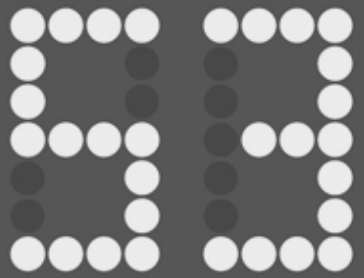

SportsExclamation Final Presentation

Max Alfaro
Xu Lian
Evan Liu
Jon-Ross Presta

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- Overview
- Strategies
- Consumers
- Future
- Demo

Enter a Competition → Choose a Group of Athletes → Win/Lose Based On Athletes' Stats

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SportsExclamation

Core Product:
Interactive Visualization Tool for Sports Statistics

Target Audience:
Advantage-Seeking Daily Fantasy Sports Players

Enter a Competition → Choose a Group of Athletes → Win/Lose Based On Athletes' Stats

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SportsExclamation

Core Product:
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for Sports Statistics

Target Audience:
Advantage-Seeking
Daily Fantasy Sports Players

Explore & Assemble

Enter a Competition → Choose a Group of Athletes → Win/Lose Based On Athletes' Stats

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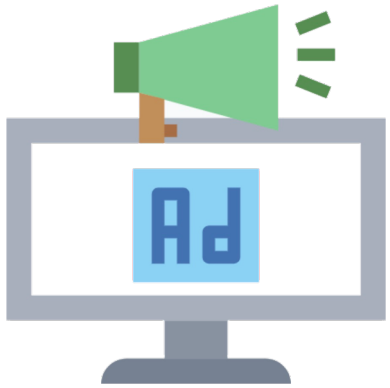

Ads

Freemium

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Partner with Media Outlets

Sell to Daily Fantasy Sports Sites

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We Expect Our Consumer Base Growing

Lower Barrier:
Supreme Court strikes down ban on sports betting in victory for New Jersey (May 2018)

Support from Industry:
Adam Silver has led the charge for legalized gambling for about five years

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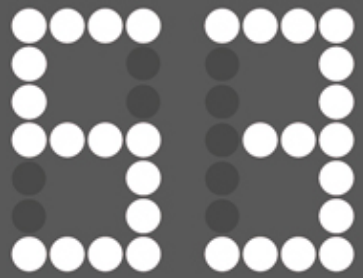

01

More Visualization

02

Create
Proprietary Projections

03

Expand to
Other Leagues

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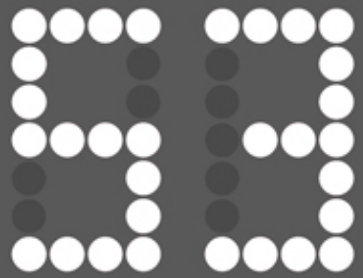

Demo Time

Thank you