

A close-up, slightly blurred image of an American football helmet, likely a Schutt brand, resting on a grassy field. The helmet is dark with a white face mask and chin strap.

# Real-Time Sports Data For Gaming, Media & Beyond

2024 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.

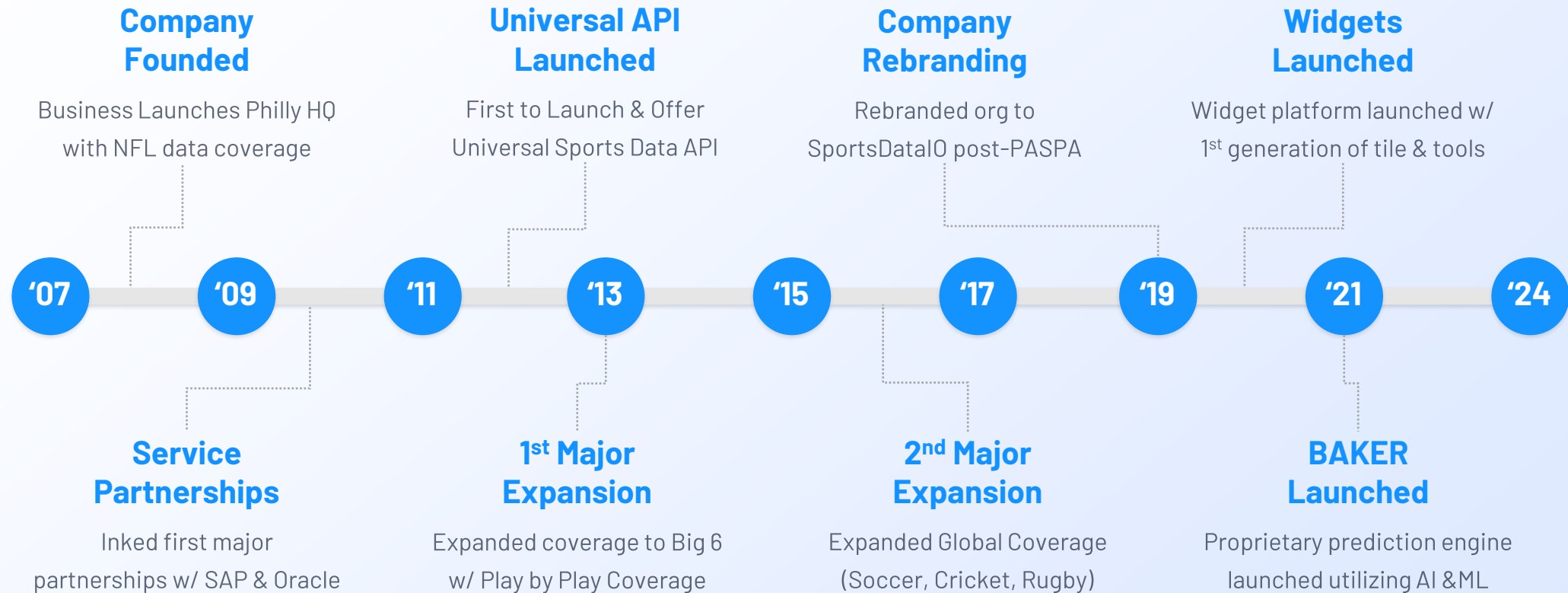
## Advanced Tools

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

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.

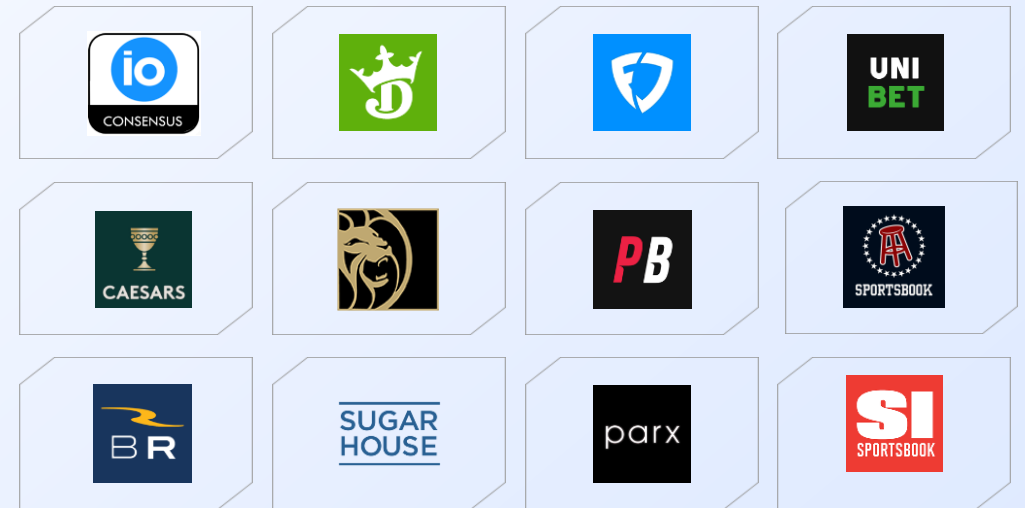
[Widget Catalog](#)

# 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

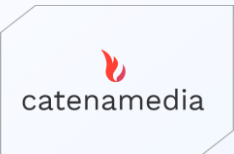
## - Capabilities -

- ✓ **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**

**B**AYESIAN **A**RTIFICIAL INTELLIGENCE **K**NOWLEDGE **E**TRAPOLATION **R**EALIZER

# Industries & Partners We Support

- GAMING -



Operators, Affiliates, Predictive, Tools, Platforms

- MEDIA -



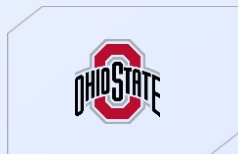
Broadcast, Digital, Streaming, Radio, Signage

- FANTASY -



Operators, Tools

- LEAGUES -



Facilities, Integrity

- BRANDS -



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

<b>Media</b> 	<b>Fantasy</b> 	<b>Gaming</b> 	<b>Activation</b> 	<b>Leagues</b> 
<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><a href="#">Learn More</a></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><a href="#">Learn More</a></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><a href="#">Learn More</a></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><a href="#">Learn More</a></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><a href="#">Learn More</a></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



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 lighting is dramatic, highlighting the texture of the ball and the ground.

**THANK YOU**

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