The fantasy football industry in the United States is huge. It has evaluations of up to 30 billion dollars. Right now the average player does their "research" each week by either paying a premium for access to articles written by “experts”, or by trying to do their own research that barely scrapes the surface of the data that’s available. We have developed a better way to determine which guys to give the nod to play and which ones to sit each week. Our personally tailored advice is split into two main components: standard league play (ie. ESPN or CBS Sports) and salary-style (ie. DraftKings or FanDuel).

We provide our customers the most cost-effective roster that maximizes your points in salary-style leagues. However, if the customer thinks that one or more players will have a breakout week that didn't make our list, they can substitute him in, and our algorithms will adjust the rosters accordingly. The roster will adjust itself to their wants and deliver a roster that will maximize their points for the best price with those players involved. They can use our picks for all their players, you can use it for just one, or anything in between. We give them the most flexibility to maximize their number of points while not taking the fun out of making their own picks.

For standard league play, we use a combination of sources to gather projections for each player on the customer’s team, and recommend a starting lineup. Right now, every website has their own projection system (most of which studies have found to be not any more accurate than what you could have predicted themselves), however, our projections have shown significantly better precision. If there's a player on the waiver wire that will outperform one of the customer’s starters, we make sure they know. We provide all the insight needed with the most advanced numbers to make sure the customer is in the position to win every single week.

By having such low costs in capital and overhead, we are able to provide the service at such a low cost, which allows for high margins. By providing our customers with significantly better chances of winning, they will begin to correlate winning with using our service, and provide a constant stream of revenue (winning is addictive). The best part about our average customer that we are targeting is that we know they are already willing to spend money on fantasy football, because the leagues they join are worth anywhere between one and hundreds of dollars, which tells us that they have the disposable income to afford this service.