Win Callem Vision Doc

1. There isn’t an app (to my knowledge) that clearly and easily allows sports bettors to create their own betting models. Action Network does have no code model building but I’m not sure it’s up to the standard that it should be. There isn’t a marketplace where people can buy and sell betting models. Juice Reel has a marketplace where successful bettors can sell their picks, but they don’t sell betting models. Moreover, while the app does feature win percentages associated with the users who are selling their picks, more transparency could be used to gain public trust. Lastly, it is extremely difficult for the public to find historical betting data. It can be sought out, but the process is unwieldy and, for the most part, costs money. Having this information more readily available to the consumer will make it so much easier for bettors to determine if their models are viable. Win Callem would solve all those problems.
2. This is a solution to a problem that would help anyone who places a wager on any sport, regardless of skill level. Casual bettors could benefit from using a system or systems that are already working. Sharps could refine their models in the Win Callem environment. Data enthusiasts would benefit in a similar way.
3. The ease with which this app can be used will be what separates it from the others. In a true no code environment, bettors would be able to apply their theories and back-test them with the data that we have provided. They’ll be able to make a model and see how successful it’s been choosing whatever range of games they prefer. This could all be done within a matter of minutes instead of days/weeks/months it currently takes.
4. Gathering years of data and having it available for users to have access to and use is a big undertaking. The plan is to start with Major League Baseball and gradually have the platform accommodate every other applicable sport. Other apps allow users to compare different sportsbooks and pick which are the most favorable for them. Win Callem will do the same. It will separate from the other apps through ease of use and accessibility to data that has been, to this point, difficult to attain.