

P S T
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bespoke betting redefined:
predictions fueled by
blockchain & AI

"IT ALL STARTED..."

back in 2014, and by 2018 we reached 420k downloads and 180k DAU worldwide based on organic growth

HIGHLIGHTS

- **scalability**
- **retention**
- **profit margin**

WEB2 HISTORY IN NUMBERS (2014 - 2018)

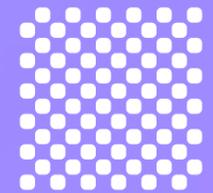
- reached 424.826 downloads worldwide
- reached 184.528 Daily Active Users
- system tracks over 270 competitions worldwide
- delivered over 300.000 predictions
- averaged 63% win rate

PROBLEM

In the world of sports betting, enthusiasts face significant challenges that hinder their betting experiences and outcomes. These issues include:

- **Lack of Transparency:** Bettors often struggle with the opacity of predictions and advice, leading to doubts about the reliability and accuracy of information.
- **Limited Access to Insights:** Casual bettors lack access to valuable insights and predictions that could help them make informed betting decisions, while professionals may find it challenging to share their expertise effectively.
- **Risk and Uncertainty:** Many bettors encounter difficulty in accurately assessing risks and uncertainties associated with matches and events.
- **Trust Issues:** The absence of a comprehensive, ethical approach to data presentation erodes trust between users and betting platforms.

The current market landscape fails to provide a **transparent, efficient, and user-centric solution** to these challenges.

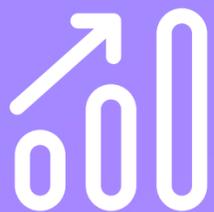


SOLUTION

At Pro Soccer Tips, we're committed to revolutionizing the sports betting experience by providing a solution that addresses the shortcomings of the current market:

- **Transparency and Trust:** Our blockchain-powered platform ensures absolute transparency in predictions and historical data, building trust and empowering bettors to make well-informed decisions.
- **Comprehensive Insights:** We offer a range of insights, predictions, and analysis to cater to casual bettors seeking reliable information and professionals looking to share their expertise.
- **Enhanced Decision-making:** Through our user-friendly apps, we empower bettors with predictions for over 70% of scheduled matches across 270+ competitions worldwide, enabling better decision-making.
- **Ethical Data Presentation:** Our commitment to ethical data presentation ensures that users can focus on their betting strategies, free from concerns about data manipulation.

By leveraging blockchain innovation and cutting-edge technology, Pro Soccer Tips is poised to reshape the sports betting landscape, providing a unique solution that benefits both casual and professional bettors.



PRODUCT

unveiling Pro Soccer Tips:
blockchain integrity, and
AI-driven insights to
revolutionize your sports
betting experience



FEATURES & BENEFITS



Predict2Earn

- users can earn tokens -> fiat, based on the performance of their predictions

With our innovative Predict2Earn concept, every ecosystem member can earn our token, convertible to fiat later. Top Leaderboard predictors will exclusively access this earning opportunity, testing their prediction skills.



Betting Arena

- peer to peer social betting platform secured by blockchain technology

Betting Arena offers a unique opportunity for users to elevate the emotional stakes of their viewing experience in a socially interactive manner.

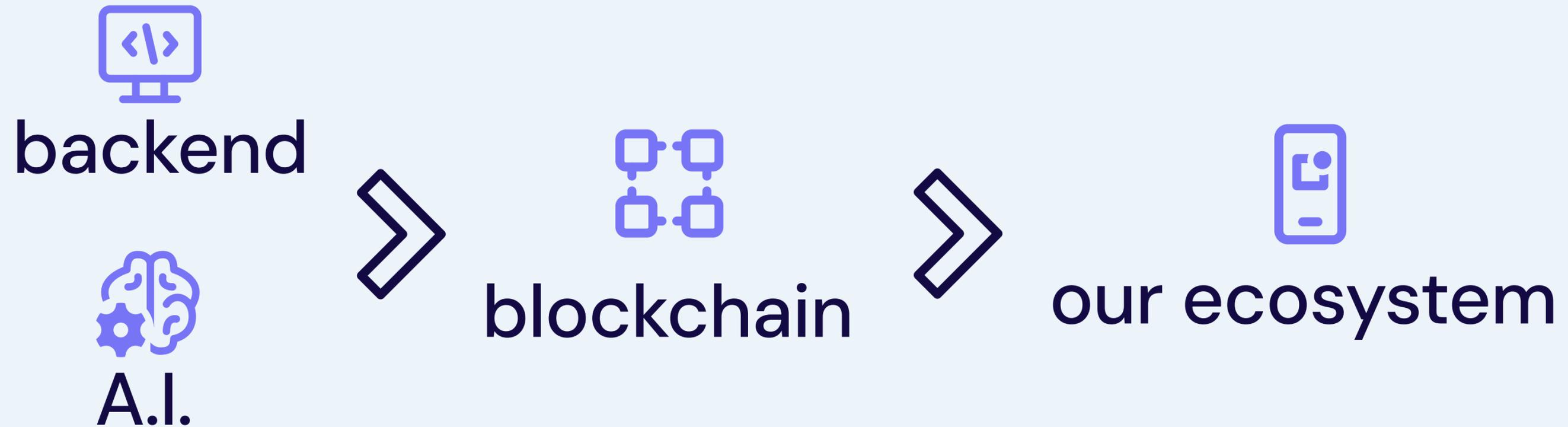


Staking

- earn passive income by holding tokens for certain periods of time

Staking generates passive income as tokens are held, fostering network security and ecosystem expansion, while investors benefit from consistent returns without active trading.

TECH INFRASTRUCTURE



We manage our data in our custom built backend. There we use A.I. to develop predictions for each scheduled match. After we double check the predictions, they are uploaded on the blockchain where they are guarded by blockchain immutability. This way users can focus better on their selection as data provided is transparently delivered to them.

MARKET VALIDATION

Our data.ai (previous AppAnnie) dashboard highlighting our web2 run for May 2014 – May 2017 (**\$0 marketing investments, 100% organic**)



HIGHLIGHTS

- we averaged scaling at 12k downloads /month from 2016 onward
- our retention was 68% despite using banner, interstitial & reward video ads
- received over 14k positive feedback email from our former users

BUSINESS MODEL

Monthly Subscriptions

users will gain access to Premium content via monthly subscriptions, starting at \$10 /month

In-House Advertising

businesses will be able to advertise inside our ecosystem

Email Marketing

engage with a targeted audience, delivering personalized content and promotions to build relationships, drive conversions, and enhance brand loyalty

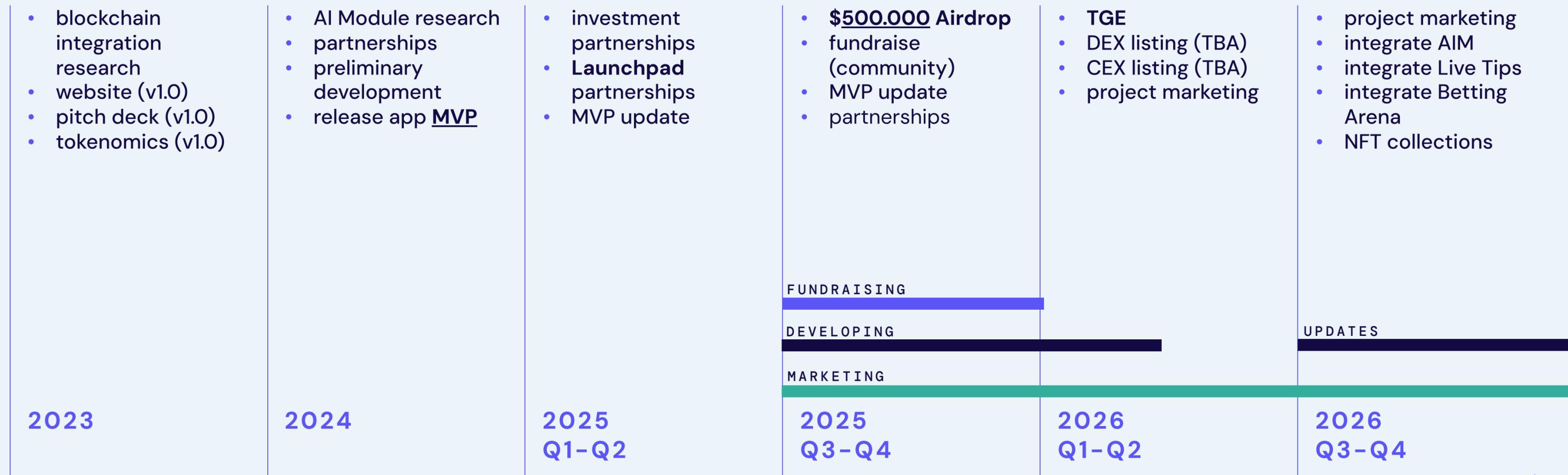
Affiliate Advertising

engage in ecosystem-focused affiliate marketing by partnering with complementary companies that results to growth and boosts revenue

User	Premium User
✓ access to free daily predictions	✓ access to free daily predictions
✓ smart search feature	✓ smart search feature
✓ competitions filter	✓ competitions filter
	✓ access to Premium daily predictions
	✓ access to Premium statistics
	✓ access to Premium private community
	✓ betting tracker
Free	\$10/month

ROADMAP

Execution: With 90% of our Web2 assets already complete, our team is fully prepared for rapid execution. Once funding is secured, we'll bring the project to market within **100 days**. The timeline depends solely on when fundraising concludes — not development.



DISCLAIMER: This page will be updated according to project development.

BESPOKE BETTING REDEFINED: PREDICTIONS FUELED BY BLOCKCHAIN & AI

MARKET

GO-TO-MARKET

Our core marketing approach involves utilizing social media as the primary avenue to foster community engagement and attract new users. Additionally, we will launch targeted online ad campaigns, employ user incentives to drive referral marketing, and collaborate with influencers.

SOCIAL CHANNELS



CONTENT MARKETING



REFERRALS



INFLUENCER MARKETING



PARTNERSHIPS



DIRECT SALES

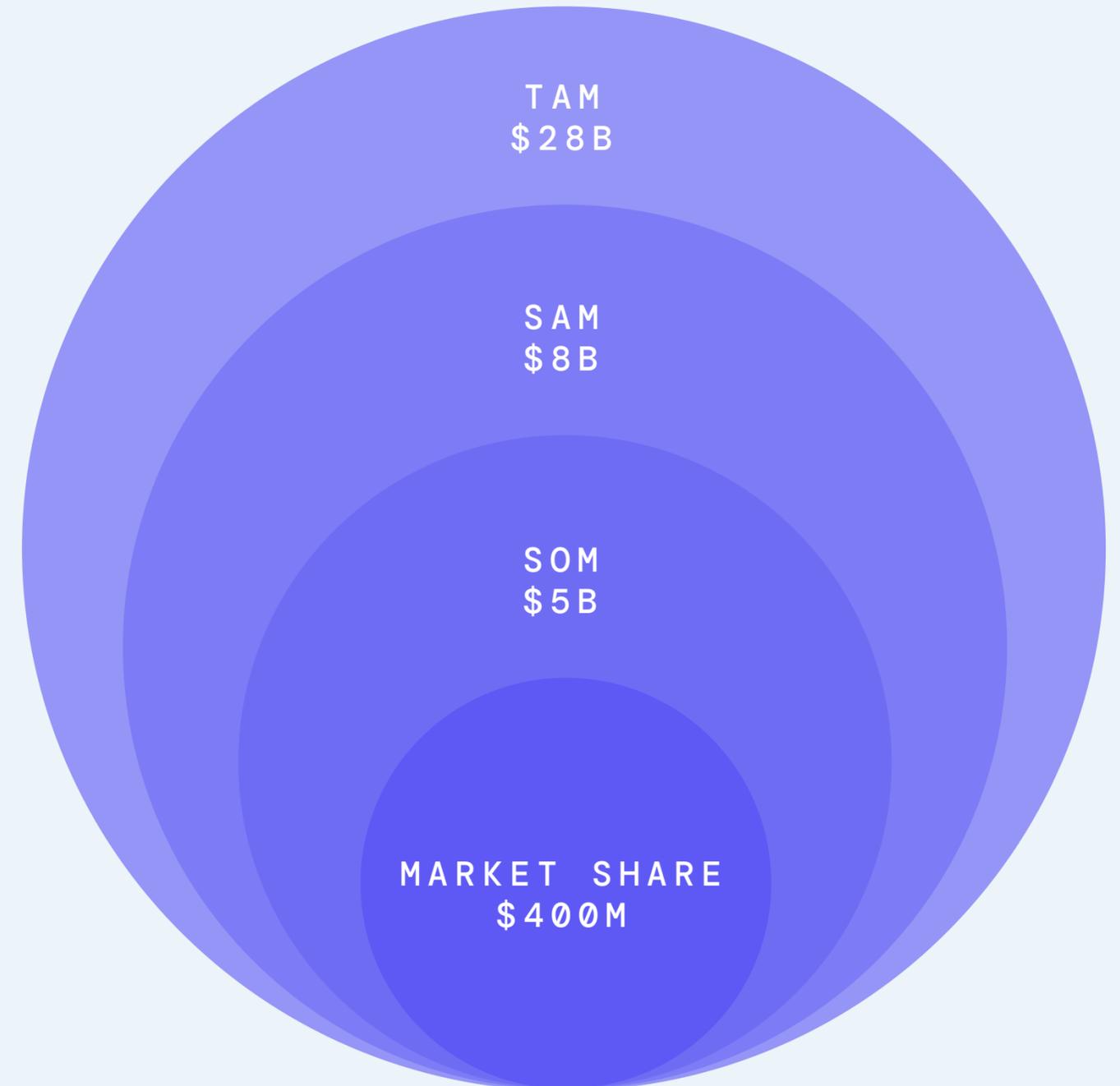


MARKET OPPORTUNITY

The global sports betting market is expected to grow at a compound annual growth rate of **10.3%** from 2023 to 2030 to reach **USD 182.12 billion** by 2030.

As of 2020, there are over **29 million active online bettors** in Europe. (source, [EGBA](#))

Americans bet **\$220 billion** on sports in 5 years since legalization. (source, [PBS](#))

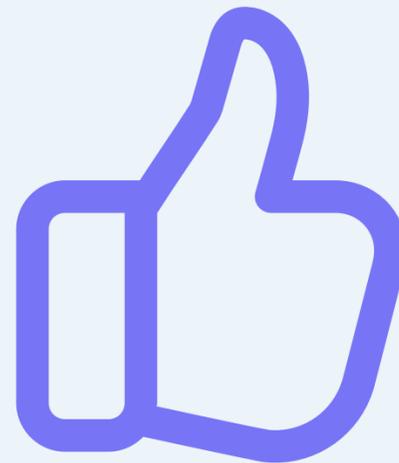


POTENTIAL OUTCOMES



Best case scenario

Become market leader with over 50M users & **\$1B+** ARR



Realistic success scenario

Reach 10M users & \$100M+ ARR



Worst case scenario

Stays a modest enterprise, with limited annual revenue

COMPETITION

WEBSITE	USERS	PRICING
betensured.com	1.4 M	\$35
victorspredict.com	1.3 M	\$50
tips180.com	1.2 M	\$20

Predicting the conversion rate for Premium users remains challenging, but by adopting a 10% average as a reference, we can derive a potential financial projection that may be relevant for our case as well.

ADDITIONAL PRODUCT FEATUERS

- filters & smart search
- betting tracker
- push notifications
- Premium community access

+ BETTER
PRICING

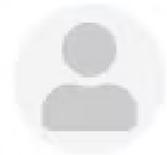
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augmented value at a
reasonable expense

TESTIMONIALS

In our previous web2 run we received over 14.000 emails from our fans around the world. That email inbox has 29.73 MB of data, mostly text format.

Re: Feedback



From Alessio

 Details  Headers  Plain text

Thank you for the tip! but right now I'am all-in in Audi cup

Naples vs Atletico Madrid starting at 17:45 CET

Re: Info



From dott. Vito

 Details  Headers  Plain text

Ciao George, è molto bella. Complimenti!

Feedback



From Claudio

 Details  Headers  Plain text

The best app for betting. I love it

Feedback



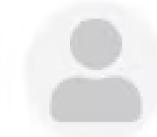
From นายป้าง

 Details  Headers  Plain text

SDK version: 24
Model: iris880
Build version: 27

▼▼▼▼▼▼▼▼▼▼

Feedback



From waeulaisai

 Details  Headers  Plain text

SDK version: 22
Model: TECNO DP7C Pro-SGA1
Build version: 27

Thanks for the predictions

COMPETITIVE ADVANTAGES

Secret sauce summary

Technology

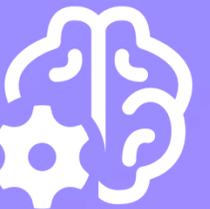
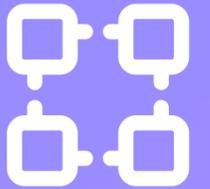
Our natively built apps are capable of harnessing device-specific resources, exhibiting superior performance and speed compared to web apps, while also offering enhanced security.

Data

Approximately 1500 football matches are scheduled on a weekly basis. Our platform offers four types of free predictions for each of these matches. Moreover, our predictions are safeguarded using blockchain immutability, guaranteeing complete transparency.

Pricing

Transparency is fortified by blockchain, while automation is ensured by AI. When combined, these elements grant us a genuine competitive edge in pricing. Why settle for paying more and receiving less, when you can pay less and gain more?



TEAM



Forward-thinking business leader with 15 years of expertise in Software Architecture, Data Security, Privacy, Distributed Systems, Blockchain, AI, IoT, Cloud, and Networks. Passionate about football (soccer) and global blockchain adoption.

LASCU GEORGE

CEO & FOUNDER
ROMANIA



A seasoned CMO with 12 years expertise in digital marketing, content strategy, and SEO. Demonstrates success elevating brand presence for significant Casino & Hotel chains in North Cyprus. Passionate about Galatasaray.

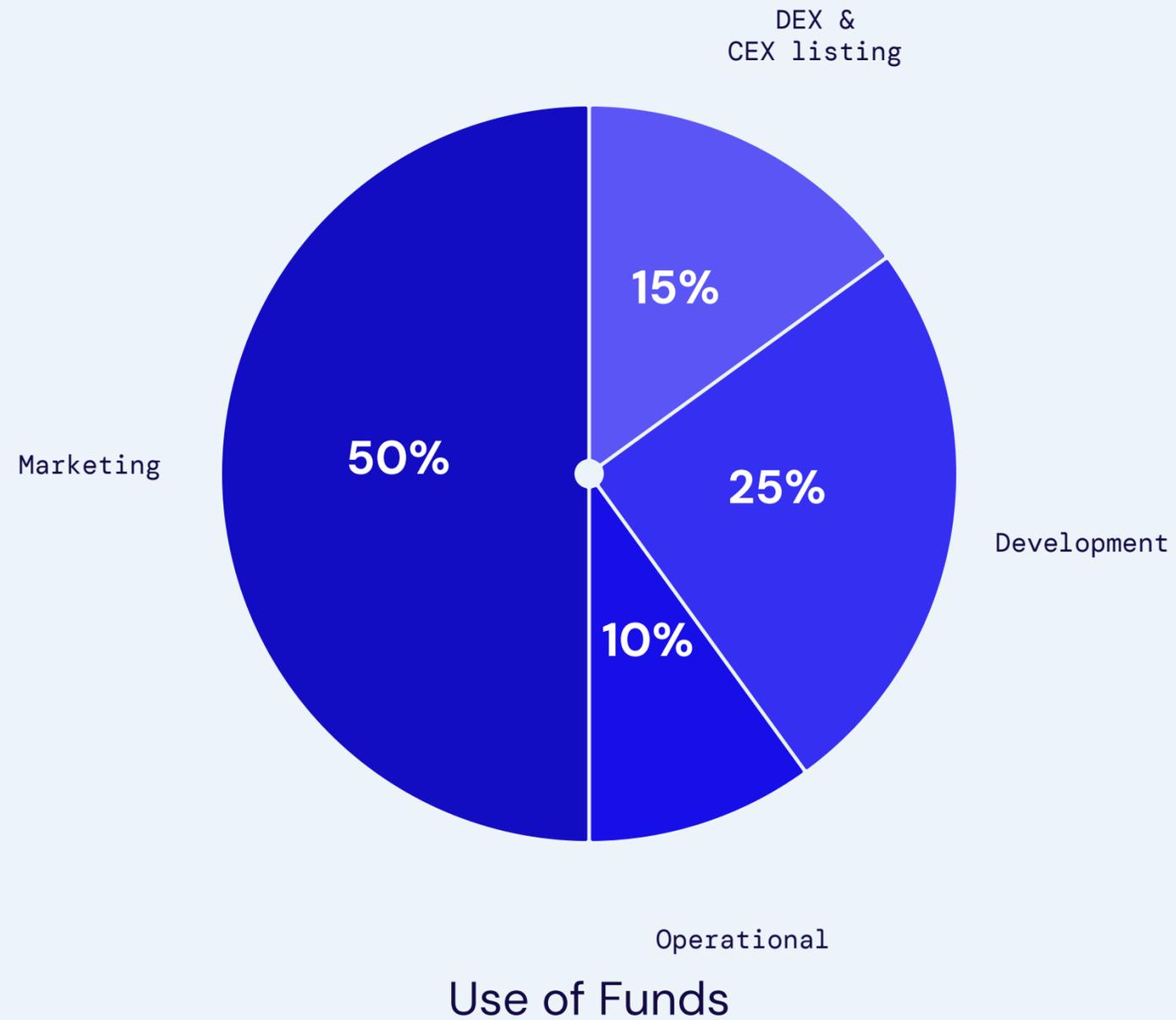
SERDAR HAS

CMO
CYPRUS

Led by a seasoned team of sports betting analysis experts with a collective experience of more than 30+ years, coupled with considerable achievements in the SaaS software and Casino marketing industries, as well as a track record of delivering over 480,000 predictions with a 63% win rate.

FUNDRAISING

\$2.7M



TOKEN HIGHLIGHTS

- **3%** released on **TGE**
- **50% community rewards**
- **\$500.000 Airdrop**

BESPOKE BETTING REDEFINED: PREDICTIONS FUELED BY BLOCKCHAIN & AI

THANK YOU

FOR YOUR TIME & CONSIDERATION

<https://linktr.ee/pstapps>