



BETTING 2.0

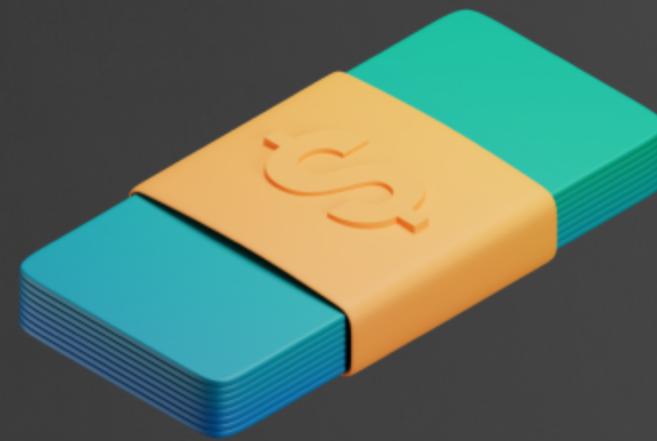
WHY THE NY TIMES GAMES OF BETTING WILL
ATTRACT THE NEXT 100M BETTORS

BETTING HAS PROVEN MARKET



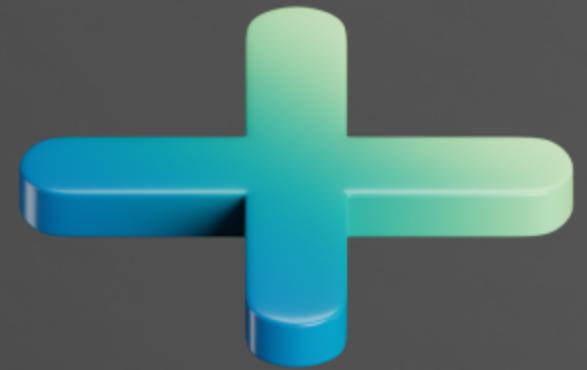
US LEGAL BETTOR
ACCOUNTS

56m



LEGALLY WAGERED
IN THE US 2023

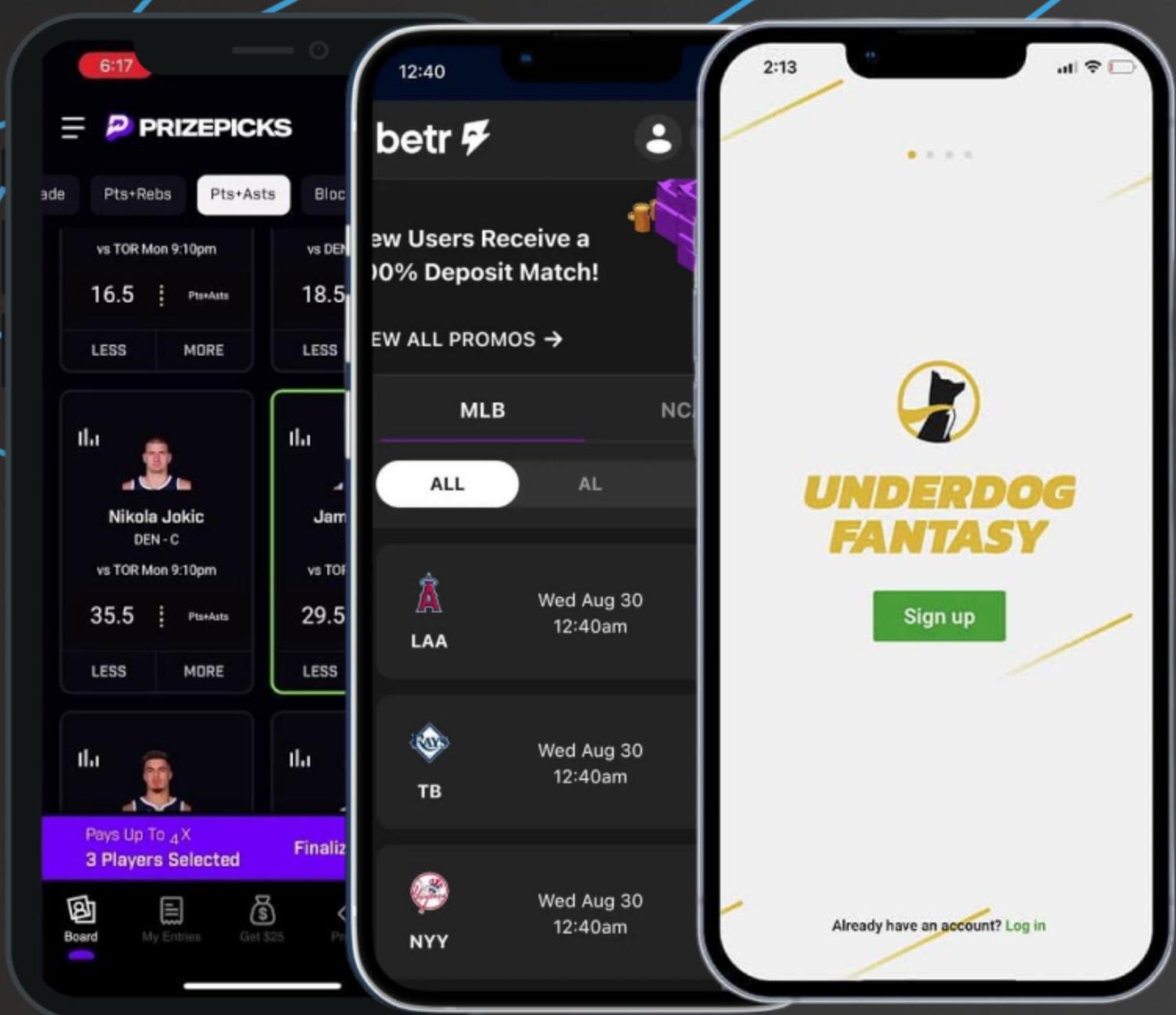
\$199B
2x est. illegally



GROWTH EXPECTED
(CAGR)

22%

BUT BETTOR ACQUISITION IS SLOWING



The consumers who like betting
are already betting.

The industry (Sportsbooks,
Consumers, Creators) is in search
of a new model

SPORTSBOOKS NEED NEW ONRAMPS



‘...We’re investing in
free-to-play games...’

-CEO, Prizepicks, June '24

... products that onramp new
bettors will have a premium

CONSUMERS SICK OF “LOSING” DATA

Desperate Bettors will try anything.

Paid data products either:

So bad that sportsbooks themselves
use same data to trick bettors

Black Box AI that lack any human
thought or touch - completely
transactional



CREATORS LOOK FOR NEW REVENUE

AFFILIATE DOLLARS FROM BOOKS ARE DOWN YOY, CONTINUE TO DECLINE.

CONSUMER TRUST IN CREATORS IS LOW, MAKES FOR HIGH CHURN AMONG THEIR PAID COMMUNITIES.

Broke Brothers ✅ @broke_bets · May 19
#NBA

Jalen Brunson o34.5 pts

Game 7 at MSG I expect Brunson to shine tonight. He's covered this line in 6/10 and he continues to get healthier in this series each game. **Last** game where he didn't play the **last** 4 min he finished with 31 and took 26 shots. He'll get his shots up, [Show more](#)

Props.Cash and Free Bet Retweets

2 3 29 19K

Props Prophet ✅ @ThePropsProph · May 20

NBA PLAYOFFS EARLY LOOK:

Myles Turner O 1.5 3PM

88% HIT RATE

- Over in 8/10 last games with 4+ three pointer attempts, averaging 3 made.
- Over this line 74% of games this season with 5+...

Show more

10 8 123 40K

TopDawgPicks ✅ @TopDawgPicksz · May 16

5/16 NBA Prop #1

Naz Reid *O* 9.5 PTS (-120 MGM)

- Reid is averaging 10.3 ppg in the playoffs so far going over this line 3/5 games vs DEN and is projected 12.02 pts.
- Really important to keep in mind is he went 0/3 from 3 last game which is the reason why he didn't

Show more

6 5 77 17K

Broke Brothers ✅ @broke_bets · May 19
#NBA

Anthony Edwards o28.5 pts

This is a game 7 play where it's time to see what Anthony Edwards is really made of. In game 6 he finished with 27 without playing the **last** 10 minutes. I expect similar aggressiveness and shot volume from Ant tonight in Denver. He's covered this

Show more

1 1 30 5.9K

WE ARE NY TIMES GAMES for BETTING

- NEW GAMES only possible with our tech, patents, and distribution
- NEW CREATOR growth UI + affiliate model UI
- NEW DATA PRODUCTS increase fun and winning



FOR A CLOSER LOOK AT OUR PRODUCTS PLEASE EMAIL BRENT@VERISTICKY.COM

WE LAUNDER DATA THROUGH GAMES



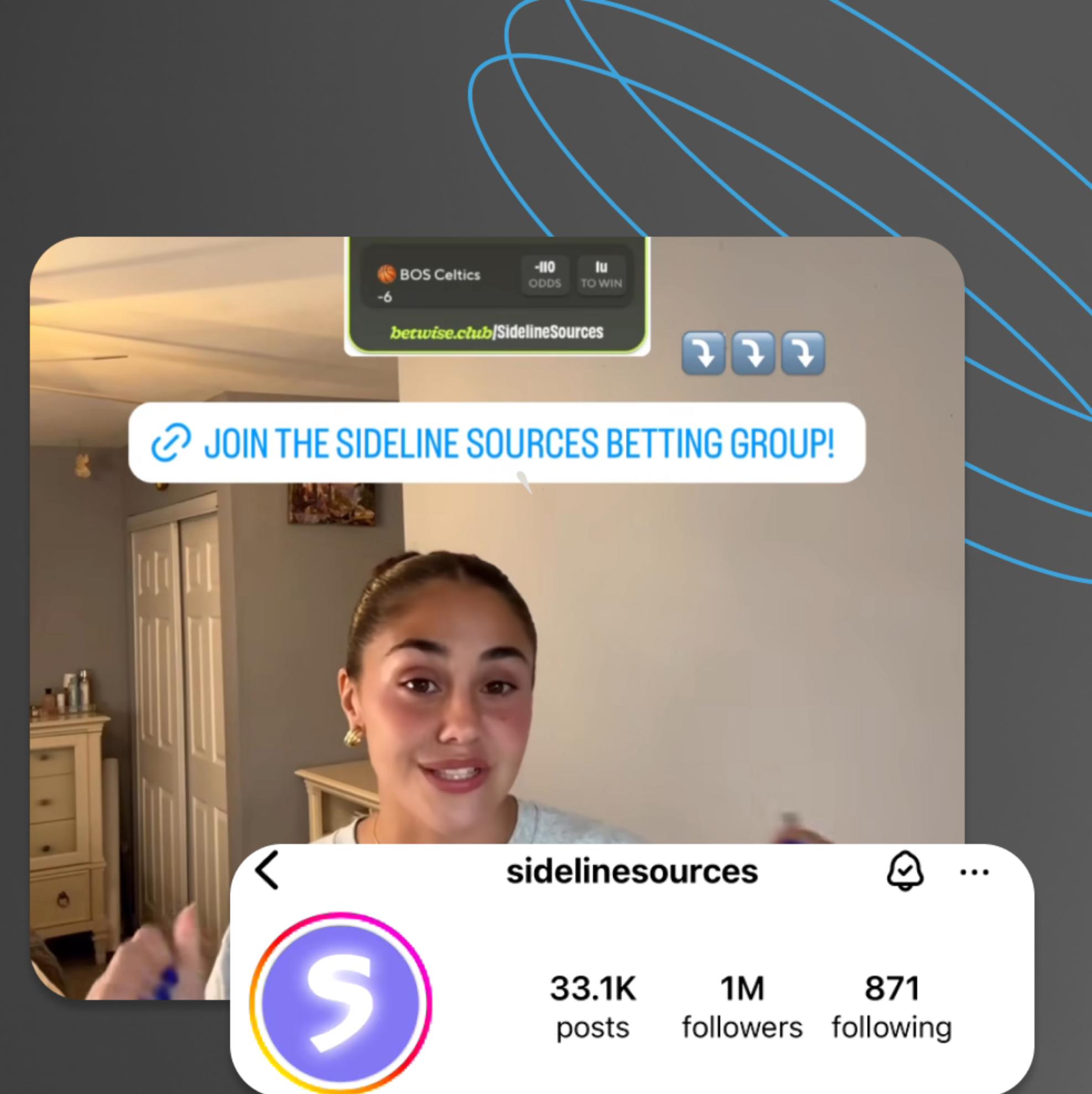
WE ALREADY HAVE DISTRIBUTION

50m

Betwise
Creators reach

bettors our
tech reaches

100K's



AND THE RIGHT TEAM TO SCALE



GYM HEROES



**Wave Sports +
Entertainment**



Nielsen

BETWISE MILESTONES



\$200K

COMMITTED IN FUNDING

75%

T30 CUSTOMER RETENTION RATE

\$300K

LEFT IN THE ROUND

12

MONTHS IN BUSINESS

50M

MALE-DEMO SOCIAL DISTRIBUTION

7

TEAM MEMBERS

SAY HI.

Brent@veristicky.com