

Misc.

**betting
lines**

Leaderboard

bookies

**unpaid
debt**

website

Audience

Customizable
by school

organized
by school
size

target
audience

Competition

Betting Types

**head
to
head**

casino

**group
VS
betting**

Sports

**bet on
live
plays**

**max
bets**

Bet on
specific
players

fantasy

Revenue

Betting
surcharge
(how much
the platform
charges to
place a bet)

Advertising

transaction
platform
(Stripe,
Paypal, etc.)

payout

profits

Legal

**proof of
age for
betting**

**addiction
help**

Local
betting
laws for
each state

betting
guidlines

addiction

Technical

User Authentication

Calculating
betting odds

Location

tips

bank
account

