy Validation
- 5 Odds AI's odds Integrated into Customer Sportsbooks
- 6 Marketing Initiatives Activated to Maximise Awareness, Visibility & Traction

Faster, Better, Cheaper



Machine Learning Odds Production

Our clients receive existing and new markets with unbeatable speed and accuracy, at minimum cost.



Lightswitch League & Sport expansion

Our ML foundations enable us to scale across leagues instantly and set-up markets for new sports within weeks.



Automated Bet Settlement

Our Settlement process is 90% automated & 10% Manual oversight to provide the most timely and secure service for our clients.



+100% YoY Revenue Growth

With our systems, we will double event + market coverage and annually double Customer Agreements/Integrations in each forecasted year.

Key Comparables



simplebet™

An emerging giant lighting the torch as a betting service provider specialising in automated micro markets (just like Odds AI). Simplebet focuses on micro markets in US sports and with an extensive product range and only a few customers, Simplebet raised \$45m USD in 2021, valued now at over \$180m.

SportCast

The pioneers in Same-Game betting technology. Their BetBuilder product achieved a significant customer base, including many Tier 1 sportsbooks. With strong YoY revenue growth through one cornerstone product, SportCast was acquired by Scientific Games for +\$200m USD.

SPORTSIQ

Similar stage in product development (also building proprietary odds using ML) and business development (two clients at time of raise) to Odds AI - SIQ raised \$7m USD at a Valuation of ~\$25m USD.

sportradar

The world's foremost betting service provider. Odds AI's business model plays into two of SR's most profitable revenue streams. Sportradar is valued at over \$4b USD.

ODDS AI

Our Customers & Partners



- Major Customer (All Products & Services)



- Strategic Investor
- Business Development Partner (USA)



- Second Customer (All Products & Services)
- Affiliate Partners
- Strategic Investors



- Commercial & Technology Partner

Milestones



October 2020

Odds AI commenced the development of its initial batch of predictive data outputs for the English Premier League.



February 2021

Successful Trial and Integration of Odds AI Betting Markets on Crossbet. Betting Volume on Odds AI markets increased by 100% within 1 month.



July 2021

Odds AI successfully adds new, enticing betting markets to its offering including two entirely new betting categories.



October 2021

Odds AI achieves concrete product validation with all its predictive data surpassing the 0.6 ROC-Score - the industry accepted level of accuracy required for odds to be commercially viable. A whopping 80% of Odds AI's predictions achieve excellent ROC-Score of above 0.7.



February 2022

Odds AI signs a strategic partnership with SCCG Management to sell Odds AI's current offering + future roadmap into North America, Latin America and Africa.



April 2022

Odds AI adds all Major European Football Leagues to its offering, expands markets from 60-100 & finalises FIFA World Cup odds feed.



May 2022

Odds AI completes the build of its proprietary bet settlement service which results bets instantly through automation with the additional security of quality human oversight.



July- Present

Odds AI signs landmark deals + integrates with South African Betting Company World Star Betting and Australian betting company Crossbet for full distribution of our products & services.

Roadmap



✓ Q2 2022

80 Unique Betting Markets Built for each of Europe's Major Football Leagues including Same-Game Combo Bets.



Q1 2023

Significant product expansion. Odds AI to produce another 200+ Football betting Markets and cover 20+ Football Leagues including key Asian Leagues, South American Leagues and North America (MLS)



Q3 2023

Odds AI launches its First Interactive, low stakes + high-return Football Betting Game.



Q4 2023

Odds AI launches its first batch of Micro Markets for 6 new sports {Cricket, Basketball, Baseball, American Football, Golf and Tennis}. Odds AI will offer its Micro Markets for all of the major leagues + competitions associated with the aforementioned Sports.



Q2 2024

Odds AI launches its Second Interactive Betting Game available for multiple sports (including Football and several US sports). Odds AI's second interactive product will be comparable to (and complement) the ever-popular Same-Game Multi.



Q4 2024

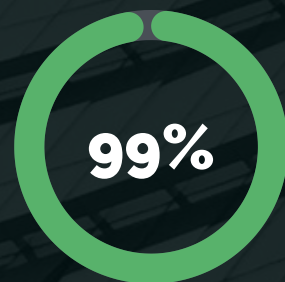
Odds AI launches its Third Interactive Betting Game, available across all 7 sports covered by Odds AI. Odds AI's 3rd Betting Game will be its Flagship Product and Rival the Popularity of SportCast's Same-Game Multi.

Revenue Forecast

Assumptions

- In 2023, we assume Odds AI will have 4 customers and offer 100 betting markets per game across 10 football leagues
- Customers will take on average, 50% of Odds AI's total odds feed package (total betting markets) per game.
- Average of \$5 winnings (profit) for Odds AI per market, per game, per customer on every Odds AI betting market.
- Odds AI will achieve on average a 100% YoY customer growth for the foreseeable future.
- We have not forecasted the betting games and same-game betting technology that would yield substantially higher revenue share from sportsbooks.

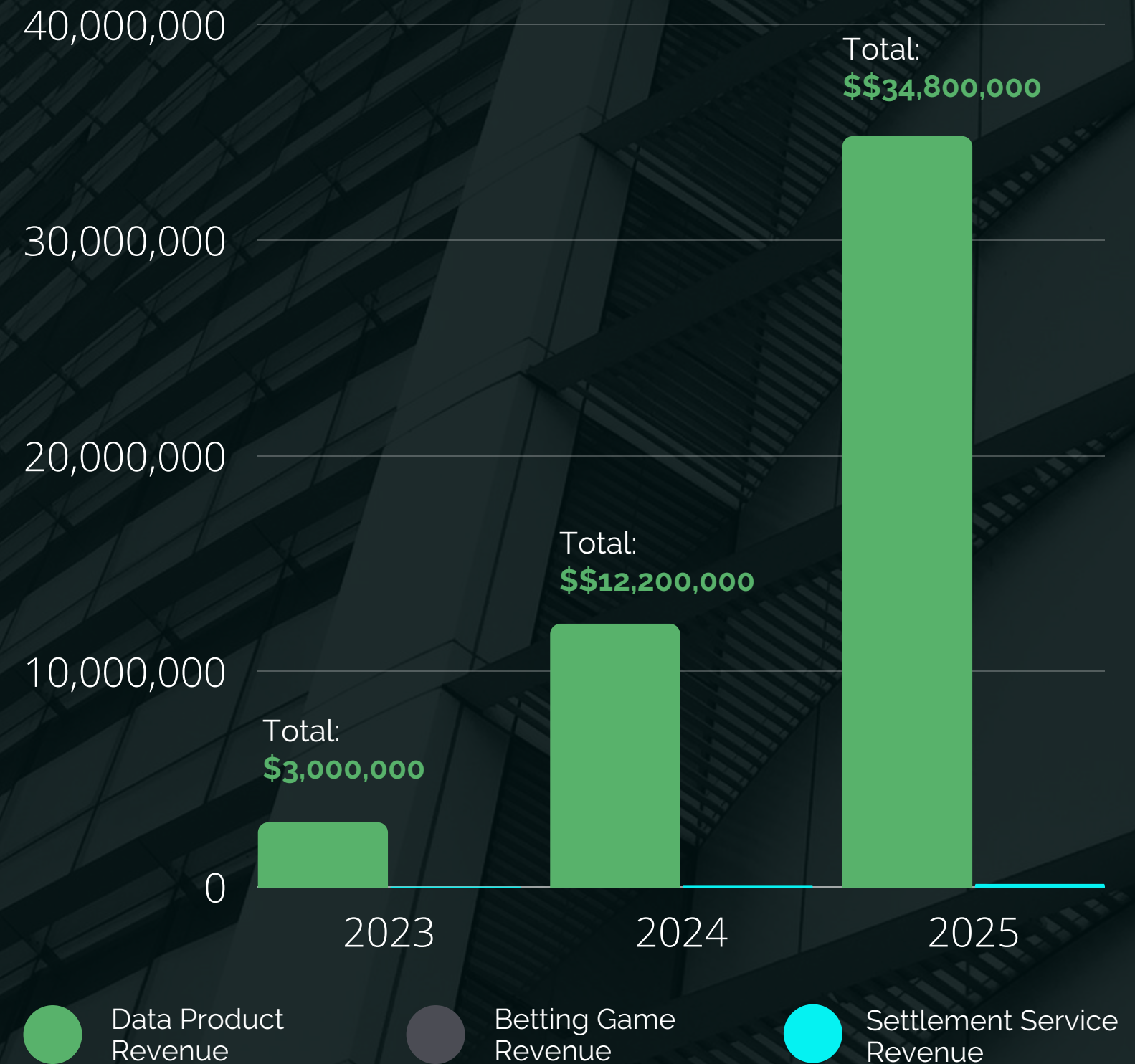
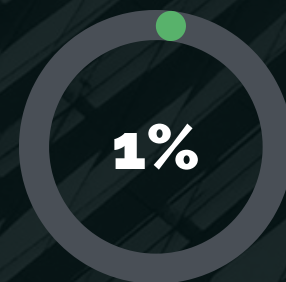
Data Product Revenue (22-24)



Betting Game Revenue (23-24)



Settlement Service Revenue (22-24)



Leadership Team



Jack Atkinson
Founder / CEO

Founder of URef App
Product Manager at Scarlett Madz Capital
Investment Analyst at Riverbend Investments
Director at Optimize Mind Performance
Head of Marketing at Driver Avenue Group



Nathan Derriman
Founder / Director

Founder of URef App
Founder / Director Totally Unwasted
Recycling Solutions
Project Manager at Helium Creative
Head of Product at Optimize Mind
Performance



David Fleming
Director

Legal + Commercial + Strategy
Head of APAC M&A at Baker McKenzie
Independent Non-Executive Director of BlueBet
Director of Springboard Advisory



Brendon Dorff
Advisor

Betting Expert
COO at Crossbet
Trading and Content Manager at NEDS
Head of Risk & Senior Analyst at BetChoice



Business Development Team



Paul Jackson
Business Development

Strategy & Business Development. Former Product Manager at Ladbrokes & Coral Betting Industry Expert Betting Product Innovation Specialist



Steve Crystal
Strategic Investor

Founder & CEO at SCCG Management + SCCG Venture Fund
Head of North America at Betfred
Board of Directors at Las Vegas Gaming Inc
President at Barrick Gaming Corporation



Craig Meagher
Advisor

General Manager & Director at The Stars Group
CEO at Sydney Kings
Director at Oceania Rugby + Harness Racing NSW + Pickle Bet



Pierre Cadena
Advisor

Vice President of Strategy & Corporate Development at Caesars Interactive Entertainment
Director at International Game Technology
Chief Strategy Officer at Crunchyroll (\$1.175b exit)
Investor at SCCG Venture Fund



Technology Team



Dr. Hadrien Bride
CTO/ML Expert

ML + AI + Big Data + Simulation
Head of Research at Institute for Integrated & Intelligent Systems (Griffiths University)
CEO at Silas
Co-Founder at Dependable Intelligence



Dr. Zhe Hou
ML Expert

ML + AI + Advanced Mathematics + Blockchain
ML & Big Data Lecturer at Griffiths University
John Makepeace Bennett Award Australian Best PhD Thesis Runner-up
Co-Founder at Dependable Intelligence
Head of Product at Silas (Predictive Analytics)



Prof. Jin Song Dong
ML Expert

AI + Formal Methods + Verification
Research Scientist at CSIRO
Professor at National University of Singapore
Co-Founder at Dependable Intelligence



Justo Gaerlan II
Bet Settlement Team Leader

Data + Research
Data Analyst at TeleTech
Researcher & Analyst at Atos
Analyst at Xerox







Daniel Górka
Odds Pricing Quality Control

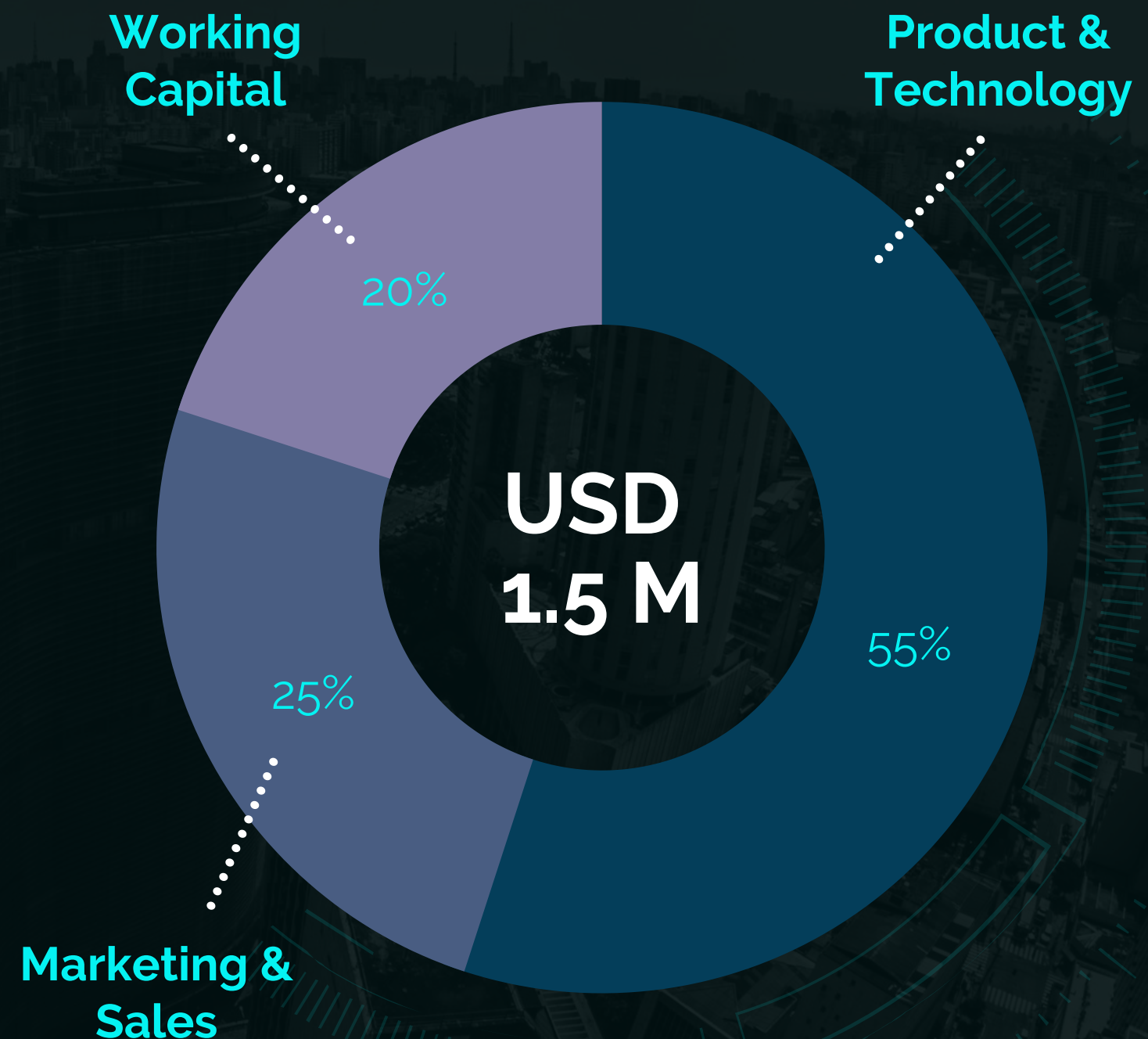
Football Trading & Pricing
Specialist at SmartOdds



Odds AI Is Launching a Seed Round

We are seeking US\$1.5m on a Pre-Money Valuation of US\$6m, to:

-  Accelerate our Innovative Products and Services Roadmap
-  Increase Customers and Achieve Exponential YoY Revenue Growth
-  Expand Team with Key Hires in Technology and Sales
-  Establish Traction in Highly Lucrative US Market
-  Build Use Cases in In-Play Betting, Crypto, Metaverse and iGaming



ODDS AI

Contact Us Now



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 Nathan@oddsai.io