TOUR
TRADER
PRO

Scientifically Optimized Engagement for Professional Sports Leagues and Wagering Platforms

The Platform in a Nutshell

Investment / Brokerage Account User Interface

Allows the User to Trade Athlete Performance Like the Stock Market

“Holy Grail” for Wagering Platforms and Sports Leagues Aiming to Maximize Engagement

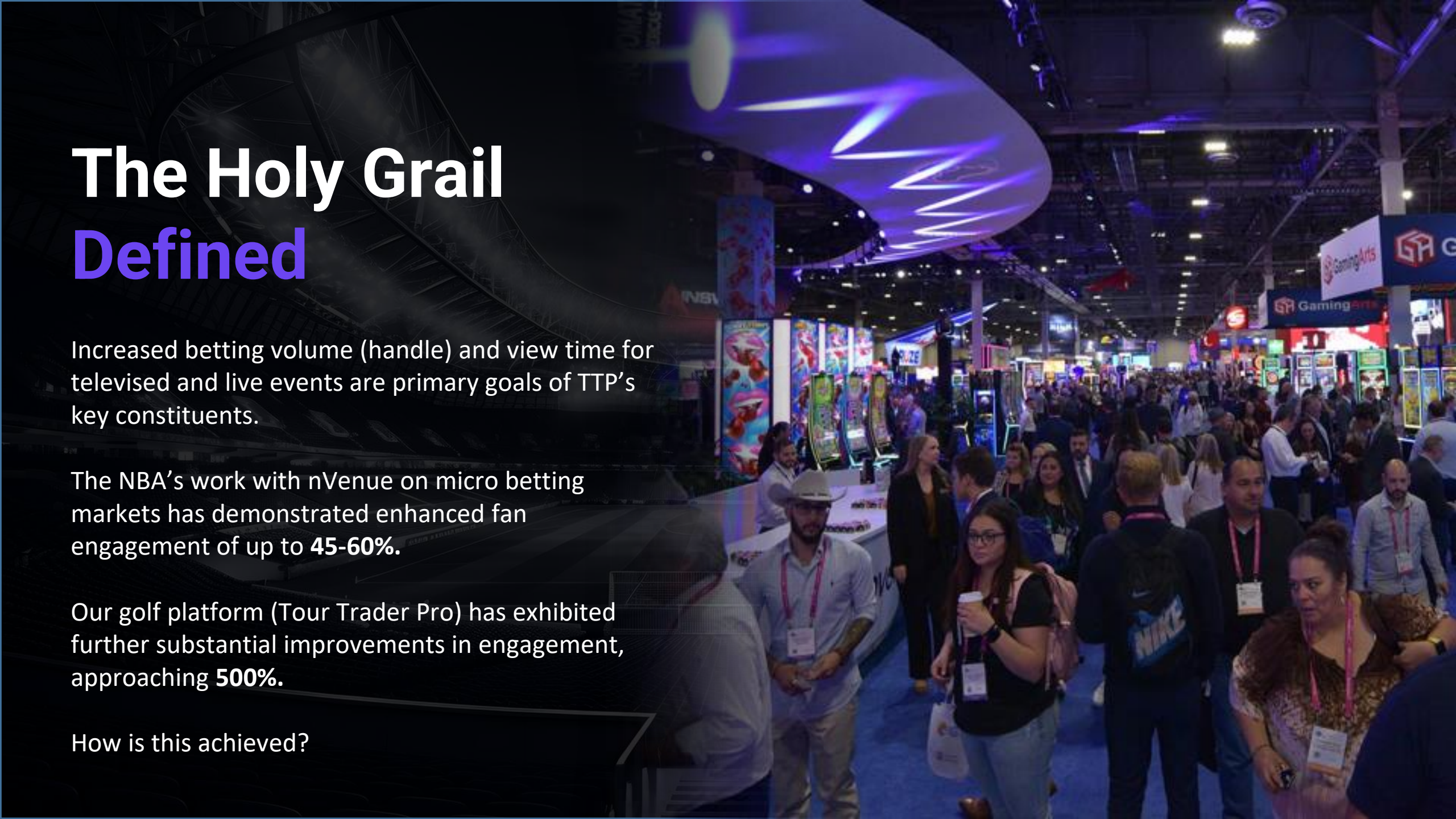
The Holy Grail Defined

Increased betting volume (handle) and view time for televised and live events are primary goals of TTP's key constituents.

The NBA's work with nVenue on micro betting markets has demonstrated enhanced fan engagement of up to **45-60%.**

Our golf platform (Tour Trader Pro) has exhibited further substantial improvements in engagement, approaching **500%.**

How is this achieved?



The Solution

The key to maximizing engagement for sports is to capitalize on the evolutionary “Scarcity Loop”, that has been used to describe slot machine game design / profitability.

The Scarcity Loop Includes the following perceived beneficial elements to the user:

- Opportunity
- Unpredictable Rewards
- Near Misses
- Losses Disguised as Wins
- Quick Repeatability

How we Execute

Other engagement innovations like in-play betting and wagering exchanges only partially tap into the scarcity loop.

Our platforms capitalize on every element of the Scarcity Loop because of the way we've designed our non-binary trading contracts.

Non-binary means that each trade has a full range of outcomes that aren't "all or nothing" like a traditional sports bet.

Because of this feature, the user is constantly presented with Near Misses and Losses Disguised as Wins, reinforcing the feedback loop, but also increasing the speed of repeatability.

What we did for Golf

We have developed a “gamified” brokerage-based interface for trading of our non-binary sports performance contracts.

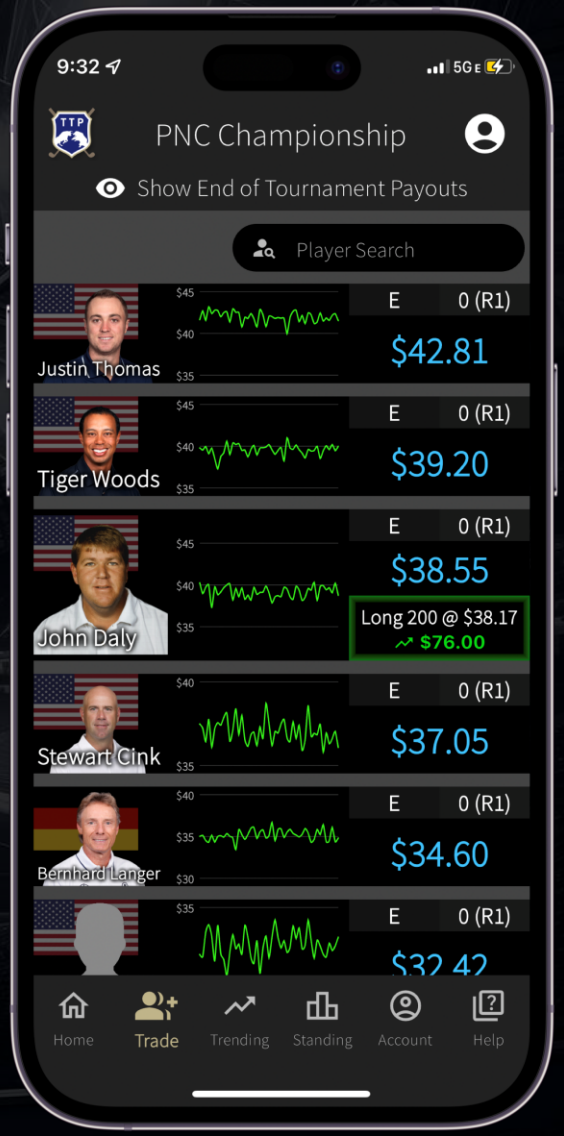
Financial brokers themselves have been incorporating similar gamification elements to capitalize on the Scarcity Loop.

Our trading instruments are comparable to cash-settled futures contracts, but they are very intuitive for finance novices.

The user simply attempts to “buy low” and “sell high” based on where they think the performance-based price will move over the course of a sporting event. The price is tied to prize money earned by the golfer.

Pro golf tournament flow / leaderboard movement enhance the experience.

Crossover appeal – pandemic day trading example.



Responsible Gaming Exemplified

Brokerage account risk management features play right into “responsible gaming”, a cornerstone of the gaming industry.

- Non-Binary Payouts
- Position Liquidity Throughout Sporting Events
- Limit Orders
- Stop Losses
- Portfolio Diversification

Applying the concept to Team Sports

Golf was a natural fit because many pro tournament dynamics are comparable to markets:

- A multitude of players to trade.
- A lot of movement up and down the leaderboard (market volatility) that creates trade opportunities.
- Opportunities to trade players actively, even if they don't have a chance of winning outright – a result of non-binary trading contract design. For example – the "race for second place".

How do we apply this to basketball?

Creating a Tournament

Pick an individual statistic.

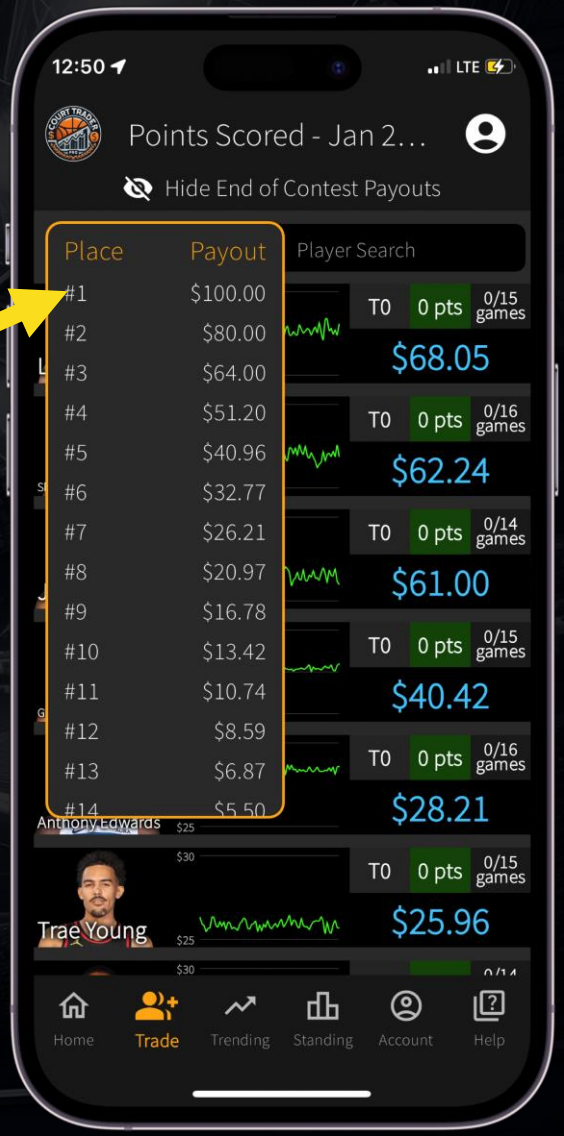
Establish a duration.

Establish a payout structure, like there is for golf. This can be any structure we deem optimal. In fact, golf doesn't necessarily have to correlate to the prize money, but we've found that it delivers an optimal amount of volatility that maximizes the number of trades occurring on the platform.

For basketball, we similarly take every element of the futures contract design and we calibrate it to deliver the optimal amount of price volatility that make trading the most exciting, and potentially profitable for the user.

Transaction fee revenue model where we charge commissions on trades, so greater trading volume correlates directly to the bottom line.

In summary, we've financially engineered a platform that will maximize engagement based on the scarcity loop.



Business Model/Plan

Tour / Court Trader Pro distributes its game on a B2B2C basis as a gaming industry “supplier” through established operators in exchange for revenue share on trading commissions – currently interviewing operators in various jurisdictions. In LOI phase.

Gaming operator acts as “market maker” by taking the opposite side of user trades (providing liquidity). Because our proprietary algorithm prices the trading contracts so efficiently, this eliminates position risk for the operator.

Supplier licenses regulated at the state level (software license in the UK) are quicker and more affordable to obtain than B2C gaming operator licenses.

In addition to commissions, TTP is able to monetize the free-to-play through trading contests for prizes, sponsored by the leagues, and affiliate marketing where users engage through traditional sports betting products.

Global Exposure

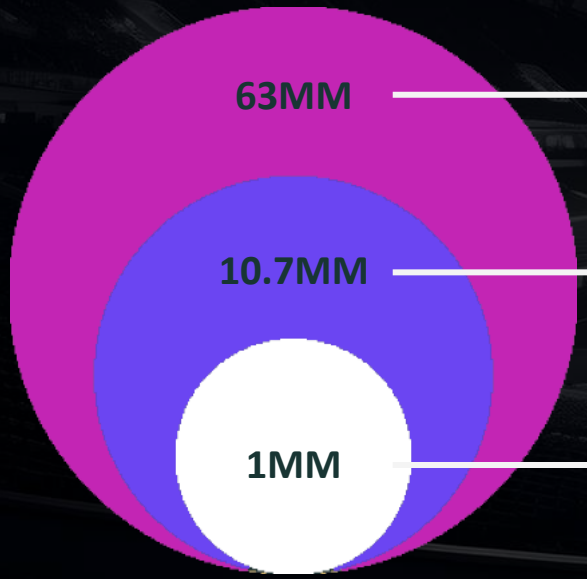
Tour Trader Pro has secured a spot as a title sponsor for the Golf Pitch Challenge

- Judges include Kevin Harrington from Shark Tank and renowned golf instructor, David Ledbetter
- Airing on Golf Channel, starting in January 2024
- Eagle Sponsor - $10 Million Onedershot – NBC, April 2024, Biscayne Bay, Miami
- Collaborating with Sports Illustrated on Kentucky Derby Gala

Revenue Projections for Golf, Tennis, and F1

Traditional Market Analysis

TAM SAM SOM



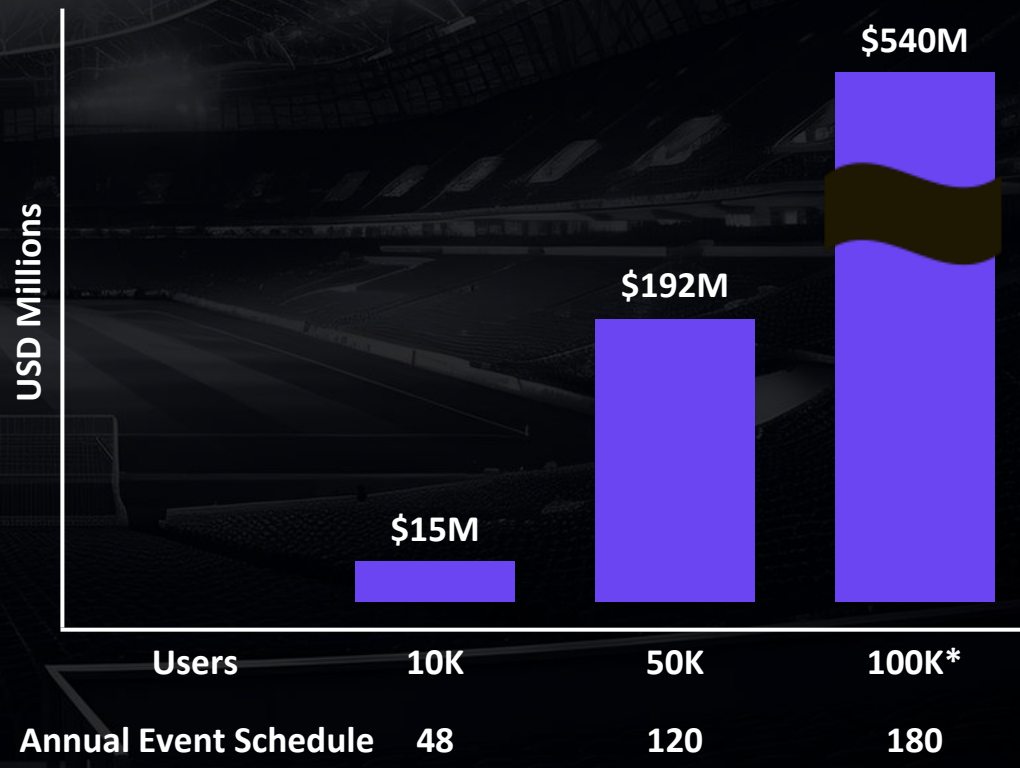
US Population Betting on Sports (Pew Research).

Golf, Tennis, and F1 Current Share of Market =17%

10% of SAM.

Estimated Annual Revenue

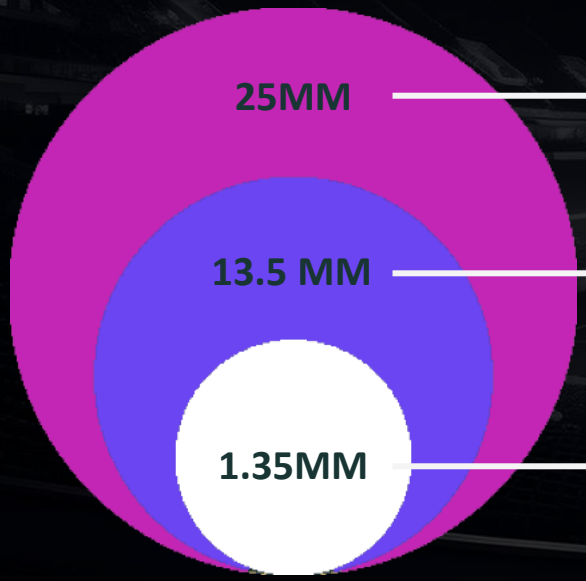
Commissions Based on Observed Trading Behavior



*(10% of SOM)

Revenue Extrapolation for NBA Basketball

A Look at the Major Industry Players

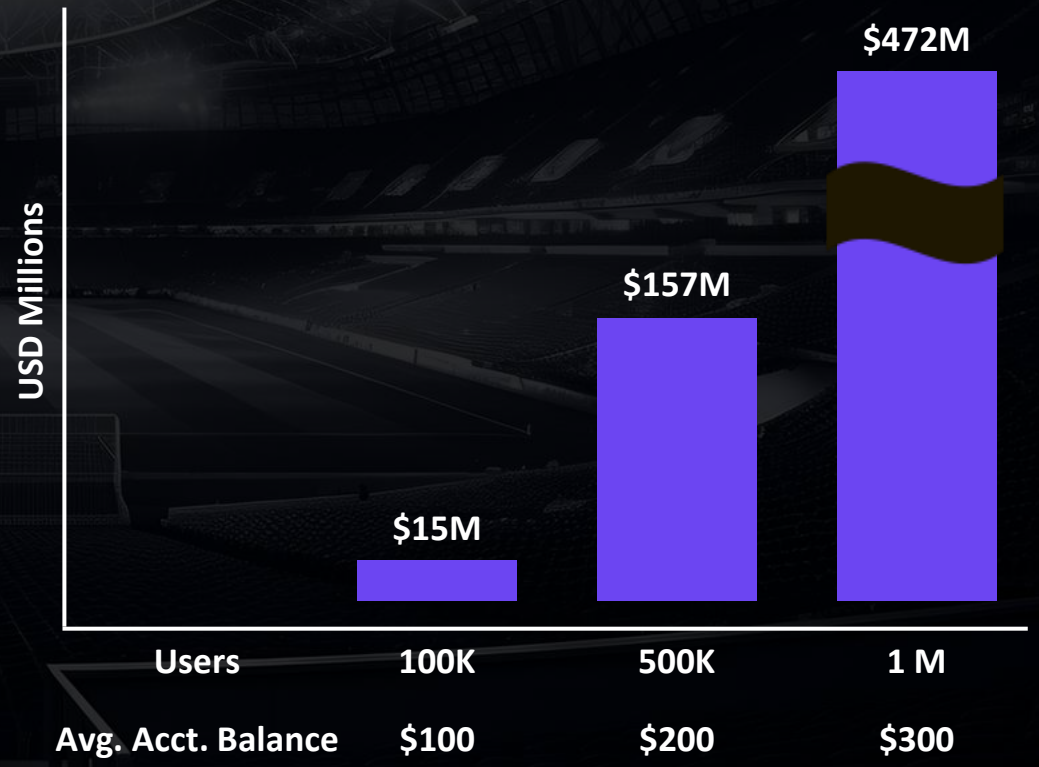


FanDuel / DK Total Users

Approximate Number of Users Betting on NBA (54%)

10% Market Share for CTP

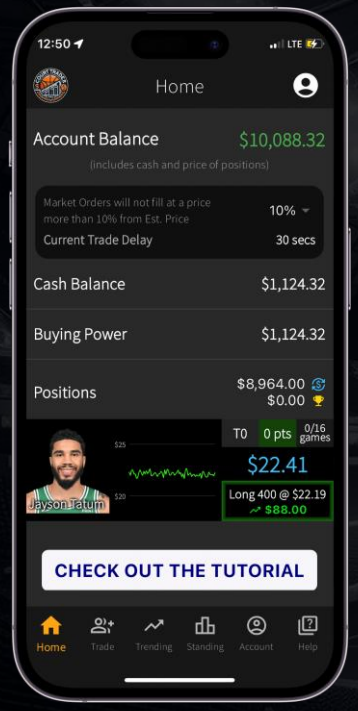
Estimated Annual Revenue Extrapolated from Golf Beta



Simple Industry-Standard Integration

Operator Digital Infrastructure

API / DB Handshake



Call to Wallet from TTP with Token Validation

Embed TTP brokerage UI which provides real time golfer pricing and backoffice trade clearing via OpenBet / IMG Arena Golf Event Centre

OpenBet®

IMG ARENA

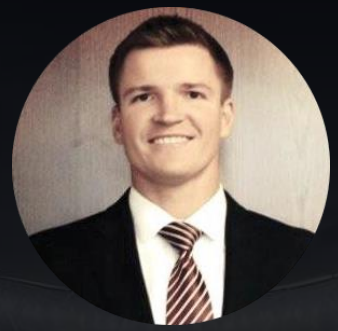
Operator provides liquidity by taking the opposite position on user trades. Operator also manages user wallet functions (KYC; AML; etc.)

Our Leadership Team

Tim Legendre, CFA

Founder

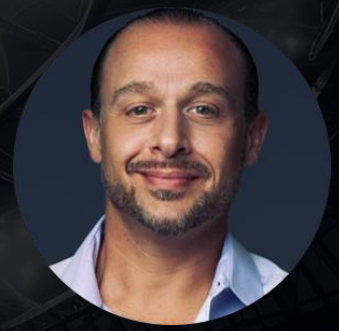
Fmr. RBC, Fmr. Fidelity Inv



Mike Skura

Founder

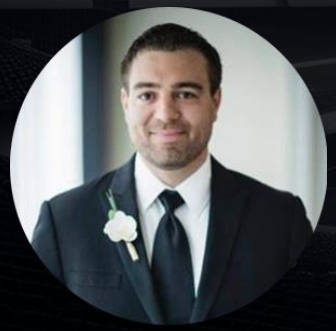
Fmr. ARGI, Fmr. Fidelity Inv



Matt Para

Director of Operations

Fmr. SG Digital, Fmr. Hard Rock Casino



Matt Miller

CTO

Founder - RAADZ

Stephen Crystal, ESQ

Consultant

SCCG Capital

Wayne Stevenson

Consultant

Globe Gaming, Fmr. Low6