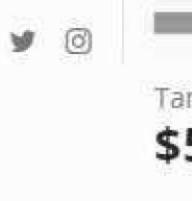


follow us on

STAKEHAUL

Social betting for the next generation.

STAKEHAUL



Type of Security

Common Equity

Pre-Money Valuation

\$2,500,000

Days Left

120

Share:

Founded Jan 2016

Milwaukee, WI

Entertainment

HIGHLIGHTS

<https://itunes.apple.com>

Less than 20% Funded

Committed \$0

Target

\$50,000 - \$750,000

Minimum investment

\$100

ABOUT

TEAM

DOCUMENTS

OVERVIEW AND TERMS

FAQ

ASK A QUESTION

INVEST

ABOUT STAKEHAUL

StakeHaul is a betting platform (currently for iOS only) that facilitates social betting between friends and keeps record of those bets. Users can upload photos and videos to track the bet progress and can include a third-party judge to determine the winner of the bet. We are building in a payment system that exchanges funds after a monetary bet has been completed with no surcharge to the individuals involved in the bet.

The app is currently the #1 ranked social betting app under the keyword "betting" in the Apple App Store and ranked #1 for all betting apps. It has an 18% conversion rate (App Store average is 5%-10%), a 12% organic growth rate month-over-month, and over 250 five-star ratings.

WHY YOU SHOULD INVEST

It's very simple why you should invest in our platform. We are already well-positioned in an industry that is already projected to be worth in the hundreds of billions of dollars due to the lack of betting apps out there. We also offer a social betting experience unlike any competitors, and we believe this peer-to-peer experience gives us a competitive advantage over all the other casino and hardcore sports betting apps. Finally, if sports betting were to be legalized in 2018, the valuation of our company could easily jump 10x!

While we can't guarantee sports betting, and betting as a whole, will be fully legalized in 2018, there's an excellent article as to why the Supreme Court will strike down the Professional and Amateur Sports Protection Act (PASPA) next year on VICE Sports:

https://sports.vice.com/en_ca/article/neuvv/handicapping-the-supreme-court-votes-on-sports-betting-case

PASPA is the main law that outlaws sports betting across the U.S. in all states besides Nevada. If this law gets struck down in court and a federal framework gets put in place, you're investing in an industry that is estimated at over \$150 billion on U.S. sports alone. When you take into account world sports such as English Premier League soccer, Americans are estimated to bet around \$500 billion annually.

Note that the above potential market is only for sports betting. Imagine the market when you add in social betting and pools such as NCAA March madness pools!

StakeHaul is currently the #1 social betting app on the App Store under the keyword "betting" and top five for all betting apps. We aim to be ranked #1 for all betting apps by mid-2018. If we accomplish this and sports betting becomes legalized, our user base will grow exponentially (think of how quickly products on Amazon sell when they are ranked at the top for highly searched keywords).

When you combine all the factors explained above, an investment in our platform is one that doesn't come around often.



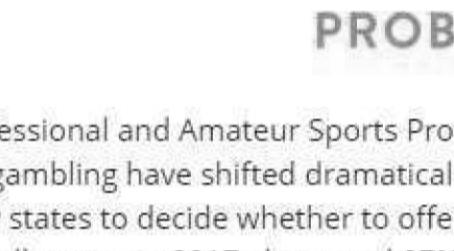
★★★★★ (28)

OPEN

Details

Reviews

Related

CHALLENGE BY
Jeff Lippert

CHALLENGE

Sports

STAKE

20 push-ups

NO. OF STAKE VIEWS

1078

MESSAGE

Jeff chooses Preds to win the Cup

Paul chooses Pens to win the Cup

STAKE VALUE

20 push-ups

DEADLINE

Ratings and Reviews

Current Version

All Versions

1

2

3

4

5

HOW WE INTEND TO MAKE MONEY

Currently, we are keeping the app free and looking to build a large and active community of users. I plan to introduce sponsored public challenges and opinion polls once the user base is large enough where companies would find value in sponsoring a public challenge. I will also introduce an apparel store with branded shirts and other gear.

I'm also looking to capitalize on the favorable views of legalizing sports gambling. There is a large interest in betting on games of skill and games of chance as shown by the recent betting on Super Bowl LI, the market for fantasy sports, and other one off bets friends make between one another.

In the future, I plan on capitalizing on this by offering sports picks in the paid portion of the app. I would charge less than the 10% premium casinos charge to bet against them. Since I would connect bettors instead of acting as a casino and placing our own bets and collect a small percentage fee from each sports bet, we offer a competitive advantage in that we won't take huge losses from certain unexpected sporting events.

WHY WE ARE RAISING CAPITAL AND WHAT WE'LL DO WITH IT

This is the first round of investing that we've offered. We are ready to raise money now that our product was tested and validated by the market. Also, the U.S. Supreme Court has recently decided to relocate to PASPA (Professional and Amateur Sports Protection Act) to determine whether the law is unconstitutional. If it's deemed unconstitutional, it would pave the way to legalize sports betting and all other forms of betting across the U.S. The Supreme Court will hear oral arguments towards the end of 2017, with an expected decision in the middle of 2018.

Thus, StakeHaul is raising capital to gear up for a full market launch and to add the features to make StakeHaul the #1 betting platform on the market before full federal legalization takes place. We believe that by being the first nationally known betting platform in the market, we can capture a good percentage of the estimated \$40 billion betting market in the U.S.

Here are some of the new features to be included in the future StakeHaul platform:

- 1) The most efficient payment method on the market to pay up any monetary social bets.
- 2) Patent pending voice activation to easily create a bet by simply speaking your bet intentions in your phone.
- 3) Full sports betting on specific games and/or specific players with customized odds maker.
- 4) News event predictions with material betting options with your friends.

We will also use funds from this campaign to market nationally and take our brand to the next level. If we raise a greater amount than our target goal, we will hire marketing and public relations individuals that will use a combination of social media, email marketing, and targeted online advertisements. We will also organize public challenges and purchases prizes to individuals that enter and are the most successful in challenges.



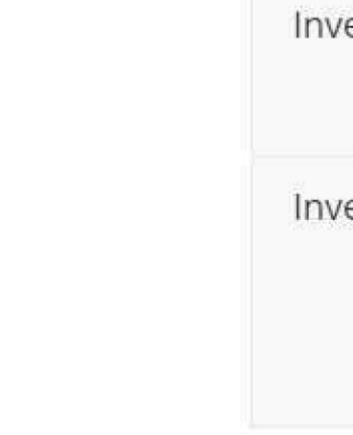
PROBLEM STATEMENT

In 1992, Congress passed the Professional and Amateur Sports Protection Act (PASPA), which outlaws sports betting in most of the United States outside of Nevada. Public attitudes towards gambling have shifted dramatically since PASPA was enacted, however. Nearly six in ten Americans favor ending the federal sports betting ban to allow states to decide whether to offer sports betting, according to the American Gaming Association (AGA). \$90 billion will be wagered on NFL and college football games in 2017 alone, and 97% of those bets will be placed outside of Nevada.

Legally and conveniently, the only way to make a bet with friends when you're not in the same location is through text, which is time consuming and clunky. There is also not a way to guarantee payment for the bet, and it's inefficient if you want to keep a win/loss record. This is why StakeHaul was created.

Go up

TEAM



ANISH DALAL

Adviser



J.P. LAMP

Adviser



BRETT BELDEN

Adviser

University of Illinois

Milwaukee, WI

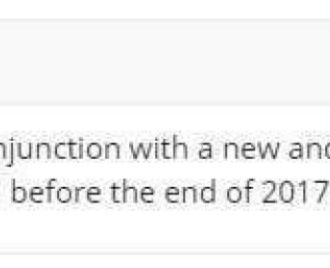
University of Wisconsin-Madison

University of Wisconsin-Madison Law School



JEFF LIPPERT

Founder & CEO



JOE CHIN

Adviser

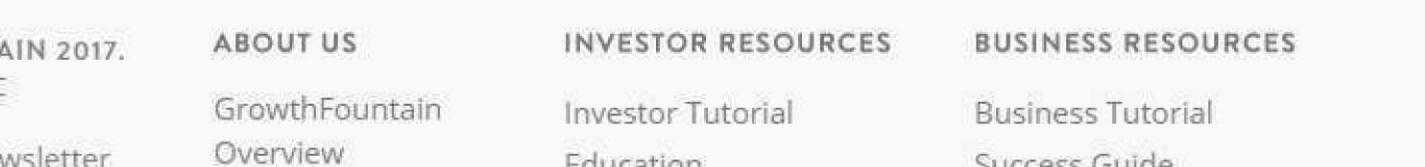
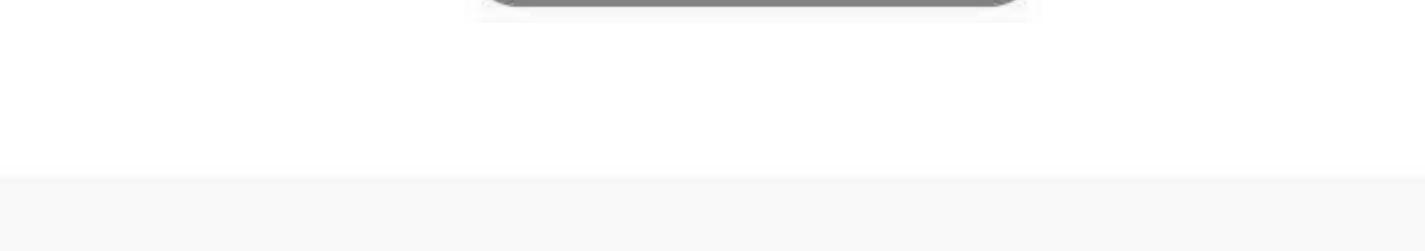
Milwaukee, WI

University of Wisconsin-Madison

Columbia University

Go up

ARTICLES AND PRESS



Go up

DOCUMENTS

Official filing on SEC.gov

Company documents

Company documents

Financials

Investor Presentation

Go up

OVERVIEW AND TERMS

FUNDRAISING DESCRIPTION

Type of Security

Common Equity

Pre-Money Valuation

\$2,500,000

Minimum Investment

Price per Share

\$100

\$1

Minimum # of Shares

Maximum # of Shares

50,000

750,000

Invest: \$100 or more

1) Personalized thank you email from Jeff Lippert, Founder & CEO of StakeHaul. 2) StakeHaul branded T-shirt (white) or hoodie sweater.

Invest: \$250 or more

3) All perks from a \$100 investment. 4) StakeHaul branded golf shirt. 5) Recognition on a "Wall of Fame" to be built inside all mobile versions of our platform.

Invest: \$500 or more

6) All perks from a \$250 investment. 7) First opportunity to try out new releases on the app before they're released. 8) StakeHaul branded apparel (Android & iPhone) and provide feedback.

Invest: \$1,000 or more

9) All perks from a \$500 investment. 10) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

Invest: \$10,000 or more

11) All perks from a \$10,000 investment. 12) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

Invest: \$25,000 or more

13) All perks from a \$25,000 investment. 14) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

15) All perks from a \$50,000 investment. 16) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

17) All perks from a \$100,000 investment. 18) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

19) All perks from a \$500,000 investment. 20) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

21) All perks from a \$1,000,000 investment. 22) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

23) All perks from a \$5,000,000 investment. 24) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

25) All perks from a \$10,000,000 investment. 26) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

27) All perks from a \$25,000,000 investment. 28) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

29) All perks from a \$50,000,000 investment. 30) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

31) All perks from a \$100,000,000 investment. 32) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

33) All perks from a \$250,000,000 investment. 34) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

35) All perks from a \$500,000,000 investment. 36) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

37) All perks from a \$1,000,000,000 investment. 38) Meet with Jeff Lippert in Milwaukee, WI for dinner and strategy session.

39) All perks from a \$2,500,000,000 investment. 40