

The Tail Network



A Social Network for Sports People

In the big sports like Hockey, Football, Basketball, Baseball, and combat sports there is between 1 and 15 million viewers per event, and large bumps in playoffs and championships. This amounts to around 145m viewers in the year

Hockey	Football	Baseball	Basketball	Combat sports
1M	14.9m	1.2 M	1.34 M	1M

A Gap to Fill

A Study in 2019 showed that 32% of people mark sports as their most preferred television genre.

80% of sports viewers reported using a computer or smartphone to search for player stats, live scores, message other fans and watch related videos.

Youtube searches for “highlights videos” jumped by 90 percent in the last year

A Gap to Fill

Percentage of people who cited watching and following sports as their primary reason for using social media increased from 15% in 2016 to 22% in 2019

70% of sports fans ages 13 to 37 said they don't need to watch sports events live to keep up with their favorite teams and leagues, choosing instead to follow along on social media.

Where is the network for these fans to engage with one another?



The Tail Network

The Tail Network is a social network in which gamblers, and sports enthusiasts can share advice, and a community.

Users are able to buy and sell gambling picks for small amounts instead of subscribing monthly to an application.

Users are also able to post free picks and content in order to build a following.

The Tail Network is a space for the large community who enjoy sports and gambling casually to come together in a central location.

Why Target Gamblers?

- 45% of avid sports fans say they have bet on sports in the past year
- Studies showed that gamblers are majority young and wealthy (18-34)
- Sports betting increases engagement. Gamblers are more likely to watch a game (92%), and talk with people about a game (%82)
- The global online gambling market is expected to grow from \$64.13 billion in 2020 to \$72.02 billion in 2021, Yet still has very little supporting networks

<https://www.prnewswire.com/news-releases/global-online-gambling-market-report-2021-to-2030---covid-19-growth-and-change-301300847.html>

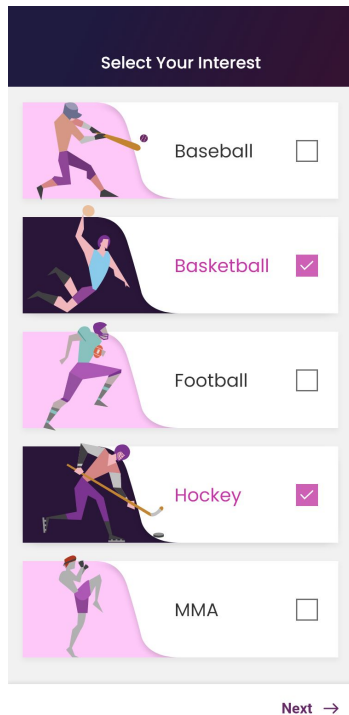
<https://www.legalsportsreport.com/13904/aga-sports-betting-ban-survey/>

Compliance

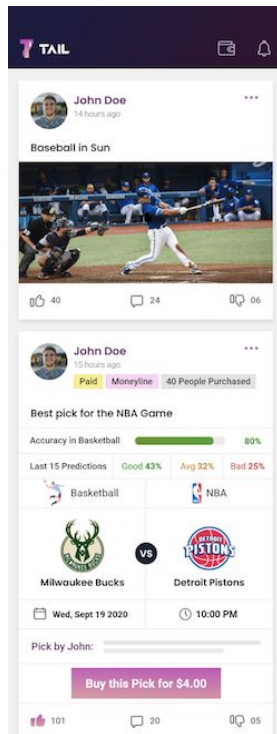
- Sports gambling remains federally Illegal even though more states are legalizing the practice.
- For this reason NO gambling is done via Tail Network.
- Tail network is a supplementary social network in which people can post about sports, and also share and sell their advice on which teams to bet on.

A Closer Look at Tail

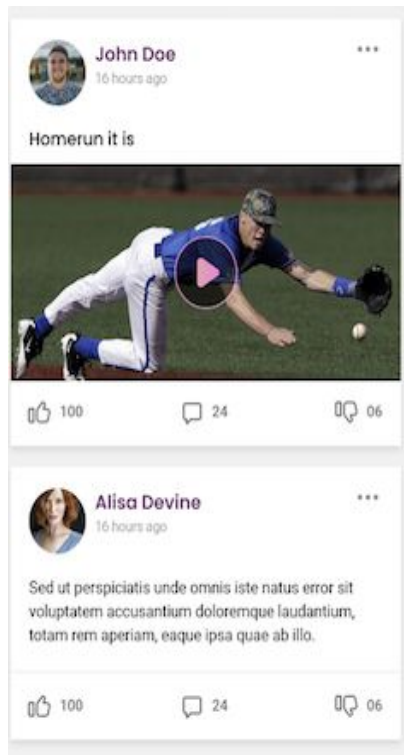




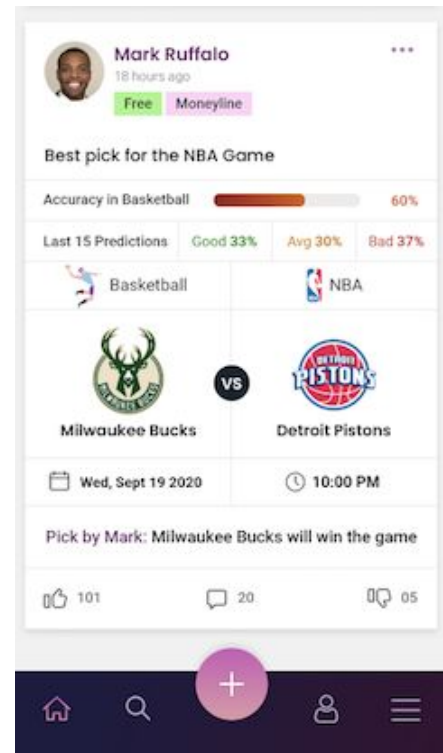
Users create account and select interests



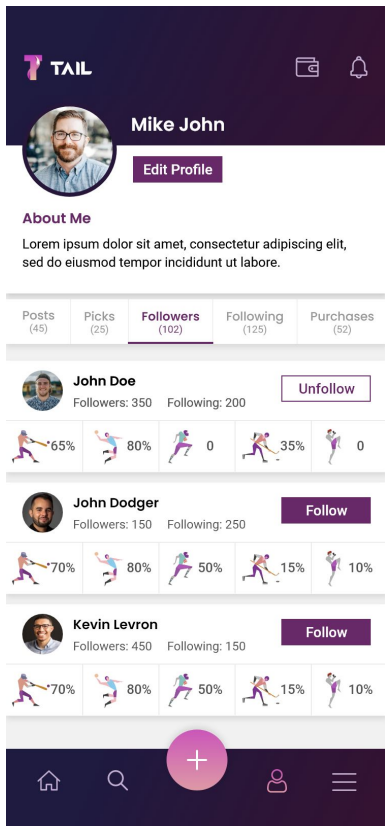
Home screen will show recent activity from people a user follows



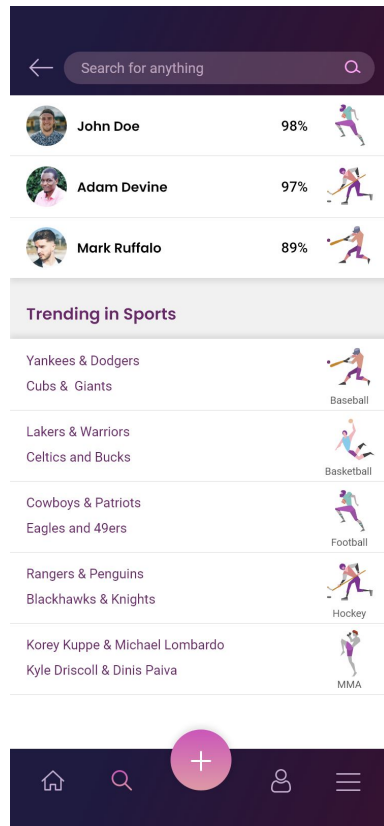
Posts included normal timeline posts with content about sports, as well as paid picks, and free picks (gambling advice)



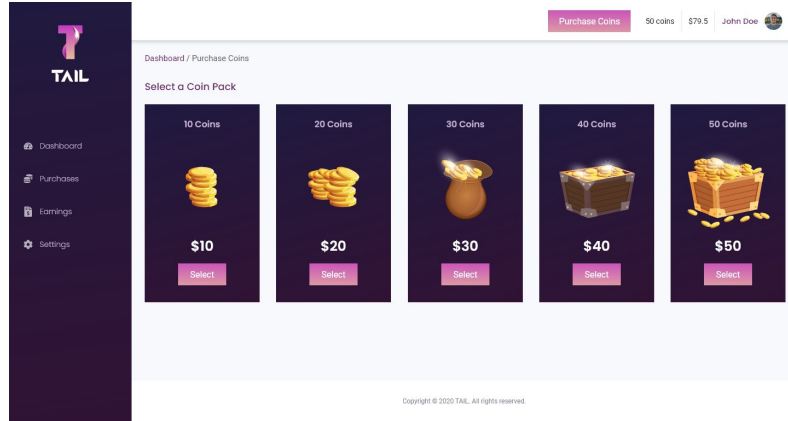
Users can easily see other users betting metrics by sport before buying



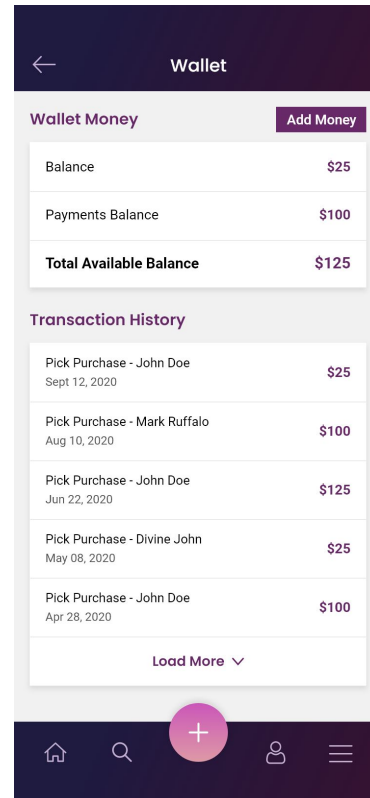
When browsing profiles you will see their metrics and posts



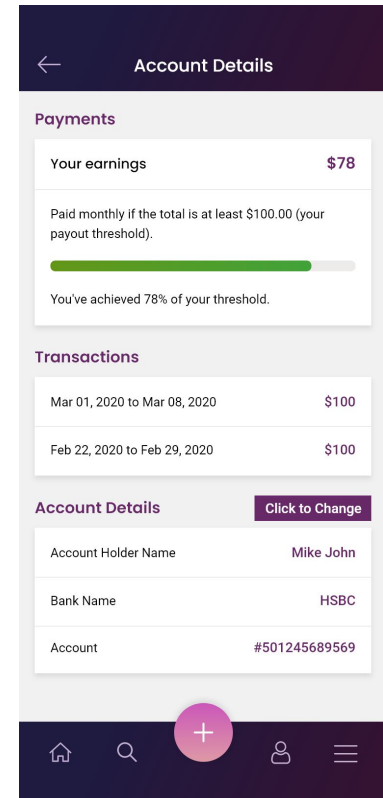
Popular events and people will show up in the explore page




Users can purchase coin packs through the website or mobile app. These coins can be used to buy picks and then redeemed for cash on the websites




Users can easily see how much they have spent and earned



Cashout becomes available after a user makes a certain amount (\$20) and a fee is then taken when the user cashes out


TAIL

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[Purchases](#)
[Earnings](#)
[Settings](#)
[Logout](#)

[Purchase Coins](#) 50 coins \$79.5 John Doe 

Dashboard / Earnings

Earnings Snapshot

You will get payout of earnings when the total amount is more than or equal to \$100. Tail will take 5% of the total amount. So, you will be credited \$95 if you've earned \$100. Our payout date is the 21st of every month which comes after you earn at least \$100.

PICKS SOLD
15

CURRENT EARNINGS
\$79.5

LAST AMOUNT RECEIVED
\$100


Lifetime Summary

PICKS SOLD
85


LIFETIME EARNINGS
\$212

LAST PAYOUT DATE
Oct 20, 2020

23.30.151.196:8076/tail/user-website/dashboard.html


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Dashboard

Your Last Week

PICKS PURCHASED
31

PICKS SOLD
45

YOUR EARNINGS
\$85

Lifetime Summary

LAST PAYOUT DATE
Oct 20, 2020

PICKS SOLD
85

LIFETIME EARNINGS
\$212

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Easily track and manage all your earnings and purchases on our backend website.

How Does this Compare to the Current Market

- Currently those who sell or share their picks are operating largely on instagram, twitter, reddit, or a private website. This makes it difficult to find the info you are looking for, and difficult to get to your target audience.
- Sellers post their analytics post game, but are often dishonest.
- Buyers are forced to use apps like venmo to send money before receiving the picks via a messaging app.
- Many sellers lump multiple picks into one payment or require a subscription. This means users may be paying for info they don't plan to use or want

Competitors

The Action Network- A sports betting media site that allows people to track their analytics and post their picks to an audience. Action network is very analytics based, and does not include any sort of social feed. Additionally this is a service that you pay for monthly rather than buying the individual picks that you want.

BettingPros- Similar to Action Network, Betting pros allows users access advice from their 140+ experts. This is a free service, but does not allow anyone to create an account and post picks. It also does not include a social style feed.

Monetization plan

- Users will be charged for cashing out
- Advertising for sports products, as well as online sports books, and users will be able to pay to promote their picks on the home feed.

Contact

Additional questions? Please don't hesitate to reach out

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