



STAKEHAUL

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Team

- Jeff Lippert - Founder & CEO
 - Seven years of large-scale data analysis and project management experience
 - Graduated from UW-Madison in 2009 with a BA in Economics
 - Sports and gaming enthusiast who likes to wager with friends
- Sapphire Apps - Marketing Team
 - Leverages influencer marketing strategies (100M+ reach) and app store optimization strategies to help brands reach their potential
- SourcePad - Tech Team
 - Built sites or apps for 120+ startups, including those backed by Google Ventures, Peter Thiel, Ashton Kutcher (total raise > \$100 million)
 - SourcePad client companies were acquired, by Time Inc, Calvin Klein (PVH), and Twitter, the last for \$30 million





Background

- As a sports enthusiast, Jeff grew up wagering with friends
- Betting, especially on sports, is a common behavior
 - ½ of Americans bet on sports
 - ¾ of college students bet on sports
 - (97% informally)

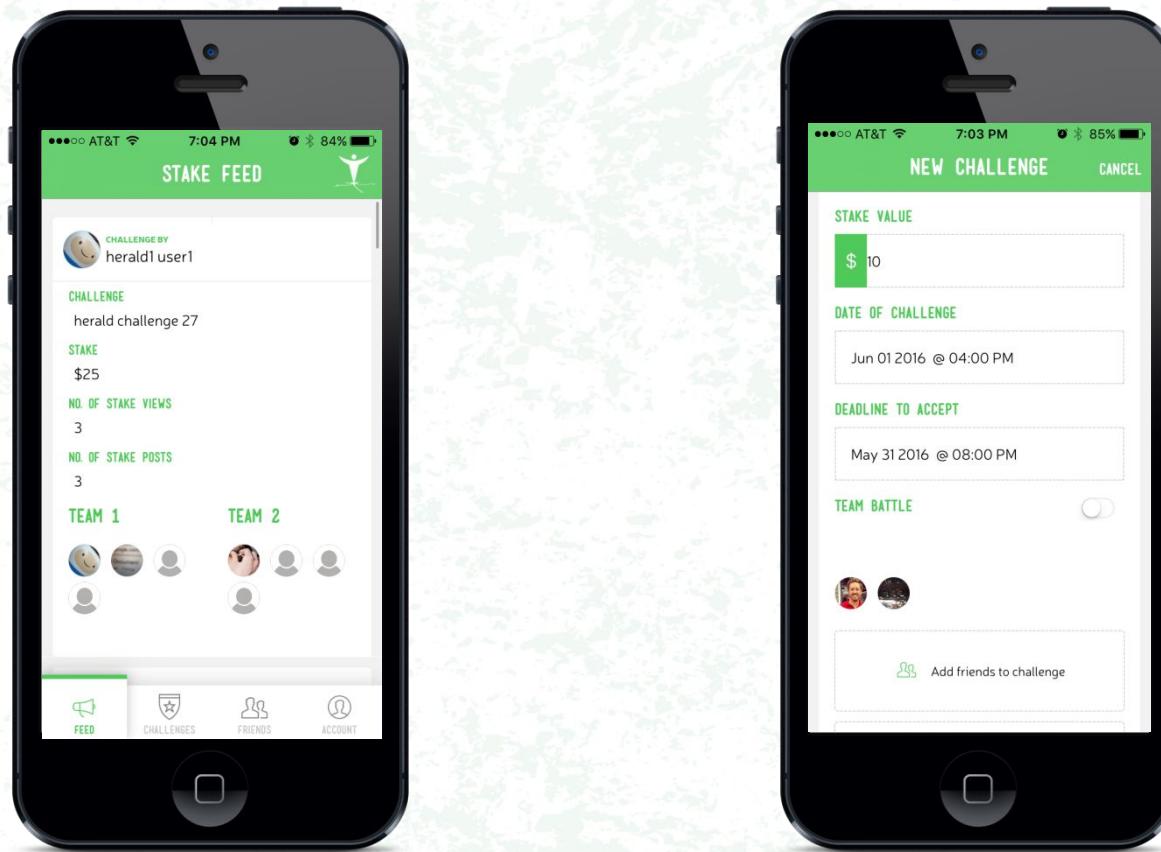
Problem

- You can't challenge your friends if you're not in the same location (social media world)
- Friendly wagers via text are time-consuming and clunky
- Cumbersome to manually track and keep record of wagers won
- Existing apps: not fun and social, more hardcore betting
- Besides sports, no way to do other wagers, e-sports, etc.





Sample News Feed / Placing A Bet





Solution

Previous

Starting the Challenge

Not worth creating a challenge unless you're together



Declaring A Winner

Some challenges do not have clear winners in the eyes of the participants



Loser Fulfilling Challenge

Losers of challenges not owning up to what they owe



STAKEHAUL

StakeHaul Platform

Take photos and videos of the challenge in real time

Judges

StakeHaul allows each challenge to have 3rd party judges oversee challenge

Payment Processing

In app auto-payment processing (post-beta version)





Competitors

	Fun & Social	Easy to Use	All Situations (in person, not, etc.)
STAKEHAUL			
Hardcore Betting Apps (Gentleman's Bet, BaitApp, online casino apps, etc.)			
Non-app solutions (Texting, Email, Spreadsheets)			
Traditional In person friendly wagers			





Traction to Date

Beta Launch

- Ranked #1 on the App Store for social betting apps
- Ranked in the top five on the App Store for all betting apps
- Over 250 five-star ratings
- 18% conversion rate
- 12% month-over-month organic growth rate





Appendix





Revenue Opportunity

- In 2016, an estimated Americans placed around \$155B in bets on U.S. sports outside of Nevada
 - Estimated to be \$500B annually on worldwide sports
 - Estimated \$88B bet on the NFL and college football
- Commissioners from the four major sports leagues are open to legalized sports betting
- 65% of football fans believe legalized sports betting will either strengthen the integrity of the game or have no negative impact on game outcomes
- 72% of sports fans want sports betting to be legalized
- Recreational betting is legal in most states
 - Betting on games of skill





Marketing Plan

Target Market

- 18 – 35 year olds with a competitive edge looking to challenge their friends and be recognized on social media
- Marketing departments of companies looking for new, exciting ways of promotion

Sapphire Apps

- Working with a marketing firm to help with App Store search optimization

Social / Guerrilla

- Social media campaigns
- Brand ambassadors
- Podcast sponsorship (free)





One Year Plan

3 Months

- Work with Sapphire Apps
- Guerilla marketing
- Finish Android version of app
- Retool web page to allow wagers
- Obtain first angel investment
- Implement payment system in app

6 Months

9 Months

12 Months

- Implement formalized sports betting option
- Implement public polling/betting feature to build active user community
- Finalize revenue-generating options
- Look into Series A round of funding





Current Status / Forward Progress

- Current Status:
 - MVP iOS app built and live in the app store
 - App Store ranking success
 - MVP Android in progress
- Next Steps
 - Obtain initial investment to add in key features and marketing promotion through Sapphire Apps and internal team
 - Jeff goes full time in StakeHaul after first round of funding





Thank You
For Your Attention

