BET REVIEWER

www.betreviewer.ro

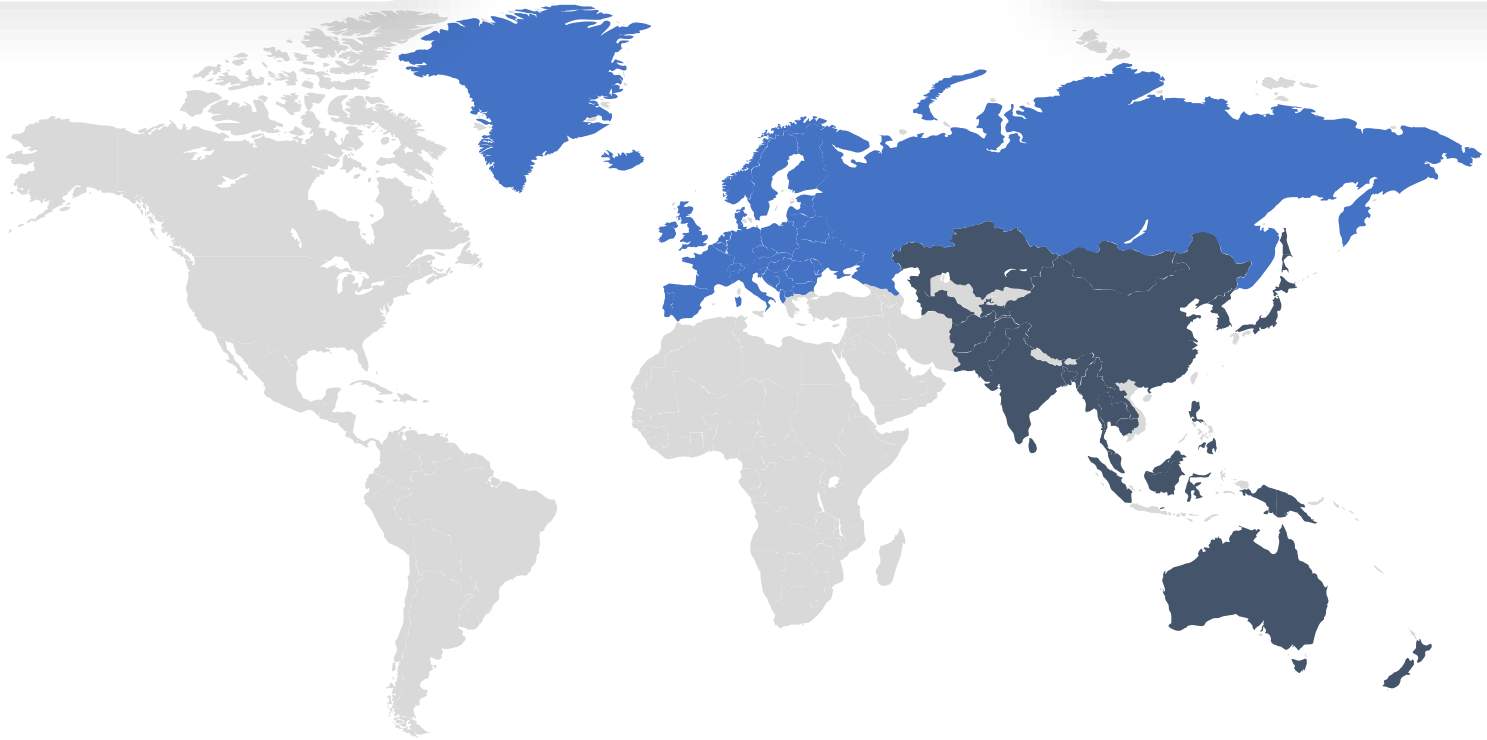
www.grandviewresearch.com

SPORTS BETTING MARKET

Trends by Region

- Expanding Digital Infrastructure
- UX Innovation
- New Developing Segments (fastest: eSports)

35% Revenue Share, 2022



- Largest Market
- Fastest Growing Market

DIGITAL EXPANSION

causes a growing demand for services that provide user analytics, predictions and insights.

VARIETY OF SPORTS TYPE

ensures favorable outcomes for specialized services

ADVANCED TECHNOLOGIES

like AI can be leveraged to provide more accurate and personalisation

MARKET OPPORTUNITIES

The product capitalizes on several market opportunities within the betting industry. Next step is researching and understanding the needs of the target audience.

NEEDS

WHAT DEMANDS CAN THE SERVICE FULLFILL

Risk Mitigation
Users may seek methods that reduce inherent risks.

Desire for winning
Easy and convenient way to increase chances.

Data-Driven Decisions
Shifting the focus away from luck, users can take a strategic approach.

Community Engagement
Connecting with others who share similar interests and strategies.

Continuous Improvement
Ongoing efforts to develop and enhance strategies signals to users commitment.

TARGET PERSONAS

WHO CAN BENEFIT?

Sports Enthusiasts

Target engagement 80%

Individuals who engage in sports betting casually and are looking for an easy and convenient way to improve their chances of winning.

Data Analyst

Target Engagement 17%

Individuals who have an interest in data-driven decision-making and appreciate the shift from luck to mathematics and probabilities.

Other Businesses

Target Engagement 3%

Businesses specializing in sports technology can integrate the platform's innovative AI-powered predictions into their existing solutions.

UNDERSTANDING - PERSONA BACKGROUND

BetReviewer

- Varying ages
- Occasional Participation
- Basic Sports Knowledge
- Usually Low Stakes
- Limited Research
- Social Engagement

CASUAL ENJOYER

- 30-50 years old, likely higher education
- May enjoy sports
- Data-centric
- Validation

ANALYST

- Leverage platform's predictions
- Use match analytics
- Value insights about audience and trafiic

BUSINESS

VALUE: PERSONAS AND MEETING EXPECTATIONS

- **Simplicity and Accessibility**
- **Transparency and Trust**
- **User-Friendly Support**

- **Data-Driven Precision**
- **Continuous Improvement**
- **Profitability Goals**
- **Customizable Analytics**

- **Increased User Engagement**
- **User Behavior Insights**
- **Affiliate Marketing Advantage**

CASUAL BETTORS

DATA-CENTRIC USERS

BUSINESSES

NerdyTips

AI Football Tips Platform

AI Score

Football Live Scores & AI

Stats24

Football Predictions Tips

Competing Solutions - Understanding the Landscape

Variances in strategy, user interface, and transparency distinguish competing solutions.

Primary competition includes other sports betting prediction platforms, tipster services, and traditional betting methods.

OUR OFFERINGS FOR SUCCESS -

- Increased winning chances through user-friendly strategies, simplicity, and risk mitigation.
- Data-driven decision-making and a 3-day free trial for risk-free testing.
- Ongoing innovation, community engagement, and transparent information sharing.

EXPANDING REACH AND CHANNELS TO MARKET

- Utilize dedicated website, social media, and affiliated websites for promotion.
- Partner with influencers to broaden the product's reach.
- Enhance accessibility by distributing through popular app stores if applicable.

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UNDERSTANDING OUR AUDIENCE

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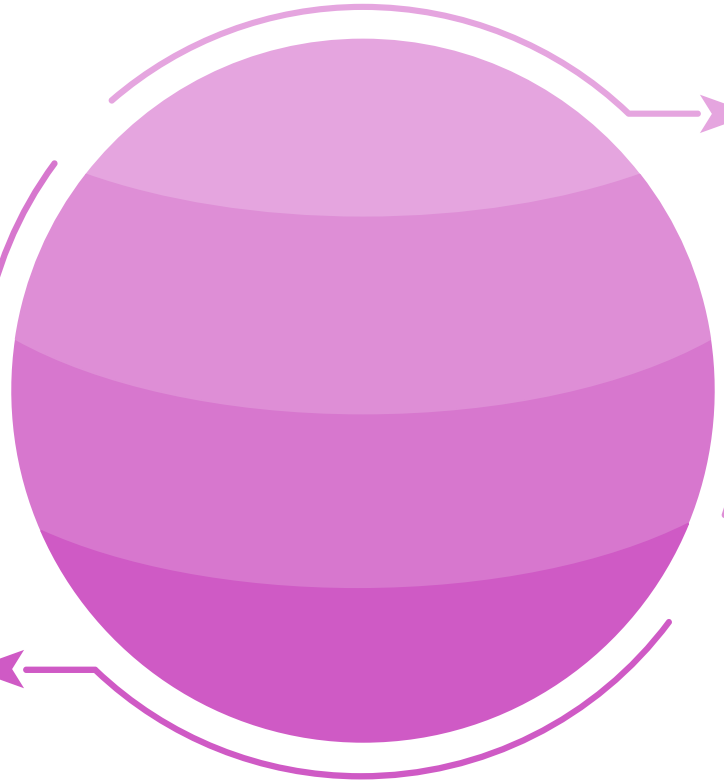
- Casual / Risk-Averse Bettors
- Data Enthusiasts
- Community-Oriented Individuals

MEASURING

Our Impact



Winning Percentage

Monitoring the actual success rate of provided strategies

Customer Satisfaction

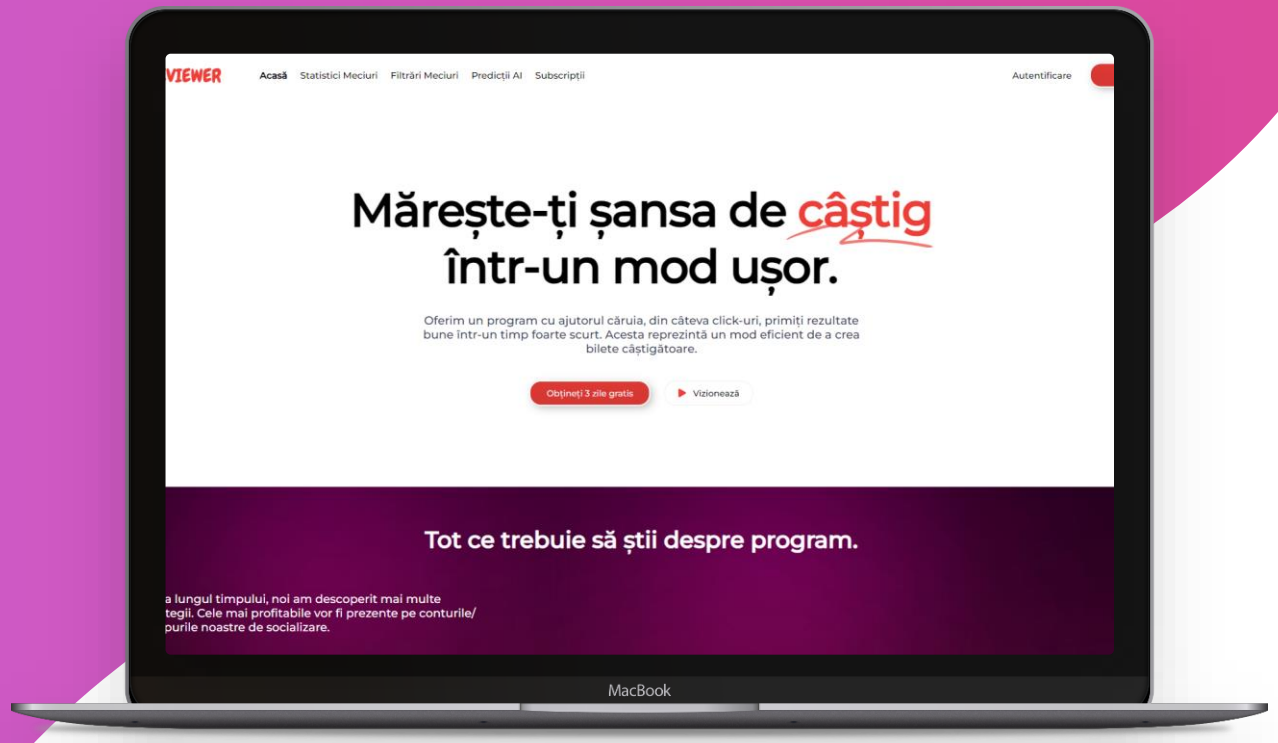
Gathering feedback and measuring overall satisfaction

Conversion Rates

Monitoring the percentage of trial users converting to paid subscriptions

User Acquisition

Tracking the growth in the number of users over time



TYPE OF APPLICATION -

Web Application Hosted on DigitalOcean

Our web application offers a multitude of statistics that can give users a vision of the outcome of a match.

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INNOVATION COMPONENT

Webscraping
Data is retrieved using webscraping techniques to provide up-to-date information.

UX/UI
Friendly user interface, ensuring a pleasant experience for users.

Stripe Integration
Secure payment portal for purchasing subscriptions, providing security to users.

AI Algorithms and Models
Integrating predefined strategies with favorable winning odds, providing an innovative approach to match outcome predictability.

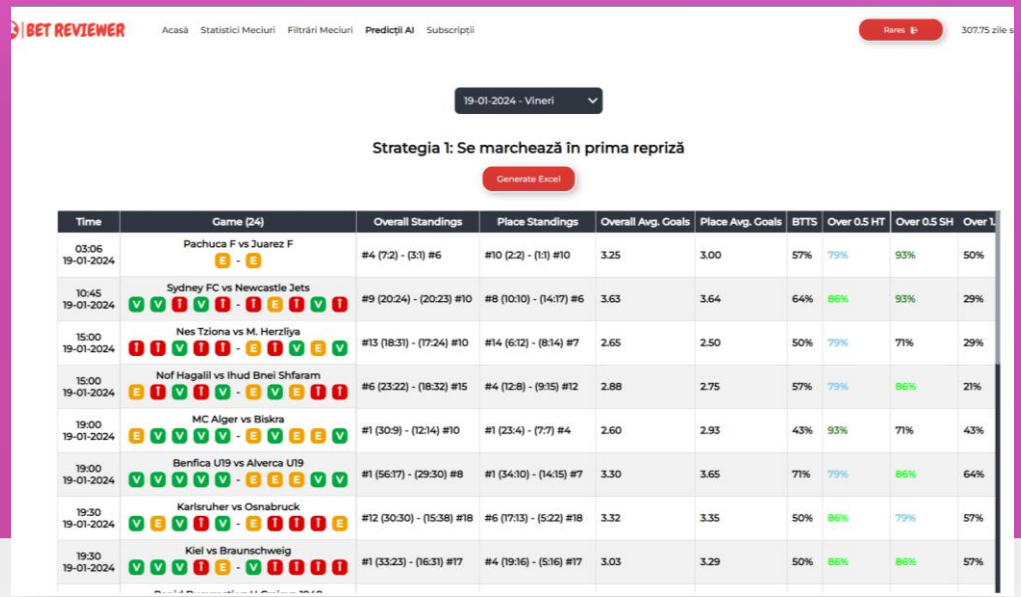
- INTERNAL DEVELOPMENT OF ALGORITHMS FOR STATISTICAL ANALYSIS AND PREDICTION STRATEGIES

- CUSTOM IMPLEMENTATION FOR MANAGING SUBSCRIPTIONS AND OFFERING 3 FREE DAYS UPON REGISTRATION

PROPRIETARY ALGORITHMS

NUMERICAL RESULTS FOR AI MODELS

Advanced statistics and numerical results available to users with an active subscription.



THANK YOU

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Project made by:

Pătru Denis-Marian
Petruțiu Rareș-Dan