

Group 9

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ML BETTOR

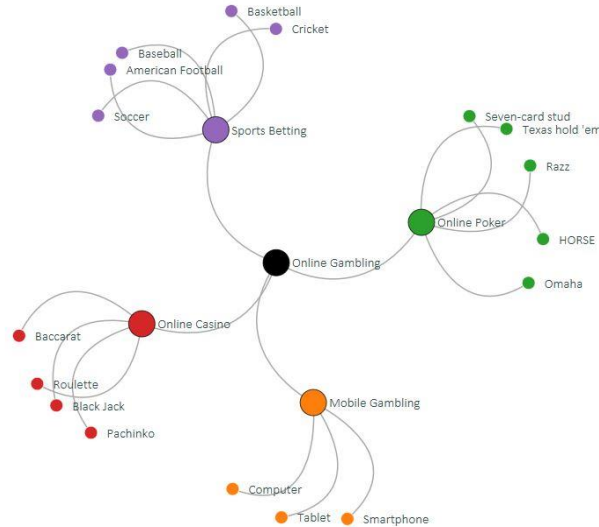
BUSINESS IDEA

- Launch Betting Website for sports starting with Soccer
- USP : Increased Accuracy and Prediction Time due to Machine Learning Algorithms

TYPES OF ONLINE GAMBLING AND SPORT SELECTION

Types of Online Gambling

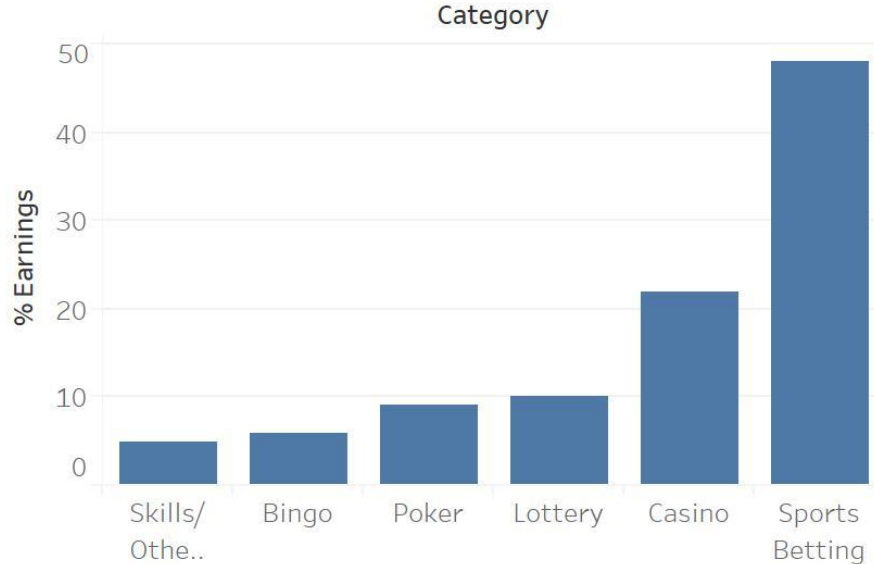
Online gambling is prevalent in below forms



data gathered from major betting sites

EARNINGS BY PRODUCT VERTICAL

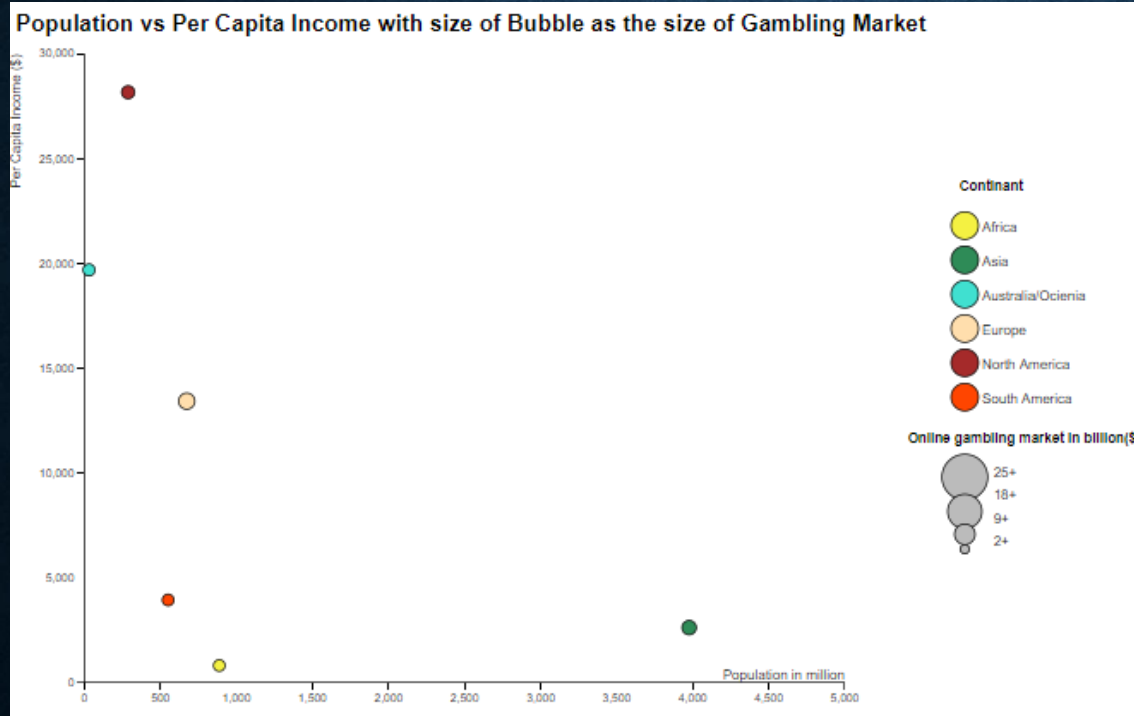
Global Online Gambling earnings by product vertical



Cricket
Tennis Hockey
Basketball
Soccer
Formula 1

- Initial focus on Sports Betting
- Pilot Launch : Soccer Betting

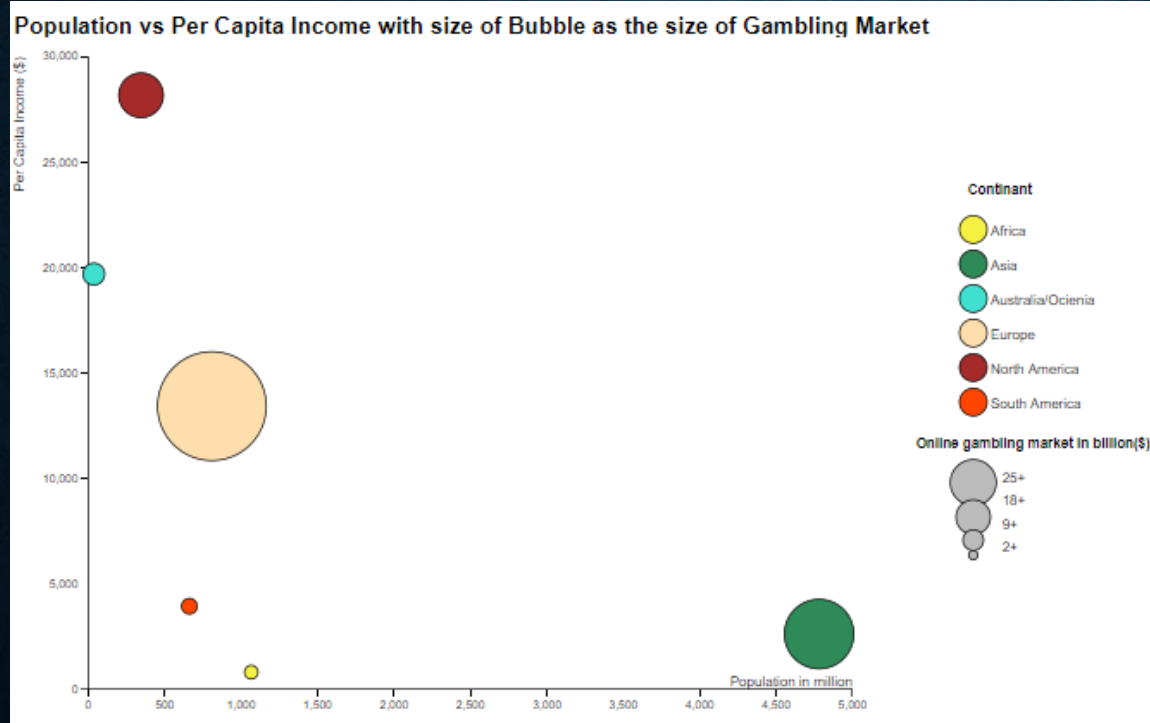
MARKET ANALYSIS : YEAR 2000



- Interactive Market Analysis Visualization :

<http://utdallas.edu/~amod.upadhye/>

MARKET ANALYSIS : YEAR 2015

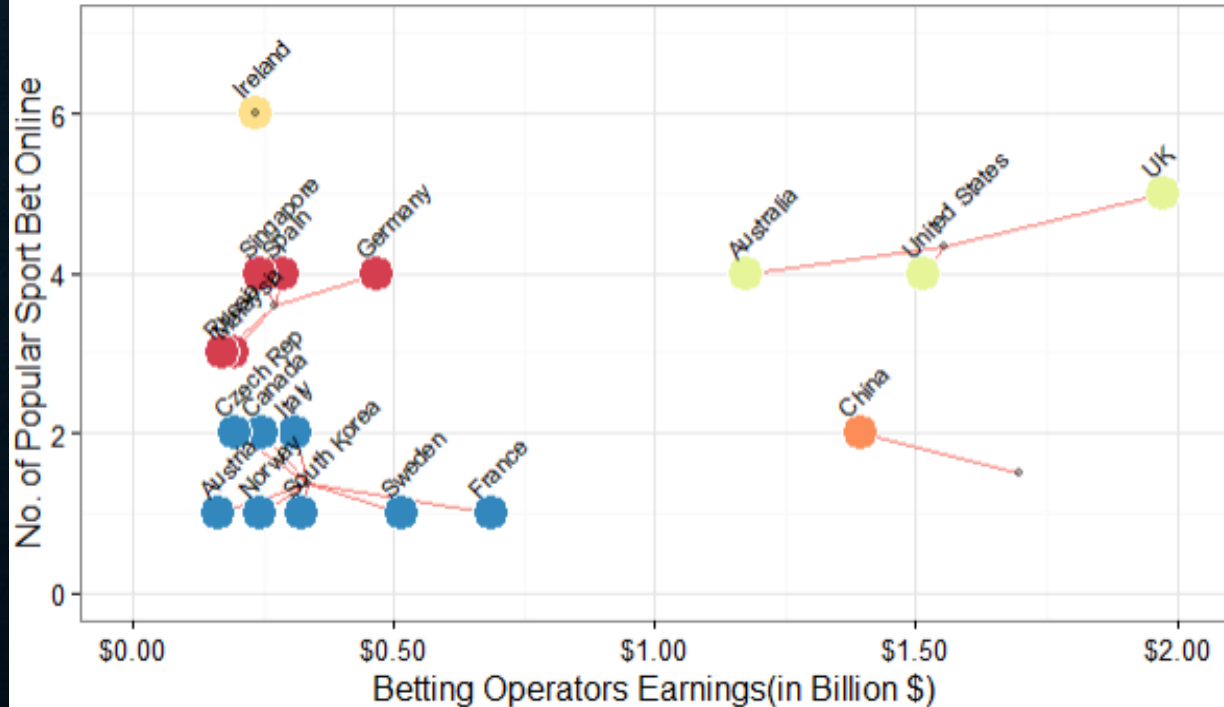


- Interactive Market Analysis Visualization :

<http://utdallas.edu/~amod.upadhye/>

PRODUCT ANALYSIS

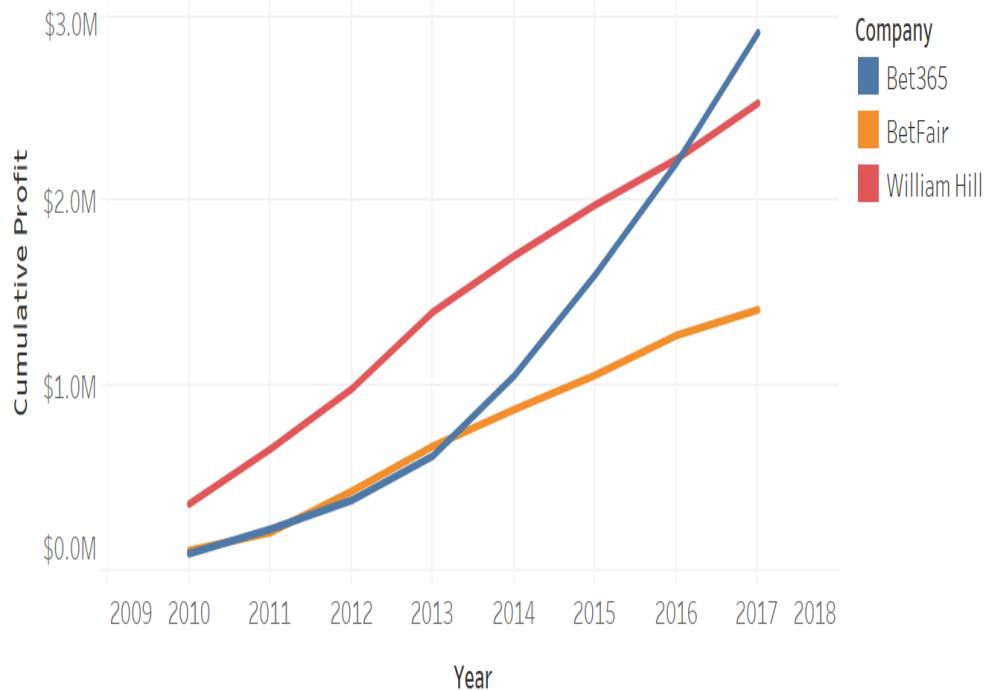
Best Country to Pitch-in



- Focus on UK
- Favorable Market Scenarios :
Popularity of Sports Betting and Betting Operator Earnings

PROFIT BY YEAR AND COMPANY

Yearly profit of top betting companies

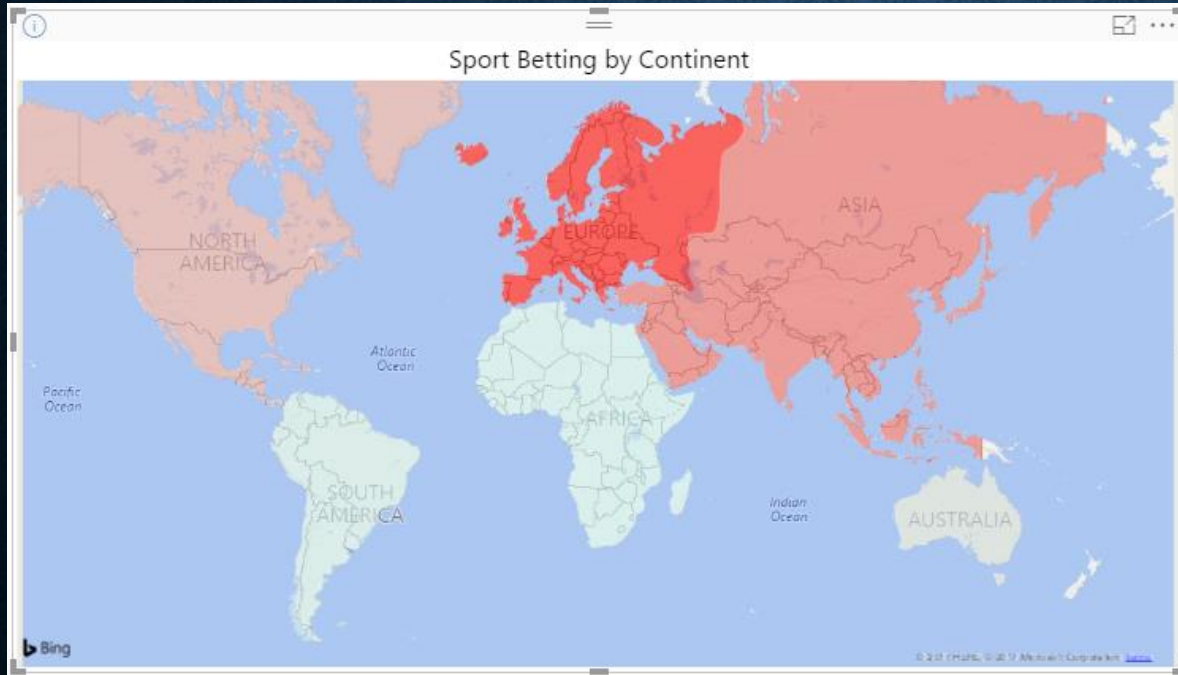


- Bet365 is Leader in betting market

- No loss is observed over last 6 years

- Source:
<https://beta.companieshouse.gov.uk/company/04241161/filing-history>

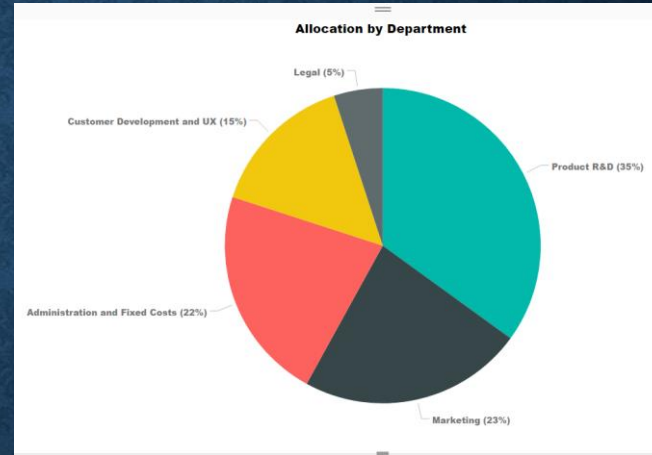
ANNUAL GAMBLING AMOUNT BY CONTINENT



- Light to dark colors indicate increasing market opportunity
- Focus on European Market

INVESTMENT REQUIRED AND ROADMAP

Budget Allocation
Seed of \$1M



Roadmap
18 months runaway



WHY SHOULD YOU INVEST

- Sports Betting is a growing business
- Minimum increase of 40% in the market for soccer betting
- Expect to further increase the profit margins by efficient use of Machine Learning Algorithms
- Venturing into this market can be highly profitable

REFERENCE LINKS

Financial Details:

<https://beta.companieshouse.gov.uk/company/04241161/filing-history>

European Soccer Dataset:

<https://www.kaggle.com/hugomathien/soccer>

Other important References:



Microsoft Excel
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Thank You