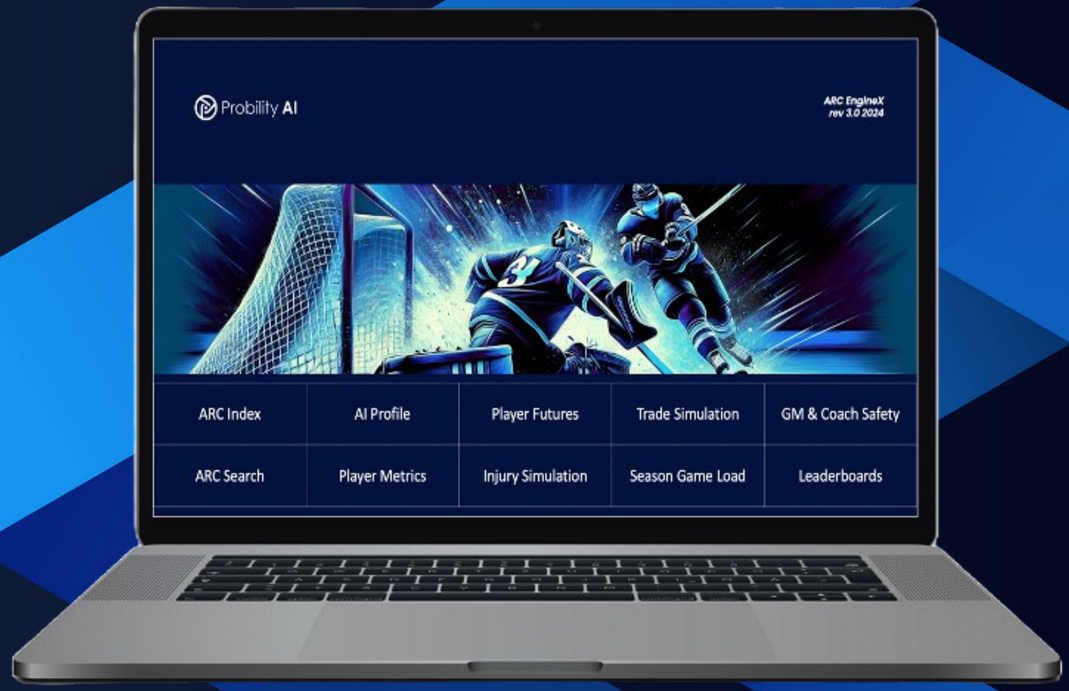
Probility AI

AI-Driven Injury and Performance Predictions for Pro Sports



June 2025

THE BILLION-DOLLAR BLIND SPOT IN SPORTS

No *reliable* source for *accurate* injury or performance predictions

Deshaun Watson

2022 Cost to Acquire:

- Three 1st – Round Draft Picks
- $230M, fully guaranteed

Three-Year ROI:

- 19 games
- 19 TDs

} $12.1M *per*

- 12 INTs
- 11 game suspension
- 2 season-ending injuries

VALIDATED TECH, MASSIVE OPPORTUNITY

"Show me an even *reasonably* accurate pitch-count predictor and I'll buy it tomorrow." – *Sportsbook Executive*

General Managers

$12.4M TAM

Sportsbook Operators

$12M TAM

Sport Bettors and Fantasy Players

$238B TAM at 12.2% CAGR

SOURCE: Grandview Research Sports Analytics Market Size, Share & Trends Analysis Report by Component (Software, Service).

THE SOLUTION: THE PROBILITY ARC

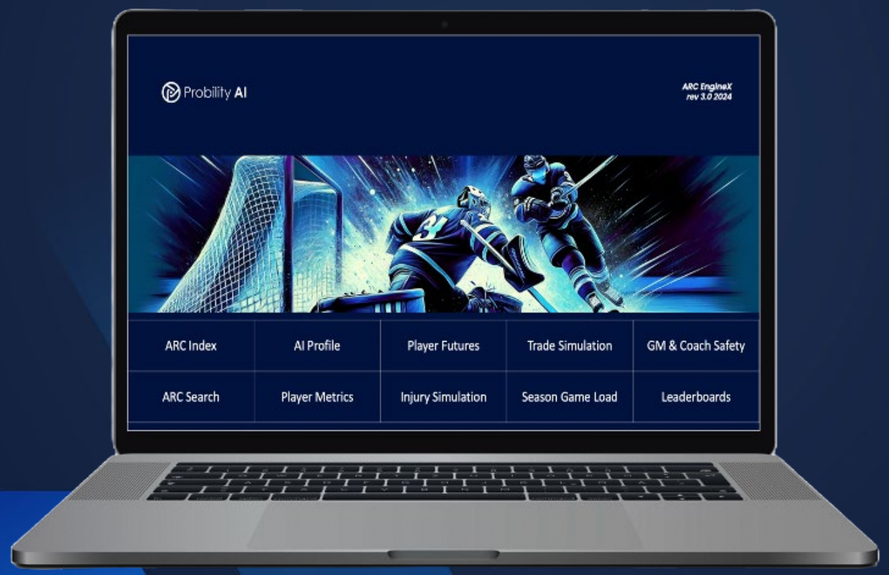
AI-powered predictions: injury, performance, and beyond

20+ Years
Player & Team Data

1400
Team Features

595
Player Features

36
AI Models



Future Availability

Future Reliability

Future Capability

PROBILITY'S PREDICTIVE POWER

Proprietary data fuels model accuracy to 85% +

- 80% R2 — Career Time On Ice
- 80% R2 — Career Games Played
- 85% R2 — Career Total Points
- 85% R2 — Career Goals Scored

Career Accuracy

2024-25 Season

TRACTION & USAGE

Building brand recognition through engagement, publication, and partnership

Free Agents

Trades

Contract Negotiations

Harvard Business Review

19TH ANNUAL MIT SLOAN SPORTS ANALYTICS CONFERENCE

KELLOGG SCHOOL OF MANAGEMENT

Thought Leadership

SCCG

Partnership

DELIBERATE & SUSTAINABLE GROWTH

Target sportsbooks and operators, then millions of global users

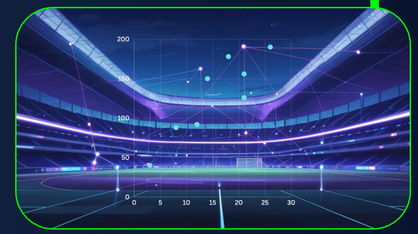
Sportsbook Operators

9% Market Share =

$1M ARR

New Markets

Soccer, Cricket, Rugby, F1



Betting Consumers

2% Market Share (1.7M Users) =

$139M ARR

BUSINESS MODEL & FINANCIALS

Emulate Whoop's B2B entry and transition to B2C

Probility API

Sportsbooks & Operators

"Data no one else has produces products no one else can."

$100K

Annual Subscription

CTA: $350 **Margin:** 93%

Probility PLAY

Betting & Fantasy Sports

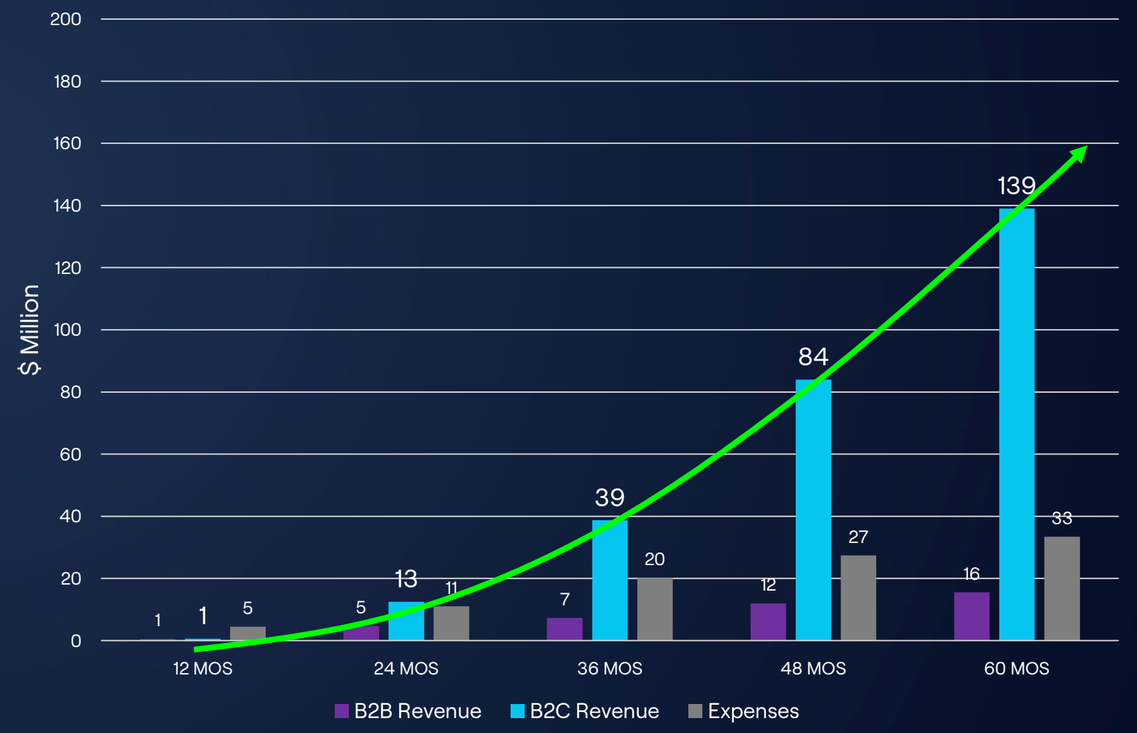
"Get the data the pros use."

$49

Annual Subscription

CTA: $18 **Margin:** 97%

Users	12K	218K	646K	1.2M	1.7M



COMPETITION & DIFFERENTIATION

Some vendors attempting some of what Probility does – no one doing it all

	B2B	B2C	Probility AI
Injury Predictions	●	X	✓
Performance Predictions	●	●	✓
Every Player in the League	X	X	✓
Season and Career Predictions	X	X	✓
Playing Time Predictions	X	X	✓

BUILT BY EXPERTS

Industry-relevant experience across all key operations

Doug Plocki, JD

Chief Executive Officer

Nick Carone

Chief Revenue Officer

Toby Velte, PhD

Chief Artificial Intelligence Officer

Quinton Krueger

Chief Data and Innovation Officer

Stephen Crystal

Sports Betting, Fantasy & Gambling Advisor

Joel Shapiro, PhD, JD

Artificial Intelligence & Analytics Advisor

Expertise in artificial intelligence, data science, marketing, and law

Senior advisors to guide our development

FUELING GROWTH

$4M produces automated B2C MVPs for NFL, NHL, MLB, and NBA in 5 months

Automate data intake and modeling

Develop desktop and mobile applications

Market to, acquire, and retain consumer bettors

Lead Time: 5 Months

Revenue after 12 months: $12.6M

INVEST IN THE FUTURE OF SPORTS

The only accurate injury and performance predictor on the market

- **Industry-altering tools**
- **New products: playing time and draft predictions**
- **New sports, new markets**

Predicting Success.

hello@probility.ai

THANK YOU