

COLOSSUS SYNDICATES: SPORTS CROWDBETTING

Colossus Bets is the largest operator of betting pools, having processed 60M+ bets and paid out £120M+ in prizes and cash-outs. Its product, Colossus Syndicates, allows players to 'crowdbet' into Colossus sports jackpots. Colossus Syndicates transplant the concept of crowdfunding into the sports jackpot experience, enabling players to join forces to fund tickets into Colossus jackpots across language and currency borders. Any player can assume the role of either Syndicate Captain, making the ticket selections and controlling cash-out decisions; or contributor, funding tickets created by other players. By buying into bigger tickets than they would want to fund on their own, players increase their chances at a payout, while enjoying a more social and engaging betting experience. The Syndicates interface handles all ticket management from set-up to prize attribution, taking the administrative onus off players and eliminating issues of trust, since Colossus acts as the 'central clearing house'. Embedded social media sharing functionality encourages the promotion of tickets, as well as interaction among players, while a Captain Leaderboard gamifies the experience and rewards good performers. Since launching in 2017, Syndicates have received 2M+ contributions and 200K+ tickets have been funded.



GENIUS SPORTS GROUP: BETGENIUS LIVE SPORTS DATA

Genius Sports Group provides leading technology and services to sports organizations and licensed sportsbook operators in 150 countries worldwide. It works in partnership with 300 leagues and federations, providing advanced tools to capture fast, accurate and reliable sports data. With in-play betting driving more than 75% of turnover for some sportsbooks, this split-second data is the fuel powering the betting industry's most lucrative product. Genius Sports Group is committed to creating a sports data ecosystem which is rewarding for all parties involved. We ensure sports receive a fair return from betting on their games while delivering 180 licensed sportsbooks with premium in-play content. Every data point we capture respects the global rights landscape, is compliant with regulation and supports the fight against piracy. Genius Sports Group's robust real-time technology ensures that official data captured at pitch or court-side by its network of statisticians and is distributed to sportsbook's trading systems and Betgenius' trading console, which produces in-play odds, in less than one second. In the past 12 months, this service was in operation across 100,00 fixtures, making its live betting solutions the most reliable on the market.



INCENTIVE GAMES: FREE TO PLAY

Incentive Games were, until 2018, a B2C fantasy sports operator. During its tenure in the B2C market, we developed and refined its product and found we could reduce the cost of customer acquisition by 95% - from the industry standard of £150 down to just £4.10. Its own fantasy sports app reached #1 searched app on the UK app store for a marketing spend of less than £1000 and its userbase numbered the tens of thousands. Following this success, we realised the potential in a market pivot and made the conversion away from B2C to B2B and focused its efforts on delivering its original customer acquisition service, now with the offerings of increased customer retention and monetisation through creating engaging, free-to-play games with real money prizes. In the years since, growing and developing its catalogue, it has utilised behavioural design and the science of gamification to curate a library of 12 games that all offer a unique method of engagement to users whilst decreasing CPA and increasing customer retention.



SCIENTIFIC GAMES: OPENSPTS END-TO-END SPORTSBOOK SOLUTIONS

Scientific Games' Digital sports betting solution, OpenSports, is the leading sportsbook technology in the iGaming industry. It includes five components that an operator can mix and match to best fit their needs. OpenBet is the backbone on which a sportsbook can operate through SG Digital's proprietary betting engines tested for scale through global sporting events; OpenPlatform provides world-class, fully compliant player account and wallet services and functionality; OpenTrade, powered by Don Best Sports, offers 360-degree managed trading services including pricing, odds, and feeds; and OpenEngage powers sportsbook operators with player focused flexible and innovative interfaces for digital (mobile apps, mobile web and desktop) and retail (SSBT, EPOS and Content Display). OpenAccelerate helps operators implement, manage and run the day to day business of their sportsbook. A team of experienced industry personnel designing and executing critical strategy and world-class performance across acquisition, retention and player engagement.

