BetStrikerz

Strike that Bet!

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Team Members & Role

Ali
- API integration
- Business model
- EC2
- Database design and integration

Farah
- API research
- Frontend design and integration
- Competitors analysis
- PPT slides

Yirong
- Backend DBs integration
- Data analysis
- Algorithm creation
- API integration

Nikhar
- API research
- Data extraction & collection
- Data preprocessing
- Frontend Design
BetStrikerz Prediction (API)
- Prediction algorithm
- 1000s of data pulled from actual FIFA website

Unique APIs
- FIFA, Copa2014.gov, SlideShare

Novel Idea
- Niche market focus
- Simple and clear business model
BetStrikerz Prediction Algorithm

- Future State = Current State + Historical Integration
- Current State
  - Fifa Ranking Score
- Historical Integration
  - Two Dimension Regression Analysis (12 years data)
- This Is Our Own API !
Objective & Target Users

Objective

• Creating a fun and enjoyable social betting website

Target Users

• Soccer Fans, and the casual gamblers
Market Landscape

- Worth over $417 billion
  - Online channels contribute $33.8 billion
- 35% Increase in online-betting since 2003
- UK Market most advanced and matured
  - Sports betting revenue at $1.138 billion with 79.5% increase

Figure 1. Net revenues for global online betting and gaming, 2012

100% = $33.8 billion (£21 billion)
Source: H2 Gambling Capital Estimates
## Competitors

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<th>Features</th>
<th>CORAL</th>
<th>totepool.com</th>
<th>BetStrikerz</th>
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Business Case

- Social-betting
  - Invoke a new concept in the betting/gambling industry
- Niche focus
  - Sport specific market emphasis for a better “Narrowcast” focus
- Predictive algorithm & analysis
  - Unique Algorithm with powerful & simple analysis

Dashboard design
- Creates a feeling of personalization towards the user
Business Model

- Freemium model
APIs

1) Facebook Login
   - FB text
   - FB graph

2) Vevo Video

3) Twitter Feed
   - Featuring #FIFAWorldCup

4) FIFA APIs
   - News
   - FIFA Team Rankings
   - 2014 FIFAWC team status

5) FB like, G+, Twitter Follow

Amazon EC2 Linked Site
New APIs in Demo 2.0

- 6) Flicker
  - Showing photos of Brazil

- 7) Google Map
  - Location of our base of operation

- 8) World Cup Portal
  - Portal News about Brazil and its culture

- 9) SlideShare
  - Showing our slides to future investors

- 10) BETSTRIKERZ API!
Future Plan

Enhance & monetize prediction algorithm
  • Modify the GUI
  • Market to individual users and companies

Hire frontend developer
  • Crowdsource through oDesk
  • Move into other target markets
    • UEFA Champions League & Europa Cup
    • CONCACAF, Asian and European Cup Tournaments