

# STEPHEN CRYSTAL AND SCCG MANAGEMENT PUBLICITY FILE

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**MEET THE MOGULS**

# CRYSTAL'S PALACE

Lawyer, ex-politician and visionary **Stephen Crystal** has big ideas for downtown—and his unlikely pairing with **D.W. Barrick** looks set to make them reality

BY GARY DRETZKA PORTRAIT BY THEODORE MARIENTHAL

**S**tephen Crystal was a 20-year-old junior at Dartmouth College when he first made headlines by being elected to occupy a desk in the New Hampshire statehouse—Daniel Webster's, to be exact. Because the ambitious Long Island native was short on cash and still living at Sigma Phi Epsilon—just a short beer can's heave from the original "Animal House"—a corner of the fraternity was retrofitted to serve as an office for Crystal's constituents. He might just as well have invited them to meet at a booth in Hanover's notorious 5 Olde bar.

"While the other guys were drinking beer, I was working in the legislature," quips the co-founder, vice-chairman and president of Barrick Gaming Corp., sitting in a posh conference room on the second floor of the landmark Plaza Hotel and Casino. "But I was too young to appreciate the experience." It was also during this period that Crystal was dubbed "Bugsy," as part of the frat's ritual bestowal of nicknames.

"My name reminded a frat brother of Waterford Crystal, which somehow reminded him of *Watership Down*, which was a popular book," Crystal recalls, with a broad smile. "There were lots of rabbits in *Watership Down*, and this led him to flash on bunnies. That translated to Bugs Bunny, which, naturally, was shortened to Bugsy."

In other words, Crystal's a natural. With a nickname like Bugsy, a degree from Dartmouth College, and the responsibility of hosting National Lampoon's

nation's capital—where he attended American University's Washington College of Law—but returned to New Hampshire briefly to serve as chief of staff for his friend and mentor, House Minority Leader Mary Chambers.

"Working in a Presidential campaign taught me that I was more interested in making money and supporting politicians than running for office myself," says Crystal. "After law school, on a whim, I moved to Kansas City to work for the mayor and run his campaign. I'd just gotten married, and was starting a law

**With a nickname like Bugsy, a degree from Dartmouth College, and the responsibility of hosting Spring Break '05 next month, he couldn't be better suited to revitalize a downtown doyenne.**

Spring Break '05 next month, he couldn't be better suited to revitalize a fading downtown doyenne. In his brief tenure as a legislator, Crystal admits to sponsoring only two bills of any consequence. One freed blind people to bring their Seeing Eye dogs into restaurants, while the other prohibited antihunting forces from banging pots to warn prey of the approach of armed citizens in unfashionably bulky orange vests.

"Many of my constituents were hunters and gun owners, so it was a popular piece of legislation," he explains. Before long, Crystal would drop out of the legislature to help Massachusetts Democrat Michael Dukakis in his unsuccessful run for The White House, against the current incumbent's father. He moved to the



The Las Vegas Club Casino Hotel, part of Barrick Gaming's 30 acres of downtown.

career from scratch, specializing in helping cities put together redevelopment projects with outside interests."

It wasn't long before fate would walk through the doors of Armstrong Teasdale, LLP, in the form of D.W. Barrick. The CEO of Arizona-based Barrick Corp.—which includes banking, mining, ranching and gaming ventures—was in Kansas City scouting locations for his \$450 million joint venture with Station Casinos.

"Riverboat gambling was coming to Kansas City," Crystal remembers. "When Dave came strolling into our offices wearing muddy boots and work clothes, my boss didn't like his looks and handed him off to me. He thought Dave was some kind of flake.



**“The idea is to create a truly vibrant metropolitan center. Our property is the linkage between downtown, the historic casinos and 30 million square feet of new development.”**

**Go West, young man:** After a stint in the New Hampshire legislature and a period spent helping Michael Dukakis' Presidential campaign, Stephen Crystal gradually moved west—first to Kansas City, and now to the pure potential of downtown Las Vegas.

## STEPHEN CRYSTAL

"He came back to our offices the next day, all cleaned up and with a full staff of people. It was then that he explained his plans for the casino."

In 1992, Crystal became the Barricks' family adviser. Over the next eight years, the two men formed a close personal and professional bond. Today, they are partners in one of the most ambitious—some would argue quixotic—redevelopment projects in Las Vegas history. The future of downtown depends on their success.

"Dave's an innovator, an old-school entrepreneur: We're opposites in almost every way," Crystal allows. "It was an unlikely pairing from the start, but he was willing to become a mentor to me, just as Mary Chambers was in New Hampshire. The most important things I learned from him were to take risks and be willing to learn from my failures."

Soon after Barrick sold his interests in Kansas City, and Crystal moved his family back to Washington, the gambling bug caught hold once again. Barrick convinced Crystal to come west with him, to Las Vegas. Together, they formed Barrick Gaming, which in 2002 confounded skeptics by buying up a sizable chunk of downtown for the bargain-basement price of \$82 million.

Besides the Plaza, the company took possession last spring of the Las Vegas Club Casino Hotel, Western and Gold Spike properties and two Ambassador East motels. In the fall, Barrick added the Queen of Hearts and Nevada hotel-casinos to their downtown properties, which now total more than 30 acres (it also acquired the Golden Nugget Laughlin from Poster Financial Group, and holds an option to purchase the El Cortez). Several of the Main Street properties front a vast tract of raw land being developed for residential and commercial use, including the already leased World Market Center and a

**"The plans remind me of that *SimCity* computer game. This will be a living, breathing urban laboratory."**

61-acre parcel that's expected to house a performing-arts center and a mixed-use high-rise residential community.

Barrick has begun spiffing up the Plaza and Vegas Club, both of which had gone to seed under previous owners. The company promises not to limit its plans to cosmetic changes, as the World Market Center (set to open in four months) and its sister properties likely will attract an upscale clientele.

"The idea is to create a truly vibrant metropolitan center," Crystal insists. "The co-developer of the World Market Center, The Related Group of Florida and The Related Companies, is responsible for Manhattan's new Time Warner Center, Florida's One Miami and West Palm Beach's CityPlace, and several mixed-used properties in California. That kind of development creates an aura—a mystique—and they want to bring the same sort of excitement to our doorstep.

"The 1.3-million-square-foot Phase One of Related's project already is more significant than all of the Hughes Center, and each new phase is expected to attract a million visitors. Our property is the linkage between downtown, the historic casinos and 30 million square feet of new development."

These kinds of mixed-use projects, which also include "green belts," affordable housing and entertainment venues, as well as office space, show rooms and company headquarters, "have to be connected to the heart of a city. There has to be some grime, an art district and the vigorous support of young busi-

ness owners—in our case, that means casinos."

The owners of the Golden Nugget, Internet millionaires Tim Poster and Tom Breitling, added quite a bit of much needed bling to downtown, then sold the property last month to Houston-based Landry's Restaurants, who specialize in casual and fine dining, hospitality and aquarium properties. Strangely enough, even before the injection of new corporate blood downtown, it was possible to discern a substantial increase in street traffic at the Fremont Street Experience. No one can explain precisely when or how that particular tide was turned, but it only bodes well for the future.

"We'll have all the bells and whistles of MGM's multibillion-dollar Project CityCenter, which could take 25 years to complete, but ours will arrive quicker and be on a scale people can handle," enthuses Crystal. "The plans remind me of that *SimCity* computer game. This will be a living, breathing urban laboratory."



On this rainy late-January afternoon, Crystal can barely contain his optimism over the possibility that Las Vegas also could soon be the home to a major-league baseball franchise. He'd just spent some time with Hall of Famer Reggie Jackson, who was in town courting the kinds of deep-pocketed investors who would impress Commissioner Bud Selig and his cronies.

Two years ago, such talk probably would have inspired far more laughter than applause. For one thing, the odds of the city being a major player in the multicity effort to

woo the financially hapless Montréal Expos were prohibitively high. But they have improved considerably, especially as Washington has appeared to waver in its commitment to building a stadium.

Nor would one have expected any corporation to be able to attract the kind of young and talented managers necessary to cut through two decades' worth of bad press, lazy marketing and negative inertia. Until very recently, most young and upwardly mobile professionals couldn't find downtown with a map and the GPS system in their Audis. The 39-year-old Crystal, who still commutes between homes in Washington and Nevada, seems to feed off the enthusiasm of his cohort of managers. He considers Las Vegas to be "a new frontier, unconquered. You can do things here you can't do anywhere else.

"This job requires a lot of energy, but fortunately I'm young enough to do it. More than anything else, though, it's fun." Fun? Downtown? Who knew? 🍀



**Downtown, where all the lights are bright:** Stephen Crystal and D.W. Barrick with their landmark downtown property, the Plaza Hotel and Casino, the epicenter of Barrick Gaming's new development plans. Also among their holdings: the Las Vegas Club Casino Hotel (at right), two Ambassador East motels and the Queen of Hearts and Nevada hotel-casinos.

**Today, they are partners in one of the most ambitious—some would argue quixotic—redevelopment projects in Las Vegas history. The future of downtown depends on their success.**

# Stephen A. Crystal: The Huddle at Ice, Gaming America, 2023

## THE HUDDLE AT ICE



"MY VIEW, OVERALL, IS WE'RE STILL IN THE FIRST INNINGS OF A NINE-INNING BASEBALL GAME, TO USE A US ANALOGY."



Watch the full video online

## THE FIRST INNINGS

**Stephen Crystal, Founder of SCCG Management, was the first guest to join the Huddle at ICE London – talking through all of US gaming's hot topics, from sports media convergence to microbetting.**

**Stephen, how are you on this fine morning?**  
I'm amazing. It's great to be here – ICE is back bigger and better than ever.

**I wanted to ask you a few questions about the US market but, first of all, SCCG management. You've had a few developments lately... Can you talk us through the biggest deals and partnerships you've signed in recent weeks and months?**

Well, over the last five years, we've been steadily growing our ecosystem around iGaming, esports and sports betting. Now we're up to over 100 B2B and B2C brands, and, most recently, we've focused on microbetting. We think that's the next evolution for sports betting, which is in-play proposition betting. So we're picking some of the best and brightest emerging companies in that space. Grin Gaming was the most recent, before we announced a partnership with Oddit, which is based around in-play NBA betting.

We're focusing on features that make it easier for customers to sign up and participate in online gaming. I think you're going to see some consolidation in the US – this market is very competitive. The market will focus on giving better features and a better experience for the customer. And that's where we're going to be focusing, as well – absolutely on in-play.

**We'll definitely get into microbetting later... I think we'll have a lively discussion on that. In terms of your recent partnerships and developments, one thing you didn't mention there, which is perfect for me to introduce, is the appointment of Scott Butera among your ranks. He's very experienced with MGM Resorts and, most recently, Fubo TV. What does he bring to your team?**

Look, Scott is one of the most recognized individuals in US gaming, both brick and mortar and iGaming. Scott brings a rich background in sports marketing, sports, entertainment, casino, entertainment and



STEPHEN CRYSTAL  
Founder, SCCG Management

iGaming, most recently as President of Fubo. He's overseen some huge successes like BetMGM and the launch of it, and he's overseen some situations that didn't work out – like Fubo. I think you learn as much from the things that don't work out as the things that do, and what I want on our team is a steady hand who knows the breadth of our industry. He's that person.

**Absolutely, it's about learning from both the victories and the defeats. To that end, you mentioned Fubo and there are other examples. Fubo ceased its sports betting activity and we had MaximBet, which didn't quite work out either. You've then got other media sports partnerships like 888 and Sports Illustrated, but what's your take on sports betting and media convergence in general? There was a lot of hype... but it hasn't necessarily taken the industry by storm yet?**

My view, overall, is we're still in the first innings of a nine-innings baseball game, to use a US sports analogy. We are seeing some consolidation and we're not seeing some of the big media brands enter in full force. We're seeing some of the media brands, like Fubo that jumped in, not succeed; even 888 and Sports Illustrated hasn't reached its full potential. So I just think we have to realize there's going to be an ebb and flow.

It's a massive industry. Every day, every week when a report comes out on New Jersey or Ohio, we're amazed at the strength and size of the US industry. We still have iGaming to go; we still have mobile sports betting to go in many markets; we still have the development of tribal gaming versus corporate gaming, which hasn't even shown its hand yet. So I just think we have to be patient. We have to see how this evolves and I realize there will be players that come and go.

**You mentioned microbetting earlier. I want to get into that. I know you're a big proponent... you bet faster; you bet quicker; you bet more. Yet something that was put to me a few months ago by someone who works in the affiliate sector was that there might be a bit of bettor fatigue. Are you getting more out of a player, or are they just spending the same budget but quicker?**

What I like about microbetting is that, with the companies we're working with, not everything is about real money betting to begin with. A lot of it is about engagement. A lot of it is about social layers: appealing to less hardcore bettors and more casual bettors. So, to me, the issue is not what percentage of the wallet it takes. Because I think microbetting has the ability to appeal to a broader audience and expand the overall interest in sports betting. That's how I'm viewing it.

**Does that reflect the rest of the industry at the moment – a huge focus on engagement and acquisition?**

**Maybe here we can touch on something you spoke about recently in our Gaming America magazine: tech firms that are making huge revenues, but not reeling in those profits yet. So is the first innings out of nine the best way to describe the US gaming industry at the moment?**

I think it was that way up until recently; I think with some of the companies leaving and the landscape narrowing a bit,

the focus now is on corporate profits. So I think you're going to see people focus much more on how they can deliver a frictionless product and a better product to the customer. They want to create a better customer experience and see how they can spend an appropriate amount of money to acquire and retain customers, and how they can bring profits to the bottom line.

This is the phase we're in right now for those that are still in the marketplace. And then I think you'll see new companies come in that will look for niche opportunities to bring something that did not exist before. I think they can succeed, as well.

**One final question for you: given all the recent partnerships you've taken on, what can we expect from you for the rest of 2023? Because we're only just getting started, aren't we?**

Well, we announced recently that we've opened an office in Bangkok, Thailand, to take advantage of Asia expansion. We're going to be announcing additional movements in Latin America and Brazil. I'm going to be making a personal trip down to Africa to see the breadth of the opportunities there. Gaming is global; we know this. Emerging markets are popping up on a regular basis and, really, what we want to do is do a few things. We want to stay on top of global expansion; we want to be experts in our home market in the US; we want to focus on emerging technology and we want to back the next generation. That's what we stand for at SCCG Management. Fantastic, Stephen.

Thanks very much for your time and enjoy the rest of the ICE London show.





GAMING AMERICA | SCCG

# EXPANDING MICRO-BETTING MARKETS

In another contributing article, **Stephen Crystal of SCCG Management** lends his expertise to the issue of micro betting.

The industry is far past the inflection point, where the focus of sports betting operators shifted from vertical integration to customer acquisition. The most prominent brands and operators have pushed nearly incomprehensibly sized promotional and marketing budgets to support the war for US sports bettors' loyalty (or even just attention).

These global gaming titans shape the sports betting industry in the markets in where they operate. Just look at the chart

below for the 2020 data of the top six leading operators by revenue.

### THE BRANDS BATTLE FOR HEARTS, MINDS AND DEPOSITS

What's at stake for these giants and their new sports book operations in the US? The next chart shows the revenue from commercial casino operators as it grew from 2018 to 2021.

That \$4.3bn in commercial sports book revenue came from sports fans

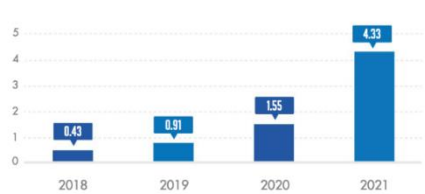


**STEPHEN CRYSTAL**  
SCCG Management  
Founder

REVENUE IN USD (BILLIONS)



SPORTSBOOK REVENUE IN USD (BILLIONS)



across the US who bet on their favorite sports – part of the 46% of American adults (a population of over 106 million) with "at least some interest in sports betting." The US is far from done unlocking markets. Goldman Sachs projects 40% annual growth over the next decade, with many more US states regulating sports wagering for their citizens. Furthermore, understanding that the size of the commercial gaming market is around half of the total US gaming market, with the majority coming from tribal gaming operators, the whole picture could be double that amount.

Therefore, given the size and value of the US sports betting market, the speed of its growth, and its role in acquiring and retaining



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new demographics for these gaming giants, the investment in the market warfare is, and will continue to be, multidisciplinary.

**The Channels are the Battlefields:** Micro betting joins the suite of markets, extending the options of traditional sports bettors in the United States. We are increasingly reaching sports bettors through multiple channels – brick and mortar sportsbooks, quick bet terminals, mobile on-premise and online wagering.

**The Markets are the Soldiers:** Across those channels, we're offering in-play wagering, spreads, fixed odds, pari-mutuel wagering, fantasy sports wagering and, most recently, exchange betting with Prophet Exchange and Sporttrade in New Jersey.

**The Sports are the Flags they Carry:** We make these markets for an ever-growing

list of sports of interest to the US bettors, including emerging niche sports to US sportsbooks, such as pickleball, frisbee

golf, darts, skateboarding, surfing and esports.

### DEFINING AND DIFFERENTIATING MICRO BETTING FROM IN-PLAY WAGERING

Let's start with definitions. Micro betting is a subset of in-play wagering. According to standard convention, what sets them apart is micro-betting markets which:

1. Do not directly relate to mechanics determining who wins and who loses the game.
  2. Describes an event about to happen and whose duration is short; eg, a single pitch in baseball or the subsequent free throw in a basketball game.
- Micro betting, or betting on specific game outcomes, has become an increasingly popular part of the legal

**"THE DATA AND THE RICH ANECDOTAL NARRATIVES WE RECEIVE FROM OUR CLIENTS AND PARTNERS IN THE INDUSTRY SEND US A CLEAR MESSAGE"**

increasingly popular part of the legal sports betting industry. This type of wagering allows players to place bets on individual plays, yardage or drives. These bets tend to be smaller than traditional bets, and they're ideal for the whims of millennials and younger gamers.

Micro-betting apps like Betr, which is marketed as a TikTok for sports betting, cater to people with short attention spans.

Thinking about customers holistically is essential, but we need specialized marketing teams supported by machine learning-powered CRM platforms to help these sportsbook operators tactically. Micro-betting has become popular in the US because it provides an exciting experience for fans. Micro-betting companies can improve their odds by analyzing underlying data feeds, fan behavior, and bet history and then converting these data into micro-bet opportunities. This allows users to experience a better, more customized betting experience. The need to extend the role of marketing operations into operational support roles for sports wagering operators has never been more critical.

This increasing complexity of the sports betting experience and the development of its long tail of options are all in service of product diversification and the ability to attract the widest audiences to their brands, player account management systems and wallets.

### THE VALUE OF MICRO BETTING TO CONSUMERS

#### Simple, Low-Risk Point of Entry.

Traditional prop bets focus on teams, players and games. In addition, these bets must wait until the game has concluded to be settled. Sports bettors, especially novice participants, love micro-betting's clarity, excitement and immediacy. They don't have to understand the entire rule set of a particular sport, nor do they need to wait for the whole game to resolve. I'm betting on something simple and sweet, like, whether or not the basketball player, ball in hand and ready to throw, will make or miss their shot. Will the

## "IMMEDIATELY OBSERVABLE OUTCOME THAT WILL BE RESOLVED IMMEDIATELY, QUICKLY, AND WITH A RELATIVELY LOW BARRIER TO ENTRY IN TERMS OF THE AMOUNT BET"

pitcher's next throw exceed 100 miles per hour? Discrete bites of excitement pay off quickly and trigger more endorphins than winning a contest with a long payoff period.

### THE VALUE OF MICRO-BETTING TO SPORTS BOOKS

**Attracting new customers.** Bettors don't need any expertise in a sport. They're betting on a discrete, immediately observable outcome that will be resolved imminently, quickly and with a relatively low barrier to entry in terms of the amount bet. This is a fantastic tool to attract new, casual sports bettors.

**Increased Handle.** Micro-betting and live in-play wagering had much the same effect in sportsbooks that the near-incomprehensible multi-reel slot games, with hundreds or more pay lines, had on slots. It has a transformative impact on betting volumes. The faster these micro-bets resolve, the quicker the bettor is put back into play for the next one. The next question is, how many micro-betting markets can we create and manage risk for the sportsbook?

**Cost-Efficient Scalability through Tech:** That next hurdle - scalability - is modeling and automation so that available micro-betting markets in any game can be expanded to meet consumer demand. New companies are bringing machine learning and artificial intelligence-driven products to sportsbook operators to help them set probabilities and lines for every possible micro-betting or in-play wagering event in the majors. Once this

is mastered, it will only expand from there.

#### Fast Growing Share of Sports Betting

**Handle:** Simplebet co-founder Joey Levy reported that their client, DraftKings, "...accounted for more than 30% of the sportsbook's college football handle," and "For Super Bowl LVI, micro-betting made up more than a quarter of [DraftKing's] in-play betting handle." Given the propensity of micro-betting to continue to resonate with younger sports fans, which are not yet avid sports book customers, this is a target-rich demographic for player acquisition.

The data and the rich anecdotal narratives we receive from our clients and partners in the industry send us a clear message. We will continue to pursue best-in-class tools and technologies to support micro-betting for our friends in sportsbook operations throughout the US.

We will test these solutions rigorously for their operational practicality:

1. Will the platform integrate with the sportsbook management system's modules and AI/machine learning powered CRM platform?
2. Does the product intelligently and transparently manage itself, or does it require an army of consultant services to maintain integration and operations?
3. Does the value the solution brings sufficiently offset any additional effort or attention the marketing, risk management, and trading teams must expend?

The best-in-class technologies for micro-betting will have to clear all three hurdles to become a practical part of any sports betting operation. ◀

Stephen A. Crystal, Gaming America, “What the Metaverse Means for Casino Gaming”, March 2022

Technology iGaming

# What the metaverse means for casino gaming

March 14, 2022  
By Gaming America



**Gaming America regular and SCCG Management Founder Stephen Crystal looks at how the metaverse may affect gaming.**

What if you were the top-of-mind choice for digital interactions globally? You get home and hop on your gaming console to play your favorite multiplayer game. You want to use voice chat to communicate with your friends, but instead of Xbox Live, Discord, (See *Discord graph below*) Teamspeak, Mumble, or Skype, all your friends connect to your VOIP platform.

These considerations are driving some of the largest tech companies in the world to invest massive amounts of capital into the metaverse of Web 3.0. The word metaverse was first used for a digital interaction space by Neal Stephenson in his novel, “Snow Crash,” in 1992. The 2011 Ernest Cline novel “Ready Player One” was made into a movie in 2018, where it concretely explained the OASIS. In this massive online setting, the overwhelming share of the world’s population interacts with each other via virtual reality.

So, what does this have to do with the gaming industry? Please stick with us here; this is a journey. We will get there together, and there will be a payoff.

## The metaverse of yesterday

Today’s metaverse is the idea of using technology like augmented reality (AR), virtual reality (VR), and holography to create environments that users can interact with as an avatar within those spaces. The first metaverse was probably the virtual world, Second Life. Launched in 2003, Second Life lets you explore a 3D world on your computer as an avatar. You could move through the world of Second Life, analyze it and interact with other avatars. You could use real money to buy real estate and start businesses online, building, shopping, and trading digital products and services with others. A wide range of social expression occurred on Second Life, from a live concert by famous band U2 in 2008 to a virtual riot in 2007 between a far-right French anti-immigration party and anti-racism activists. At its height, anything you could conceive of happening in the real world was occurring as test flights in Second Life, including significant sponsorship activity by large businesses.

As technology improved, these virtual worlds continued to grow, especially in the game industry. In 1999, the world's first persistent massively multiple online role-playing game (MMORPG), Everquest, was launched by Sony Interactive, enabling millions of players worldwide to interact and play with each other's avatars in a simulated fantasy world comprised of entire continents.

In 2004, Blizzard Entertainment released its massively successful game, World of Warcraft, another virtual fantasy environment. It was a massive commercial hit – over 100 million subscribers in 2014 and generating over \$9bn in gross revenue by 2017. World of Warcraft even had its first virtual pandemic in 2005, when a special content event, which included a deadly in-game infectious disease in a contained raid area, unintentionally spread outside to the rest of the game through infected pets belonging to the players.

Additionally, game platforms like Roblox and Fortnite are also considered by some to be persistent metaverses, within which millions of participants virtually connect. These are examples of games that became virtual communities on virtual online platforms.

For some games, an entire world isn't enough. Cloud Imperium, an international independent game company, recently shattered records in 2021 by raising over \$500m through crowd funding. Players pledge real money towards developing Star Citizen, a space simulator, allowing player avatars to interact with other player avatars in an entire persistent universe of corporate and government-owned planets, gas giants, moons, orbital space stations, refineries and asteroid belts. Star Citizen is still in an open alpha, playable, and with over three million unique active user accounts.

## The metaverse today

Today, Microsoft and Facebook, now Meta, are trying to create their own metaverses in a reverse process to its forebears; creating virtual social environments that allow its users as avatars to interact with other avatars, connect with their online content and the online content of others, create and publish new content, and conduct activities previously performed in the real world.

Please think of the metaverse as the augmented reality, 3D, holographic or virtual reality interface to content, made publicly and privately available by its Web 3.0 publishers.

Bill Gates was quoted as saying, "Within the next two or three years, I predict most virtual meetings will move from 2D camera image grids to the metaverse, a 3D space with digital avatars."

Mark Zuckerberg announced to the world in 2021 that Facebook was changing the focus of the entire company by demoting one of the world's most potent brands beneath a new entity, Meta.

Facebook's VR hardware division launched the newest version of its VR headsets, the "Oculus Quest 2." Facebook also debuted its VR meeting service, Horizon Workrooms. Horizon Workrooms enables people wearing VR headsets, like the Oculus Quest 2, to assemble in a virtual meeting room "together" in their digital space.

Microsoft is taking a less future-forward, more practical for today, road to the metaverse.

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Founder and CEO  
SCCG Management

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## DID YOU KNOW?



Click this link for more information on **SCCG Management**, including:

- Corporate Film
- Client Partner Infographic
- Company Deck
- Full Stephen Crystal PR File Document

Quoted in EINPresswire press release (May 2023): “SCCG Management Announces Strategic Partnership with ZFX Gaming for the Exclusive Digital Distribution of 21STUD”

Source <https://www.einpresswire.com/article/631587976/sccg-management-announces-strategic-partnership-with-zfx-gaming-for-the-exclusive-digital-distribution-of-21stud>



## **SCCG Management Announces Strategic Partnership with ZFX Gaming for the Exclusive Digital Distribution of 21STUD**

SCCG Management has announced a strategic partnership with ZFX Gaming for exclusive digital distribution of 21STUD, a unique take on no-hit blackjack.

This format is a table game-changer for simplicity in the industry, and we believe it will provide a fresh and exciting experience for players on digital platforms.”

— Stephen Crystal

LAS VEGAS, NEVADA, USA, May 4, 2023/EINPresswire.com/ -- SCCG Management, a premier management advisory firm in the gambling industry, has announced a strategic partnership with ZFX Gaming for exclusive digital distribution of 21STUD®, a unique and innovative take on no-hit blackjack. The partnership will distribute 21STUD® to all major digital gaming platforms including online, social and sweepstakes casinos.

Stephen Crystal, CEO and Founder of SCCG Management, expressed his excitement for the partnership, stating, "We are thrilled to partner with ZFX Gaming for the exclusive digital distribution of 21STUD®. This format is a table game-changer for simplicity in the industry, and we believe it will provide a fresh and exciting experience for players on digital platforms. With our extensive experience in iGaming content distribution and a wide network of platforms, we are confident that 21STUD will reach a broad audience of players.”

Brandon Zyxnfryx, Owner of ZFX Gaming said, “ZFX Gaming is excited to name SCCG as its exclusive digital distributor for the acceleration of 21STUD to reach the iGaming and social casino spaces. We believe that this strategic partnership will open the doors for 21STUD to become the accepted standard for No-Hit Blackjack at the consumer level worldwide.”

To play 21STUD®, players bet on receiving matching cards or a higher 2-card total. If a player gets a pair, they win a bonus bet. The dealer reveals two cards, and if any player's card matches, they win another bonus bet. If the player gets "21" or a pair of Aces, they win the base wager at 3:2 odds; otherwise, they win even money if their 2-card total is higher than the dealer's.

With no mistakes or busting, players find it easy to understand and enjoy the game. The game's flow of execution is designed to keep players engaged, with every deal of a hand or flip of a card resulting in anticipation of an outcome. The bonus payout structure provides frequent and significant prizes, further increasing the game's appeal to players.

#### ABOUT ZFX GAMING LLC

ZFX Gaming, LLC is the creator of 21STUD which features elements of Blackjack and Casino War combined in this game variant where we've removed the card drawing mechanic from traditional blackjack. It's the fastest and easiest way to play! Accelerate your customer base and experience faster execution times by 35%! Visit our website for more info and a visual demonstration.

#### ABOUT SCCG MANAGEMENT

SCCG Management is a premier management advisory firm with experienced leaders from the global gaming industry, providing expert solutions for strategic success with a focus on iGaming, Sports Betting, E-Sports and Casino Technology. Serving as a global networking partner for over 30 years with international offices in Europe, Africa, Asia, South America and Latin America, SCCG connects clients with the right strategic partners to assist global scale growth. As an accelerator for early stage companies, we promote innovation and empower emerging companies to achieve their goals. Additionally, SCCG acts as an early-stage investor, providing capital and resources to entrepreneurs developing new and innovative products and platforms.

Interviewed by Trafficology (April 2023): “Trafficology: Stephen Crystal and Benjamin Truman”

Source <https://www.gamblingsinsider.com/gi-huddle/episode/191/trafficology-stephen-crystal-and-benjamin-truman>



Trafficology: Stephen Crystal and Benjamin Truman

Stephen Crystal, SCCG Management Founder, and Benjamin Truman, MediaTroopers COO, discuss the current US affiliate climate. What must affiliates do to earn market share in key states - and how do they overcome the challenges this poses?

Quoted in EINPresswire press release (March 2023) “SCCG Management Announces Strategic Partnership with Rolling Insights for Sports Data and Fantasy Sports Analytics”

Source <https://www.einpresswire.com/article/624910609/sccg-management-announces-strategic-partnership-with-rolling-insights-for-sports-data-and-fantasy-sports-analytics>



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## SCCG Management Announces Strategic Partnership with Rolling Insights for Sports Data and Fantasy Sports Analytics

SCCG Management Announces Strategic Partnership with Rolling Insights

SCCG Management, a leading management advisory firm in the gambling industry, is proud to announce a new strategic partnership with Rolling Insights.

We believe that this partnership will be a game-changer for early stage companies looking for data partners, and we look forward to working closely with the Rolling Insights team.”

— Stephen Crystal

LAS VEGAS, NEVADA, USA, March 30, 2023/EINPresswire.com/ -- Las Vegas, NV - SCCG Management, a leading management advisory firm in the gambling industry, is proud to announce a new strategic partnership with Rolling Insights. Rolling Insights is a provider of advanced analytics tools and data feeds for sports platforms and businesses alike.

Rolling Insights' SportWise is an advanced no-code analytics tool that makes it easy to configure data from multiple sources. This tool is perfect for iGaming and DFS, and is priced with startup companies in mind. SportWise makes it easy to join multiple data sources to create custom filtered DataSpaces that update automatically.

Rolling Insights' DataFeeds provide real-time and post-game sports data feeds via API for all major North American sports. These feeds are accurate, fast, and affordable, making them an ideal solution for any business that requires real-time sports data.

"We are thrilled to announce our new partnership with Rolling Insights," said Stephen Crystal, CEO of SCCG Management. "Their advanced analytics tools and data feeds will provide our network with products and insights into the world of sports data. We believe that this partnership will be a game-changer for early stage companies looking for data partners, and we look forward to working closely with the Rolling Insights team."

Steve Kenway, CEO of Rolling Insights, said: “Rolling Insights is extremely excited to formally partner with SCCG Management. Together, we will grow datafeeds with SportWise by Rolling Insights and our

Breakaway Accelerator. Rolling Insights' focus of building great products and technology, coupled with SCCG's expert industry knowledge, marketing and sales acumen, and deep network will be a formidable force. Our tools and data feeds are designed to provide businesses with the insights they need to succeed, and we believe that SCCG's expertise in the gaming and betting industry will be invaluable to our company. We look forward to working together to help our clients achieve their goals."

#### ABOUT ROLLING INSIGHTS

Rolling Insights is a startup that makes access to meaningful sports data easy to use for everyone. We do this through SportWise, our user centric web app developed to provide real-time data, and DataFeeds, our sports data that powers the website, draft kits, fantasy sports and betting platforms. Breakaway is a startup accelerator designed for companies working on an MVP in the sports data industry. It is a program where like-minded people with similar goals have access to the data and connections needed to break away from the pack

<https://rolling-insights.com>

#### ABOUT SCCG MANAGEMENT

SCCG Management is a premier management advisory firm with experienced leaders from the global gaming industry, providing expert solutions for strategic success with a focus on iGaming, Sports Betting, E-Sports and Casino Technology. Serving as a global networking partner for over 30 years with international offices in Europe, Africa, Asia, South America and Latin America, SCCG connects clients with the right strategic partners to assist global scale growth. As an accelerator for early stage companies, we promote innovation and empower emerging companies to achieve their goals. Additionally, SCCG acts as an early-stage investor, providing capital and resources to entrepreneurs developing new and innovative products and platforms.

Quoted in EINPresswire press release (March 2023) “SCCG Venture Fund I Announces Investment in OddsAI for Innovative Football Betting Markets and Odds Technology”

Source <https://www.einpresswire.com/article/622140055/sccg-venture-fund-i-announces-investment-in-oddsai-for-innovative-football-betting-markets-and-odds-technology>



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## SCCG Venture Fund I Announces Investment in OddsAI for Innovative Football Betting Markets and Odds Technology

SCCG Venture Fund Invests in OddsAI

The SCCG Venture Fund I, an alternative investment fund that focuses on gaming opportunities, has announced its recent investment in OddsAI

We believe their expertise in predictive analytics and machine learning will continue to bring a fresh perspective to the industry.”

— Stephen Crystal

LAS VEGAS, NEVADA, USA, March 15, 2023 /EINPresswire.com/ -- The SCCG Venture Fund I, an alternative investment fund that focuses on gaming opportunities, has announced its recent investment in OddsAI, a client partner of SCCG Management revolutionizing the sports betting industry through its innovative football betting markets and odds technology.

OddsAI's cutting-edge machine learning processes and sophisticated AI-based predictive analytics have set a new standard for odds creation, making them a natural partner for the SCCG Venture Fund. The fund aims to increase value and distribute profit through investing in gaming opportunities, and sees OddsAI as an ideal investment opportunity, targeting the best opportunities for Seed/Series A funding.

"The SCCG Venture Fund is thrilled to announce our strategic investment partnership with OddsAI and support their vision for the future of sports betting," said Stephen Crystal, CEO of SCCG Management. "The innovative approach that OddsAI brings to the table is truly game-changing, and we believe their expertise in predictive analytics and machine learning will continue to bring a fresh perspective to the industry."

Jack Atkinson, CEO of OddsAI, said, "It has been a huge year for Odds AI. The tremendous success of our industry leading football odds feed has now been proven with multiple customers enjoying the significant benefits of our highly innovative product and automated bet settlement service. SCCG has played an important role in getting Odds AI into a winning position in which we are primed to accelerate the low-cost production of our machine-learning (AI) driven product roadmap and critically, rapidly scale

our business by distributing our premium odds feed to many more savvy sportsbook customers. This investment from SCCG Venture Fund 1 is a strong signal that Odds AI is ready to scale rapidly and we are thrilled that SCCG are firmly in our corner to fuel our growth.”

#### ABOUT ODDSAI

Odds AI is changing the game with its own innovative Football betting markets and betting games. Our landmark inaugural offering Batch 1 featuring three never-before-seen betting market categories, is now available for distribution and integration. Our game-changing Batch 2 odds offering is also available featuring two lucrative new betting market categories, and fixed same-game combo bets. Odds AI's advanced Machine Learning processes and sophisticated AI based predictive analytics are the future of odds creation in the highly lucrative sports betting industry.

<https://www.oddsai.co>

#### ABOUT SCCG VENTURE FUND I

The SCCG Venture Fund, managed by Stephen Crystal, David Hanlon, Pierre Cadena and Dave Antony, is an alternative investment fund that focuses on increasing value and distributing profit through investing in gaming opportunities, targeting the best opportunities for Seed / Series A funding.

<https://www.sccgventurefund.com/>

#### ABOUT SCCG MANAGEMENT

SCCG Management is a premier management advisory firm with experienced leaders from the global gaming industry, providing expert solutions for strategic success with a focus on iGaming, Sports Betting, E-Sports and Casino Technology. Serving as a global networking partner for over 30 years with international offices in Europe, Africa, Asia, South America and Latin America, SCCG connects clients with the right strategic partners to assist global scale growth. As an accelerator for early stage companies, we promote innovation and empower emerging companies to achieve their goals. Additionally, SCCG acts as an early-stage investor, providing capital and resources to entrepreneurs developing new and innovative products and platforms.



Quoted in EINPresswire press release (March 2023) “SCCG Management Announces Strategic Partnership with Asia's Top Online Games Provider, SpadeGaming”

Source <https://www.einpresswire.com/article/621254455/sccg-management-announces-strategic-partnership-with-asia-s-top-online-games-provider-spadegaming>



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## SCCG Management Announces Strategic Partnership with Asia's Top Online Games Provider, SpadeGaming

SCCG and Spade Gaming Announce Partnership

SCCG Management is pleased to announce its strategic partnership with SpadeGaming, Asia's Top Online Games provider.

This partnership is a significant step towards achieving our goal of providing top-notch solutions for the gambling market in Asia.”

— Stephen Crystal

LAS VEGAS, NEVADA, USA, March 10, 2023 /EINPresswire.com/ -- SCCG Management, a leading management advisory firm in the gambling industry, is pleased to announce its strategic partnership with SpadeGaming, Asia's Top Online Games provider. This partnership exemplifies SCCG Management's mission to expand its reach in the Asia gambling market and offer exceptional gaming solutions to online casino operators worldwide.

"We are thrilled to partner with SpadeGaming," said SCCG Management CEO, Stephen Crystal. "Their exceptional series of products and excellent integration will undoubtedly bring value to the online gaming industry. This partnership is a significant step towards achieving our goal of providing top-notch solutions for the gambling market in Asia."

Danny Vincent, General Manager at Spadegaming, comments: “We are pleased to partner with SCCG as the company continues to cement its reputation as the fastest growing name in the industry. With a roster of exceptional content in the pipeline, we look forward to embarking on what will undoubtedly be a productive and long-term commercial relationship.”

With the recent opening of the SCCG-ASIA office in Thailand, SCCG Management is committed to expanding its reach in the Asia gambling market. SpadeGaming's signature Asian-themed games that fit perfectly on mobile and desktop devices with stunning graphics and astonishing sound effects for endless enjoyment will undoubtedly help in achieving this goal.

SpadeGaming is renowned for its creativity and innovation in the online gaming industry, providing exceptional gaming solutions, and outstanding services to online casino operators worldwide. SpadeGaming provides over 150 innovative and high-quality HTML5 games in various categories including Fishing Game, Progressive Slot, Slots, Table, and Arcade. They offer software solutions including account management, finance management, marketing solution, technical support, and customer service. Their games are licensed by MGA and Curacao Gaming, with fair game mechanics certified by iTech Labs. SpadeGaming's services are customizable based on operators' requirements, making it a hassle-free experience for managing platforms.

#### ABOUT SPADE GAMING

As Asia's Top Online Games provider, our creations contain global culture and elements, especially our signature Asian-themed games that fit perfectly on mobile and desktop devices with stunning graphics and astonishing sound effects for endless enjoyment. We provide the best gaming solutions, excellent integration and outstanding services to the online casino operators worldwide. With our distinctive offerings and exceptional series of products, Spadegaming aspires to improve your business performance in terms of quality and services.

<https://www.spadegaming.com>

#### ABOUT SCCG MANAGEMENT

SCCG Management is a premier management advisory firm with experienced leaders from the global gaming industry, providing expert solutions for strategic success with a focus on iGaming, Sports Betting, E-Sports and Casino Technology. Serving as a global networking partner for over 30 years with international offices in Europe, Africa, Asia, South America and Latin America, SCCG connects clients with the right strategic partners to assist global scale growth. As an accelerator for early stage companies, we promote innovation and empower emerging companies to achieve their goals. Additionally, SCCG acts as an early-stage investor, providing capital and resources to entrepreneurs developing new and innovative products and platforms.

Quoted in EINPresswire press release (March 2023) “SCCG Management and Golden Race Extend their Strategic Partnership for the Golden Race and Spinmatic Brands in US & CA”

Source <https://www.einpresswire.com/article/620520945/sccg-management-and-golden-race-extend-their-strategic-partnership-for-the-golden-race-and-spinmatic-brands-in-us-ca>



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## **SCCG Management and Golden Race Extend their Strategic Partnership for the Golden Race and Spinmatic Brands in US & CA**

SCCG and Golden Race Extend Strategic Partnership

SCCG Management and Golden Race have extended their strategic partnership, covering the Golden Race and Spinmatic Games brands for the United States and Canada.

Together, we have achieved significant success in sharing the power of virtual sports wagering and the full suite of products and services that Golden Race and Spinmatic provide the gaming industry.”

— Stephen Crystal

LAS VEGAS, NEVADA, USA, March 7, 2023 /EINPresswire.com/ -- SCCG Management and Golden Race are pleased to announce that they have extended their strategic partnership, covering the Golden Race and Spinmatic Games brands for the United States and Canada. This business development agreement builds on a long-term relationship between the two companies and will enable them to continue to grow their presence within the gaming industry.

As part of the agreement, George Vonapartis, Regional Director, North America for Golden Race, will work more closely with SCCG Management out of their Nevada office, supporting the Golden Race brands and other SCCG Client Partners, globally. In support of this effort, SCCG will deploy Spinmatic and Golden Race product demo hardware in their Las Vegas office.

"We are delighted to continue our partnership with Golden Race," said Stephen Crystal, Founder of SCCG Management. "Together, we have achieved significant success in sharing the power of virtual sports wagering and the full suite of products and services that Golden Race and Spinmatic provide the gaming industry. We are confident that this new agreement will enable us to continue to deliver high value to our clients and partners."

"We are excited to extend our partnership with SCCG Management," said Martin Wachter, CEO of Golden Race. "We share a common vision for the industry's future and the roles our products and services can play in growing business value for gaming operators worldwide. We believe this partnership

will enable us to achieve our strategic goals and objectives. This demonstrates Golden Race's commitment to the US gaming market."

The extended partnership between SCCG Management and Golden Race reflects a next-level commitment to delivering innovative solutions and services to the gaming industry by strategically sharing key team members – extending the efficiency and effectiveness of the effort of both companies. The two companies will continue to work together to provide their clients and partners with the right products and services for virtual sports wagering, original iGaming content, and the best localized live dealer solutions available to the gaming industry.

#### ABOUT GOLDEN RACE

Golden Race is a leading virtual sports and games provider. The company offers a wide range of products, including virtual sports, instant games, and lottery games. Golden Race has a global reach and is committed to providing its clients with innovative solutions and services.

#### ABOUT SCCG MANAGEMENT

SCCG Management is a premier management advisory firm with experienced leaders from the global gaming industry, providing expert solutions for strategic success with a focus on iGaming, Sports Betting, E-Sports and Casino Technology. Serving as a global networking partner for over 30 years with international offices in Europe, Africa, Asia, South America and Latin America, SCCG connects clients with the right strategic partners to assist global scale growth. As an accelerator for early stage companies, we promote innovation and empower emerging companies to achieve their goals. Additionally, SCCG acts as an early-stage investor, providing capital and resources to entrepreneurs developing new and innovative products and platforms.

Quoted in ABC27 News for EINPresswire press release (February 2023):  
“SCCG Management Announces Strategic Partnership with Micro Market Platform, Grin Gaming”

Source <https://www.abc27.com/business/press-releases/ein-presswire/615338282/sccg-management-announces-strategic-partnership-with-micro-market-platform-grin-gaming/>



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**SCCG Management Announces Strategic Partnership with Micro Market Platform, Grin Gaming**

SCCG Management announced a strategic partnership with Grin Gaming, providing business development, capital sourcing and strategic advisory services.

We aim to bring our extensive network and expertise to the table, allowing Grin Gaming to maximize its potential and reach new heights in the market.”

— Stephen Crystal

LAS VEGAS, NEVADA, USA, February 6, 2023 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management announced a strategic partnership with Grin Gaming, providing business development, capital sourcing and strategic advisory services for the micro market pricing platform.

Stephen Crystal said of the partnership ““We are thrilled to announce our strategic partnership with Grin Gaming, a cutting-edge micro betting platform revolutionizing the gaming industry. With this partnership, we aim to bring our extensive network and expertise to the table, allowing Grin Gaming to maximize its potential and reach new heights in the market. This collaboration is a testament to our commitment to finding innovative solutions for our ecosystem and staying at the forefront of the industry. We are confident that together, we will drive growth and success for both our companies.”

Nick Bucheleres, CEO of Grin Gaming said, "Grin Gaming is thrilled to partner with SCCG on distributing our high-frequency micro market pricing platform. SCCG brings decades of experience in the sports gambling industry to the table and offers unprecedented access to global sports books - the perfect partner to help proliferate a cutting-edge product.”

Grin Gaming is the most sophisticated high-frequency micro market pricing platform in the sports gambling industry. Leveraging their expertise in high-frequency futures trading and online machine learning, Grin Gaming's sportsbook product engages bettors in an unprecedented way through narrative-style wager generation and industry-leading low latency.

ABOUT GRIN GAMING

Grin Gaming's high-frequency micro market pricing platform lets sports fans win cash by predicting every play of NFL, NBA, WNBA, MLB, and NHL. After years of perfecting their technology in the consumer space, they are have just launched their GrinData licensing product for sportsbooks and casinos.

#### ABOUT SCCG MANAGEMENT

SCCG Management is a premier management advisory firm with experienced leaders from the global gaming industry, providing expert solutions for strategic success with a focus on iGaming, Sports Betting, E-Sports and Casino Technology. Serving as a global networking partner for over 30 years with international offices in Europe, Africa, Asia, South America and Latin America, SCCG connects clients with the right strategic partners to assist global scale growth. As an accelerator for early stage companies, we promote innovation and empower emerging companies to achieve their goals. Additionally, SCCG acts as an early-stage investor, providing capital and resources to entrepreneurs developing new and innovative products and platforms.

Interviewed in GI Huddle #092 (February 2023): “GI Huddle Interviews #092: Stephen Crystal, CEO- SCCG Management”

Source [https://www.youtube.com/watch?v=2uPXTZqdz\\_k](https://www.youtube.com/watch?v=2uPXTZqdz_k)

170 views Feb 11, 2023

The one and only Crystal discusses the landscape of US gaming, including microbetting, the intersection of sports betting and media - and plenty more.



Quoted in EINPresswire press release (February 2023) “SCCG Management Announces Strategic Partnership with MIRACL For Multi-Factor Authentication and Digital Signing Services”

Source <https://www.einpresswire.com/article/615487447/sccg-management-announces-strategic-partnership-with-miracl-for-multi-factor-authentication-and-digital-signing-services>



## **SCCG Management Announces Strategic Partnership with MIRACL For Multi-Factor Authentication and Digital Signing Services**

SCCG Partners with MIRACL

SCCG Management Announces Strategic Partnership with MIRACL For Single-Step, Passwordless Multi-Factor Authentication and Digital Signing Services

Partnering with MIRACL allows us to provide a seamless, user-friendly solution to the gaming industry, revolutionizing the way they approach multi-factor authentication and digital signing.”

— Stephen Crystal

LAS VEGAS, NEVADA, USA, February 7, 2023 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management today announces a strategic partnership with MIRACL, providing business development and strategic advisory services for the single-step, passwordless Multi-factor Authentication (MFA) and Digital Signing company.

Stephen Crystal said of the partnership "Partnering with MIRACL allows us to provide a seamless, user-friendly solution to the gaming industry, revolutionizing the way they approach multi-factor authentication and digital signing. Our clients and extensive network of operators, players and regulators can now secure their assets with a single-step MFA process, adding an extra layer of protection to their online gaming experience.”

Robert Griffin, CEO of MIRACL said, "Our partnership with SCCG will help MIRACL transform the login experience for gamers both in the US and worldwide. To date, players and operators have all been failed by passwords and SMS messages resulting in regulators making multi-factor authentication a condition for operators to continue being licensed. We're delighted to be teaming up with SCCG, the preeminent advisory firm in the global gaming industry. They bring an unrivalled level of experience and expertise that will amplify our message and reach as we bring the global gaming market a login users love."

MIRACL eliminates the need for outdated security practices such as passwords, SMS Texts, push notifications and key-cards. The use of true two-factor authentication coupled with the latest Zero Knowledge Proof (ZKP) technology means no personal data is stored or transmitted and there are no



"honey-pots" of data exposed to attack, ensuring MIRACL Trust is completely GDPR friendly too. With a simple two second login via PIN or biometric, MIRACL customers see login success rates as high as 99.996%.

MIRACL Trust® allows every user to cryptographically sign any digital asset such as a transaction payment, KYC document transfer, user uploaded content, user action or binding agreement.

In the gambling industry, security is of utmost importance. MIRACL's user-friendly MFA solution helps to ensure that the online gaming experience is secure and protected against unauthorized access. This is important for both players and operators, as it helps to prevent fraud and to maintain the integrity of the games.

#### ABOUT MIRACL

Highly secure, password-free login in just two seconds. The fastest way to improve the user experience, decrease costs and win lost revenue. MIRACL Trust is a PSD2 compliant multi-factor solution for both authentication and transaction signing that runs natively on any device without downloads. It's GDPR friendly since no user data is stored or needed to integrate with any other identity or service platform. It meets gaming MFA regulatory requirements of Ontario, New Jersey and Tennessee, with new territories being added every day. MIRACL's global portfolio of clients include Credit Agricole, Cashfac, Experian and Domino's Pizza. MIRACL's technology is licensed to the US Government, Intel, Google and Microsoft.

For more information visit [miracl.com](https://miracl.com) or follow them on social media: [Twitter@MIRACL](#) | [LinkedInMIRACL](#) <https://miracl.com>

#### ABOUT SCCG MANAGEMENT

SCCG Management is a premier management advisory firm with experienced leaders from the global gaming industry, providing expert solutions for strategic success with a focus on iGaming, Sports Betting, E-Sports and Casino Technology. Serving as a global networking partner for over 30 years with international offices in Europe, Africa, Asia, South America and Latin America, SCCG connects clients with the right strategic partners to assist global scale growth. As an accelerator for early stage companies, we promote innovation and empower emerging companies to achieve their goals. Additionally, SCCG acts as an early-stage investor, providing capital and resources to entrepreneurs developing new and innovative products and platforms.

Quoted in EINPresswire press release (February 2023) “Vegas Golden Knights Announce Partnership With Betfred Sports Represented By SCCG Management”

Source <https://www.einpresswire.com/article/614836739/vegas-golden-knights-announce-partnership-with-betfred-sports-represented-by-sccg-management>



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## Vegas Golden Knights Announce Partnership With Betfred Sports Represented By SCCG Management

Betfred is an Official Sports Betting Partner for the Golden Knights

Vegas Knights - Betfred

The Vegas Golden Knights announced a multi-year partnership agreement with Betfred Sports. Betfred was represented in the deal by SCCG Management.

As a leading sports management advisory firm, we are dedicated to delivering exceptional value to our clients, and this partnership is a testament to that commitment.”

— Stephen Crystal

LAS VEGAS, NEVADA, USA, February 3, 2023 /EINPresswire.com/ -- The Vegas Golden Knights announced a multi-year partnership agreement with Betfred Sports, now an Official Sports Betting Partner of the Vegas Golden Knights. Betfred was represented in the deal by SCCG Management.

"We're proud to be partnering with Betfred as they make their arrival here in Las Vegas," said Golden Knights President Kerry Bubolz. "Betfred's US business is Vegas Born just like we are, and we're excited to help them launch their brand in Nevada."

As part of the deal, Betfred and the Golden Knights will collaborate on intermission contests for fans at selected home games, with Betfred receiving exposure on dashboards, LED signage at T-Mobile Arena, and the NHL's new DED broadcast signage. Additionally, Betfred will be featured on the team's official digital channels, email newsletter, radio broadcasts, and other platforms.

"As a Las Vegas-based company preparing to open our first hometown sportsbook in partnership with Mohegan Casino Las Vegas at the Virgin Hotel Las Vegas, we're very excited to be partnering with the hometown Vegas Golden Knights," said Bryan Bennett, COO of Betfred Sportsbook. "We look forward to growing our business here and supporting Las Vegas hockey in the process."

Stephen Crystal, CEO of SCCG Management who represented Betfred in the deal, said. “We are thrilled that Betfred is officially partnering with the Vegas Golden Knights. As a leading sports management

advisory firm, we are dedicated to delivering exceptional value to our clients, and this partnership is a testament to that commitment. We facilitated partnerships for Betfred with the Cincinnati Bengals, Colorado Rockies, and the Denver Broncos and we look forward to now connecting Betfred with hockey fans and creating unforgettable moments for everyone involved.”

For more information on Betfred, fans can follow Betfred on Facebook, Instagram, Twitter and TikTok.

#### ABOUT THE VEGAS GOLDEN KNIGHTS

The Vegas Golden Knights are a National Hockey League franchise owned and operated by Black Knight Sports and Entertainment LLC. The Vegas Golden Knights were established by founding partners Bill Foley and his family and the Maloof family. The Golden Knights were the most successful expansion franchise in North American professional sports history in 2017-18 and celebrated their fifth season in 2021-22. For the latest news and information on the Golden Knights visit [vegasgoldenknights.com](http://vegasgoldenknights.com) and follow the team on Facebook, Twitter, Instagram and TikTok.

#### ABOUT BETFRED USA SPORTS

Betfred USA Sports is the wholly owned US subsidiary of Betfred Group, a Warrington, United Kingdom based bookmaker that owns and operates over 1400 betting shops in the UK as well as industry leading online and mobile products in the UK and South Africa. Betfred Group, founded by brothers Fred and Peter Done in 1967, created Las Vegas based Betfred USA Sports in 2019 to enter the robust and ever-expanding US sports betting market. Betfred USA Sports is licensed in Iowa, Pennsylvania, Colorado, Louisiana, Arizona, Washington, Maryland, Virginia, Ohio and Nevada.

#### ABOUT SCCG MANAGEMENT:

SCCG Management is a premier management advisory firm with experienced leaders from the global gaming industry, providing expert solutions for strategic success with a focus on iGaming, Sports Betting, E-Sports and Casino Technology. Serving as a global networking partner for over 30 years with international offices in Europe, Africa, Asia, South America and Latin America, SCCG connects clients with the right strategic partners to assist global scale growth. As an accelerator for early stage companies, we promote innovation and empower emerging companies to achieve their goals. Additionally, SCCG acts as an early-stage investor, providing capital and resources to entrepreneurs developing new and innovative products and platforms.

Quoted in EINPresswire press release (February 2023) “SCCG Management Announces Strategic Investment Partnership with Odditt For In-Game NBA Odds Pricing and Monitoring”

Source <https://www.einpresswire.com/article/615910969/sccg-management-announces-strategic-investment-partnership-with-odditt-for-in-game-nba-odds-pricing-and-monitoring>



## SCCG Management Announces Strategic Investment Partnership with Odditt For In-Game NBA Odds Pricing and Monitoring

SCCG Partners with Odditt

Powered By SCCG

SCCG Management partners with Odditt, providing strategic investment and advisory services for the in-game, NBA odds pricing and monitoring technology company.

We are excited to partner with Odditt as a strategic investor in their proprietary technology set to revolutionize the way we approach and analyze NBA betting odds.”

— Stephen Crystal

LAS VEGAS, NEVADA, UNITED STATES, February 9, 2023 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management announced a strategic investment partnership with Odditt, providing business development and strategic investment and advisory services for the in-game, NBA odds pricing and monitoring technology company.

Stephen Crystal said of the partnership “We are excited to partner with Odditt as a strategic investor in their proprietary technology set to revolutionize the way we approach and analyze NBA betting odds. We believe in the company's vision and are excited to be at the forefront of bringing this innovative in-game pricing and monitoring solution to market. Investing in Odditt is an investment in the future of sports betting and we are confident in the value that Odditt will bring to operators around the world.”

Matt Bresler, CEO of Odditt said, “Odditt is excited to announce an investment and strategic partnership deal with SCCG. We will benefit immensely from their decades of experience in the Sports Betting and iGaming industry as we bring our proprietary in- game NBA odds pricing and monitoring technology to market. NBA basketball is a very fast-paced and volatile sport and poses an immense challenge for operators to accurately price live odds, prevent line suspensions, and stay in-market. Our models cut through the noise to provide optimal pricing ranges and future market predictions to ensure maximum profitability. We look forward to working with SCCG as we bring our technology to the many companies in search of better in-game solutions.”

Operating in the NBA betting market is a complex and challenging task. The fast-paced and unpredictable nature of basketball games makes it difficult for operators to price live odds accurately and keep up with the constantly changing market. This can result in suspensions of betting lines and inaccurate pricing.

Odditt's in-game NBA odds pricing and monitoring technology is specifically designed to help operators overcome these challenges. Using proprietary data structures and models, Odditt provides optimal pricing ranges and future market predictions, ensuring maximum profitability for operators. With this technology in hand, operators can make informed decisions, minimize their risks, and capitalize on opportunities in real-time, giving them a significant advantage in the highly competitive NBA betting market.

Basketball is one of the most popular sports in the world and continues to grow in popularity on a global scale. The sport has a strong following in North America and has been gaining ground in other regions, such as Europe, Asia, and South America. The sport's global reach has been boosted by the popularity of the NBA, which is the premier professional basketball league in the world and has a large following both domestically and internationally. As the popularity of the sport grows, so will the demand for operators to have the sharpest in-game pricing and monitoring technology available.

#### ABOUT ODDITT

Odditt provides analytics software to oddsmakers and institutional investors tailored to

in-game sports betting. Our dynamic models enable us to offer a flexible suite of analytics software to clients. Our focus to date has been on in-game NBA Basketball main market

odds. The primary applications include: in-game betting line monitoring, pricing, and corrective software for oddsmakers and in-game betting opportunity identification software for institutional investors.

<https://www.odditt.com>

#### ABOUT SCCG MANAGEMENT

SCCG Management is a premier management advisory firm with experienced leaders from the global gaming industry, providing expert solutions for strategic success with a focus on iGaming, Sports Betting, E-Sports and Casino Technology. Serving as a global networking partner for over 30 years with international offices in Europe, Africa, Asia, South America and Latin America, SCCG connects clients with the right strategic partners to assist global scale growth. As an accelerator for early stage companies, we promote innovation and empower emerging companies to achieve their goals. Additionally, SCCG acts as an early-stage investor, providing capital and resources to entrepreneurs developing new and innovative products and platforms.

Quoted in EINPresswire press release (January 2023) “SCCG Management Announces Strategic Partnership with Golf Futures Exchange, Tour Trader Pro”

Source <https://www.einpresswire.com/article/611827477/sccg-management-announces-strategic-partnership-with-golf-futures-exchange-tour-trader-pro>



## SCCG Management Announces Strategic Partnership with Golf Futures Exchange, Tour Trader Pro

SCCG announces strategic partnership with Tour Trader Pro

SCCG Management announced a strategic partnership with Tour Trader Pro, providing business development, and strategic advisory services for the golf exchange.

The increased retention, competition and flexibility offered by betting exchanges will revolutionize the way fans engage with the game of golf.”

— Stephen Crystal

LAS VEGAS, NEVADA, UNITED STATES OF AMERICA, January 18, 2023 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management announced a strategic partnership with Tour Trader Pro, providing business development, and strategic advisory services for the professional golf futures exchange platform.

Stephen Crystal said of the partnership, “We are thrilled to partner with Tour Trader Pro’s professional golf futures exchange because it represents the future of sports betting. The increased retention, competition and flexibility offered by betting exchanges will revolutionize the way fans engage with the game of golf. The golf community also fits seamlessly with a sports exchange due to the fan base’s existing knowledge of market exchanges. We look forward to leveraging our SCCG eco-system and extensive gaming network to bring Tour Trader Pro to market!”

Tim Legendre and Mike Skura, Co-Founders of Tour Trader Pro said “Tour Trader Pro couldn’t be more excited to partner with SCCG to leverage their 30+ years of experience in the gaming space. Working with Steve and his elite team is a significant step forward in achieving our goal of becoming the global source for golf fan engagement. We are extremely proud of the product we have designed, and believe it to be the quintessential companion to golf tournament coverage. As such, we are greatly looking forward to working further with a proven industry leader to help bring our vision to fruition.”

Tour Trader Pro leverages professional golf’s tournament structure by pricing out the golfers based on their tournament payout. The exchange platform provides golf fans with a new betting experience that

has less of a house edge than the traditional 10% vig charged by traditional sportsbooks. Golf is a sport with a dedicated and passionate fan base that is always looking for new and exciting ways to engage with the game. Tour Trader Pro will certainly resonate with the fast-growing golf community looking for new ways to experience and engage with professional golf.

#### ABOUT TOUR TRADER PRO

Tour Trader Pro (TTP) is a pro golf futures exchange. TTP is the quintessential companion to golf tournament coverage and the live venue experience, keeping eyes on the screen far longer than any existing engagement vehicle.

<https://tourtraderpro.com>

#### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

Quoted in EINPresswire press release (January 2023) “Gaming Industry Luminary, Scott Butera, Joins The SCCG Management Board of Advisors”

Source <https://www.einpresswire.com/article/609173487/gaming-industry-luminary-scott-butera-joins-the-sccg-management-board-of-advisors>



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## Gaming Industry Luminary, Scott Butera, Joins The SCCG Management Board of Advisors

Gaming Industry Luminary, Scott Butera, Joins The SCCG Management Board of Advisors

I am both honored and excited to be joining the board of SCCG Management. I have always been impressed by their comprehensive approach in working with emerging companies throughout the world.”

— Scott Butera

LAS VEGAS, NEVADA, USA, January 3, 2023 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management announced today that senior gaming and entertainment executive, Scott Butera, has joined the SCCG Board of Advisors.

Butera brings an impeccable resume to the SCCG team with his decades of executive experience in the gaming and hospitality industry, serving as CEO and President of some of the largest casinos in the world. This list includes, Former President, CEO and Executive Vice President at Trump Entertainment Resorts, Cosmopolitan Resort and Casino in Las Vegas, CEO at Tropicana Entertainment and CEO at Foxwoods Resort Casino. In each of these roles, Butera engineered significant operational turnarounds which included marketing repositioning, redevelopment of assets, rebranding and margin improvements

Founder and CEO, Stephen Crystal said, “We are thrilled to have such a highly experienced and respected veteran from the gaming industry join our board of advisors. Butera’s wealth of knowledge and expertise will be invaluable as we continue to grow and develop as a company and support our client-partner ecosystem. We believe that Scott’s guidance and insights will help us to make informed and strategic decisions that will drive success as we head into 2023.”

Butera stated, "I am both honored and excited to be joining the board of SCCG Management. In the course of my career, I have had the opportunity to work with Stephen and the SCCG team and have always been impressed by their comprehensive approach in working with emerging companies throughout the world. SCCG has a unique ability to develop a path to bring business plans to fruition through strategy development and identifying and negotiating to secure all necessary resources and partners. SCCG provides me with a strong platform to participate in the evolution of the global gaming, sports and entertainment industry by working as a true partner with the leading companies of today and tomorrow.”



This appointment marks a significant milestone for SCCG Management and their eco-system comprised of over 70 best-in-class companies in the gaming space. Butera will look to enhance the corporate structure at SCCG and bring decades of experience as a strategic asset to the firm and their valued clients.

#### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

Quoted in Fox40 Business Press News for Cision PR Newswire (December 2022): "BETFRED SPORTSBOOK AND LOUDOUN UNITED FC PARTNER FOR VIRGINIA SPORTS BETTING LAUNCH"

Source <https://fox40.com/business/press-releases/cision/20221220LA68744/betfred-sportsbook-and-loudoun-united-fc-partner-for-virginia-sports-betting-launch/>



## **BETFRED SPORTSBOOK AND LOUDOUN UNITED FC PARTNER FOR VIRGINIA SPORTS BETTING LAUNCH**



Betfred becomes the official sports betting partner of LUFC

, /PRNewswire/ -- Betfred and Loudoun United FC announced today a multi-year partnership to make Betfred the team's official sports betting partner.

Betfred to launch in Virginia and become the official sports betting partner of Loudoun United FC.

In addition to paving the way for a Betfred Sportsbook mobile launch in Virginia, Betfred will also be the back-of-jersey sponsor for the Red-and-White home and away kits beginning with the 2023 USL Championship Season with additional brand integrations planned as the season nears.

"Betfred has a long history of successful sponsorships of soccer clubs in the UK, and we couldn't be more excited to enter into our first partnership in the US with Loudoun United," said Bryan Bennett, COO of Betfred USA Sports. "The club has built a solid foundation over the last four years, and we look forward to a long partnership to build the Loudoun United fanbase and Betfred Sportsbook in Virginia over the coming years."

Betfred USA Sports is the wholly owned US subsidiary of Betfred Group, a UK-based bookmaker that owns and operates over 1,400 betting shops in the UK with over 50 years of experience. Betfred is currently operating in eight states including Virginia, with upcoming launches in Ohio and Nevada coming soon pending regulatory approval. Betfred was represented in the partnership negotiations by SCCG Management.

"Our partnership with Betfred enables us to enhance the fan experience and helps provide additional opportunities to engage with our ever-growing Red-and-White Community," said Doug Raftery, Loudoun United FC Executive Business Officer. "We look forward to working with Betfred to create a great environment on and off the field for seasons to come."

The Betfred Sportsbook mobile betting product will be formally launched in early 2023.

About Loudoun United FC

Loudoun United FC (LUFC) is the highest-level professional soccer franchise in Loudoun County, Virginia. The club plays in the United Soccer League (USL) Championship, one of the most successful professional soccer leagues in the world. LUFC is the direct affiliate of MLS club, D.C. United.

#### About Betfred USA Sports

Betfred USA Sports is the wholly owned US subsidiary of Betfred Group, a Warrington, United Kingdom based bookmaker that owns and operates over 1400 betting shops in the UK as well as industry leading online and mobile products in the UK and South Africa . Betfred Group, founded by brothers Fred and Peter Done in 1967, created Las Vegas based Betfred USA Sports in 2019 specifically to enter the robust and ever-expanding US sports betting market. Betfred Sports is currently a licensed operator in Iowa, Pennsylvania, Colorado, Louisiana, Arizona, Washington, Maryland and Virginia with Nevada and Ohio coming soon pending regulatory approval.

Quoted in EINPresswire press release (December 2022) “SCCG Partners with Gaming Studio and Platform Provider Bee-Fee LTD for Online Casino Distribution in North America”

Source <https://www.einpresswire.com/article/604737940/sccg-partners-with-gaming-studio-and-platform-provider-bee-fee-ltd-for-online-casino-distribution-in-north-america>



## **SCCG Partners with Gaming Studio and Platform Provider Bee-Fee LTD for Online Casino Distribution in North America**

LAS VEGAS, NEVADA, USA, December 5, 2022 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management announced a strategic partnership with gaming studio and platform provider, Bee-Fee LTD. Providing business development, and strategic advisory services for the distribution of their integrative platforms and services for iGaming in North America.

Stephen Crystal said of the partnership “Bee-Fee is the complete package for game development in the online casino industry and we are eager to grow their presence in North America. Bee-Fee develops platforms that are fully integrated with all leading providers. Not only are they industry leaders in slot game development, they also offer services that provide Land-Based Points, E-wallet services, and the ability to develop custom games exclusive to your platform. With our extensive network of online casinos in the SCCG eco-system, we look forward to distributing their industry-leading products and services across North America.”

Adam Lamentowicz, Shareholder of Bee-Fee LTD. said, “The North America gaming market space is of strategic importance for BeeFee (BF Games) going forward. We are determined and have been investing heavily in our products to ensure the United States becomes our key jurisdiction, while the iGaming industry in the US experiences strong growth in the coming years. We are very happy to partner up with SCCG's strong team of professionals led by Stephen A. Crystal, trusting this team's support will bring great value to our expansion strategy”.

Bee-Fee develops innovative platforms for Online Casinos and Sports Betting which are fully integrated with all leading providers. They are Slot Game Developers offering clients the possibility to order the bespoke games fully exclusive to the client’s platform. Their fully featured back office provides every necessary service – from the best design, through software APIs, game and payment management, to e-mail marketing tools. Bee-Fee also provides legal advisors and technical support 24/7. Their analytical tools and engine management will allow partners to achieve operational goals and reach revenue targets. Bee-Fee Ltd. offers exclusive affiliate programs to its partners. They collaborate with many individual affiliates and companies, thanks to their highly profitable and customizable range of products. SCCG has years of experience bringing game content to existing platforms and an ecosystem filled with complementary companies in the iGaming space.

#### ABOUT BEEFEE LTD.

Founded in 2013 Bee-Fee Ltd. is a recognized global developer of sports betting and casino platforms, provider of Land-Based Points, payment service 'Paymenticon' and recognized publisher of video slot games. Creative team and close cooperation with leading gaming providers has allowed to create a state of the art products that has attracted million players. Our aim is to bring new quality into existing legacy gaming market.

#### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

SCCG Management celebrates 2022 as its 30th Anniversary of leadership and innovation for the gaming industry.

Quoted in EINPresswire press release (December 2022) “SCCG Partners with Live Cue Sports Game, 7BallRun for Web-Based Sports Betting Distribution”

Source <https://www.einpresswire.com/article/604738541/sccg-partners-with-live-cue-sports-game-7ballrun-for-web-based-sports-betting-distribution>



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## SCCG Partners with Live Cue Sports Game, 7BallRun for Web-Based Sports Betting Distribution

LAS VEGAS, NEVADA, USA, December 5, 2022 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management announced a strategic partnership with 7BallRun, providing business development, and strategic advisory services for the distribution of their patented cue sport to existing betting platforms.

Stephen Crystal said of the partnership “7BallRun brings a brand new cue sport that was created to be fast-paced and bettor friendly. This patented format of billiards was specifically designed for distribution on web-based sports betting and virtual gaming platforms. With our extensive network of betting platforms in the SCCG eco-system, we look forward to distributing their patented cue sport format to betting platforms across North America.”

Cyril Means, CEO of 7BallRun said “We're excited to partner with SCCG and leverage their 30 years of expertise in the gaming space. Working with them is a huge step towards reaching the scale that we aim to achieve. The team at SCCG has the experience and industry recognition to help 7BALLRUN further innovate within the gaming ecosystem and grow our business alongside proven industry leaders.”

7BallRun™ is a new kind of cue sport played by a single professional player in a Faraday-shielded enclosed area that’s fully secure and isolated. There is no opponent and no slowing down of the pace or tactical shots. The player's only focus is to pot all seven balls in order. Punters can then place bets on whether the player succeeds plus a range of other unique markets. SCCG has years of experience bringing game content to existing platforms and an ecosystem filled with complementary companies in the sports gaming space.

### ABOUT 7BALLRUN

7BallRun is a patented and trademarked breakless cue sports game to be played by professionals in a Company controlled venue. The sole purpose of the live game is for betting operators to take bets on the outcome of shots or series of shots made during the game.

### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

SCCG Management celebrates 2022 as its 30th Anniversary of leadership and innovation for the gaming industry.

Quoted in EINPresswire press release (September 2022) “SCCG Enters into Strategic Advisory Agreement with B-GAMING”

Source <https://www.einpresswire.com/article/591788380/sccg-enters-into-strategic-advisory-agreement-with-b-gaming>



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## SCCG Enters into Strategic Advisory Agreement with B-GAMING

LAS VEGAS, NV, USA, September 20, 2022 /EINPresswire.com/ -- SCCG Management Founder and CEO, Stephen Crystal, announced today the execution of an agreement with BGAMING, to provide strategic advisory and business development services for North America.

Stephen Crystal said of the event, “We are very excited to partner with BGAMING, their fast-growing iGaming content combines a passion for gaming with extensive expertise in the online casino industry. BGAMING and SCCG form a veteran duo with a combined 50 years of experience in iGaming. We have a great presence in the online casino industry at SCCG. Our best-in-class resources and services, paired with BGAMING’s online casino games, will fill a major gap in this growing industry.”

Director of BGAMING, Marina Ostrovtsova, said of the partnership, “SCCG was a natural fit with our aligned goal of launching the next generation of retention oriented content in the North American market. Together we’re excited to help new studios go-live and to help operators better engage their players.”

The North American iCasino market is rapidly growing and the demand for new games consistently grows with each new jurisdiction. BGAMING has joined forces with SCCG to accelerate this process by providing online slot games to regulated online casinos. BGaming’s fundamental value is that the player and player choice always come first. Therefore, they constantly analyze and study player needs and preferences to make unique and attractive products for everyone. SCCG Management is the top advisory firm in the gaming industry with over 30 years of experience.

### ABOUT BGAMING

BGaming’s portfolio includes 90+ products such as video slots, video poker, lottery, card and casual games with HD graphics and a clear user interface for every device. Headquartered in Malta, the development offices of the company are located in Poland and Georgia.

### ABOUT SCCG MANAGEMENT

SCCG specializes in the investment in and development of worldwide brands, governmental and regulatory management support, intellectual property, and strategic business development within international land-based casinos, sports wagering, internet gambling, gaming, esports and entertainment markets.



Quoted in EINPresswire press release (September 2022) “SCCG Enters into Strategic Advisory Agreement with Micro Betting Platform Score No Score”

Source <https://www.einpresswire.com/article/589465079/sccg-enters-into-strategic-advisory-agreement-with-micro-betting-platform-score-no-score>



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## **SCCG Enters into Strategic Advisory Agreement with Micro Betting Platform Score No Score**

LAS VEGAS, NV, USA, September 6, 2022 /EINPresswire.com/ -- SCCG Management is excited to announce a partnership with the competitive micro-betting platform, Score No Score. SCCG will provide, business development and advisory services to grow the company within the North American sports wagering markets.

Score No Score is an innovative way to enhance the game watching experience for fans of all interest levels. Users bet tokens on micro-bets such as, will there be a run scored in a given inning, or whether a football drive will result in points. Players swipe left or right (betting tokens) when the outcome is in doubt and then have the option to double their bet one time during the current drive or half inning. In essence, the "odds" are created real time exclusively by the players in the game. The goal is to add more gratification to the gaming watching experience as players try to out predict each other on the outcome of the next scoring opportunity.

Anna Nelson, Founder of Score No Score said, “We are very pleased to be working with the top consulting group in the gaming industry. We met with SCCG in the early stages of developing the app and we are thrilled to take the next step. I would not consider myself a huge sports fan but my family loves sports - watching games with my husband became so much more enjoyable when we made side bets on whether a team will score on a given inning or drive. I was inspired to share this newfound love for watching sports with the world and we are very excited to have SCCG guide us into the market.”

Founder and CEO of SCCG Management, Stephen Crystal said of the partnership, “As sports betting expands across North America, we look for systems and technologies that satisfy the growing demand for micro betting platforms. We are excited to join forces with Score No Score and bring an alternative way to enhance the watching experience for sports fans everywhere.”

### **ABOUT SCORE NO SCORE**

Score No Score is a gaming app where users compete using simple in-play micro bets while watching a game. The goal is to add more gratification to the watching experience as players try and out predict each other on the outcome of the next scoring opportunity.

### **ABOUT SCCG MANAGEMENT**

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

SCCG Management celebrates 2022 as its 30th Anniversary of leadership and innovation for the gaming industry.

Quoted in EINPresswire press release (August 2022) “SCCG Management and Innovum Technologies Inc. Announce Strategic Advisory and Business Development Agreement”

Source <https://www.einpresswire.com/article/584036711/sccg-management-and-innovum-technologies-inc-announce-strategic-advisory-and-business-development-agreement>



## **SCCG Management and Innovum Technologies Inc. Announce Strategic Advisory and Business Development Agreement**

LAS VEGAS, NV, UNITED STATES OF AMERICA, August 2, 2022 /EINPresswire.com/ -- SCCG Management Founder and CEO, Stephen Crystal, announced today the execution of an agreement with Innovum Technologies, Inc., to provide Innovum with strategic advisory and business development services for North America.

Stephen Crystal said of the event, “Over the decades, both personally, and on behalf of hundreds of partner companies, we experienced the value of effective regulatory compliance teams. Their support of privileged license application, renewal, and reporting processes continue to be essential for iGaming and sports wagering operators and manufacturers, where speed to market, and highly rigorous controls are needed. Today, the ability to automate these processes, deploying tools quickly and easily to team members across a highly secure web-based platform, feels very much like magic.”

InnovaLinq makes regulatory compliance easier and less expensive for the gaming industry by automating repetitive license application, renewal, and reporting processes. Their software connects individuals, companies, and gaming regulators on a highly secure, web-based platform. InnovaLinq automates license applications and renewals processes with workflow and a central task manager that provides notification of upcoming events.

With the centralized controls enabled by InnovaLinq:

- Individuals know their data is protected, and when and by whom, it was accessed.
- Operators and Manufacturers improve efficiency for applicants and regulatory compliance staff.
- Regulators can focus their efforts on investigation and enforcement.

The InnovaLinq platform connects individuals, operators, manufacturers, and regulators to automate the license application and renewal processes, supporting both hardcopy applications and electronic submissions, as required by jurisdiction. InnovaLinq can also be interfaced with other HR, Financial and other systems.

InnovaLinq's Flexible design enables the system to support gaming jurisdictions around the world. Cloud-based architecture means the system is always available, and scales to meet growing requirements without requiring IT infrastructure. With a cost-effective service pricing model, InnovaLinq is designed to meet the needs of organizations of any size.

Lastly, InnovaLinq was specifically designed for the iGaming and sports wagering industry using technology proven in highly regulated industries. Its workflows support the needs of qualifiers, licensees, and regulators, and can be customized to meet operational and regulatory needs.

#### ABOUT INNOVUM TECHNOLOGIES

Innovum Technologies is a Nevada based full circle licensing service company, providing technology and platforms to support regulatory compliance, licensing application, renewal and reporting processes.

<http://www.innovumtechnologies.com/>

#### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

Quoted in EINPresswire press release (August 2022) “SCCG Enters into Strategic Advisory Agreement with PDX SLOTS”

Source <https://www.einpresswire.com/article/586210890/sccg-enters-into-strategic-advisory-agreement-with-pdx-slots>



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## **SCCG Enters into Strategic Advisory Agreement with PDX SLOTS**

LAS VEGAS, NV, USA, August 16, 2022 /EINPresswire.com/ -- SCCG Management Founder and CEO, Stephen Crystal, announced today the execution of an agreement with RGS provider, PDX Slots, to provide strategic advisory and business development services for North America.

Stephen Crystal said of the event, “We are very excited to partner with PDX Slots, their RGS solution is scalable and easy to build on, empowering developers to create games focused on optimizing retention in the regulated iCasino market. We have a great presence in the online casino industry at SCCG. Our best-in-class resources and services, paired with PDX’s product, will fill a major gap in this growing industry.”

CEO of PDX Slots, Chris Housel said of the partnership, “SCCG was a natural fit with our aligned goal of launching the next generation of retention oriented content in the North American market. Together we’re excited to help new studios go-live and to help operators better engage their players.”

The North American iCasino market is rapidly growing. With each new jurisdiction, there is more demand to get unique content approved and live. PDX has joined forces with SCCG to accelerate this process by providing content to regulated online casinos. PDX Slots focuses on providing operators content optimized towards player retention both with proven European content, as well as working with new innovative concepts. SCCG Management is the top advisory firm in the gaming industry with over 30 years of experience.

### **ABOUT PDX SLOTS**

PDX Slots aims to be a leading provider of content to regulated online casinos. We work with some of the best game developers in the industry, focusing on getting the most retentive math models possible onto our RGS.

### **ABOUT SCCG MANAGEMENT**

SCCG specializes in the investment in and development of worldwide brands, governmental and regulatory management support, intellectual property, and strategic business development within international land-based casinos, sports wagering, internet gambling, gaming, esports and entertainment markets.

Quoted in EINPresswire press release (August 2022) “Low6 doubles down on North America Operator growth through partnership with SCCG Management”

Source <https://www.einpresswire.com/article/585083120/low6-doubles-down-on-north-america-operator-growth-through-partnership-with-sccg-management>



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## Low6 doubles down on North America Operator growth through partnership with SCCG Management

LAS VEGAS, NV, USA, August 9, 2022 /EINPresswire.com/ -- Low6, the award-winning leader in sports gamification, has entered into a partnership agreement with SCCG. The renowned gaming industry investment and management company will help source and facilitate North American-based Sports Betting Operators looking to leverage Low6’s technology to best acquire new users.

Stephen Crystal, Founder and CEO of SCCG Management said of the partnership, “At SCCG we understand the importance of effective fan engagement as a way to bring betting customers into the funnel for sports wagering. Nobody does that better than Low6 and its platform and engaging content. This is demonstrated by its impressive roster of clients throughout the USA. The team at SCCG will do it’s part to leverage its relationships with teams, leagues and gaming operators to expand the customer base in North America!”

Low6 has already forged partnerships with forward-thinking U.S. teams and leagues, such as the PGA TOUR, UFC, Learfield, Cincinnati Bengals and Detroit Pistons, but this alliance with SCCG should turbo-charge the company’s ability to offer itself as a trusted partner of sports betting operators. Low6’s free-to-play platform powers a range of formats to help operators engage with sports fans, and then acquire and retain those fans as customers. Last month Low6 announced that their industry-leading gamification technology was being made available to the sports, sports betting and gaming industries as a full whitelabel, turnkey B2B solution.

SCCG Management is one of the pre-eminent names in strategic consultation to the North American sports world, and is adding Low6 to their client partner ecosystem to explore synergies in their continuing work supporting major and emerging sports leagues and content. SCCG already manages sponsorship agreements with the Cincinnati Bengals, Colorado Rockies, Denver Broncos and the Iowa Cubs; has a business development partnership with the Northwoods Baseball League and the American Cornhole League; consults with Major Arena Soccer League; a data distribution and co-development strategic partnership with America Ultimate Disc League and a partnership with Hendrick Motorsports to leverage data, content and engagement.

“Low6’s trajectory over the past 12 months has rocketed sky high as we’ve added a white-label acquisition platform for the B2B sports betting industry to our palette of trusted partnerships with some of the top U.S. sports leagues and clubs”, said Jamie Mitchell, CEO of Low6. “With a number of operators already onboard our development partnership with SCCG will enable even more sports betting brands in North America to access the engaging content that we offer via the Low6 Gamification Platform to convert, retain and monetize their users”.

#### ABOUT LOW6

Low6, the #1 acquisition play in gaming, is an award-winning leader in sports gaming technology. Their groundbreaking platform is now available as a white-label gamification service to global betting operators. Low6 has been gamifying audiences globally, powering franchises with their own branded experiences to engage and monetize their digital fanbases, through innovative and creative solutions that redefine future sports mobile gamification. Low6 is a proud partner of the PGA TOUR, UFC, LEARFIELD, NFL’s Jacksonville Jaguars and the Cincinnati Bengals, and the NBA Detroit Pistons. For its trailblazing approach and next-generation gamification breakthroughs, Low 6 won the “Virtual and Fantasy Operator” and “Rising Star” Awards at the 2021 EGR Operator Awards, “Freeplay Gaming Supplier” at the EGR North America Awards 2022, Industry Rising Star at SiGMA Americas Award 2022 and Fantasy & DFS Supplier at the EGR B2B Awards 2022. CEO Jamie Mitchell is a finalist for the EY Entrepreneur Of The Year™ 2022.

For more information: [low6.com](http://low6.com)

Media enquiries: [camilla@redknotcomms.com](mailto:camilla@redknotcomms.com)

#### ABOUT SCCG MANAGEMENT

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Quoted in KTRE ABC 9 News for Cision PR Newswire (July 2022):  
“CINCINNATI BENGALS ANNOUNCE PARTNERSHIP WITH BETFRED”

Source <https://www.ktre.com/prnewswire/2022/07/13/cincinnati-bengals-announce-partnership-with-betfred/>



## CINCINNATI BENGALS ANNOUNCE PARTNERSHIP WITH BETFRED

CINCINNATI BENGALS ANNOUNCE PARTNERSHIP WITH BETFRED(PRNewswire)

"The Bengals continue to look for exciting new ways to enhance the fan experience and this partnership will provide additional opportunities to engage with our fans," said Brian Sells, Bengals Vice President and Chief Marketing Officer. "We look forward to working with Betfred to create fun, fan-focused activations that add to the excitement on gameday."

Betfred USA is the wholly owned US subsidiary of Betfred Group, a UK-based bookmaker that owns and operates over 1,400 betting shops in the UK with over 50 years of experience. Betfred is currently operating in six states and continues to grow its US presence.

"This is an exciting opportunity to partner with the Bengals as we continue to expand Betfred across the US and into Ohio with the launch of sports betting in the near future," said Mark Stebbings, Betfred Group Chief Operating Officer. "The Bengals are a premier franchise with a passionate fanbase and a history of innovation that aligns with our brand. We look forward to engaging with fans across the state as we introduce them to unique betting promotions and content throughout the year."

Legalized sports betting in Ohio will officially begin on January 1, 2023. Pending appropriate licensing and regulatory approvals, Betfred plans to launch a mobile sports betting app for fans to place wagers on sporting events anywhere in Ohio. The partnership also includes a variety of fan engagement activations, promotions and free-to-play gaming opportunities. Betfred was represented in the deal by SCCG Management.

LAS VEGAS, NV, USA, July 13, 2022 /EINPresswire.com/ -- Symplify, market leaders in CRM and AI cloud solutions, has enhanced its service for the land-based casino sector with focus on the North American market.

Symplify is introducing a suite of new products within one release following analysis of current market demand to accelerate growth within the newly regulated North American market.

The North American gaming market is rapidly transforming into a hybrid of digital and physical presence. Symplify's latest release aims to harness this paradigm with its Geolocational campaign and customer



journey starters. Partners are now in position to open dialogue with customers using physical location as a catalyst for messaging.

SCCG Management Founder and CEO, Stephen Crystal said, “AI is playing an ever-increasingly influential role in successful operations. Our mission is providing a 360° service for our partners, across multiple sectors, and I’m excited to add another vital layer to our solution and be working with Symplify as we continue to grow the business.

Geolocation starter enables brick and mortar casinos to launch their digital marketing journeys for customers who are physically in the venue. A casino now has the ability to make a seamless transition from physical to digital communication in real time.

Land-based and complementary to the Geolocation functionality is Symplify’s AI Engagement Optimizer. Here partners can engage with customers at physical premises using locational data. Combined with point of sale data means upselling is now possible in a real world setting. A typical example of this would be partners’ ability to now prolong customers’ stay at the live venue. Again, using real-time trigger messaging, the customer can receive incentive offers at the exact time that Symplify’s AI reveals that interest is waning.

An instance of this is providing a complimentary dinner voucher in an effort to affect the customers willingness to remain on site. The combination of this data, these campaign triggers and a multi channel campaign interface brings a new era of digitalisation to land-based casinos.

This extension of Symplify’s service has been synchronised with the SBC Summit North America where the CRM specialists will be showcasing the product (Stand #317) between 12-14 July 2022.

Symplify’s CEO Robert Kimber said: “As is so frequently the case with gaming, with a new market comes new opportunities and challenges. The enormity of the US market and the potential of “hybrid” marketing communication is incredibly exciting. Our new solutions provide our partners with even more scope to engage as the best possible moment with highly personalised messaging.”

#### ABOUT SYMPLIFY

Symplify is an award-winning SaaS company headquartered in Stockholm, Sweden with offices in Malta, Italy, Spain, Denmark, USA, Hong Kong, and Canada. With over 20 years in the industry, Symplify creates true personalised player experiences through an AI driven CRM ecosystem featuring cutting edge technology, where customers are in control of their own data. Their success stems from working closely together with their customers and developing features that enable the CRM team to be best in class. Symplify brings you the future of iGaming CRM, now.

#### ABOUT SCCG MANAGEMENT

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About Betfred USA

Betfred USA is the wholly owned US subsidiary of Betfred Group, a Warrington, United Kingdom based bookmaker that owns and operates over 1,400 betting shops in the UK as well as industry leading online and mobile products in the UK and Spain. Betfred Group, founded by brothers Fred and Peter Done in 1967, created Las Vegas based Betfred USA in 2019 specifically to enter the robust and ever-expanding US sports betting market. Betfred, a proud sports betting sponsor of the Cincinnati Bengals, Denver Broncos and Colorado Rockies, is currently a licensed operator in Arizona, Iowa, Pennsylvania, Louisiana, Washington, and Colorado, with Nevada and Maryland pending regulatory approval.

Quoted in EINPresswire press release (July 2022) “Simplify Enhances CRM Solution for Land-Based Casinos to Accelerate US expansion”

Source <https://www.einpresswire.com/article/580984872/simplify-enhances-crm-solution-for-land-based-casinos-to-accelerate-us-expansion>



## Simplify Enhances CRM Solution for Land-Based Casinos to Accelerate US expansion

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Quoted in EINPresswire press release (June 2022) “SCCG and Genius Gaming Consult Enter into Business Development Partnership for Africa”

Source <https://www.einpresswire.com/article/576693093/sccg-and-genius-gaming-consult-enter-into-business-development-partnership-for-africa>



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## SCCG and Genius Gaming Consult Enter into Business Development Partnership for Africa

LAS VEGAS, NV, USA, June 14, 2022 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management announced a business development partnership with Genius Gaming Consult of Kampala, Uganda, for the gaming market in Africa.

Crystal said of the announcement, “We are extremely proud to be partnering with Mr. Najib Balinda, Genius Gaming’s Chief Business Development Officer - Africa, and their extended team. This group of seasoned gaming executives was a perfect fit for SCCG, both in terms of culture and vision, as we seek to build and extend the successes of the Casino Gaming, iGaming and Sports Wagering sectors within Africa. With a market whose revenue is expected to grow from USD 3B today, to USD 5B by 2030, largely concentrated in South Africa, we see tremendous opportunity for government regulated industry growth throughout the continent.”

With the collaboration of SCCG Management and Genius Gaming Consult, focusing on the growth and extension of regulated Gaming and iGaming for Africa at the B2B level, we are able to provide tremendous value to operators and suppliers who share this vision. Our ability to deploy turnkey services regionally, allow us to immediately add value to our business partners, including:

- Feasibility Market Reports and Business Plans
- License Application and Acquisition Support
- Business Development and Management
- Talent Acquisition and Placement
- B2B Partnership Development and Negotiation
- Due Diligence and Regulatory Reviews
- Marketing and Advertising Support

This very special partnership between SCCG Management and Genius Gaming Consult allow us to bring the very best capabilities with respect to operations, systems, technology, platforms and content into Africa’s fast growing, high value Casino and iGaming markets.

ABOUT GENIUS GAMING CONSULT

Genius gaming consult (GGC) is a consulting firm servicing the gaming/gambling industry across Africa. Our services primarily include feasibility market report, B2B/B2C business development & management, operations setup/expansion, partnership setups, marketing and advertisement, license application and acquisition to sports betting, Casinos, Lotteries, Bingo & Esports operators, software & sports data providers, Slot machine manufacturers & service providers, investors, regulatory bodies and governments.

<https://geniusgamingconsult.com>

#### ABOUT SCCG MANAGEMENT

SCCG specializes in sports betting and data, developing worldwide brands, representation before governmental agencies for complex regulatory matters, intellectual property, and strategic business development within international, land-based casinos, internet gambling, gaming, esports, and entertainment markets.

Quoted in EINPresswire press release (June 2022) “SCCG Partners with Wynta for Affiliate Marketing Software”

Source <https://www.einpresswire.com/article/577898404/sccg-partners-with-wynta-for-affiliate-marketing-software>



## SCCG Partners with Wynta for Affiliate Marketing Software

Wynta shares a great relationship with SCCG and we are ecstatic that our partnership commences at just the right time for us in the iGaming SaaS Martech space.”

— Vanessa Braganza, Chief Operating Officer of Wynta

LAS VEGAS, NV, USA, June 22, 2022 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management announced a partnership with the Singapore-based software company, Wynta, to distribute their tracking and attribution software within the North American gaming markets.

Crystal said of the announcement, “We are pleased to be partnering with this ‘best in class’ solution for Tracking and Attribution. The team at Wynta, equipped with over 30 years of collective expertise in associated industries, created an innovative platform to present advanced technology and ground-breaking features for established and emerging clientele.”

The award-winning Wynta platform is a SaaS affiliate marketing software in the iGaming space, catering to online businesses across markets and verticals. Vanessa Braganza, Chief Operating Officer of Wynta said: “Wynta shares a great relationship with SCCG and we are ecstatic that our partnership commences at just the right time for us in the iGaming SaaS Martech space. We are currently poised to scale and enter new markets, so what better way than to make a mark with the expertise that SCCG’s Dream Team brings to the table!”

With the collaboration of SCCG Management and Wynta, focusing on distribution growth in North America, they provide tremendous value to the entire gaming industry. SCCG’s ability to deploy platforms and solutions across its extensive ecosystem of gaming companies will be a crucial driver in the distribution of Wynta’s innovative software. The future is bright for the two partnering companies as Wynta plans to release more feature-laden products.

### ABOUT WYNTA

The Wynta platform is the first ever SaaS Tracking and Attribution software in the iGaming space, catering to online businesses across markets and verticals. Our offerings of Tracking and Attribution helps serve operators in monitoring, strengthening, and enhancing their affiliate programs, brands, and marketing efforts to their end-users.

<https://www.wynta.com>

## ABOUT SCCG MANAGEMENT

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Quoted in EINPresswire press release (June 2022) “SCCG Management Announces Partnership with J2M to Provide Games, Esports and Metaverse Consulting”

Source <https://www.einpresswire.com/article/578922907/sccg-management-announces-partnership-with-j2m-to-provide-games-esports-and-metaverse-consulting>



## **SCCG Management Announces Partnership with J2M to Provide Games, Esports and Metaverse Consulting**

LAS VEGAS, NV, UNITED STATES, June 29, 2022 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management announced a partnership with US-based consulting firm, J2M, to provide world class consulting services in the areas of games, esports and metaverse to the casino gaming industry and its B2B suppliers.

Video games open up endless possibilities and opportunities for brands that want to creatively and authentically enter this space. From future metaverses to professional esports to casual mobile gaming, there are so many different audiences available to target. J2M’s founders have spent their entire careers fluently engaging with this audience - an audience they’re also part of as gamers themselves.

John Gaudiosi, a Partner at J2M, said of the event, “We’ve known Steve Crystal and SCCG for years and have wanted to find a way to work together. This partnership combines our expertise in video games, esports and the Metaverse with SCCG’s leadership in sports betting, gambling and games of chance just as these very different worlds are seeking new business opportunities.”

Said Crystal, “The partners at J2M are deeply integrated within the global video game industry, having covered it for over 25 years in international print, online and television outlets for millions of business and consumer readers and viewers. Their work has been distributed and viewed across top tier publishers, such as, The Washington Post, Reuters, Fortune, The Hollywood Reporter, Entertainment Weekly, Playboy, Wired, IGN, USA Today, Tribune, The History Channel and Starz. This kind of highly credible, practical and strategic industry knowledge makes J2M essential consultant partners, having proven their value with clients such as Tencent, Alienware, AMD, Skybound, Skydance Interactive, Xbox and Meta.”

### **ABOUT J2M**

J2M combines over 55 years of knowledge and experience from the video game, esports and metaverse universe into one consulting company, thanks to the careers of co-founders John Gaudiosi and John Benyamine. J2M helps Hollywood studios, brands and companies interested in targeting Millennial and Gen Z audiences where they digitally live today - and that’s primarily through some variation of gaming (esports, metaverse, mobile, console and PC).

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Quoted in EINPresswire press release (June 2022) “SCCG and SportsSeam Partner for Data Driven Sports Visualization in North America”

Source <https://www.einpresswire.com/article/577698574/sccg-and-sportsseam-partner-for-data-driven-sports-visualization-in-north-america>



## SCCG and SportsSeam Partner for Data Driven Sports Visualization in North America

Live AI Driven Visualization of Streamed Sports

Consider how much more valuable the revenue driven from in play betting would be when untethered from the high operating costs associated with providing those markets.”

— Stephen Crystal

LAS VEGAS, NV, USA, June 21, 2022 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management announced a partnership with SportsSeam providing business development, and strategic advisory services for their AI-driven Data Visualization Tools, as they enter the North American sports market.

Crystal said of the announcement, “We are extremely proud to be partnering with Mr. Rajiv Chamraj, SportsSeam’s CEO and their extended team. Given the cost of licensing live streams of sporting events, and the bandwidth it takes to bring it to the consumer, it is an amazing value to be able to convert that original video stream into realtime data driven graphics. Consider how much more valuable the revenue driven from in play betting would be when untethered from the high operating costs associated with providing those markets.”

With the collaboration of SCCG Management and SportsSeam, we provide tools to help clients use Machine Learning Vision Workflows at a low cost. SCCG has provided solutions to companies in all facets of the sports industry, immediately adding value to their business partners.

### ABOUT SPORTSSEAM

SportsSeam offers an AI software solution that provides quantitative and qualitative information by analyzing visual data and combining longitudinal data to generate actionable insights. This solution can be used by players, coaches, Bookmakers, Fans to make objective decisions using AI data visualizations.

<https://www.sportsseam.com>

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Quoted in EINPresswire press release (June 2022) “SCCG Management Enters Into Business Development Agreement with ESPORTS PULZE AB”

Source <https://www.einpresswire.com/article/574792189/sccg-management-enters-into-business-development-agreement-with-esports-pulze-ab>



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## **SCCG Management Enters Into Business Development Agreement with ESPORTS PULZE AB**

LAS VEGAS, NV, USA, June 1, 2022 /EINPresswire.com/ -- Steven Crystal, Founder and CEO of SCCG Management, announced today that the firm has entered into a business development agreement with Örebro, Sweden based company, ESPORTS PULZE AB, to provide commercial strategy, partnership and sponsorship opportunities within the United States.

Crystal said of the engagement, “We are excited to enter into this strategic partnership with ESPORTS PULZE AB, and help to grow their presence within the United States. The EPULZE.COM online community is a tremendous opportunity to bridge casual gamers who live and breathe their favorite esports titles, and the professionals, content producers, influencers, publishers, developers and co-branding partners who ultimately bring professional opportunities to life.”

The esports community, centered around EPULZE.COM, supports both Tournament play and League activity within server regions in:

- Europe, Singapore, Australia, South America and the US East Coast for DOTA2
- Europe, North America, Asia, Australia, South America for CS:GO
- Europe, Asia, North and South America for VALORANT
- Europe, Asia, North and South America for MLBB
- US East, US West, Europe, Oceania and South America for Rocket League

This world leading esports competition platform is supported worldwide, 24 hours a day, seven days a week, with multilingual support for English, Russian, Portuguese and Spanish, covering the top news stories in esports around the world.

### **ABOUT ESPORTS PULZE AB**

Epulze is the world-leading platform for gamers to compete and increase the excitement while playing their favourite esports titles.

Epulze strives to be a springboard for amateurs trying to make it in the world of professional esports while also giving the everyday gamer a place to compete in a fun and friendly environment. Our multi-

national community includes the whole range of key components; from the grassroots enthusiasts winning and earning their way up to the big leagues, to the hardcore professionals, streamers and companies that all share the common love for esports and its fantastic communities.

<https://epulze.com>

#### ABOUT SCCG MANAGEMENT

SCCG specializes in sports betting and data, developing worldwide brands, representation before governmental agencies for complex regulatory matters, intellectual property, and strategic business development within international, land-based casinos, internet gambling, gaming, esports, and entertainment markets.

Quoted in EINPresswire press release (May 2022) “Las Vegas Artist Jerry Misko Creating Art Series Celebrating SCCG Management's 30 Years of History”

Source <https://www.einpresswire.com/article/573044816/las-vegas-artist-jerry-misko-creating-art-series-celebrating-sccg-management-s-30-years-of-history>



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## Las Vegas Artist Jerry Misko Creating Art Series Celebrating SCCG Management's 30 Years of History

LAS VEGAS, NV, USA, May 19, 2022 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management, announced another milestone in the firm’s celebration of 2022 as its 30th anniversary of leadership and innovation for the casino industry. SCCG Management has commissioned legendary Las Vegas Artist, Jerry Misko, to produce a series of fifteen creations across a variety of media, covering 30 years of SCCG Management history.

Misko said of the event, “I am excited and honored to be invited by Stephen and SCCG to celebrate 30 years of amazing business. The challenge and privilege of distilling the efforts of SCCG's many projects and endeavors will produce a great body of work for the new HQ. I look forward to diving into the history and accomplishments of my friend and his dynamic company.”

This commission views this history through the lens of Misko’s Vintage Vegas “Neon” style. It will build on themes correlated from SCCG’s 30 year history innovating in the gaming industry in Las Vegas and worldwide. It will include a permanent video installation and NFTs and all be housed within SCCG’s newly expanded Las Vegas Strip located HQ housing SCCG Advisory representing over eighty-five B2B and B2C best-in-class sports betting, gaming, media and iGaming brands from around the globe, the SCCG Venture Fund, the iGaming Law Group and start ups incubated here from around the world.

### ABOUT JERRY MISKO

Jerry Misko is a Las Vegas born artist. He attended the University of Southern California.

Misko’s portfolio includes paintings and murals commissioned by Amazon, The City of Las Vegas, the Las Vegas Convention and Visitors Authority, MTV, Life is Beautiful Music Festival, the El Cortez Hotel & Casino and many other high profile clients.

His work is featured in the corporate collections of Saks Fifth Avenue, Golden Nugget Hotel and Casino, Cirque du Soleil, The Molasky Group of Companies, Maccioni Restaurant Group and The Cosmopolitan of Las Vegas. Misko’s work can also be found in many private art collections across the globe.

Misko has been recognized repeatedly by local press earning the honor of “Best Local Artist” by both Las Vegas CityLife and Las Vegas Weekly magazine.

Jerry is dedicated to his community and has donated countless works to philanthropic causes in Southern Nevada including the Nevada Cancer Institute, Neon Museum, Discovery Children's Museum, Shade Tree, Bishop Gorman College Preparatory High School, American Heart Association, First Friday, St. Jude's Children Hospital and many others.

Misko currently lives and works in fabulous Las Vegas, Nevada.

<https://www.jerrymisko.com>

#### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

SCCG Management celebrates 2022 as its 30th Anniversary of leadership and innovation for the gaming industry.



Quoted in EINPresswire press release (May 2022) “SCCG Management Announces Appointment of Nick Giangreco as VP of Marketing”

Source <https://www.einpresswire.com/article/572890817/sccg-management-announces-appointment-of-nick-giangreco-as-vp-of-marketing>



## SCCG Management Announces Appointment of Nick Giangreco as VP of Marketing

LAS VEGAS, NV, USA, May 18, 2022 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management announced the appointment of Nick Giangreco as VP of Marketing. In this role, Giangreco will support brand and communications efforts on behalf of the firm and its client partners.

“Nick Giangreco is an emerging talent in the sports gaming industry who founded the mobile app ‘CliquePicks’, a competitive social media platform that unites the interactive rivalry of fantasy leagues with the thrill of sports wagering. As the Founder and CEO of CliquePicks, he turned his vision into a reality by, investing his own capital in developing the app, coining the tagline ‘Make Every Game A Rivalry’, pitching venture capitalists and building a business model that fills a major gap in the sports wagering industry for the younger demographic”, said Crystal of Giangreco and his recent achievements in social media and product development.

In 2022, CliquePicks announced their strategic partnership with SCCG who serve as a business development strategic advisor, investor and partner. Giangreco graduated from University of Miami’s Herbert Business School in 2019, and In his early career has worked for a wide range of industry-leading companies such as Willis Towers Watson, Velocity Risk, and Development Specialists Inc., mastering spreadsheet analytics to protect profits and manage risks.

Giangreco said of the appointment, “I am thrilled to be joining SCCG. For more than thirty years, Steve Crystal’s vision, innovation and success has propelled SCCG forward, creating a global powerhouse in the industry. Steve has put together a Dream Team of some of the most highly respected professionals anywhere. I am excited to work together with this team to accelerate SCCG’s brands forward, with an emphasis on capturing the next generation of players.”

### ABOUT SCCG MANAGEMENT

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SCCG Management celebrates 2022 as its 30th Anniversary of leadership and innovation for the gaming industry.

Quoted in EINPresswire press release (May 2022) “JENNY MCLAUCHLAN JOINS THE SCCG MANAGEMENT LAS VEGAS TEAM AS LEGAL COMPLIANCE AND REGULATORY ADVISOR”

Source <https://www.einpresswire.com/article/572230787/jenny-mclauchlan-joins-the-sccg-management-las-vegas-team-as-legal-compliance-and-regulatory-advisor>



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## **JENNY MCLAUCHLAN JOINS THE SCCG MANAGEMENT LAS VEGAS TEAM AS LEGAL COMPLIANCE AND REGULATORY ADVISOR**

LAS VEGAS, NV, USA, May 13, 2022 /EINPresswire.com/ -- SCCG Management Founder and CEO, Stephen Crystal, announced that Jenny McLauchlan has joined the Las Vegas office as their Legal Compliance and Regulatory Advisor.

Jenny qualified with distinction as a lawyer in England & Wales in 2010 and was recruited by top law firm Pannone LLP in Manchester, England. Five years later Jenny moved to Dublin, Ireland where she worked as a Consultant for Augustus Cullen Law, one of Ireland's leading and most progressive law firms. Three years passed before she returned to England where she became a lecturer-in-law at the University of Law before moving with her family to Las Vegas in 2020.

Jenny assists SCCG Management clients to obtain appropriate gaming licenses. Her legal mind and attention to detail serve her well when navigating the different statute, rules and regulations relating to gaming and fantasy sports across the various states.

Jenny is active in the community and is on the board of Directors for a local non-profit 501(c)3 group centered around child development.

### **ABOUT SCCG MANAGEMENT**

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SCCG Management celebrates 2022 as its 30th Anniversary of leadership and innovation for the gaming industry.

Quoted in EINPresswire press release (May 2022) “SCCG Management Partners with Play Globally for Social and Sports Gaming Solutions”

Source <https://www.einpresswire.com/article/571908710/sccg-management-partners-with-play-globally-for-social-and-sports-gaming-solutions>



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## SCCG Management Partners with Play Globally for Social and Sports Gaming Solutions

LAS VEGAS, NV, USA, May 11, 2022 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management announced a partnership with Play Globally, a Vista California based company that creates games and sports that challenge convention, to connect, motivate and inspire fans and athletes of all ages, through a common love of sports, racing and rodeo.

Stephen Dunham, President and CEO of Play Globally report that they have made numerous important strides over the last few months in the free-to-play gaming space, particularly focusing on the release of their LuckyFans prototype, which uses live, in-play sports data to determine the outcome of a poker game. The LuckyFans prototype is working well on Android and iOS smart phones, and recently added LuckyFans Private League Function into the game, enabling individuals, businesses, casinos and Play Globally partners, to create their own personalized and private leader board competitions.

### ABOUT PLAY GLOBALLY

Play Globally's team of pioneering innovators, programmers, artists, and field specialists are dedicated to the art of having fun.

We create games and sports that challenge the confines of convention to help our fellow humans live their best lives.

Our Mission is to connect, motivate, and inspire fans and athletes of all ages through our common love of sports, racing, and rodeo, to build a stronger sense of community in the world.

<https://playglobally.com>

### ABOUT SCCG MANAGEMENT

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SCCG Management celebrates 2022 as its 30th anniversary of leadership and innovation for the gaming industry!

Quoted in EINPresswire press release (May 2022) “Stephen Crystal Announces Addition of Matt Di Giorgio to SCCG Management Team for Talent Recruitment”

Source <https://www.einpresswire.com/article/570986818/stephen-crystal-announces-addition-of-matt-di-giorgio-to-sccg-management-team-for-talent-recruitment>



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## SCCG Management Partners with Play Globally for Social and Sports Gaming Solutions

LAS VEGAS, NV, USA, May 4, 2022 /EINPresswire.com/ -- SCCG Management Founder and CEO, Stephen Crystal, announced the addition of Matt Di Giorgio as Director of Talent Recruitment for the company.

Matt Di Giorgio has over 20 years of executive experience with a strong focus on Human Resources. He worked for Michael Page International as a top billing consultant and manager in his early career and more recently has become the 'go-to' search consultant for a number of established and new entrants to the broad gaming ecosystem. He also services some of the up-and-coming technology businesses in Silicon Valley. In this role, Di Giorgio will be leading the firm's practice in the category of Gaming Talent Recruitment.

In this role, Di Giorgio is primarily focused on executive searches at VP level and above, whether that be in the product, marketing, IT, finance or HR disciplines. He will oversee all projects personally, with the support of an established research team and all the latest candidate attraction tools and technologies.

### ABOUT SCCG MANAGEMENT

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SCCG Management celebrates 2022 as its 30th Anniversary of leadership and innovation for the gaming industry.

Interviewed in GI Huddle Live at ICE 2022 (April 2022): “GI Huddle Live @ ICE 2022: Stephen Crystal- Founder & CEO, SCCG Management”

Source <https://www.youtube.com/watch?v=UFtq3Xkc9DA>



## GI Huddle Live @ ICE 2022: Stephen Crystal - Founder & CEO, SCCG Management



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The next guest in Gambling Insider's live studio at ICE London 2022 is Stephen Crystal, Founder of consulting company SCCG Management. He talks about his company's evolution, the massive opportunities (and challenges) that the recently-launched New York market offers, and w **Show more**

59 views Streamed live on Apr 14, 2022

The next guest in Gambling Insider's live studio at ICE London 2022 is Stephen Crystal, Founder of consulting company SCCG Management. He talks about his company's evolution, the massive opportunities (and challenges) that the recently-launched New York market offers, and what can we expect form the US market as a whole.

Quoted in EINPresswire press release (April 2022) “STEPHEN CRYSTAL ANNOUNCES ONLINE MEDIA AND GAMING OPERATOR PARIEKSHIT MAADISHETTI TO JOIN SCCG LEADERSHIP TEAM FOR INDIA”

Source <https://www.einpresswire.com/article/570202581/stephen-crystal-announces-online-media-and-gaming-operator-pariekshit-maadishetti-to-join-sccg-leadership-team-for-india>



## **STEPHEN CRYSTAL ANNOUNCES ONLINE MEDIA AND GAMING OPERATOR PARIEKSHIT MAADISHETTI TO JOIN SCCG LEADERSHIP TEAM FOR INDIA**

LAS VEGAS, NV, USA, April 28, 2022 /EINPresswire.com/ -- SCCG Management Founder and CEO, Stephen Crystal, announced that Pariekshit Maadishetti has joined the SCCG Management leadership team for India.

Pariekshit Maadishetti is the Founder of Gridlogic. Headquartered in India, Gridlogic is one of the fastest growing groups with diversified interests across various sectors including media and hospitality apart from gaming.

Pariekshit previously has been a part of many successful ventures and advises various startup companies and products in one of the multiple roles as investors, board member and mentor.

Pariekshit played a significant role in getting B2B space active for rummy in India with TJN (Taj Network), which is Gridlogic’s skill games platform with award winning brands which are unique and have custom branding. Most importantly this helps maintain the liquidity needed to operate successfully.

### **ABOUT SCCG MANAGEMENT**

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## Quoted in EINPresswire press release (April 2022) “SCCG MANAGEMENT AND BLUEBAT GAMES PARTNER IN USA FOR THEIR SOCIAL CASINO PLATFORM, GREENTUBE PRO”

Source <https://www.einpresswire.com/article/568351594/sccg-management-and-bluebat-games-partner-in-usa-for-their-social-casino-platform-greentube-pro>



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# SCCG MANAGEMENT AND BLUEBAT GAMES PARTNER IN USA FOR THEIR SOCIAL CASINO PLATFORM, GREENTUBE PRO

LAS VEGAS, NV, USA, April 13, 2022 /EINPresswire.com/ -- SCCG Management, a Las Vegas based consultancy for the casino gaming industry, will provide business development services for BlueBat Games, a Vancouver, British Columbia-based white label social casino platform provider, in the United States.

BlueBat Games is a subsidiary of Greentube GmbH and is the proud creator of Greentube Pro, a white label social casino solution for land-based casinos. With Greentube Pro, casinos can reach their players beyond the casino doors, allowing them to interact with their brand from home, find hours of entertainment with the highest quality social gaming content and earn real-life rewards.

Social casino gaming is seen as the future of retention marketing, keeping active players fully engaged in casino brands at any time and on any device. Social casinos leverage the power of social networks, as well as engaging players in ways that a real money online casino cannot, mainly due to regulations and restrictions. Moreover, friends of players can be reached and offered incentives to visit both the online social casino and brick-and-mortar operations. Online gameplay offers infinite ways and techniques to keep new players coming through the doors and back for more.

Casinos that opt to utilise Greentube Pro will have access to Greentube’s extensive library of games and a number of unique features, such as direct-to-player marketing created to draw players back to the casino floor.

Stephen Crystal, Founder and CEO of SCCG Management, said: “Speaking as an owner, operator and advisor of client partners worldwide, with massive investments in brick-and-mortar casino operations, Greentube Pro is a perfect solution for land-based casino operators to deploy a bespoke online social casino for their customers, branded as the casino they are already both familiar with, and love.”

Miruna Bicoli, COO of Bluebat Games said: “We are beyond excited to partner with SCCG Management. Their knowledge and expertise will propel our Greentube Pro platform to reach new heights. Our team has been focusing on perfecting the platform to cater to the real casino player and increase the revenue

from the social casino platform in a steady and substantial way. We are looking forward to introducing this to more and more land-based casino operators.”

#### About BlueBat Games

Based in Vancouver, British Columbia, BlueBat Games was founded in 2011 by video game industry veterans.

In 2015, BlueBat Games was acquired by Austrian online gaming powerhouse Greentube, and are currently hard at work on Greentube Pro, a white label social casino platform providing best-in-breed features for maximum brand experience and player loyalty. Through this industry-leading product, online and mobile players can stay connected to their favorite casinos any time they’re ready to have fun. Greentube Pro’s white label social casino platform is changing the casino industry! Now, online, and mobile players can stay connected to their favorite casino brands any time they’re ready to have fun. Through Greentube Pro, social casino gaming is all about building brand loyalty and player retention.

#### About SCCG Management

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

SCCG Management celebrates 2022 as its 30th Anniversary of leadership and innovation for the gaming industry.



## Quoted in EINPresswire press release (April 2022) “SCCG MANAGEMENT AND IDNOW PARTNER IN CANADA AND BRAZIL FOR IDENTITY PROOFING PLATFORM SERVICE”

Source <https://www.einpresswire.com/article/568202272/sccg-management-and-idnow-partner-in-canada-and-brazil-for-identity-proofing-platform-service>



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# SCCG MANAGEMENT AND IDNOW PARTNER IN CANADA AND BRAZIL FOR IDENTITY PROOFING PLATFORM SERVICE

LAS VEGAS, NV, UNITED STATES, April 12, 2022 /EINPresswire.com/ -- IDnow, a leading European provider for identity proofing, has announced a partnership with SCCG, a Las Vegas-based consultancy for the casino gaming industry, to jointly provide the IDnow platform for companies in Canada and Brasil.

With IDnow’s solutions operators can provide a safe environment for their players and at the same time ensure an outstanding onboarding experience.

Stephen Crystal, Founder and CEO of SCCG Management said of the event, “We have been admirers of the work IDnow has done in the identity verification space for the casino gaming industry. Their end-to-end technology platform fits within our client partner ecosystem perfectly, and we look forward to the opportunity to share this high value solution to operators in Brazil and Canada.”

IDnow has consolidated a comprehensive set of identification verification methods and document signing services into a single platform, to offer customers and their end users a secure, frictionless digital onboarding experience with even more transparency and greater flexibility. Customers will benefit from the one-stop solution: companies can now seamlessly adapt, orchestrate, and scale all the identity proofing needs enterprises and SMBs have through a single provider. This results in optimized conversion rates and faster, more intuitive onboarding for end users.

An essential part of the IDnow Platform for Identity Proofing is the customer portal for identity management, My IDnow, with which companies can easily navigate and manage their identity proofing and document signing solutions.

With the IDnow Platform for Identity Proofing and the portal My IDnow, the company offers deep identity insights and analytics, which add even more transparency for companies. Fast integration of the latest security and regulatory standards ensures that identity proofing processes create trust and confidence between all parties.

“We are looking forward to work with SCCG and offer our solution to companies in Canada and Brazil . SCCG brings an unmatched industry experience and together, we can provide the ideal solution for gambling operators,” says Roger Redfearn-Tyrzyk Director Global Gambling at IDnow.

## About IDnow

IDnow is a leading identity proofing platform provider in Europe with a vision to make the connected world a safer place. The IDnow platform offers a broad range of identity verification and document signing solutions combined with a comprehensive service offering. Ranging from automated to human-assisted, from purely online to point-of-sale, the identity proofing methods are optimized to assure the highest security standards with maximum user conversion.

In 2021, IDnow acquired the French market leader for identity verification technology, ARIADNEXT, and the German identity verification provider identity Trust Management AG. Jointly the IDnow group can offer its customers one of the broadest portfolios of identity proofing solutions through a single, integrated platform.

The company has offices in Germany, the United Kingdom, the UAE and France and is backed by renowned institutional investors, including Corsair Capital and Seventure Partners. Its portfolio of over 900 international clients, spans a wide range of industries, and includes leading international players such as, Western Union, UBS, Sixt, Entain, Tipico and Pala.

## About SCCG Management

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

SCCG Management celebrates 2022 as its 30th Anniversary of leadership and innovation for the gaming industry.

Gaming America article, “WHAT THE METaverse MEANS FOR CASINO GAMING” (March 2022)

Source: <https://issuu.com/gamblinginsider/docs/gaming-america-mar-apr-2022/s/15103387>



## WHAT THE METaverse MEANS FOR CASINO GAMING

Gaming America regular and SCCG Management Founder Stephen Crystal looks at how the metaverse may affect gaming.

Gaming America regular and SCCG Management Founder Stephen Crystal looks at how the metaverse may affect gaming.

What if you were the top-of-mind choice for digital interactions globally? You get home and hop on your gaming console to play your favorite multiplayer game. You want to use voice chat to communicate with your friends, but instead of Xbox Live, Discord, (See Discord graph) Teamspeak, Mumble, or Skype, all your friends connect to your VOIP platform.

Your daughter has long since left the nest, and you can guiltlessly convert her old bedroom into a home office. You need to find the right furniture at the best price while ensuring everything fits within the space. Nobody stops at Crate&Barrel, DWR, or IKEA anymore because all roads lead to you. I know what you're thinking. Market dominance? Super easy, barely an inconvenience. Amazon did it nearly overnight, for online purchases practically of everything but concrete (See Amazon graph).

These considerations are driving some of the largest tech companies in the world to invest massive amounts of capital into the metaverse of Web 3.0. The word metaverse was first used for a digital interaction space by Neal Stephenson in his novel, “Snow Crash,” in 1992. The 2011 Ernest Cline novel “Ready Player One” was made into a movie in 2018, where it concretely explained the OASIS. In this massive online setting, the overwhelming share of the world’s population interacts with each other via

virtual reality. So, what does this have to do with the gaming industry? Please stick with us here; this is a journey. We will get there together, and there will be a payoff.

#### THE METAVERSE OF YESTERDAY

Today's metaverse is the idea of using technology like augmented reality (AR), virtual reality (VR), and holography to create environments that users can interact with as an avatar within those spaces. The first metaverse was probably the virtual world, Second Life. Launched in 2003, Second Life lets you explore a 3D world on your computer as an avatar. You could move through the world of Second Life, analyze it and interact with other avatars. You could use real money to buy real estate and start businesses online, building, shopping, and trading digital products and services with others. A wide range of social expression occurred on Second Life, from a live concert by famous band U2

in 2008 to a virtual riot in 2007 between a far-right French anti-immigration party and anti-racism activists. At its height, anything you could conceive of happening in the real world was occurring as test flights in Second Life, including significant sponsorship activity by large businesses.

As technology improved, these virtual worlds continued to grow, especially in the game industry. In 1999, the world's first persistent massively multiple online role-playing game (MMORPG), Everquest, was launched by Sony Interactive, enabling millions of players worldwide to interact and play with each other's avatars in a simulated fantasy world comprised of entire continents.

In 2004, Blizzard Entertainment released its massively successful game, World of Warcraft, another virtual fantasy environment. It was a massive commercial hit — over 100 million subscribers in 2014 and generating over \$9bn in gross revenue by 2017. World of Warcraft even had its first virtual pandemic in 2005, when a special content event, which included a deadly in-game infectious disease in a contained raid area, unintentionally spread outside to the rest of the game through infected pets belonging to the players.

Additionally, game platforms like Roblox and Fortnite are also considered by some to be persistent metaverses, within which millions of participants virtually connect. These are examples of games that became virtual communities on virtual online platforms.

For some games, an entire world isn't enough. Cloud Imperium, an international independent game company, recently shattered records in 2021 by raising over \$500m through crowd funding. Players pledge real money towards developing Star Citizen, a space simulator, allowing player avatars to interact with other player avatars in an entire persistent universe of corporate and government-owned planets, gas giants, moons, orbital space stations, refineries and asteroid belts. Star Citizen is still in an open alpha, playable, and with over three million unique active user accounts.

#### THE METAVERSE TODAY

Today, Microsoft and Facebook, now Meta, are trying to create their own metaverses in a reverse process to its forebears; creating virtual social environments that allow its users as avatars to interact with other avatars, connect with their online content and the online content of others, create and publish new content, and conduct activities previously performed in the real world.

Please think of the metaverse as the augmented reality, 3D, holographic or virtual reality interface to content, made publicly and privately available by its Web 3.0 publishers.

Bill Gates was quoted as saying, “Within the next two or three years, I predict most virtual meetings will move from 2D camera image grids to the metaverse, a 3D space with digital avatars.”

Mark Zuckerberg announced to the world in 2021 that Facebook was changing the focus of the entire company by demoting one of the world’s most potent brands beneath a new entity, Meta.

Facebook’s VR hardware division launched the newest version of its VR headsets, the “Oculus Quest 2.” Facebook also debuted its VR meeting service, Horizon Workrooms. Horizon Workrooms enables people wearing VR headsets, like the Oculus Quest 2, to assemble in a virtual meeting room “together” in their digital space.

Microsoft is taking a less future-forward, more practical for today, road to the metaverse. Microsoft Mesh for Microsoft Teams combines VR/AR features of Microsoft Mesh with Teams productivity tools, allowing users to join virtual meetings, collaborate on shared documents and projects, ubiquitously connected via their chat platform. This is not to say Microsoft isn’t planning for the more distant future. It has its own mixed reality product, HoloLens 2, shipping since 2019. This holographic headset uses AI to create a mixed or augmented reality for its wearers, using Azure’s AI capabilities, to collaborate with people in real-time, around the world. The hardware uses eye and hand tracking to allow users to, for example, reach out and move or resize a hologram image they see floating in front of them.

The vision driving these two technology titans is to channel the traffic of their respective product lines into a composite online metaverse using traditional cameras, virtual reality hardware, technologies, and augmented reality experiences – an online one-stop-shop to meet all your needs, whether retail, transactional or experiential.

This process has not gone without pain. For the first time, Facebook reported a decrease in users, losing about a million members compared to the previous quarter. In 2021, Meta’s VR hardware division, Reality Labs, lost over \$10bn. On February 3, Meta fell 26%, wiping out \$200bn in market cap from Zuckerberg’s personal net worth. No US company has ever experienced a larger drop in market value but, to be fair, there are very few companies, anywhere, that could lose that kind of value and still exist.

On the other hand, Microsoft has experienced its own losses, losing over 100 employees from its Microsoft HoloLens and AR division to Meta in 2021 alone. Apple is fighting against this Meta talent drain campaign by offering engineers incremental cash and stock bonuses of up to \$180,000.

#### Implications for the casino gaming industry

Please consider the following parallels between the broader metaverse commercial efforts and those of our specific industry:

##### Migration of brick and mortar to online

- The United States has a massive investment in brick and mortar gaming relative to other gambling markets that have embraced iGaming and online sports wagering, creating mature markets.
- New gaming products and services such as live gaming, which distributes interactive, online gambling to table games players, are attracting the attention of traditional table games players; and companies are investing significantly into production studios for live gaming dealers on a state-by-state basis to satisfy regulatory requirements.
- Brick and mortar gaming operators in local markets have long considered

gambling commoditized, with the most potent factor in deciding where to gamble being distance. Like a gallon of milk, you're not going to drive 20 miles to buy it if there's a closer store just a block away.

The role and requirements for digital talent

- The regulation and expansion of iGaming and online sports wagering aren't going to slow down, much less go away. Customers will have a way to buy their "gallon of milk" right from their PC or mobile phone, sooner, not later.
- Creating and distributing digital gambling products to customers requires investment in infrastructure, content and technology.
- Winning the battle for customers requires a fundamental understanding of digital content marketing specific to the casino gaming industry. That talent might not be readily available locally, so recruitment will be essential.

The dangers of the walled garden

- Despite its size and relative love of innovation, the casino gaming industry isn't going to outperform infrastructure and platform companies, like Microsoft and Meta.
- Partnerships with companies like Microsoft and Meta are inherently fraught with risk. It's their metaverse.

You are a resource inside their walled garden. They own your driveway and the digital freeway your customers took to get there.

- The most competent mid to small-size gaming operators will sharply begin to focus on long-tail marketing and the creation of micro-markets for differentiation and to meet the needs of local gamblers.

Ultimately, there is no realistic way to discount or bonus a gaming operation through future competition. However, through consolidation and breakups in the coming years, mid and small operators can create tremendous value by understanding who they need to be and who they serve investing in those capabilities sooner rather than later.

"THESE CONSIDERATIONS ARE DRIVING SOME OF THE LARGEST TECH COMPANIES IN THE WORLD TO INVEST MASSIVE AMOUNTS OF CAPITAL INTO THE METAVERSE OF WEB 3.0."

## Quoted in EINPresswire press release (February 2022) “SCCG Management and CliquePicks Announce Strategic Business Development Partnership for North America”

Source <https://www.einpresswire.com/article/563128973/sccg-management-and-cliquepicks-announce-strategic-business-development-partnership-for-north-america>



# SCCG Management and CliquePicks Announce Strategic Business Development Partnership for North America

LAS VEGAS, NV, USA, February 15, 2022 /EINPresswire.com/ -- SCCG Management CEO and Founder, Stephen Crystal announced a partnership with the competitive social media platform, CliquePicks as a strategic equity owner and investor, to provide investment, business development, and advisory services to grow the company within the North American sports wagering markets.

Stephen Crystal said of the partnership, “As sports betting expands across North America, we look for systems and technologies that help bettors express their interest in sports betting as part of their lifestyle, beyond the moments around a particular wager. CliquePicks is part of the fandom of sports wagering and the more encompassing sports betting lifestyle.”

Nick Giangreco, Founder and CEO Of CliquePicks said: “CliquePicks is thrilled to be partnering with SCCG. Their industry-leading resources and strategic advice will play a pivotal role in enhancing our current business model and marketing approach as we build toward our upcoming active launch. SCCG’s expertise will open doors to potentially vast opportunities for CliquePicks across platforms and partnerships. Teaming up with SCCG, CliquePicks will unite the interactive rivalry of fantasy leagues with the thrill of sports wagering, giving our users the power to make every game a rivalry!”

CliquePicks is a competitive social media platform created to unite the interactive rivalry of fantasy leagues with the thrill of sports wagering. Its users only wager against their friends -- not a faceless online sportsbook.

Through the CliquePicks platform, Clique members create wagers in real-time, allowing members to Ride (take the same bet) or Fade (take the opposing position) with other members of your Clique, on the web, or through an Android or iOS app.

In the CliquePicks Locker Room, CliquePicks users chat, joke, and place wagers with one another. CliquePicks also offers various customization options to satisfy any Clique’s preferences, such as buy-in, Clique size, and pay out.

CliquePicks runs on credits, with a similar business model to fantasy sports leagues. Money is handled internally within each clique so none of the money being paid-in or paid-out goes through the

CliquePicks website. Further reducing risk, participants set limits to their weekly risk, but still have a max of 500 credits to wager throughout the week.

#### ABOUT CLIQUEPICKS

CliquePicks is the elite alternative to sports wagering, where friendly competition meets social media. Statistically speaking, "The House Always Wins." Clique Picks evens the playing field by creating a competitive platform in which users compete only against each other and there is no "House." We bring fans together to experience sporting events in the most innovative concept since fantasy sports. At Clique Picks we offer a user experience differentiated from the conventional online sports book with an interactive, socially driven platform. More importantly, we give our users the power to Make Every Game A Rivalry.

#### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

SCCG Management celebrates 2022 as its 30th Anniversary of leadership and innovation for the gaming industry.



Quoted in EINPresswire press release (February 2022) “SCCG Management Announces Strategic Partnership with Live Event Wagering Software and Platform, SPARKET”

Source <https://www.einpresswire.com/article/631496567/sccg-management-announces-strategic-partnership-with-live-event-wagering-software-and-platform-sparket>



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## **SCCG Management Announces Strategic Partnership with Live Event Wagering Software and Platform, SPARKET**

LAS VEGAS, NV, USA, May 3, 2023/EINPresswire.com/ -- SCCG has joined the SPARKET revolution providing business development services to their wagering platform with limitless new events and betting types.

The innovative betting platform that they have created is truly limitless, and we believe that it will allow operators to transform the traditional betting industry.” — Stephen Crystal

SCCG Management, a leading management advisory firm for the sports betting and iGaming industry, has announced a strategic partnership with SPARKET, a revolutionary betting platform. The partnership will enable operators to offer infinite free-to-play and pay-to-play betting opportunities, appealing to a much broader audience and adding tremendous value to existing patrons.

SCCG has joined the SPARKET revolution providing business development services to their "bet on anything" wagering platform with limitless new events and betting types. SPARKET's growing "betnetwork" is a social community where operators and players can engage in friendly wagers for fun or cash, tailored to a new generation of casual betters. The SPARKET App is a proprietary pari-mutuel betting system that provides dynamic odds for every wager. The platform allows operators to offer infinite free-to-play and pay-to-play betting opportunities that appeal to a much broader audience and add tremendous value to existing patrons. Best of all, you can earn commissions on every wager without any of the exposure.

Stephen Crystal, Founder and CEO of SCCG Management, commented on the partnership, "We are thrilled to announce our strategic partnership with SPARKET. The innovative betting platform that they have created is truly limitless, and we believe that it will allow operators to transform the traditional betting industry. We are excited to be a part of this journey and look forward to working together to offer new and exciting betting opportunities to our clients."

Evan Fisher, COO of Sparket said, “We are excited to partner with SCCG to help supercharge our business development efforts. Steve and the team have a proven track record that will help us land the right partnerships for Sparket’s innovative wagering software”

SCCG Management works with major sports betting operators and is recognized as an industry leader in the world of betting platforms. With years of experience in the sports betting industry, SCCG Management has built a reputation for delivering innovative and effective strategies that help operators and suppliers grow and succeed in the competitive marketplace.

#### ABOUT SPARKET

"Sparket: The Social Network™, the revolutionary live event wagering software designed to help operating partners grow revenue and reach. We're blowing the doors off the traditional betting industry with our "bet-on-anything" wagering platform. Operators can now offer infinite free-to-play and pay-to-play betting opportunities that appeal to a broader audience and add tremendous value to existing patrons.

#### ABOUT SCCG MANAGEMENT:

SCCG Management is a premier management advisory firm, featuring experienced leaders from the global gaming industry who deliver expert solutions for strategic success with a focus on iGaming, Sports Betting, E-Sports, and Casino Technology. With a global network spanning over 30 years and international offices in Europe, Africa, Asia, South America, and Latin America, SCCG connects clients with the right strategic partners for global scale growth. As an accelerator for early-stage companies, we promote innovation and empower emerging businesses to achieve their objectives. SCCG also acts as an early-stage investor, providing capital and resources to entrepreneurs developing new and innovative products and platforms.

Quoted in EINPresswire press release (January 2022) “Pierre Cadena Joins SCCG Management as Chief Strategy Advisor”

Source <https://www.einpresswire.com/article/560453002/pierre-cadena-joins-sccg-management-as-chief-strategy-advisor>



## Pierre Cadena Joins SCCG Management as Chief Strategy Advisor

Pierre is not only a seasoned strategist and deal maker, but also an operator with deep experience in launching and scaling companies in this industry and across a mix of business models.”

— Stephen Crystal, Founder and CEO

LAS VEGAS, NV, UNITED STATES, January 18, 2022 /EINPresswire.com/ -- Stephen A. Crystal, Founder of SCCG Management, announced today that senior gaming and media executive, Pierre Cadena, has joined the company as Chief Strategy Advisor.

Said Crystal, “We’re doubling down on SCCG’s effort to back the next generation of innovators in the iGaming, sports wagering, esports, and casino gaming spaces. As a firm, we’ve made investments in the sector and supported the industry’s most compelling co-founders and visionaries. Pierre’s expertise in interactive entertainment, media, and digitally-focused consumer businesses will be a tremendous asset as gaming expands throughout North America. Pierre is not only a seasoned strategist and deal maker, but also an operator with deep experience in launching and scaling companies in this industry and across a mix of business models.”

Pierre brings a unique strategic perspective based on decades of wide-ranging experiences, including most recently having positioned for sale three companies, each valued at more than \$1 billion, in the last six years. Most recently, Pierre was Senior Vice President and Chief Strategy Officer for Crunchyroll, a premier direct-to-consumer anime streaming video service formerly within AT&T’s WarnerMedia. In addition to developing Crunchyroll’s long-term strategy, Pierre helped lead the divestiture of Crunchyroll to Sony Pictures Entertainment earlier this year. Prior to WarnerMedia, Pierre worked for Caesars Interactive Entertainment as Vice President of Strategy and Corporate Development. There, he helped build one of the world’s largest social and mobile games companies, Playtika, through M&A and launched several real-money online gaming brands and services in the U.S.

Pierre Cadena said of the announcement, “I’ve known Stephen for a long time and admire what he’s created and accomplished in the gaming industry. He has created a platform that provides for collaboration with the most talented and innovative people in the space. I look forward to working with him and the SCCG team to help companies reach their full potential.”

ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

SCCG Management celebrates 2022 as its 30th Anniversary of leadership and innovation for the gaming industry.

Quoted in EINPresswire press release (November 2021) "SCCG Management and Seth Schorr bring Gamerwager Licensed Peer to Peer Console Esports Wagering to the US"

Source <https://www.einpresswire.com/article/556576152/sccg-management-and-seth-schorr-bring-gamerwager-licensed-peer-to-peer-console-esports-wagering-to-the-us>



## **SCCG Management and Seth Schorr bring Gamerwager Licensed Peer to Peer Console Esports Wagering to the US**

LAS VEGAS, NV, UNITED STATES, November 18, 2021 /EINPresswire.com/ -- Stephen Crystal, Founder and CEO of SCCG Management, announces a partnership with Seth Schorr and his group of companies, to bring Gamerwager's UK licensed, peer to peer console esports wagering platform, to the US.

Stephen Crystal said of the new partnership, "Joining forces with Seth Schorr has greatly enhanced our ability to access the growing esports wagering market with licensed peer to peer wagering platform, Gamerwager. The ability to provide casual gamers an easy to access platform for their favorite titles is essential to bringing broad consumer awareness to the esports wagering market."

Gamer Wager developed the first Peer to Peer video game wagering platform approved by the UK Gambling Commission. The platform has been successfully launched in both the Play and App Stores, respectively, for the UK. The platform allows like-minded gamers to connect and wager with one another in a licensed and compliant environment. With a diverse portfolio of P2P esports betting markets under development, including daily tournaments, they aim to become the go-to P2P video game wagering platform worldwide. The world's first fully licensed peer to peer video game betting platform on PS5 and XBOX consoles for popular US titles like Fortnite, Rocket League and Madden NFL. With the global esports betting market projected to exceed 205B USD by 2027, Gamer Wager is well positioned to claim its share of the esports opportunity.

Said Seth Schorr on the event, "For over seven years I have been an advocate of esports betting in Nevada and have collaborated with numerous players in the Peer to Peer wagering space. It was refreshing to find an operator that understands the regulatory requirements and has gambling in their DNA. Esports and gaming culture has never been more relevant to the casino industry and I am confident Gamer Wager will fill the void and offer casino customers the regulated Peer to Peer offering that is desired."

Mark Goddard of CEO of Gamerwager said, "We are pleased to be partnering with Stephen Crystal and Seth Schorr on this incredible venture -- a literal dream team for US esports gaming. We aim to connect millions of passionate gamers, in regulated markets, from around the world."

## ABOUT GAMER WAGER

Manchester, England based company, Gamer Wager, is the world's first fully licensed, peer to peer, video game betting platform. Very recently, Gamerwager was being shortlisted for the EGR B2B Software Rising Star Award and continues to build on its customer features and titles.

## ABOUT SETH SCHORR

Seth Schorr is CEO of Fifth Street Gaming and Chairman of Downtown Grand Hotel & Casino. Since beginning his career in gaming and hospitality in 1991, Schorr served as an integral member of the Wynn Resorts team, developing the company's first online casino in 2000 and developed the international marketing department in Macau. Earlier in his career, Schorr also worked in numerous capacities at Mirage Resorts including positions at Bellagio Hotel & Casino, The Mirage Hotel & Casino, and Treasure Island Hotel & Casino. In early 2015, Schorr was introduced to the world of esports and lead the effort of developing the first fully integrated esports program in a casino resort at The Downtown Grand. Schorr sits on the board of GameCo, a slot manufacture and iGaming developer. In 2017 Schorr founded BettorView, a technology company that drives engagement via sports betting content across it product offerings in retail sports books, bars and stadiums & arenas across the country. Schorr is a founder of the Nevada Esports Alliance and continues to be a leader in the convergence of esports and sports gambling. In 2021, Schorr was appointed to sit on the Nevada Gaming Control Board's Esports Technical Advisory Committee. Schorr is the co-founder of The Strategy Organization: a Modern Gaming and Hospitality consulting firm.

## ABOUT STEPHEN A. CRYSTAL AND SCCG MANAGEMENT

Stephen Crystal has nearly 30 years of experience in the gaming industry, as an attorney representing public and private gaming companies before various state regulatory bodies and jurisdictions, as a president and CEO of numerous casino holding and public gaming technology companies employing thousands of employees, and as an investor and advisor on over \$1 billion dollars of project finance and mergers and acquisitions in the casino/gaming technology space. Steve started his career in gaming in Kansas City, Missouri in 1992 as a land use attorney in private practice. At that time, Missouri was approving riverboat gaming in several locations throughout the state. Steve represented several Las Vegas-based public gaming companies (Station Casinos, Boyd Gaming, Boomtown Casinos) in their Missouri riverboat development projects as regulatory and development counsel. He spent 12 years as a partner in the prestigious Midwest-based law firm Armstrong Teasdale serving in various leadership and management roles while at the firm. In 2000, Steve joined forces with long-time casino development pioneer D.W. Barrick to form Barrick Gaming Corporation. In 2004, Barrick Gaming Corporation successfully completed the acquisition of 6 hotel casinos in downtown Las Vegas, NV. The acquisition resulted in Steve and Barrick Gaming overseeing 2,000 hotel rooms, 200,000 square feet of gaming floor space, over a dozen entertainment and food/beverage venues, and over 2,200 employees. Steve served as President of Barrick Gaming Corporation until 2006 when the assets were sold in a private transaction. Steve received his undergraduate (AB) degree from Dartmouth College in 1987 and his juris doctor (JD) degree from American University in 1992. He is licensed to practice law in Missouri (1992) and the District of Columbia (1993), and has served in the New Hampshire legislature as a state representative at the age of 20 and has been an active participant in local, state and national politics at the highest levels. He has worked for numerous US congressional, senate, and presidential candidates.

SCCG Management specializes in investment in and developing worldwide brands, representation before governmental agencies for complex regulatory matters, intellectual property, and strategic business development within international, land-based casinos, internet gambling, gaming, esports, and entertainment markets.

Quoted in EINPresswire press release (November 2021) “SCCG Management Unveils Nevatronix SBTVerse Sports Betting Terminal at SBC Summit North America”

Source <https://www.einpresswire.com/article/557297544/sccg-management-unveils-nevatronix-sbtverse-sports-betting-terminal-at-sbc-summit-north-america>



## **SCCG Management Unveils Nevatronix SBTVerse Sports Betting Terminal at SBC Summit North America**

LAS VEGAS, NV, UNITED STATES, November 30, 2021 /EINPresswire.com/ -- Stephen Crystal, SCCG Founder and CEO, announced today that the company, in a joint venture with Nevatronix, will be unveiling a new sports betting terminal at the SBC Summit - North America. The event, at the Meadowlands Exposition Center in New Jersey, will be held December 1-2 at the exhibit hall, booth #113. The new hardware product, SBTVerse, was developed by Nevatronix, a 25-year gaming product and turn-key electronics solutions provider, as part of their commitment to providing transformational and cutting edge sports betting devices to the gaming industry.

Said Crystal, "We see this technology as a game-changing sports betting product that includes next-level fintech capabilities. This solution will not only change the landscape of what sports-wagering hardware suppliers offer today, but it will create an amazing opportunity never before showcased for our clients and partners."

Features of the SBTVerse sports betting terminal include:

- Robust Steel Construction
- 15.6" Touch LCD
- 27" Touch LCD
- Dual Bill Validators
- Ticket Printer
- Bar Code Reader
- Card Reader
- ADA Tactile / Audio Interface
- Audio Speakers
- Camera



- Electronic Locks
- Programmable RGB-LED Accent Lighting
- Battery Backup
- Forex
- Crypto
- ATM
- Wager Payouts

#### ABOUT NEVATRONIX

Nevatronix is a world-class, UL Listed and ISO 9001:2015 certified fully integrated electrical engineering, manufacturing and digital design studio. One of the very few domestic electronics companies with vertically integrated processes such as precision sheet metal fabrication, machining, wire harnessing, circuit boards, 3D Printing along with electro-mechanical assembly and supply chain management, all under one roof. Located in a 70,000 square foot facility utilizing state-of-the-art technology, equipment, and processes. A highly skilled and experienced engineering, design, manufacturing, and assembly staff provide a wide range of technical capabilities that have created industry-leading, first-to-market products, which often gives customers an industry edge — Currently served industries: Kiosks, Aerospace, Amusement, BillPay, Crypto Currency, Customer Loyalty, Digital Signage, Gaming and Slot Machine, Recycling, Smart Safe, Sports Wagering, Telehealth, Valet Parking, and Vending. Priding on reliable and aesthetically pleasing high-tech electronic solutions sold worldwide. Nevatronix is your one-stop-shop for all things digital.

#### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

Quoted in EINPresswire press release (November 2021) “Female Led Data Sports Group to bring its European Data Powerhouse into the Nascent US Sports Betting Market”

Source <https://www.einpresswire.com/article/557259188/female-led-data-sports-group-to-bring-its-european-data-powerhouse-into-the-nascent-us-sports-betting-market>



## Female Led Data Sports Group to bring its European Data Powerhouse into the Nascent US Sports Betting Market

We are thrilled to join forces with Stephen and SCCG management and to bring DSG’s full portfolio and offering of data and technology solutions to the US sports betting market”

— Sowbhagya “Sow” Shetty, Founder and President

LAS VEGAS, NV, UNITED STATES, November 29, 2021 /EINPresswire.com/ -- Data Sports Group (DSG), a Berlin based, leading international provider of sports data and content solutions, today announced its entry into the US Sports Betting market and appointed SCCG as its exclusive marketing partner with its roll-out at SBC America Sports Betting Summit on December 1 at the Meadowlands Expo Center in Secaucus, New Jersey.

Powering international sports betting sites like Dafabet, team sites in Bundesliga2 and sports media companies such as ESPN, DSG is poised to launch its industry leading B2B analytics and data platform into the US Market.

“We are thrilled to join forces with Stephen and SCCG management and to bring DSG’s full portfolio and offering of data and technology solutions to the US sports betting market, said Sowbhagya “Sow” Shetty, founder and President.

Added Stephen Crystal, CEO of SCCG, “Whether you’re running a mobile sportsbook, content or affiliate site, content and data are critical to user engagement, especially outside of the Big 6 sports. DSG has built an offering that is a must for any operator or content producer.”

DSG content and data catalog is impressive, servicing betting stats and data for over thirty, second and third tier sports with a focus on Cricket, Rugby, Soccer, Esports and the Summer & Winter Olympics.

### About Data Sports Group

Data Sports Group (DSG) is female led real time provider of data and sports content solutions. Founded in 2015, DSG has been providing reliable and accurate coverage of sporting events throughout Europe, Asia and South America. The services portfolio for the sports industry includes Sports Data Solutions for

Betting and Fantasy; Content Acquisition for Media & Publisher Websites; Localized content and Predictive Analytics.

#### About SCCG Management

SCCG specializes in investment in and developing worldwide brands, representation before governmental agencies for complex regulatory matters, intellectual property, and strategic business development within international, land-based casinos, internet gambling, gaming, esports, and entertainment markets.

Quoted in EINPresswire press release (November 2021) “SCCG Management Announces Partnership with Better Change to bring Gambling Harm Protections to the United States”

Source <https://www.einpresswire.com/article/556414413/sccg-management-announces-partnership-with-better-change-to-bring-gambling-harm-protections-to-the-united-states>

## **SCCG Management Announces Partnership with Better Change to bring Gambling Harm Protections to the United States**

The regulated gaming industry has always been at the forefront of the implementation of tools and programs to improve education .. reduce risk, and provide support where problem gaming exists.”

— Stephen Crystal, Founder and CEO, SCCG Management

LAS VEGAS, NV, UNITED STATES, November 16, 2021 /EINPresswire.com/ -- Stephen Crystal, founder and CEO of SCCG Management, announced that they have partnered with Better Change, a Gibraltar-based organization that uses training, multi-channel content creation, and professional services, to gaming operators who wish to implement or strengthen their tools to help keep gaming fun for their customers by reducing the harm that at-risk players can face.

Better Change differs from other products and organizations that address gambling harm. They focus on intervention strategies for problem gamblers, leverage operator's internal infrastructure and create external messaging for players and regulators. They are passionate and committed to only ever bringing fresh approaches built on clinical science and research, to problem gambling. Better Change's difference is clear in their ability to intrinsically and organically intertwining this much needed activity into the operating infrastructures of gambling operators and the regulatory structures of policymakers to, for the first time, achieve true, sustainable and authentic protection from gambling harm.

Stephen Crystal, said, "The regulated gaming industry has always been at the forefront of the implementation of tools and programs to improve education and awareness, reduce risk, and provide support where problem gaming exists. Operators understand that this mission is essential to the long term health of the industry we have spent decades building. We believe that companies like Better Change are a natural part of the evolution and improvement of our approaches to problem gambling and mitigating social risk."

Victoria Reed, Founder of Better Change, said of the announcement, “Player protection is fast becoming the heart of the gaming industry and everyone at Better Change has seen first-hand the devastation that is caused by gambling addiction. Despite that, we certainly aren’t anti-gambling. By partnering with operators and suppliers to help them raise standards through improved compliance, innovative social responsibility strategies and the provision of robust safer gambling tools designed to maximize player

protection, we can sustain our industry and deliver clear, sustainable and progressive results for our partners and their players. We're proud to be partnering with SCCG management to combine their unrivalled experience in North America with our innovative and commercially minded solutions to player protection and general regulatory affairs in the US. Together, we can prevent gambling harm."

#### About Better Change

Better Change exists to be the driving force for change in the gambling industry. We believe that everyone, players and operators alike, must be able to reach their full potential, free from the grips of gambling harm.

<https://better-change.org>

#### About SCCG Management

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Quoted in EINPresswire press release (October 2021) “Major Arena Soccer League and SCCG Management Partner on Sports Betting for the MASL”

Source <https://www.einpresswire.com/article/553063160/major-arena-soccer-league-and-sccg-management-partner-on-sports-betting-for-the-masl>



## Major Arena Soccer League and SCCG Management Partner on Sports Betting for the MASL

Major Arena Soccer League and SCCG Management announced today a partnership where SCCG and its CEO, Stephen Crystal, will consult on sports betting for the MASL

Live sport content in North America and worldwide is at the intersection of combining with sports gambling. Stephen Crystal and SCCG is at the forefront of that industry..”

— Shep Messing, Chairman of the MASL

LAS VEGAS, NV, USA, October 5, 2021 /EINPresswire.com/ -- Stephen Crystal of SCCG Management and leadership of the the Major Arena Soccer League (MASL) announced today a partnership to bring MASL events to the US sports betting industry.

The Major Arena Soccer League represents 16 teams across the United States and Mexico. The game is one of the fastest and most skilled version of soccer played indoors. The quick turnovers and high scoring games represents a high temp made for broadcast game. The 2021-22 season kicks off in November. Icons in the soccer world; Shep Messing, Keith Tozer and JP Dellacamera lead a new executive MASL leadership team.

Shep Messing, Chairman of the MASL commented, “Live sport content in North America and worldwide is at the intersection of combining with sports gambling. Stephen Crystal and SCCG is at the forefront of that industry, and we are excited to partner with him to find the best opportunities for the Major Arena Soccer League”

Stephen Crystal, Founder and CEO of SCCG Management said of the partnership, “We are focused on broadening the options of US sports betting by opening up engagement to the largest possible set of sports fans. Sport in the US is a big tent, and our work with MASL helps drive this important aspect of industry growth.”

M Style Marketing, a leading strategy firm, played an integral role in facilitating the partnership between the organizations.

ABOUT SCCG MANAGEMENT

SCCG specializes in investment in and developing worldwide brands, representation before governmental agencies for complex regulatory matters, intellectual property, and strategic business development within international, land-based casinos, internet gambling, gaming, esports, and entertainment markets.

Site: <https://sccgmanagement.com>

#### ABOUT THE MAJOR ARENA SOCCER LEAGUE

The Major Arena Soccer League represents the highest level of professional indoor soccer in the world. The MASL features teams across North America, with teams playing coast-to-coast in the United States and Mexico, and players from over 15 countries. The MASL is currently incorporated as a 501(c)6 not for profit corporation formed to promote the business and sport of indoor soccer.

Pete Richmire

MASL - Communications

(253)278.0035 | [prichmire@maslsoccer.com](mailto:prichmire@maslsoccer.com)

Site: <https://maslsoccer.com>

#### ABOUT M STYLE MARKETING

M Style Marketing is a global strategy, marketing and branding firm working with leading companies in sports, entertainment and licensing. The firm's expertise extends into the top echelons of teams, leagues, entertainment properties and top consumer brands. With a full-service strategy, branding and social team, M Style is known for developing award-winning international programs.

Quoted in EINPresswire press release (October 2021) “Jogo Global Partners with SCCG Management”

Source <https://www.einpresswire.com/article/553686892/jogo-global-partners-with-sccg-management>



## Jogo Global Partners with SCCG Management

Industry veteran Stephen Crystal to provide valuable support for rising platform and content provider

Securing this partnership with SCCG Management is another important move that will further establish Jogo Global within the gaming industry.”

— David Marcus, Jogo Global Group CEO

LAS VEGAS, NV, USA, October 13, 2021 /EINPresswire.com/ -- Jogo Global, the fast-growing platform provider and casino content developer, has partnered with consultancy firm SCCG Management in a move that is set to elevate the company’s strategic business development strategy.

SCCG Management is led by former legislator, lawyer and gaming industry veteran Stephen Crystal. With Crystal at the helm, SCCG Management has accumulated decades of expertise in land-based and online gaming operations and talent acquisition, casino marketing and affiliate networking, the intersection of real money wagering with esports and gaming, virtual sports, fantasy and traditional sports, and sports betting and iGaming technology solutions.

Crystal’s superior industry knowledge and contacts will be highly beneficial for Jogo Global’s future growth plans. The partnership marks another high-profile industry figure that is involved with the company, following the appointment of Gaming Realms co-founder Simon Collins as non-executive chairman, as well as the recruitment of Robb Vecchio as Managing Director of its US division.

Stephen Crystal, at SCCG Management, said: “Working alongside an ambitious company like Jogo Global has been an energizing experience for us.

“With a range of products and services that spans gaming platforms, premium mobile, online and land-based content, as well as customized software development and a gamification platform, we believe the company has a highly attractive offering. We look forward to supporting their further growth.”

David Marcus, Jogo Global Group CEO, said: “Securing this partnership with SCCG Management is another important move that will further establish Jogo Global within the gaming industry.

“With Stephen’s 25 years of industry experience and SCCG Management’s strong presence in both the land-based and online sectors, Jogo Global’s opportunities for expansion will only increase as a result of this new working relationship.”

About Jogo Global

Jogo Global is a fast-growing platform provider and casino content developer, dedicated to delivering the world’s greatest casino experiences to operators and their players worldwide. Working out of four



locations, Jogo's dynamic team of highly skilled individuals have years of experience within the mobile, online and land-based gaming sectors. Jogo develop ground breaking platforms, innovative content and offer services that help businesses run more efficiently and deliver excitement to their players. All Jogo's technology and processes meet latest industry standards and have been certified by the major testing labs for regulated markets.

[www.jogoglobal.com](http://www.jogoglobal.com)

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The Major Arena Soccer League represents 16 teams across the United States and Mexico. The game is one of the fastest and most skilled version of soccer played indoors. The quick turnovers and high scoring games represents a high temp made for broadcast game. The 2021-22 season kicks off in November. Icons in the soccer world; Shep Messing, Keith Tozer and JP Dellacamera lead a new executive MASL leadership team.

Shep Messing, Chairman of the MASL commented, “Live sport content in North America and worldwide is at the intersection of combining with sports gambling. Stephen Crystal and SCCG is at the forefront of that industry, and we are excited to partner with him to find the best opportunities for the Major Arena Soccer League”

Stephen Crystal, Founder and CEO of SCCG Management said of the partnership, “We are focused on broadening the options of US sports betting by opening up engagement to the largest possible set of sports fans. Sport in the US is a big tent, and our work with MASL helps drive this important aspect of industry growth.”

M Style Marketing, a leading strategy firm, played an integral role in facilitating the partnership between the organizations.

ABOUT SCCG MANAGEMENT

SCCG specializes in investment in and developing worldwide brands, representation before governmental agencies for complex regulatory matters, intellectual property, and strategic business development within international, land-based casinos, internet gambling, gaming, esports, and entertainment markets.

Site: <https://sccgmanagement.com>

#### ABOUT THE MAJOR ARENA SOCCER LEAGUE

The Major Arena Soccer League represents the highest level of professional indoor soccer in the world. The MASL features teams across North America, with teams playing coast-to-coast in the United States and Mexico, and players from over 15 countries. The MASL is currently incorporated as a 501(c)6 not for profit corporation formed to promote the business and sport of indoor soccer.

Pete Richmire

MASL - Communications

(253)278.0035 | [prichmire@maslsoccer.com](mailto:prichmire@maslsoccer.com)

Site: <https://maslsoccer.com>

#### ABOUT M STYLE MARKETING

M Style Marketing is a global strategy, marketing and branding firm working with leading companies in sports, entertainment and licensing. The firm's expertise extends into the top echelons of teams, leagues, entertainment properties and top consumer brands. With a full-service strategy, branding and social team, M Style is known for developing award-winning international programs.

[info@mstylemarketing.com](mailto:info@mstylemarketing.com) | [MstyleMarketing.com](http://MstyleMarketing.com) | Twitter: [@MstyleMarketing](https://twitter.com/MstyleMarketing)

Quoted in EINPresswire press release (October 2021) “Bounty Sports Creates a New Vertical of Fantasy Pick’Em For Average Fans”

Source <https://www.einpresswire.com/article/552959119/bounty-sports-creates-a-new-vertical-of-fantasy-pick-em-for-average-fans>



## **Bounty Sports Creates a New Vertical of Fantasy Pick’Em For Average Fans**

BOUNTY SPORTS ENTER INTO AGREEMENT WITH SCCG TO TAKE FANTASY PICK’EM ACROSS THE USA.

We wanted to build something fun where average fans with all levels of experience can play, compete and stand a real chance of winning.”

— JESS HODGSON, Founder & CEO

LAS VEGAS, NV, UNITED STATES OF AMERICA, October 4, 2021 /EINPresswire.com/ -- Bounty Sports, the first North American provider of paid fantasy pick’em, has entered into a partnership with SCCG Management to bring their platform, previously only available to Canadians, into the United States. Bounty has committed significant investment to expanding their peer-to-peer platform as a fan engagement tool to average sports fans, supported by SCCG Management and its network of key partnerships.

Bounty Sports hosts contests where fans compete against other fans in daily contests with the goal of picking winning teams. Users earn points for correct selections, where top ranking individuals win cash prizes. This user-friendly platform engages average fans who have grown tired of the costly and time-consuming traditional fantasy sports models. Bounty Sports provides a fun online community for users to connect with other sports fans, without significant cost and time commitments.

Jess Hodgson, CEO of Bounty Sports said, “Whether it’s online or at the office, you see the same few people winning traditional fantasy sports pools. Pros are making a lot of money off average fans, who spend countless hours building rosters only to lose interest. We knew that there was still a desire in the market for fans to engage with each other but had to build a tool to keep the stakes low and the fun high. Bounty has done exactly that. The results and feedback we’ve received so far has been incredible.”

The Bounty Sports team believes traditional fantasy sports models are geared towards experts and pros who dedicate a significant amount of time to learning the complex scoring systems and staying updated on regular roster changes across leagues in which they play. Bounty endeavors to create an entirely new way for fans to interact with and participate in fantasy sports, dubbed “Fantasy Pick’Em”. This brings together traditional pick’em style pools with the social element of fantasy.

Mark Broxterman, Cofounder at Bounty Sports, said, “Most fans have come to accept that playing fantasy sports is a negative sum game. Most online platforms are dominated by a very small minority of

players who use complex models and algorithms. It's no longer a fun game, it's a business for experts and pros."

Stephen Crystal, Founder and CEO of SCCG Management, said, "In order to support the largest number of fans participation in US sports, we need to be able to reach out to whenever and however they are ready to engage. Fantasy sports is a huge piece of the sports fan market, and just as traditional fantasy sports bridges and supports the traditional sports betting industry, the Bounty Sports DFS platform bridges and supports the casual sports fans. We are committed to growing the size of the tent for the U.S. sports fan."

#### ABOUT BOUNTY SPORTS

Bounty Sports is a Daily Fantasy Sports company designed to level the playing field for casual sports fans by offering simple and user-friendly peer to peer sports entertainment contests. Headquartered in London, Ontario, and launched in 2020 by Jess Hodgson and Mark Broxterman, Bounty Sports is currently operational in two countries (Canada and USA), available in the following States, Provinces, and Territories: California, Texas, Florida, Illinois, Georgia, North Carolina, Massachusetts, Maryland, Wisconsin, Minnesota, South Carolina, Kentucky, Oregon, Oklahoma, Utah, Kansas, New Mexico, Nebraska, West Virginia, Rhode Island, South Dakota, North Dakota, Alaska, District of Columbia, Wyoming, British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland, Yukon, Northwest Territories, and Nunavut. Bounty Sports is an official partner with DFO, Nation Network, and SCCG Management.

#### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

Quoted in EINPresswire press release (September 2021) “Esports Publisher GGRcon Working with SCCG Management for US Partnership Operations”

Source <https://www.einpresswire.com/article/551307551/esports-publisher-ggrecon-working-with-sccg-management-for-us-partnership-operations>



## Esports Publisher GGRcon Working with SCCG Management for US Partnership Operations

Esports And Gaming Publisher Plans To Expand Partnerships Into US

As we continue to grow, serving our customers with the content that they clearly love, we felt now was a good time to expand more of our offering into the US.”

— Chris Young, Managing Director at GGRcon

LAS VEGAS, NV, USA, September 14, 2021 /EINPresswire.com/ -- GGRcon, an esports and gaming publisher, has announced that they are expanding partnerships into the US with help from SCCG Management.

The media company is planning on focusing on US partnerships and commercial opportunities, which SCCG specialises in.

SCCG management will be assisting by managing GGRcon’s partnership operations, finding new and exciting clients, and assisting with commercial strategy.

GGRcon was founded in December 2019, and since its inception has had a heavy focus on esports. They cover titles such as VALORANT, CS:GO, Call of Duty, Overwatch, and many others.

As a result of ensuring they have high-quality content and a solid editorial strategy, GGRcon has seen their Page Views increase from 47k a month from when they started, to over 2.5 million a month in August 2021. In the last month alone, GGRcon’s Facebook Page has achieved nearly 251,000 reactions on their content, which is more than established brands such as GamesRadar+, GameByte, Eurogamer, and the official pages of Xbox, PlayStation UK, SEGA, and Epic Games. As it stands, their portfolio of social Pages equates to over 1.2m followers.

SCCG Management is a consultancy that specialises in esports, among other disciplines. The company consults with, and invests in, gaming clients worldwide in various casino development, internet gaming (iGaming) and gaming technology endeavours. Founder, Stephen A. Crystal, has spent over 20 years directly involved in all aspects of the casino and iGaming technology industry, including as an attorney representing public and private gaming companies, as a president and CEO of numerous casino holding and public gaming companies, and as an investor and advisor on over \$4 billion dollars of project finance, mergers and acquisitions in the casino gaming space.

Chris Young, Managing Director at GGRecon, said: “We are thrilled to be working with SCCG management. As a well-respected and established company with someone like Stephen at the helm, we know that GGRecon’s future is in good hands. As we continue to grow, serving our customers with the content that they clearly love, we felt now was a good time to expand more of our offering into the US.

“The US is a market that we are keen to explore, as well as being able to show what GGRecon can do. Our audience is loyal and smart, which is a killer combination. We hope to be able to provide them with partnerships that are authentic as well as exciting.”

Founder of SCCG Management, Stephen A. Crystal, said: “It’s been a pleasure working with Chris over the last couple of years, and watching their business grow in the UK. As we expected, the content resonates well within the US market, which represents the majority of the GGRecon traffic. We look forward to helping GGRecon extend its presence in the US.”

#### About SCCG Management

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

#### About GGRecon

GGRecon is an esports and gaming publisher with the aim to inform, as well as entertain, their audience. With editorial content ranging from features, guides, opinion pieces, leaks, and trending esports news, their passion for the industry is palpable.

Since 2019, they have been a team of esports fans writing content for fans with the same enthusiasm, ensuring that all bases are covered. They now also have a video team, whose aim is to make original, high-quality content for esports fans all over the world.

Follow their social media accounts to keep up to date with GGRecon.

GGRecon Facebook - <http://www.facebook.com/GGReconEsports>

GGRecon Twitter - <http://www.twitter.com/GGReconEsports>

GGRecon Instagram - <http://www.instagram.com/GGReconEsports>

GGRecon YouTube - <http://www.youtube.com/GGRecon>

GGRecon TikTok - <https://www.tiktok.com/@ggrecon>

Rocket League Twitter - <http://www.twitter.com/RLRecon>

Call of Duty Twitter - <http://www.twitter.com/CoDNewsRecon>

VALORANT Twitter - <http://www.twitter.com/VALORANTRecon.com>

League of Legends Twitter - <http://www.twitter.com/LoLRecon>

Quoted in EINPresswire press release (September 2021) “Scout Delivers Venue-Based Sports Engagement to U.S. Bars, Restaurants and Arenas through eFanGage”

Source <https://www.einpresswire.com/article/551977999/scout-delivers-venue-based-sports-engagement-to-u-s-bars-restaurants-and-arenas-through-efangage>



## Scout Delivers Venue-Based Sports Engagement to U.S. Bars, Restaurants and Arenas through eFanGage

Scout and eFanGage, a JV of SCCG Management and Backal Hospitality Group, enter into agreement to deliver in-venue sports engagement platform to the U.S.

Sports betting has risen sharply across the country, and we see this as the perfect bridge for us to onboard new fans and participants in an exciting and interactive way.”

— Arthur Backal, Co-Founder of eFanGage,

LAS VEGAS, NV, USA, September 22, 2021 /EINPresswire.com/ -- Scout Gaming, the world’s leading global provider of B2B Daily Fantasy Sports, Sportsbook, Fantasy betting and other related sport-betting products, has entered into a partnership with eFanGage, a joint venture between SCCG Management and Backal Hospitality Group of New York, to deliver the latest in venue-based simulated social sportsbook, fantasy sports and esports for bars, restaurants, stadiums, and arenas across the U.S.

eFanGage will deliver a Free to Play (F2P) Fantasy sports software solution, designed to engage venue patrons through peer-to-peer competition and rewards within the physical locations of sports and entertainment focused venues and beyond.

All these activities are performed in the context of social fantasy sports and sportsbook content and contests popular to today’s sports entertainment consumers and presented through familiar and fun games. Under the free to play model, guests can earn venue branded virtual currency which can be exchanged for a variety of purposes including perks, discounts, food and beverage, or goods, either online or at participating venues.

Andreas Ternström, Chief Executive Officer at Scout Gaming, said, “I’m glad that we can add another deal with our new social sportsbook. Arthur Backal is well-reputed in the hospitality sector and his ideas with eFanGage are groundbreaking.”

Arthur Backal, Co-Founder of eFanGage, and Founder of Backal Hospitality Group said, “We are thrilled to have reached an agreement with Scout Gaming. Together, we will deliver innovative technology containing a flexible gaming platform to enable social engagement towards our assets and many others, including restaurants, bars, and other hospitality venues. Sports betting has risen sharply across the



country, and we see this as the perfect bridge for us to onboard new fans and participants in an exciting and interactive way.”

Stephen Crystal, Co-Founder at eFanGage, and Founder and CEO of SCCG Management, said, “Quite simply, high quality brick and mortar venues capture the vitality of social engagement around live and virtual sports that cannot be replicated with a purely online presence. The timing for this experience is perfect, as the hospitality sector looks to recover from COVID-19 and address the massive pent-up demand for fan engagement, enhanced by the latest technology.”

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#### ABOUT BACKAL HOSPITALITY GROUP

Backal Hospitality Group (BHG) is a recognized and respected leader in New York’s make-it-happen hospitality community. With over three decades in the business, BHG Founder Arthur Backal is an expert in all aspects of dining, hospitality, and gatherings to celebrate and has managed, operated and/or owned over 20+ event spaces including iconic hotels, restaurants, and renowned venues throughout New York City. Businesses that Backal currently operates and/or owns include VERSA Restaurant and Rooftop in the Renaissance New York Midtown Hotel; Apella, an Alexandria Event Space and Riverpark located on the edge of the East River; Event Management Firm State of the Art Enterprises; events at the Mandarin Oriental New York; CNVS Event Space located in the Hudson Yards district; AOG Design; and Cellar Dog in the West Village. In addition to operating restaurants and luxury event spaces, Backal recently introduced curated experiences for individuals and smaller groups to experience in a safe way during COVID-19 including Hampton Road Trip, offering customized food and wellness programs, along with lifestyle events that can be brought to client’s own homes, complete with a private chef, small event catering and personalized experiences. For more information on BHG, visit <https://backalgroup.com>. Follow BHG on Instagram @BackHospitalityGroup and LinkedIn.

#### ABOUT EFANGAGE

eFanGage is a specialist software systems company lead by Arthur Backal of New York City, NY, focused on the Hospitality Industry and venue specific customer loyalty and engagement solutions, as a joint venture with SCCG Management.

#### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

Web: <https://sccgmanagement.com>

LinkedIn: <https://www.linkedin.com/company/sccg-management>

#### ABOUT SCOUT GAMING

Scout Gaming Group is a multiple award-winning licensed and regulated premium provider of B2B Fantasy Sports & Sportsbetting. The company offers a flexible and customizable sports entertainment platform with the core pillar being the network-based Fantasy Sports solution (SGN) and a fully-managed

Sportsbook capable of being tailored to market needs, whether real money Fantasy Sports, odds-based sports wagering or Free2Play. Technology and operations are 100% proprietary, having developed from the ground up and operated in-house, – allowing for virtually any sport, league, or game format to be offered. The company has achieved several industry-first's such as the world's largest globally pooled DFS network (SGN), Fantasy Matchups, Bet-on-my-team, Player Odds and the world's first natively integrated DFS and Sportsbook solution – all via one single integration. The Group has 100+ employees and is headquartered in Stockholm, Sweden with development and operations in Bergen, Norway, and Lviv, Ukraine and Malta. Scout Gaming is listed on the Nasdaq First North Growth Market and the Certified Adviser is Redeye AB. Contact details: [Certifiedadviser@redeye.se](mailto:Certifiedadviser@redeye.se), +46 (0)8 121 576 90.

Quoted in EINPresswire press release (September 2021) “Scout Gaming enters US Market with Social Sportsbook Deal”

Source <https://www.einpresswire.com/article/551598124/scout-gaming-enters-us-market-with-social-sportsbook-deal>

## Scout Gaming enters US Market with Social Sportsbook Deal

Leading provider of B2B daily fantasy sports, sportsbook and fantasy sports betting products has partnered with the Masters Cup Series.

We are thrilled to be officially entering the US market for the first time and to also unveil another addition to the Scout product line that will be launching with the Masters Cup Series.”

— Andreas Ternström, Chief Executive Officer at Scout Gaming

LAS VEGAS, NV, USA, September 16, 2021 /EINPresswire.com/ -- Scout Gaming, the leading provider of B2B daily fantasy sports, sportsbook and fantasy betting products, has made its debut in the US market after signing a deal with new sports league, the Masters Cup Series.

The five-year deal will see the Masters Cup Series leverage Scout Gaming’s Social Sportsbook Platform, a new product that has been developed specifically for the US market and aimed at online and retail operators as well as sports venues and franchises.

Scout Gaming’s Social Sportsbook Platform allows Master Cup Series to tap into the fast-growing sports wagering segment by offering a fun and low barrier of entry, next-generation ‘sports betting-like’ experience without the involvement of real money wagering. Through the combination of its proprietary Player Account Management system, award-winning B2B Daily Fantasy Sports solution and new Social Sportsbook, Scout Gaming offers US operators and franchises an end-to-end managed sports entertainment product.

The Masters Cup tour is a new sporting event spearheaded by industry legend and Hall of Fame pro billiard player, Rodney “Rocket” Morris. The event will comprise of eight professional players who will compete in weekly MCS Tour Stop events. Players will accumulate points each week, based on performance, to determine their playoff position, weekly winner, and overall Masters Cup Champion.

The event will be nationally televised and offer both on-screen real-time wagering like gameplay as well as next generation stats. In addition to Scouts standard games, fans will also be able to experience play on events directly tied to and developed in collaboration with the Masters Cup Series.

The partnership with Scout will allow the sports franchise to provide a way for fans and viewers to engage with sports game play action 24 hours a day, seven days a week, while also generating significant revenue for the series.

Andreas Ternström, Chief Executive Officer at Scout Gaming, said: “We are thrilled to be officially entering the US market for the first time and to also unveil another addition to the Scout product line that will be launching with the Masters Cup Series.

“We’ve noticed a gap in the market that we can fill and we’re hoping to unveil similar partnerships in the months and quarters to come.”

Rodney “Rocket” Morris, Chief Executive Officer at Masters Cup Series, said “I’m excited to have joined forces with Scout Gaming and feel honoured to be the first partner for the company in the USA. Its Social Sportsbook is an incredible product that will bring tremendous value to the series.

As the US business development partner for Scout Gaming Group, Stephen Crystal, CEO and Founder of SCCG Management said of the event, “We are proud of the success this team has realized throughout this process. The biggest winners will be the fans who get to experience highly engaging and competitive interaction through the real-time gameplay powered by the Scout Gaming platform. SCCG has been driving strategies to bring social sports betting to restaurants, bars, and arenas, and this is the first execution on this plan.”

#### About Scout Gaming

Scout Gaming Group is a multiple award-winning licensed and regulated premium provider of B2B Fantasy Sports & Sportsbetting. The company offers a flexible and customizable sports entertainment platform with the core pillar being the network-based Fantasy Sports solution (SGN) and a fully-managed Sportsbook capable of being tailored to market needs, whether real money Fantasy Sports, odds-based sports wagering or Free2Play. Technology and operations are 100% proprietary, having developed from the ground up and operated in-house, – allowing for virtually any sport, league, or game format to be offered. The company has achieved several industry-first’s such as the world’s largest globally pooled DFS network (SGN), Fantasy Matchups, Bet-on-my-team, Player Odds and the world’s first natively integrated DFS and Sportsbook solution – all via one single integration. The Group has 100+ employees and is headquartered in Stockholm, Sweden with development and operations in Bergen, Norway, and Lviv, Ukraine and Malta. Scout Gaming is listed on the Nasdaq First North Growth Market and the Certified Adviser is Redeye AB. Contact details: [Certifiedadviser@redeye.se](mailto:Certifiedadviser@redeye.se), +46 (0)8 121 576 90.

#### About Masters Cup Series (MCS)

The Masters Cup Series (MCS) is a billiards tour with a revolutionary new scoring system, created by Hall-of-Famer Rodney "Rocket" Morris. The executive team, based in Oklahoma, has stellar reputations within and access to the entire billiard industry. Not only will the new scoring system inject excitement into the game, it will also open the game up to thousands more players and solve decades long issues for the community. MCS will be televised and streamed and utilize AR/VR experiences as well as licensed gaming, gambling and fantasy sports to create a continuous engagement loop with its customers. MCS has partnered with 21 Lakes Productions and GhostDawg Consulting for ideation and execution within the broadcast and gaming areas, respectively.

#### About SCCG Management

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formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry. Visit us at <https://scgmanagement.com>.

Quoted in EINPresswire press release (August 2021) “SCCG Management and Northwoods Partner to Promote its Baseball League within the Gaming Industry”

Source <https://www.einpresswire.com/article/549796070/sccg-management-and-northwoods-partner-to-promote-its-baseball-league-within-the-gaming-industry>



## SCCG Management and Northwoods Partner to Promote its Baseball League within the Gaming Industry

LAS VEGAS, NV, USA, August 26, 2021 /EINPresswire.com/ -- SCCG Management Founder and CEO, Stephen Crystal announced today that it has partnered with the Northwoods League to promote its organized baseball organization within the casino gaming industry.

The new baseball league, the Northwoods League, was born in 1994, beginning with affiliates in Kenosha, Wausau and Manitowoc, Wisconsin; Dubuque, Iowa and Rochester, Minnesota. This League was made up of “All-Star” teams of college players who competed in a 56-game schedule between June and August. At the end of the first season, approximately 70,000 fans attended Northwoods League games and the Rochester Honkers had claimed the first League title with a 31-15 overall record.

Twenty-six years later, in 2020, the Northwoods League drew more fans than any baseball League, at any level, in North America. This incomprehensible fact summed up the sports scene in a year the American public was ravaged by the Covid-19 pandemic. Innovatively leading the sports industry, the Northwoods League managed Federal, State and Local health regulations to play 498 games by 22 teams in six States and 15 Upper Midwest cities, drawing 214,584 fans.

Crystal said of the announcement, “As a firm, we are committed to the promotion of a broader slate of sports entertainment choices within the casino gaming industry. Bringing attention to these highly engaging sports presents a more comprehensive picture of sports in the US. They also represent broader content propositions to the gaming industry as sports wagering opportunities, expanding available markets for bettors.”

“As we venture further into this space we were looking for a partner that could help us navigate the complex and ever changing gaming world,” said Matt Bomberg, Northwoods League Great Lakes Division President. “It became evident very quickly that Stephen and his impressive team at SCCG were the correct group for us.”

### ABOUT THE NORTHWOODS LEAGUE

The Northwoods League is the proven leader in the development of elite college baseball players. Having completed its’ 28th season, the Northwoods League is the largest organized baseball league in the world with 22 teams, drawing significantly more fans, in a friendly ballpark experience, than any league of its

kind. A valuable training ground for coaches, umpires and front office staff, over 265 Northwoods League players have advanced to Major League Baseball, including three-time All-Star and 2016 Roberto Clemente Award winner Curtis Granderson, three-time Cy Young Award winner and World Series Champion Max Scherzer (LAD), two-time World Series Champions Ben Zobrist and Brandon Crawford (SFG) and World Series Champion Chris Sale (BOS). As well as 2019 Rookie of the Year and 2019/2021 Home Run Derby Champion Pete Alonso (NYM) and 2021 All-Star, MLB Gold Glove finalist and 2019 Second Team All-MLB shortstop Marcus Semien (TOR). All league games are viewable live via the Northwoods League website at [watchnwl.com](http://watchnwl.com). For more information, visit [www.northwoodsleague.com](http://www.northwoodsleague.com) or download the Northwoods League Mobile App on the Apple App Store or on Google Play.

#### ABOUT SCCG MANAGEMENT

SCCG specializes in investment in and developing worldwide brands, representation before governmental agencies for complex regulatory matters, intellectual property, and strategic business development within international, land-based casinos, internet gambling, gaming, esports, and entertainment markets.

Quoted in EINPresswire press release (August 2021) “SCCG Management and Data Sports Group Partner to Deliver Sports Content and Analytics to the Media industry”

Source <https://www.einpresswire.com/article/547778131/sccg-management-and-data-sports-group-partner-to-deliver-sports-content-and-analytics-to-the-media-industry>

## **SCCG Management and Data Sports Group Partner to Deliver Sports Content and Analytics to the Media industry**

DSG’s sports content is a perfect match for publishers, sports websites and betting affiliates.”

— Sowbhagya Shetty, CEO, Data Sports Group

LAS VEGAS, NV, USA, August 3, 2021 /EINPresswire.com/ -- Stephen Crystal, Founder of SCCG Management, announced the completion of an agreement with Sowbhagya Shetty, CEO of Berlin, Germany based Data Sports Group (DSG), for strategic consulting and business development in the US media markets.

DSG provides highly accurate and consistent data for a wide number of traditional sports and esports events. Media publishers can unlock new commercial opportunities and revenue streams while readers get access to well-structured and compelling sports sections that bring editorial together with data & insights.

Said Crystal on the announcement, "We are excited to be able to bring this powerful suite of content and analytics for traditional sports and esports to cable and television, mobile, web, and OTT media companies. The ability to deploy automated, AI-driven video with data and analytics is a powerful capability, which we can now easily deploy through DSG."

DSG provides highly accurate and consistent data for a wide number catalogue of sports and esports events. Media publishers can unlock new commercial opportunities and revenue streams while readers get access to well-structured and compelling sports sections that bring editorial together with data & insights.

Sowbhagya commenting on the announcement, “DSG’s sports content is a perfect match for publishers, sports websites and betting affiliates. Media publishers looking to use sports betting content to monetize their userbase benefit by integrating our historical and live data across the full spectrum of professional sports”

DSG content suite in North America:

- Sports Data & Statistics covering 40+ sports, 5000+ competitions including all US Sports



- Odds feeds from leading bookmakers with prices for several markets
- Sports News content, meta-tagged for searchable content structure
- Data-driven sport videos
- Create user-focused content & betting research tools using a vast sports content library

#### ABOUT DSG

Data Sports Group provides live sports data to media publishers and gaming segments with data feed services and rich front-end solutions.

Quoted in EINPresswire press release (June 2021) “SCCG Management and Kinectify bring Simplified KYC/AML Solution to US Gaming Industry”

Source <https://www.einpresswire.com/article/544404260/sccg-management-and-kinectify-bring-simplified-kyc-aml-solution-to-us-gaming-industry>



## SCCG Management and Kinectify bring Simplified KYC/AML Solution to US Gaming Industry

Kinectify is a game-changer for AML compliance. Designed by industry professionals with efficiency and the end-user in mind, this is a no-brainer for gaming companies.”

— Ben Floyd, former SVP of AML, Caesars Entertainment

LAS VEGAS, NV, USA, June 22, 2021 /EINPresswire.com/ -- Today, Stephen Crystal announced that Kinectify and SCCG Management have entered into an agreement to bring Kinectify’s new KYC and AML tools to the gaming industry.

Stephen Crystal, Founder, SCCG Management, said of the event, “We are excited to bring this set of business essential products to the casino and iGaming industry. This product, so well regarded by many in the casino gaming space, will bring a competitive solution to our high-risk industry.”

Kinectify has ushered in a new era of risk management software for the gaming industry. Designed by AML practitioners, Kinectify enables organizations to know each and every customer and vendor, seamlessly streamline workflows, and centralize information. Addressing the impact Kinectify has on compliance programs, Ben Floyd, former SVP of AML, Caesars Entertainment said, “Kinectify is a game-changer for AML compliance. Designed by industry professionals with efficiency and the end-user in mind, this is a no-brainer for gaming companies.”

Joseph Martin, CEO and Founder of Kinectify said, “We are delighted to team-up with Stephen Crystal and his group at SCCG Management to bring Kinectify to the gaming industry. For too long, the gaming industry has struggled with subpar compliance products that have limited their ability to serve their customers and grow. The impressive SCCG Management team filled with casino owners, regulators, and gaming practitioners further deepens Kinectify’s expertise and product offering to the gaming space.”

### ABOUT KINECTIFY

Kinectify, a privately held company based in Las Vegas, NV, has developed AML and KYC software to centralize risk management information and automate processes. Kinectify’s leadership includes gaming AML practitioners and executives from a range of high-risk industries.

### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital

formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

## Quoted in EINPresswire press release (June 2021) “AMERICAN FLAG FOOTBALL LEAGUE AND LSPORTS ANNOUNCE \$6 MILLION EXCLUSIVE DATA DISTRIBUTION PARTNERSHIP”

Source <https://www.einpresswire.com/article/543889939/american-flag-football-league-and-lsports-announce-6-million-exclusive-data-distribution-partnership>

# AMERICAN FLAG FOOTBALL LEAGUE AND LSPORTS ANNOUNCE \$6 MILLION EXCLUSIVE DATA DISTRIBUTION PARTNERSHIP

LSports Becomes Official Data Partner of the AFFL

LAS VEGAS, NV, USA, June 16, 2021 /EINPresswire.com/ -- The American Flag Football League (AFFL), the preeminent flag football organization in the United States, and LSports, a global leader in the delivery of real-time sports data solutions, today announced an exclusive data distribution partnership valued at \$6 million USD.

The five-year agreement was announced by LSports Co-Founder and CEO Dotan Lazar, and AFFL CEO Jeffrey Lewis. As the Official Data Partner of the AFFL, LSports will have the exclusive rights to the distribution of the league's official data. LSports will generate live statistics and odds for all AFFL games beginning with the start of the 2022 season.

The total value of the agreement includes data rights, product development, sales, and support from LSports and the AFFL.

The partnership follows the AFFL's recent slate of announcements, including its agreement with CBS Sports to broadcast games this summer, the launch of the league's women's division, and a commitment to pay equity as both the men's and women's champion will each earn a grand prize of \$200,000 USD.

The AFFL offers the highest level of competitive flag football and has attracted some of the NFL's biggest names in years past, including Michael Vick, Chad Ochocinco, Terrell Owens, Vince Young and Danny Wuerffel. The league features a 7-on-7 format on a 100-yard field, with a 12-person roster and a 60-minute game with 15-minute quarters played over a running clock.

“We’ve long since recognized the American market growth and we expect it to greatly evolve in the next few years. The agreement with AFFL definitely secures LSports a place there,” said Lazar. “This deal positions LSports next to a select few who own exclusive rights to official sports, highlighting our unique offerings. AFFL odds will be a great addition to our already vast offerings.”

“Partnering with LSports is an important step in broadening the AFFL's awareness and bolstering our relevance in the mainstream,” said Lewis. “As sports betting continues to grow here in the U.S. this will

connect the AFFL to more fans, bringing them closer to our game and the rising popularity of flag football.”

Stephen Crystal, Founder of SCCG Management, said of the announcement, “Bringing organizations such as the AFFL into partnership with LSports, is an essential part of our overall effort to open the US gaming market for LSports products and services. We seek and establish value additive relationships in our US business development role for LSports that help us share the compelling LSports growth story. The US sports wagering industry is growing into these new US markets, and companies like LSports will continue to be part of that expansion.”

M Style Marketing, a leading strategy firm in sports and entertainment, played an integral role in introducing and coordinating the partnership between organizations.

“With AFFL’s growth and the excitement in the flag game, partnering with LSports is perfect combination to bring the property to a global fan base” said Rob Striar, CEO of M Style.

The Men’s AFFL tournament is scheduled for July 23-25 in Indianapolis and will move to Houston, Texas for the remaining rounds, starting August 14. The inaugural Women’s AFFL tournament will debut on August 21-22 and 28-29 in Houston, Texas.

CBS Sports Network will broadcast four live AFFL games, including the 2021 tournament's Men's Final and the inaugural Women's Division Final. Additionally, CBS and CBS Sports Network will carry AFFL content throughout the season, with CBS hosting a 60-minute special broadcast highlighting the best moments of the season.

#### About The American Flag Football League (AFFL)

AFFL is the premier Flag Football organization in the world, offering Men’s and Women's professional events, youth leagues and content around America's fastest growing team sport. It unites a worldwide community of players and fans around the shared values of flag – inclusivity, fun, positivity, competition and intensity. For more information, please visit [www.affl.com](http://www.affl.com). #thefutureisflag #football4all.

#### About LSports

LSports is a world-leading provider of real-time sports data, working with sports betting industry key clients since 2012. Dedicated to supplying highly effective control tools and data analysis, its mission is to consistently present game-changing solutions for the sports betting industry. Powered by a unique proprietary API technology, state-of-the-art sportsbook trading management services, innovative betting stimulating services, and 24/7 comprehensive and accurate sports data feeds, LSports is the one-stop-shop for your sportsbook data.

Website: <https://www.lsports.eu>

#### About M Style

M Style Marketing is a global strategy, marketing and branding firm working with leading companies in sports, entertainment and licensing. The firm’s expertise extends into the top echelons of teams, leagues, entertainment properties and consumer brands. With a full-service strategy team, M Style is known for developing award-winning international programs. For more information, please visit [mstylemarketing.com](http://mstylemarketing.com), or follow us on Twitter @mstylemarketing.

## Quoted in EINPresswire press release (June 2021) “Stephen Crystal Announces Addition of Randall Sayre to SCCG Management Leadership Team”

Source <https://www.einpresswire.com/article/542811476/stephen-crystal-announces-addition-of-randall-sayre-to-sccg-management-leadership-team>



# Stephen Crystal Announces Addition of Randall Sayre to SCCG Management Leadership Team

LAS VEGAS, NV, UNITED STATES, June 3, 2021 /EINPresswire.com/ -- Stephen Crystal of SCCG Management announced the addition of Randall Sayre, Retired Brigadier General and former member of the Nevada Gaming Control Board, to its leadership team.

Said Crystal, "We are extremely proud and pleased to make this announcement today. Randy Sayre brings a lifetime of experience and leadership to our team. We strongly believe his depth of expertise, inside and outside the gaming industry, will add tremendous value to the contribution of our efforts on behalf of our clients and partners."

Before joining the SCCG Management leadership team, Sayre was appointed to the Gaming Control Board after serving in staff positions with the Board since October 1981. As a Board Member, he managed the day-to-day operations of the Enforcement Division and was named "Regulator of the Year" by the International Masters of Gaming Law.

Mr. Sayre served 5½ years on active duty in the U.S. Army and retired in June 2006 from the Nevada National Guard as Commander, Army Guard, at the rank of Brigadier General. In this capacity, he oversaw unit operations consisting of approximately 2200 soldiers.

Mr. Sayre graduated from the University of Nevada, Reno, with a Bachelor of Arts in Criminal Justice in 1975 and obtained his Master's Degree in Public Administration from Golden Gate University, San Francisco, in 1980. Additionally, Sayre graduated in 1997 from the prestigious U.S. Army War College, reserved for senior-level military and civilian government executives.

### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

## Quoted in EINPresswire press release (April 2021) “AMERICAN ULTIMATE DISC LEAGUE AND LSPORTS DATA ENTER INTO \$3M DATA DISTRIBUTION AND CO-DEVELOPMENT STRATEGIC PARTNERSHIP”

Source <https://www.einpresswire.com/article/539069316/american-ultimate-disc-league-and-lsports-data-enter-into-3m-data-distribution-and-co-development-strategic-partnership>



# AMERICAN ULTIMATE DISC LEAGUE AND LSPORTS DATA ENTER INTO \$3M DATA DISTRIBUTION AND CO-DEVELOPMENT STRATEGIC PARTNERSHIP

LAS VEGAS, NV, UNITED STATES, April 22, 2021 /EINPresswire.com/ -- Stephen Crystal, Founder of SCCG Management, announced today a joint development effort between it's client partner, LSports Data, and the American Ultimate Disc League (AUDL). Said Crystal of the agreement, "We are very proud to have been able to introduce these two innovative companies to each other and even more proud to be leading the sales and distribution of the data solutions that they will be co-developing. We believe that professional ultimate and the AUDL will take off as US and international bettors discover this widely played action sport."

The American Ultimate Disc League (AUDL), the world's largest professional Ultimate disc league, UltiX Technology, its majority owned technology development company, and LSports Data, a global leader in the delivery of real time sports data solutions proudly announce today they have entered into a strategic data distribution and co-development agreement.

The five-year agreement, signed today by Steve Hall, CEO and Commissioner of the AUDL and Dotan Lazar, CEO of LSports Data results in LSports being designated as the "Official Data Partner of the AUDL" and grants exclusive rights to the distribution of AUDL Official Data and enhanced betting solutions to on-line and in-person betting partners on a global basis.

The agreement will also result in a joint development effort between LSports and UltiX to develop and deliver the world's first predictive betting algorithms and AI designed specifically for the sport of Ultimate, set to be delivered for the start of the 2022 AUDL season. UltiX has built proprietary statistics collection and publishing applications and along with LSports will invest substantial engineering and product development resources to create interesting and entertaining data sets and betting solutions for the betting industry.

"A key part of our growth strategy has been based on combining our data, technology, media and gaming assets to attract new fans to our exciting, action packed sport." commented Steve Hall, AUDL CEO and Commissioner. "We could not have found a better data partner to help us achieve this goal than

we have with LSports. They are agile, focused, and innovative and share our vision for the huge entertainment value of our sport around the world."

Dotan Lazar, CEO of LSports said "LSports is known internationally for its real-time data solutions, including pre-match and in-play odds, bet stimulations services and more. We had been looking to partner with a fresh new sports property as we enter the North American market. With twenty-two teams, 139 live events and full control over its data and video streaming assets, the AUDL provided us with the perfect launching pad." Lazar added, "Our partnership with SCCG Management will help us meet the demand for more exciting and high scoring team sports from betting partners in the US and around the world."

The total value of the data rights being acquired and the engineering, product development, sales and support investments being made by the AUDL, LSports, UltiX and SCCG is \$3 million USD over the five-year term of the agreement.

#### About AUDL and Professional Ultimate

The American Ultimate Disc League (AUDL) was founded in 2012 to introduce and showcase our talented athletes and precision play to a global audience. Ultimate is a fast, flowing and highly athletic low-contact sport that is played by advancing a disc down a field to score by passing into the end zone. Players cannot run with the disc and play continues until one team scores. With pinpoint passing and the unique flight of the disc, each game generates many exciting catches and defensive plays that frequently appear on ESPN's Sports Center Top 10, Fox Sports, Bleacher Report and other leading sports shows.

The league has 22 teams playing in the US and Canada. Each team competes in a 12-game regular season schedule, with top teams entering a playoff round and divisional winners advancing to a final four style Championship Weekend. Our audience enjoys our exciting, affordable, family friendly events, devour our highlights and video features on social media and watch our full-length games on TV or streamed online.

In 2021, the AUDL Game of the Week will appear on Fox Sports each Wednesday evening and the Championship game in Washington, DC will be featured on FS1. The Game of the Week and all regular season games will be streamed live on AUDL.tv and will be available live through streaming and broadcast partners in Europe, the Indian subcontinent, parts of Latin America and Oceania.

Website: <https://theaudl.com>

#### ABOUT LSports

LSports is a world-leading provider of real-time sports data, working with sports betting industry key clients since 2012. Dedicated to supplying highly effective control tools and data analysis, its mission is to consistently present game-changing solutions for the sports betting industry.

Powered by a unique proprietary API technology, state-of-the-art sportsbook trading management services, innovative betting stimulating services, and 24/7 comprehensive and accurate sports data feeds, LSports is the one-stop-shop for your sportsbook data.

Website: <https://www.lsports.eu>

#### ABOUT SCCG MANAGEMENT



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Website: <https://sccgmanagement.com>

## Quoted in EINPresswire press release (April 2021) “SCCG MANAGEMENT AND SHANK MARKETING ANNOUNCE STRATEGIC PARTNERSHIP FOR IGAMING AND SPORTS BETTING”

Source <https://www.einpresswire.com/article/538213512/sccg-management-and-shank-marketing-announce-strategic-partnership-for-igaming-and-sports-betting>



# SCCG MANAGEMENT AND SHANK MARKETING ANNOUNCE STRATEGIC PARTNERSHIP FOR IGAMING AND SPORTS BETTING

Shank Marketing partners with SCCG Management to provide strategies to implement and execute SCCG Management products and services in iGaming and sportsbetting.

LAS VEGAS, NV, USA, April 8, 2021 /EINPresswire.com/ -- SCCG Management and Shank Marketing are pleased to announce a strategic partnership to create a bridge between land-based casino marketing strategies and sports betting, online gambling, and social casino products available in the SCCG Management suite of services.

Stephen Crystal, Founder of SCCG Management, said, "We are committed to working with category leaders that create powerful synergies for our client partners. Shank Marketing will work with our affiliate marketing partners, SEO digital marketing providers and clients to ensure successful product launches and marketing strategies. The mutually beneficial partnership will provide a much-needed bridge between online and offline marketing initiatives. Shank Marketing joins LRI Media Group, Stack Digital, Riviera Sports Marketing and MediaTroopers as part of this initiative."

Justin Shank, Principal at Shank Marketing, said of the announcement, "We are excited to work with Stephen and the team at SCCG. They've been doing great work, and we look forward to a promising partnership." - Justin Shank, Principal at Shank Marketing.

### ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

Website: <https://sccgmanagement.com>

### ABOUT SHANK MARKETING

Shank Marketing provides operations-driven marketing solutions for tribal and commercial casinos throughout the United States of America. The Shank Marketing team consists of proven casino marketing professionals who understand casino gaming, hospitality, and entertainment. The Shank team develops

brand and marketing strategies, including social media marketing initiatives, digital advertising programs, social media promotions, local SEO, reputation management, innovative digital marketing approaches, and project management for mobile app and website development.

Quoted in EINPresswire press release (March 2021) “SCCG Management and Netacea Bring Leading Bot Protection Technology to North American iGaming Industry”

Source <https://www.einpresswire.com/article/536943991/sccg-management-and-netacea-bring-leading-bot-protection-technology-to-north-american-igaming-industry>



## SCCG Management and Netacea Bring Leading Bot Protection Technology to North American iGaming Industry

Netacea is excited to be partnering with SCCG to bring industry-leading bot management technology to the rapidly growing US gaming market. ..Netacea is uniquely placed to solve this problem.”

— Joe Murray, Netacea Sales and Marketing Director

LAS VEGAS, NV, UNITED STATES, March 16, 2021 /EINPresswire.com/ -- Stephen Crystal, Founder of SCCG Management, announced today a partnership with Manchester-based Netacea to bring its industry-leading bot detection and mitigation technology to the rapidly expanding US iGaming industry, including online and mobile sports wagering.

Stephen Crystal said of the partnership: "Account takeover, odds scraping and arbitrage betting are real threats to the gaming industry. Because attackers can easily automate these exploits, they can come after organizations inexpensively and at scale. We understand that the iGaming, online, and mobile sports wagering industry is just beginning to build a presence across the United States. Now is the time to look at our defensive strategies against cyber attackers seeking to take advantage of our relatively new infrastructures and operators. We can put Netacea's bot mitigation technology in our partners' hands to intelligently control unwanted traffic and prioritize legitimate users, right now, where it is most needed. "

Netacea’s Intent Analytics engine quickly and accurately distinguishes bots from humans, to protect against malicious automated threats, such as credential stuffing, odds scraping, and bonus abuse. This technology is quickly implemented and supports a range of integrations to secure your website, mobile apps, and APIs, while equipping businesses to make informed decisions using actionable intelligence and expert support.

Joe Murray, Sales and Marketing Director, said: "Netacea is excited to be partnering with SCCG to bring industry-leading bot management technology to the rapidly growing US gaming market. This is a lucrative market for fraudsters using scraping and credential stuffing techniques to target gaming organizations, and Netacea is uniquely placed to solve this problem."

ABOUT SCCG MANAGEMENT

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

#### ABOUT NETACEA

Netacea, a bot detection and mitigation platform, takes a smarter approach to bot management and is a recognised leader for its innovative use of threat intelligence and machine learning. Netacea's Intent Analytics™ engine analyses web and API logs in near real-time to identify and mitigate bot threats. This unique approach provides businesses with transparent, actionable threat intelligence that empowers them to make informed decisions about their traffic.

Quoted in EINPresswire press release (February 2021) “Michael Silberling Joins SCCG Management Advisory Board to Support Casino Management Practice”

Source <https://www.einpresswire.com/article/535376620/michael-silberling-joins-sccg-management-advisory-board-to-support-casino-management-practice>



## Michael Silberling Joins SCCG Management Advisory Board to Support Casino Management Practice

Veteran gaming executive, Michael Silberling, joins SCCG Management Advisory Board to build upon the firm's casino management practice.

LAS VEGAS, NV, UNITED STATES, February 10, 2021 /EINPresswire.com/ -- Stephen A. Crystal, Founder of SCCG Management, announced today that veteran casino gaming executive, Michael Silberling, has joined their Advisory Board to build upon its casino management practice. Said Crystal, "As gaming expands throughout North America, our ability to provide support for operators who need top tier casino management resources and expertise remains a core capability for our firm. We have had a long relationship with Mike, and the opportunity to bring his global experience in casino management to SCCG, was tremendous. Mike is a veteran, operating at the highest levels of the gaming industry, delivering huge, measurable results for some of the largest casino operators in the world."

Michael Silberling is a casino executive who has enjoyed a career in casino entertainment & resort operations spanning over 25 years. After gaining his MBA from UCLA Anderson School of Management, he started as a management trainee at Harrah's Entertainment. Successive promotions and domestic and regional assignments led to Silberling's appointment to Managing Director for London Clubs International and President of International Operations for Caesars Entertainment Corporation from 2008 to 2014 and most recently from 2014-2018, as Chief Executive Officer of Affinity Gaming, LLC, where he contributed to several years of significant growth. At London Clubs International (LCI) in the United Kingdom from 2008 to 2014, Silberling was responsible for approximately 15 casinos across Europe, Middle East, and Africa and was a part of opening casinos in Cairo, Glasgow, and Leeds. As Chief Operating Officer of Mohegan Gaming & Entertainment (MGE), Silberling's multitude of skills & experiences were deployed across the flagship property, Mohegan Sun in Connecticut, as well as Mohegan Sun Pocono in Pennsylvania, Resorts Casino Hotel in Atlantic City, New Jersey, ilani in Washington, Paragon Casino Resorts in Louisiana, Casino Niagara & Fallsview Casino in Ontario, Canada.

Michael Silberling said of the announcement, "I've known Stephen for a long time. The opportunity to support SCCG on their Advisory Board as they continue to grow their business during this amazing period of growth in the North American casino and iGaming industry felt like a perfect fit for me and SCCG."

ABOUT SCCG

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

Quoted in EINPresswire press release (February 2021) “SCCG Management Partners with MediaTroopers to bring Experienced iGaming Marketing Agency Talent and Services to the USA”

Source <https://www.einpresswire.com/article/535873045/sccg-management-partners-with-mediatroopers-to-bring-experienced-igaming-marketing-agency-talent-and-services-to-the-usa>



## **SCCG Management Partners with MediaTroopers to bring Experienced iGaming Marketing Agency Talent and Services to the USA**

Stephen Crystal, Founder of SCCG Management announces partnership with Media Troopers to bring iGaming Marketing Agency Talent and Services to the USA

We are delighted to be working with SCCG Management and tap on the years of knowledge and vast network that Stephen and his team bring.”

— Sam Segal, MediaTroopers CEO

LAS VEGAS, NV, USA, February 25, 2021 /EINPresswire.com/ -- Stephen Crystal, Founder of SCCG Management, announced a partnership with King of Prussia, Pennsylvania-based iGaming Marketing and Advertising firm, MediaTroopers.

Said Crystal, "This is a new and exciting time for iGaming in North America. Online sports betting and iGaming products are exploding across the US, backed by huge brands and equally large budgets. That same demand exists for digital marketing expertise in iGaming - knowledge put in context by the challenges experienced by veteran digital marketers in the online gaming space.

"These are challenging times that are rewarded by results, not just trying hard. The experience and expertise that MediaTroopers bring to our partners through a third-party agency model can help these companies accelerate the results needed to secure their fair share of the market. We are thrilled to bring this needed capability to our clients in North America."

MediaTroopers has over 20 years of experience in the world of online marketing. With a particular interest in digital marketing, product development, and growth strategies, MediaTroopers delivers the most highly effective advertisements and marketing solutions possible to expand the audience and strengthen their reach.

Working within highly regulated verticals, Media Troopers always ensures that its traffic is safe and compliant with state regulations and coordinated with its advertisers' requirements.

Media Troopers employs sophisticated technologies and platforms to generate real-time data for every advertisement. MediaTrooper rigorously monitors, refines, and improves its campaigns, quickly and



efficiently retooling underperforming content. The MediaTrooper mission is to work to ensure that advertising investments are used optimally at all times.

Sam Segal, MediaTroopers CEO, said: "We are delighted to be working with SCCG Management and tap on the years of knowledge and vast network that Stephen and his team bring. Combining our digital and online gambling expertise, together with the knowledge and contacts of a land-based industry veteran like Stephen, will enable us to provide our clients with a whole new level of marketing services. There's so much to do in so little time; we can't wait to get this partnership going."

#### ABOUT SCCG Management

SCCG Management is a consultancy that specializes in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the casino and iGaming industry.

#### ABOUT MEDIA TROOPERS

Media Troopers is a performance marketing agency designed to help online advertisers expand their audiences around the world. Our agency uses developing advisory sites and apps and sophisticated technologies and platforms to reach new consumers. In the current marketing environment, online advertisers are fighting an uphill battle for exposure. The days of traditional online marketing are coming to an end. With so much competition for consumers' attention, businesses that fail to adapt and diversify their media channels are left behind. But thanks to Media Troopers, advertisers now have everything they need to level the playing field.

## Quoted in EINPresswire press release (February 2021) “SCCG Management Brings Secondary Marketplace for Sports Betting to the US Market”

Source <https://www.einpresswire.com/article/535218457/sccg-management-brings-secondary-marketplace-for-sports-betting-to-the-us-market>



# SCCG Management Brings Secondary Marketplace for Sports Betting to the US Market

Company Logo for BetSwap, Inc.

Stephen Crystal, SCCG Management Founder, announces agreement with BetSwap, Inc., to bring its platform powering a secondary marketplace for sports bets.

LAS VEGAS, NV, USA, February 3, 2021 /EINPresswire.com/ -- Stephen Crystal, Founder of SCCG Management, announced today that they have partnered with Toronto, Canada-based company, BetSwap, Inc., to bring their technology, enabling sportsbooks to offer secondary market sports bets to their customers.

Documentation on the BetSwap platform describes how sportsbook customers can sell or buy a bet on the BetSwap secondary market. Sellers control how much their bet price. Buyers can browse the marketplace to find bets no longer offered by the sportsbook and purchase them. BetSwap uses an advanced price prediction algorithm to suggest the perfect price for Sellers to sell a bet at, to ensure that value is maximized and the sale is quick. BetSwap will also display the better odds analysis to ensure the Buyer understands the benefit they are receiving in purchasing each bet.

Stephen Crystal, SCCG Founder, said, "What makes this capability great for customers is that bettors can directly participate in a BetSwap marketplace, finding buyers for sports bets, for example, made at odds no longer available to customers of their sportsbook. This locks in the cash out for the seller before the expiration of their bet slip. This is a level of flexibility that empowers sports bettors with more options and incremental revenue on secondary market transactions for the sportsbook. It's a solid win-win."

Brent Winston, BetSwap Director, said, "We're very happy to be partnering with the SCCG team to bring BetSwap's secondary online marketplace technology to the sports betting world. SCCG has a proven track record of providing the industry with innovative products and services, and we believe that the SCCG team has the right expertise and vision to work with the BetSwap team to change the sports betting landscape. The BetSwap platform has the potential to bring a whole new market to the sports betting industry while concurrently engaging millions of users around the globe in a way they've never had available before. We couldn't be more excited to be partnering with the SCCG team to make this happen."

ABOUT SCCG

SCCG Management is a consultancy that specializes in sports betting, iGaming talent acquisition, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management and governmental affairs for the casino and iGaming industry.

Visit SCCG Management at: <https://sccgmanagement.com>

#### ABOUT BETSWAP

BetSwap is the world's first and only fully integratable and customizable plug-in that creates an online secondary marketplace for sportsbooks. BetSwap provides benefits for both buyers and sellers and the sportsbook itself. Buyers can actively search for and purchase odds that are no longer available, not just passively accept current odds offered by the sportsbook. Sellers can lock in guaranteed profits as they see fit before the expiration of their bet slip, in addition to relying on the cash-out feature. Sportsbooks are able to offer a new and innovative platform to their users while using the BetSwap marketplace as an advertising tool and additional source of revenue.

Quoted in EINPresswire press release (January 2021) “SCCG Management and Stack Digital Strengthen US SEO Resources for Online Sports Betting, iGaming, and eCommerce”

Source <https://www.einpresswire.com/article/534781358/sccg-management-and-stack-digital-strengthen-us-seo-resources-for-online-sports-betting-igaming-and-ecommerce>



## **SCCG Management and Stack Digital Strengthen US SEO Resources for Online Sports Betting, iGaming, and eCommerce**

SCCG Management and Stack Digital have joined forces in the United States to provide strategic SEO services for digital commerce and marketing companies.

LAS VEGAS, NV, USA, January 20, 2021 /EINPresswire.com/ -- Stephen Crystal, founder of SCCG Management, announced today that they are partnering with England and Wales-based Stack Digital. This move extends Stack Digital's specialized expertise in strategic SEO to SCCG Management's key US partners in digital commerce and iGaming.

Material released by SCCG describes the value Stack Digital brings to the iGaming and eCommerce space as "an incisive understanding of the specific needs of online sports wagering companies, and iGaming operators, for highly qualified consumer traffic."

Said Stephen Crystal, SCCG Founder, "Strategic SEO as a discipline is most effective when there is a deep understanding of the needs of the consumers we want to reach. It becomes nearly magical when the team knows how to synthesize these processes to get in front of the non-obvious but still highly qualified and engaged consumers. It just isn't possible to quickly educate non-specialized digital marketing teams on the nuanced natures of the consumer audiences found in iGaming and sports wagering in the US."

David Calvert, Marketing Director of Stack Digital, said, "We are passionate about what we do for our clients, and have been ready for some time now to grow into the expanding US market. Together with SCCG, we can quickly begin to deploy our team in support of the sports betting and iGaming operators who can benefit from our decades of experience in the mature UK and European markets."

### **ABOUT SCCG MANAGEMENT**

SCCG Management specializes in sports betting, iGaming talent acquisition, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialization, esports, capital formation, M&A, joint ventures, casino management and governmental affairs for the casino and iGaming industry.

Website: [sccgmanagement.com](http://sccgmanagement.com)

### **ABOUT STACK DIGITAL**

Located in the North East of England and with a global presence, Stack Digital is a performance iGaming SEO and eCommerce PPC agency with over 15 years of experience in the space.

Website: [stackdigital.co.uk](http://stackdigital.co.uk)

Quoted in EINPresswire press release (November 2020) “eFanGage (SCCG + Backal Hospitality Group) Partners with Scout Gaming Group for Venue Based Social Sportsbook”

Source <https://www.einpresswire.com/article/531720978/efangage-sccg-backal-hospitality-group-partners-with-scout-gaming-group-for-venue-based-social-sportsbook>

## **eFanGage (SCCG + Backal Hospitality Group) Partners with Scout Gaming Group for Venue Based Social Sportsbook**

SCCG Management and Backal Hospitality Group Announce eFanGage Selects Scout Gaming Group to Power Venue-Based Simulated Social Sportsbook Technology

LAS VEGAS, NV, UNITED STATES, November 30, 2020 /EINPresswire.com/ -- Stephen Crystal, managing partner of SCCG Management announced today that eFanGage, a partnership between gaming technology marketing and distribution powerhouse SCCG Management (Stephen A. Crystal, Esq.) of Las Vegas, NV, and hospitality leader Backal Hospitality Group (Arthur F. Backal) of New York City, NY has selected Scout Gaming Group (Andreas Ternström) of Stockholm, Sweden to power the latest in venue based simulated social sportsbook, fantasy sports and esports for bars, restaurants, stadiums and arenas across the US.

Arthur Backal said of this partnership, “We are bringing innovative technology with a experiential gaming platform to foster social engagement with best in class hospitality, for increased opportunities in restaurants, bars, and other venues. As legalized sports betting explodes across America, we see this as a perfect bridge for onboarding new fans and participants.”

Said Crystal, “Quite simply, high quality brick and mortar venues capture the vitality of social engagement around live and virtual sports that cannot be replicated with a purely online presence. The timing for this experience is perfect, as the hospitality sector looks to recover from COVID-19 and address the massive pent up demand for fan engagement, enhanced by the latest technology. Stay tuned for future announcements regarding the solution and beta launch in Spring 2021!”

### **ABOUT SCCG MANAGEMENT**

SCCG specializes in investment in and development of worldwide brands, representation before governmental agencies for complex regulatory matters, intellectual property, and strategic business development within international, land-based casino, internet gambling, gaming, esports, and entertainment markets.

### **ABOUT BHG**

BHG is designed to meet the discriminating needs of individuals, groups or corporations who simply want the best of hospitality, restaurant, hotel, lifestyle and event offerings. With intimate knowledge of these industries, we develop and provide a wide range of exceptional venues, launch premiere hotels,

restaurants, clubs and lounges, target and invest in new projects, produce large scale, sensational events and consult on the organization, staffing, marketing and branding of luxury hospitality ventures around the globe. We at BHG are dedicated to serving our restaurant, customer and affiliate family with vision, style, and distinction, to continue to raise the bar within the hospitality industry, and to broaden and redefine today's lifestyle choices.

#### ABOUT EFANGAGE

eFanGage is a specialist software systems company lead by Arthur Backal of New York City, NY, focused on the Hospitality Industry and venue specific customer loyalty and engagement solutions.

#### ABOUT SCOUT GAMING GROUP

Scout Gaming Group is a licensed and regulated B2B provider of daily fantasy sports and betting solutions. Scout offers the only liquidity network for fantasy sports in Europe and has some of the largest online operators on the client list. Scout is licensed in both Malta and the UK. Scout is listed at Nasdaq OMX Stockholm First North.

Quoted in EINPresswire press release (September 2020) “SCCG Management and Esanda Recruitment Partner for Online, Mobile, and Interactive Recruitment”

Source <https://www.einpresswire.com/article/526767566/sccg-management-and-esanda-recruitment-partner-for-online-mobile-and-interactive-recruitment>



## **SCCG Management and Esanda Recruitment Partner for Online, Mobile, and Interactive Recruitment**

Stephen Crystal, Managing Partner, SCCG Management, and Dennis Van Maanen, Founder & CEO of Esanda Recruitment, Partner to bring Recruitment Strength to U.S.

LAS VEGAS, NEVADA, UNITED STATES, September 22, 2020 /EINPresswire.com/ -- Stephen Crystal, the managing partner of SCCG Management, announced today that their iGaming practice would be strengthened by the Esanda partnership, allowing an expanded marketing reach for Esanda and the addition of a strongly synergistic capability to SCCG’s gaming and iGaming offerings.

Crystal said of the Partnership, “Our team is in the market, every day, helping our partners and clients realize value from the new opportunities we create in sports wagering and iGaming. Our Partnership with a global recruitment leader like Esanda helps us bridge the gap between our clients vision for the future and realizing that vision through world-class talent.”

Dennis Van Maanen, Founder, and CEO of Esanda Recruitment, said, “Our passion for the industry drives us to remain a leading voice in iGaming recruitment. We work with a large network, across all market levels, to bring top talent to the global sportsbook and iGaming operators, software and payment processing providers and leading affiliate networks. Working with SCCG Management will help both of us support our candidates and clients and their partners with a wider market reach.”

### **ABOUT SCCG MANAGEMENT**

SCCG specializes in investment in and developing worldwide brands, representation before governmental agencies for complex regulatory matters, intellectual property, and strategic business development within international, land-based casinos, internet gambling, gaming, esports, and entertainment markets.

Website: [sccgmanagement.com](http://sccgmanagement.com)



## ABOUT ESANDA RECRUITMENT

Esanda is an established leader within the iGaming recruitment sector, offering a bespoke service tailored to your requirements. We take the consultative approach, adapting, and flexing to your needs.

Clients include sportsbook, iGaming, DFS,, social gaming, games, poker, payment suppliers, software vendors, and white label companies. Specializes in placing people within executive & senior management and all levels of IT, marketing, operations, product & project management, payments, finance, legal, and business development.

Website: [esandrarecruitment.com](http://esandrarecruitment.com)

Quoted in EINPresswire press release (August 2020) “Bruce Bundrant, Founder of Riviera Sports Marketing, Joins SCCG Advisory Board”

Source <https://www.einpresswire.com/article/523393759/bruce-bundrant-founder-of-riviera-sports-marketing-joins-sccg-advisory-board>



## **Bruce Bundrant, Founder of Riviera Sports Marketing, Joins SCCG Advisory Board**

Stephen Crystal, Managing Partner of SCCG Management announces the Addition of Bruce Bundrant, Founder of Riviera Sports Marketing, to its Advisory Board.

LAS VEGAS, NV, UNITED STATES, August 6, 2020 /EINPresswire.com/ -- Stephen Crystal, managing partner of SCCG Management announced today that the Sports Marketing practice has been enhanced by the leadership and support of Bruce Bundrant, founder of Riviera Sports Marketing, who has joined the SCCG Advisory Board. In this role, Bruce will deploy his extensive experience to help SCCG betting and gaming clients to develop their sports marketing partnership strategies and activation.

Bruce Bundrant, said, “It's no secret that there's tremendous growth opportunity in sports betting and gaming as the US market opens up, especially in Tribal Gaming. Combining our respective experiences and relationships in Tribal Gaming and sports marketing, SCCG and RSM are well-placed to combine forces to develop sports marketing partnerships designed to help Tribal Gaming operators attract and retain customers, and ultimately grow revenue.”

### **ABOUT SCCG MANAGEMENT**

SCCG specializes in investment in and development of worldwide brands, representation before governmental agencies for complex regulatory matters, intellectual property, and strategic business development within international, land-based casino, internet gambling, gaming, esports, and entertainment markets.

### **ABOUT RIVIERA SPORTS MARKETING**

Established in 2017 by Bruce Bundrant, RSM helps US and European sports & entertainment companies to improve their marketing penetration, operational effectiveness and revenue generation. Bruce is a globally-recognized leader in sports marketing with an impressive track record, including consulting major brands on their sponsorship strategies as well as senior roles at Liverpool FC, AS Monaco FC and the International Champions Cup where he led the commercial transformation of these businesses. Bruce has worked across multiple sports and sports properties including soccer, Formula One, Formula E, NASCAR, MLB, NHL, tennis and the Olympic Games.

Quoted in EINPresswire press release (July 2020) “Sporting Solutions partners with SCCG Management to accelerate U.S. Strategy”

Source <https://www.einpresswire.com/article/520782561/sporting-solutions-partners-with-sccg-management-to-accelerate-u-s-strategy>



## Sporting Solutions partners with SCCG Management to accelerate U.S. Strategy

Leading sportsbook/lottery supplier, Sporting Solutions has engaged Las Vegas-based consultancy, SCCG Management, to accelerate North American entry to market

LAS VEGAS, NV, UNITED STATES OF AMERICA, July 2, 2020 /EINPresswire.com/ -- Leading sportsbook and lottery supplier Sporting Solutions has teamed up with U.S.-based consultants SCCG Management to accelerate their entry into the North American sports betting market.

SCCG will provide business development and strategic support to Sporting Solutions in the region, as the sportsbook supplier builds on its success in highly competitive and regulated global jurisdictions.

Alongside fully automated solutions for pricing and risk management, which leverage and incorporate machine management techniques from global financial markets to generate bespoke odds, Sporting Solutions will supply its cutting-edge sportsbook software and trader tooling. The dynamic, modular and highly configurable offerings are designed to give U.S. operators an alternative to the manual and inflexible approach of incumbent solutions.

Sporting Solutions has long been regarded as a market-leader for US sports, with an extensive suite of proprietary models powered by access to a wide range of official data and overlaid with superior pricing and trading expertise. Its latest offerings are complemented by a range of features for US players designed to enhance customer experience and improve business performance.

With a head office in Las Vegas, SCCG Management has extensive experience providing business and product development services in the U.S. betting and gaming market, partnering with some of the industry's leading operators and suppliers, including Betfred.

Edward Peace, Managing Director of Sporting Solutions, said: “We are pleased to be bringing SCCG Management on board to assist with our North American operations and have high hopes for the opportunities the partnership will present. He added: “Our combined expertise will serve as a major advantage as we move to fast-track our growth strategy in the region and build on our strong international brand presence to gain market share in sports betting states.”

Stephen Crystal, Managing Partner at SCCG Management, said: “Sporting Solutions” value proposition is unique in the way it helps operators deliver a bespoke, highly differentiated sports betting experience to their customers. Their pricing, risk management and software solutions are proven to help partners improve hold percentages, grow handle and win market share in competitive markets around the world, and we believe they will prove highly disruptive in the U.S. market. We will work closely together to cement the company’s unique market position, leveraging their established skills and products as well as our experience in driving growth in the ever-changing sports betting landscape.”

Sporting Solutions was acquired in June 2019 by FDJ Gaming Solutions a FDJ Group company to support its B2B strategy, which is focused on driving growth from international markets.

#### About Sporting Solutions

Sporting Solutions is a FDJ Gaming Solutions subsidiary which provides betting services for FDJ Group (EPA: FDJ) and over 40 operators in regulated jurisdictions, including many of the best-known bookmakers in the UK and internationally. Sporting Solutions is the premium supplier and market leader for odds provision, trading expertise & risk management services and software solutions. It was born from Sporting Index – the global leader in trading the most volatile form of sports betting since 1992 – and for the past decade has been leveraging this capability to deliver a best-of-breed b2b proposition.

For further information: [www.sportingsolutions.com](http://www.sportingsolutions.com)

#### About SCCG Management

Based in Las Vegas Nevada and lead by Stephen Crystal, SCCG Management is a consultancy providing services in business and product development, sports betting, land-based casino operations, mobile and iGaming technology and services, and esports across the largest gaming markets in the US.  
<https://SCCGManagement.com>.

Quoted in EINPresswire press release (July 2020) “Dave Antony, Chris Barranco and Kelli Weaver join SCCG Management’s Business Development Team”

Source <https://www.einpresswire.com/article/521209827/dave-antony-chris-barranco-and-kelli-weaver-join-sccg-management-s-business-development-team>



## **Dave Antony, Chris Barranco and Kelli Weaver join SCCG Management’s Business Development Team**

The SCCG Management Business Development Team adds key talent for North America in executives, Dave Antony, Chris Barranco and Kelli Weaver

LAS VEGAS, NV, UNITED STATES, July 8, 2020 /EINPresswire.com/ -- Stephen Crystal, managing partner of SCCG Management announced today that the business development team has been enhanced with the addition of Dave Antony, Chris Barranco and Kelli Weaver, three executive level team members, who are responsible for the acceleration of strategic growth of the company, and its clients, in North America.

Dave Antony has over 25 years of experience in assisting companies in structuring transactions, accessing capital, and corporate governance. Antony has been a director of 14 public companies in industries including esports, daily fantasy sports, loyalty marketing, media and natural resources. For these entities, Antony has raised in excess of \$750M by way of equity, secured debt and convertible debt. Antony will focus on business opportunities in Canada, as the federal and provincial governments work to introduce legislation and regulations for the expansion of Sports Wagering, as well as unlocking other related non-gaming commercial deals.

Chris Barranco is an accomplished and driven sales leader, motivator and trainer, bringing 20 years of experience in the hospitality and technology industries. Known by colleagues and clients for his passion, energy, and business tenacity, Barranco possesses a vast array of professional competencies that include software systems, igaming and sports wagering systems, casino management systems (CMS); online, social, and brick and mortar electronic gaming machines and casinos; ‘best practice’ solution selling methodology and sales cycle mgmt.; building enthusiastic, best-in-class teams; high-impact presentations; client relationship nurturing; and strategic business unit planning. Barranco attributes his career success to providing client-first service, surrounding himself with accomplished people, and practicing continual self-development. The latter includes keeping in step with the latest industry technologies and subscribing to the teachings of authors like John C. Maxwell, Dale Carnegie, and Daniel Goleman.

Kelli Weaver has a decade of experience in the Tribal Gaming industry, and is an experienced business development executive with a demonstrated history of working in the courts, Tribal programs, and gaming industry, with special expertise in Nonprofit Organizations and Tribal Government. Weaver is a member of the Ho-Chunk Nation and has a passion for serving Tribal Gaming and diversifying the industry. Weaver earned a M.S. degree in Criminal Justice Administration focused in Criminal Justice/Law Enforcement Administration from Central Missouri State University.

Weaver and Barranco will focus on business development opportunities for SCCG and its clients in the United States, including Sports Wagering, casino operations and marketing solutions and technologies related to the casino, hotel and integrated resort sector.

#### ABOUT SCCG MANAGEMENT

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Quoted in PRNewswire press release (January 2020): “SCCG Management and Golden Race Announce Partnership to bring Virtual Sports and Betting Solutions to the US Gaming Markets”

Source <https://www.prnewswire.com/news-releases/sccg-management-and-golden-race-announce-partnership-to-bring-virtual-sports-and-betting-solutions-to-the-us-gaming-markets-300993640.html>



# SCCG Management and Golden Race Announce Partnership to bring Virtual Sports and Betting Solutions to the US Gaming Markets

SCCG Management to bring Leading Gaming Technology Supplier, Golden Race's Award-Winning Virtual Sports Betting Technologies to the United States

LAS VEGAS, Jan. 27, 2020 /PRNewswire/ -- Golden Race partners with SCCG Management to make their award-winning virtual sports betting technologies to US operators.

Martin Wachter, Golden Race CEO and Founder, said, "Golden Race, the global leader in Virtual Sports with a strong focus in the North American market, is aiming to grow its presence in the US Native and Non-tribal gaming markets. To that extent, we are delighted to announce our partnership with SCCG Management, which will represent us in the US Native American gaming market. We are looking forward to working in collaboration with their team to provide a comprehensive range of products packed with unique and innovative features."

Stephen Crystal, SCCG Management's Managing Partner, said, "It is rare that a category's business leader is also its key innovator. Golden Race's products have compelling and distinct value to the US gaming markets. In our never-ending mission to serve and engage customers through the experiences they love, Golden Race products are a perfect fit. Virtual Sporting Events and Wagering let race and sports enthusiasts engage with their favorite content, even when traditional events are dark. Golden Race, and the technologies they supply to the industry, allow operators to increase their ability to say, 'yes,' to customers who are looking for engagement, anywhere, anytime."

ABOUT GOLDEN RACE

Golden Race provides land-based and online operators reliable, cost-effective solutions to engage customers 24/7 in entertaining and innovative gaming experiences. Golden Race content offer includes 3D football action, pre-recorded video races, poker, keno, and LIVE streaming lotto. In 2019, Golden Race was recognized at the SBC Awards in the following categories: Leader of the Year - Supplier, and Best Virtual Sports Product. Golden Race has been awarded membership to the North American Association of State and Provincial Lotteries (NASPL).

#### ABOUT SCCG MANAGEMENT

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Quoted in Business Insider (January 2020): “SCCG Management and Bettorlogic Announce Partnership to bring Sportsbook Solutions to the US Market”

Source <https://markets.businessinsider.com/news/stocks/sccg-management-and-bettorlogic-announce-partnership-to-bring-sportsbook-solutions-to-the-us-market-1028829042>

# SCCG Management and Bettorlogic Announce Partnership to bring Sportsbook Solutions to the US Market



SCCG Management and Bettorlogic Announce Partnership to bring Sportsbook Solutions to the US Market

LAS VEGAS, Jan. 20, 2020 /PRNewswire/ -- Bettorlogic partners with SCCG Management to make their strategic Sportsbook technologies available to US sportsbook operators.

Andrew Dagnall, Bettorlogic CEO and Founder, said, "We have spent fifteen years developing and successfully leveraging our solutions for customer engagement. Our sportsbook clients derive reliable results from our highly customizable technology platforms. Our client's customers are enjoying the benefits enabled by our profiling, CRM, marketing, and other technologies, which help them to understand their customers better. I am looking forward to working with Stephen Crystal and the SCCG team to share the story of our products and their value to new clients in the United States."

Stephen Crystal, SCCG Management's Managing Partner, said, "The story surrounding the company's technology pillars, bettortech, betpropensity, and bettorlogic is, in my opinion, highly compelling, and checks the boxes that I look for, as an operator and investor. Are the Bettorlogic technology solutions a strategic advantage for operators? Yes. Do they add strong business and customer value, in equal measure? Yes. Are the tools highly configurable, giving operators direct control and ownership over their businesses and the way they need to operate? Yes. It's compelling, high value, and we are looking forward to working with Bettorlogic as they expand into the growing US sportsbook market."

ABOUT BETTORLOGIC

Founded by CEO, Andrew Dagnall, in 2004 as StatsOnSport and rebranded as Bettorlogic in 2009, when Andrew Black, co-founder of Betfair, became the major shareholder. Bettorlogic builds products that create compelling reasons for their customers to have a bet. Supporting this fundamental goal are CRM, Marketing, and Risk Management tools, and an Engine for personalized displays. Since then, the company has won several awards, including EGR Innovation in Sports Betting 2014, CV Magazine 2017 Innovation in Production, and was recently listed in the 2018 Silicon Review as one of the Top 50 fastest-growing companies.

#### ABOUT SCCG MANAGEMENT

SCCG specializes in investment in and development of worldwide brands, representation before governmental agencies for complex regulatory matters, intellectual property, and strategic business development within international, land-based casino, internet gambling, gaming, esports, and entertainment markets.

Quoted in PRNewswire press release (May 2019): "SCCG Management and Activate Entertainment Announce Partnership to Bring all inclusive Esports Event Production and Activation to the mainstream Casino industry."

Source <https://www.prnewswire.com/news-releases/sccg-management-and-activate-entertainment-announce-partnership-to-bring-all-inclusive-esports-event-production-and-activation-to-the-mainstream-casino-industry-300844004.html>



## SCCG Management and Activate Entertainment Announce Partnership to Bring all inclusive Esports Event Production and Activation to the mainstream Casino industry.



LAS VEGAS, May 6, 2019 /PRNewswire/ -- SCCG Management and Activate Entertainment today announced a partnership to launch a one stop shop aimed at servicing all esports needs of casino properties across the United States.

Together, SCCG Management and Activate Entertainment provide casino entertainment companies with a credible pathway into the esports market with an offering that includes

360 turnkey event management

Livestream production

Tournament operation

Custom Activation Creation

Media & Promotions

The formal partnership brings Activate Entertainment's successful track record with clients like Caesars Entertainment, Alienware, World Series of Poker and Dell into SCCG Management's engagement with Gameworks, as well as a group of signed casino partners to be announced in the coming weeks. Said Activate's Chris laquinta, "With esports still at a nascent stage, I believe casino companies require a "one stop shop" to meet their varied and evolving business objectives."

The explosive growth experienced year-on-year within the esports industry is driving growing demand from non-endemic sponsors and the casino entertainment industry to associate themselves with the Esports space. Said SCCG Management's Stephen Crystal, "No two casino properties have the same needs, so we are excited to partner with Activate Entertainment to provide a 'One Stop Shop' with customization features, to satisfy what the casino market is looking for right now."

As a leader in bringing cutting edge technology to the casino industry, SCCG Management in partnership with companies like Activate Entertainment provide a bridge for casino companies and non-endemic sponsors to get into Esports.

#### About SCCG Management

SCCG specializes in investment in, and development of worldwide brands, representation before governmental agencies for complex regulatory matters, intellectual property, and strategic business development within international land based casino, internet gambling, gaming, esports and entertainment markets.

#### About Activate Entertainment

Activate Entertainment is a creative management and production services company that specializes in producing unique location-based entertainment theme attractions and exclusively branded video game projects and events. Founded by Chris Iaquina and Dirk Hagen the company has offices in Los Angeles and Las Vegas.



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