

A dark, moody photograph of a football helmet resting on a grassy field. The helmet is a Schutt brand, with the name visible on the side. The background is blurred, showing what appears to be a stadium with spectators.

Real-Time Sports Data For Gaming, Media & Beyond

2025 Corporate Deck

Company Profile

SportsDataIO's real-time data & content is trusted by brands across sports betting, fantasy sports, social channels, and the media to power their applications, enhance fan experiences, and drive engagement through data-driven storytelling and gameplay.

History

Founded in 2008; foundation built upon proprietary data capture tools.

Data Collection

Self-collects pre/live/post game data supporting global sports.

Operations

50+ full time employees, 100+ data scouts and 250+ clients globally.

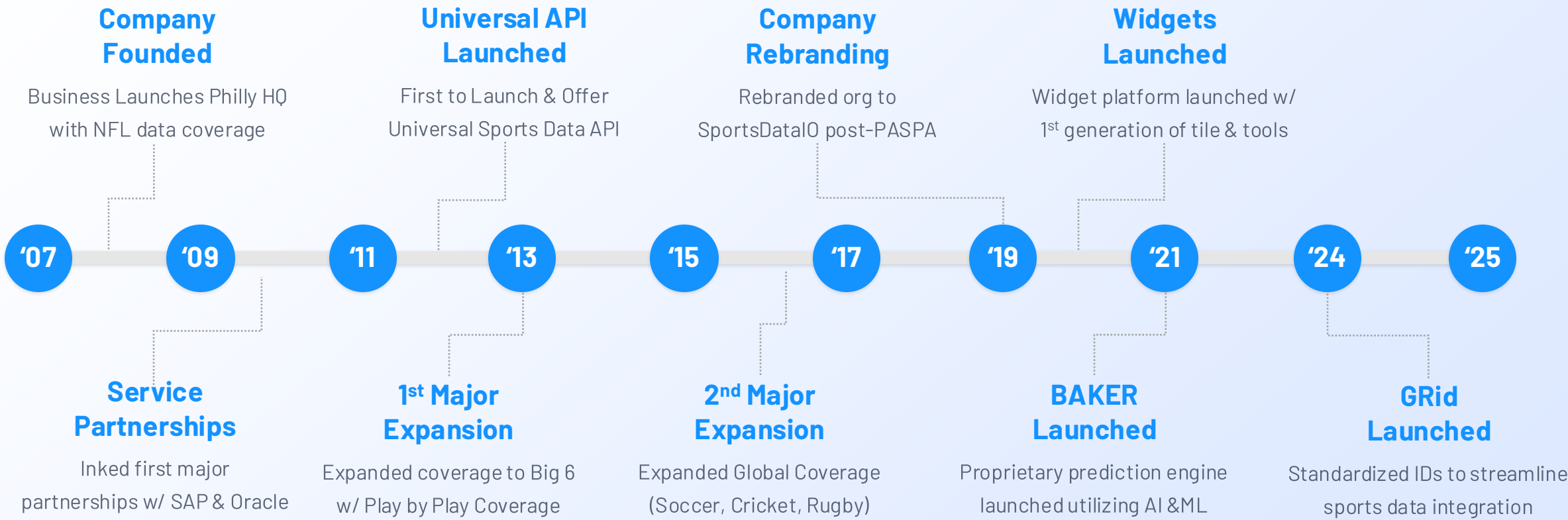
Advanced Tools

Fuels the BAKER Prediction Engine; leveraging AI & ML to sim 10k plays/game using in-house data.

Award Winning
Tech & Products








Timeline Milestones



Telling A Story With Every Game...



	PRE-GAME	>>>	LIVE	>>>	POST-GAME
 GAME COVERAGE	Schedules & Game Day Info (weather, TV channel, etc.)		Live Scores, Team/Player Stats, Play by Play & Game State		Final Scores & Box scores w/ Updated Standings
 PLAYER FEEDS	Depth Charts, Projected Lineups, Confirmed Lineups, Injury Reports		Situations & Substitutions		Final Stats & Performance
 ODDS & PREDICTIONS	Pre-game odds, Game/Team/Player Props, Predictions, Best Bet Grades & Insights		In-play odds, Excitement & Interestingness		Final Odds Resulting & Grading
 FANTASY PROJECTIONS	Player Projections, Salaries & Slates		Real-time Fantasy Points		Final Fantasy Points, Snap Counts, and Analysis
 NEWS & IMAGES	Game Previews, Player Notes & Trends, Player Headshots, and AI-Generated articles with Coded Content		Breaking News & Images		Recaps, Action Photos

Collection & Delivery Process

Collection



Proprietary in-house data entry/monitoring tools to optimize the collection & verification of inputs being delivered to partners.



Storage



Enterprise-grade data storage via SQL Server Availability Groups (>99% uptime). Rackspace Cloud Hosting for managing & scaling tech on any server stress scenario.



Delivery



Microsoft Azure + Fastly CDN w/ geo-distributed caching for lightning-fast payload deliveries

Output w/ 99.8% uptime:

- ✓ 1.6B API calls/mo
- ✓ 72TB transferred/mo



Production



Real-time data and content streams delivered to clients to power applications and unlock audience engagement & value.

Support

Dedicated US-based team of Engineers, PMs, and Cust. Success to monitor & support all products/services

Competition Coverage



250

LEAGUES

6,500+

TEAMS

2,500

DATA POINTS
PER MATCH

200,000

MATCHES PER YEAR

Products & Services

Data & Content Feeds



Leveraging our award-winning, enterprise-grade tech to deliver billions of real-time data streams to our partners around the globe.

[Coverage](#)

Prediction Engines



Utilizing AI and Machine Learning to simulate every play of every game 10,000 times to the play level, enabling predictions & analysis of any outcome.

[BAKER Engine](#)

Display Widgets



Responsive plug-n-play content tiles and other interactive tools that are designed to simplify and enhance the user experience for partners.

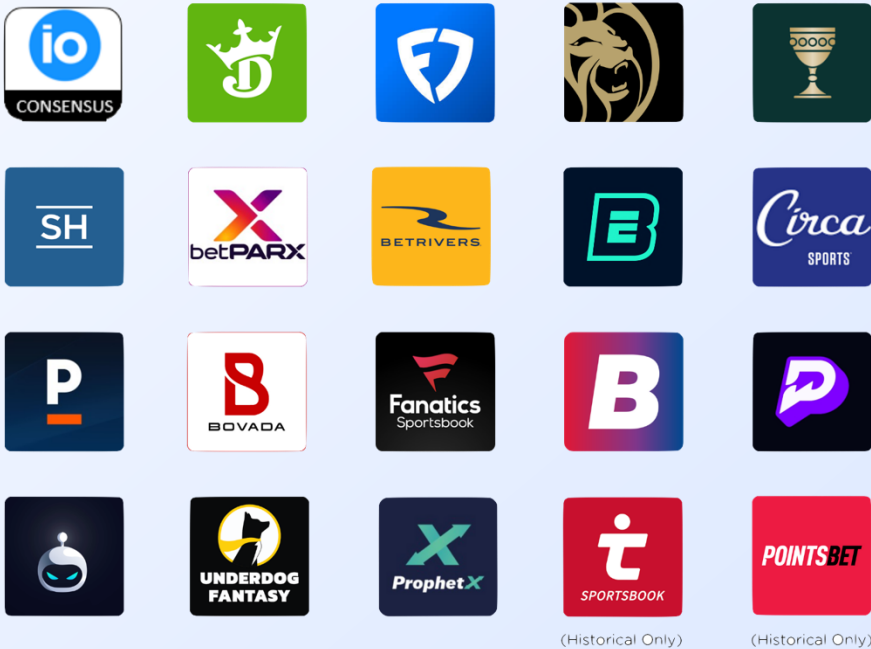
[Widget Catalog](#)

Betting Data Feeds

Aggregated Odds Service:

Collecting, cleaning, and normalizing all prices from U.S. onshore books.

- ✓ Pre-match
- ✓ In-play game lines
- ✓ Game, Team & Player Props
- ✓ Futures
- ✓ Live updates w/ line movement
- ✓ Historical opening/closing lines
- ✓ Deep-linking
- ✓ Rotation Numbers



Supercharge Your Odds & Empower Your Audience:

SportsDataIO's array of top-to-bottom betting data is custom-tailored to support the entire sports betting ecosystem.

- ✓ Settlement and Resulting
- ✓ Splits, Matchups, Trends
- ✓ Live Odds (Pre/In Game, Props, Futures)
- ✓ Historical Data for Modeling
- ✓ BAKER Best Bets
- ✓ BAKER Predictions and Projections

BAKER Prediction Engine

SportsDataIO BAKER Engine simulates every game 10,000 times down to the play level, providing outputs that cover a full range of probabilistic outcomes. Combined with BAKER's Advanced Query API, users of BAKER Engine can ask and receive answers to practically any question about a future outcome, whether it be at the play, game, season, or career level.

— Overview —

































- ✓ **Full Range of Outcomes**
Averages, probabilities & histograms from every game's 10k sims.
- ✓ **Continuous Updates**
Sims are re-run when news breaks & data updates
- ✓ **Query Anything**
Our Build complex questions with dependencies across plays, drives, quarters, games, series, and seasons
- ✓ **Everything Correlated**
All simulations are correlated between teams<>players, offense<>defense & beyond

— Capabilities —

- ✓ **Odds Origination + Contest Creation**
Supports SGP, Props, and Alt Lines
- ✓ **Best Bets + Value Plays Against Active Odds**
- ✓ **Supercharge Research Tools and Optimizers**
Floor/Ceiling DFS Player Projections
- ✓ **Optimize Retail + E-Commerce Strategies**
- ✓ **Analyze Player Performance at the Game, Season, and Career Level**

BAYESIAN **A**RTIFICIAL INTELLIGENCE **K**NOWLEDGE **E**XTRAPOLATION **R**EALIZER

Industries & Partners We Support

- GAMING -		- MEDIA -		- FANTASY -	- LEAGUES -	- BRANDS -	
							
							
							
							
Operators, Affiliates, Predictive, Tools, Platforms		Broadcast, Digital, Streaming, Radio, Signage		Operators, Tools	Facilities, Integrity	Activation, Ecommerce, Ad-tech, Loyalty & Sponsorship	

Partner Journey

Testing & Evaluation



Full access to requested products & tools, enabling partners to thoroughly evaluate & validate prior to integration and go-live.

- ✓ Partners can assess APIs, IP/tech upfront
- ✓ Engineers can commit to dev early
- ✓ Historical recordings & simulations



Integration & Onboarding



Access to Devs & CS Teams throughout integration, including pre-integration + ongoing sessions to outpace project timelines.

- ✓ Assist with tech/content discovery
- ✓ Enable efficient adoption of data files + delivery protocol
- ✓ Consult on publishing best practices








Support & Engagement



24/7 support team + dedicated Account Management for immediate access to relevant departments when needed.

- ✓ Oversight on all licensed data feeds
- ✓ On-call staff attend to client inquiries
- ✓ Devs support data escalations in real-time

Partner Case Studies

Media 	Fantasy 	Gaming 	Activation 	Leagues 
<p>SportsDataIO's products create dynamic and interactive experiences for media organizations looking for a competitive edge in the sports landscape.</p> <p>Catena Media leverages SportsDataIO's Aggregated Odds Service and Data Feeds to facilitate affiliate revenue and retain their audience with real-time data and odds.</p> <p>Learn More</p>	<p>SportsDataIO empowers fantasy brands to create dynamic and engaging experiences by providing foundational elements they can rely on.</p> <p>Market-leading DFS Operator, FanDuel, utilizes SportsDataIO's real-time data to power its contests with the utmost accuracy and reliability.</p> <p>Learn More</p>	<p>SportsDataIO's uniquely crafted Settlement Verification Feed fuels the trading team of Entain (operator of brands such as BetMGM, Ladbrokes, and Sportingbet) to flag any potential incorrect data.</p> <p>Ensuring accuracy and integrity when settling bets for both in-play and final resulting.</p> <p>Learn More</p>	<p>SportsDataIO provides in-progress data to trigger data alerts on behalf of brands activating against the sports category. Amazon Prime relies on SportsDataIO for its NFL Play-by-Play feed signaling when major milestones occur.</p> <p>This messaging allows for Prime subscribers to tune into live action on demand.</p> <p>Learn More</p>	<p>SportsDataIO's relationship with US Integrity spans across all team and player data markets. SportsDataIO's play-by-play feeds validate USI's monitoring tools supporting fair play and competition across the US sports betting markets.</p> <p>These tools protect against fraud for a handful of professional leagues including the NFL, NBA, MLB, and PGA.</p> <p>Learn More</p>

Partnership Summary

An experienced partner with unique positioning

- ✓ SportsDataIO works closely with partners to provide solutions by assessing their content challenges
- ✓ 60+ years of combined industry experience across the executive team
- ✓ Privately held and profitable for more than 15 years

Global coverage

- ✓ Coverage of more than 250 competitions globally with further expansion on the horizon for '24 and beyond

Market autonomy

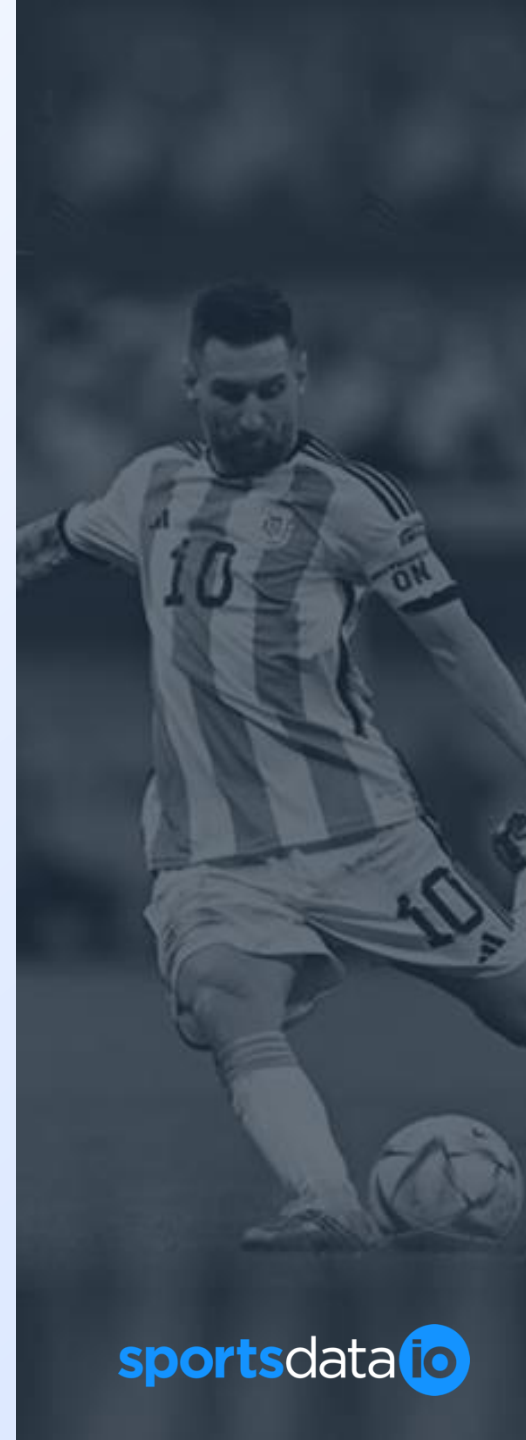
- ✓ SportsDataIO is independent and free of third-party oversight/restrictions/licenses that may impede our performance, partners' plans, or business model

White glove concierge service

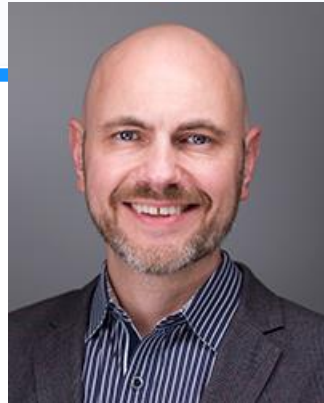
- ✓ Our onboarding platform supports engineers for early access and simple adoption of data-enabled APIs
- ✓ Support infrastructure with 24/7/365 capabilities to monitor live data capture, outbound feeds and interact and communicate with clientele in real time to ensure immediate and impactful resolutions

Proprietary collection backed by veteran experience

- ✓ Our data is captured, stored/secured, and distributed from the cloud as detailed in previous slides from a team led by decades of experience



Leadership Team



Scott Gimpel

Founder & CEO

Before founding SportsDataIO, Scott lead engineering teams in the pharmaceutical sector to deploy new systems for shortening clinical and FDA review of new drugs. Fueled by his passion for sports and analytics, he saw a need for more data options in the US market



Dustin Sullivan

President & COO

Dustin joined SportsDataIO in 2015 after leading strategic and commercial efforts at Perform Group's sports data division in EMEA and later by opening North and South America operations

Global Competitor Matrix



Official Data Independence <ul style="list-style-type: none">✓ No restrictions/limitations in license scope✓ No rights fees to pass to partners	●			
Efficient & Adaptable Tech <ul style="list-style-type: none">✓ Tech-first approach to product, integration tools & documentation✓ Product roadmap supported by AI ML-fueled predictive tools	●			●
USA Coverage & Data Collection <ul style="list-style-type: none">✓ Complete coverage of Tier 1 U.S. leagues✓ Full collection and verification/integrity capabilities	●	●		●
Intl. Coverage & Data Collection <ul style="list-style-type: none">✓ Complete coverage of Tier 1 Global Leagues✓ Full collection and verification/integrity capabilities	●	●	●	●
Full Lifecycle Customer Success <ul style="list-style-type: none">✓ 24/7/365 support with product/feed monitoring✓ Immediate response times to partner alerts	●			●
Domestic & Global Sport Expansion <ul style="list-style-type: none">✓ Market-led approach driving new leagues & new content✓ Strategic investments made on behalf of key partners	●	●	●	
Full Trial Access During Evaluation & Integration <ul style="list-style-type: none">✓ Efficient onboarding processes to reduce time to go-live	●	●		



REAL-TIME SPORTS DATA
FOR GAMING, MEDIA & **BEYOND**

A baseball is positioned in the center of the frame, resting on a dark, textured surface that appears to be a baseball field. The baseball is slightly out of focus, with its stitching visible.

THANK YOU

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