Misc.	Audience	Betting Types		Revenue	Legal	Technical
betting lines	Customizable by school	head to head	bet on live plays	Betting surcharge (how much the platform charges to place a bet)	proof of age for betting	User Authentication
Leaderboard	organized by school size	casino	max bets	Advertising	addiction help	Calculating betting odds
bookies	target audience	group VS betting	Bet on specific players	transaction platform (Stripe, Paypal, etc.)	Local betting laws for each state	Location
unpaid debt	Competition	Sports	fantasy	payout	betting guidlines	tips
website				profits	addiction	bank account