Market Offering Catalog - Football

NFL Football Micro-Bet Market Offering This catalog focuses on micro-bet market offerings that have a quick result (Bets that are settled by the end of the current or next drive). Most popular micro-bet market shared accross all books (including ours) Sportsbook does not offer any micro-bet markets for this sport Market offering is provided in multiple places in app New Downs: 2 Selections Drive Yardage: 2 Selections Next Carry: 2 Selections Market
Next Catch: 2 Selections Next Attempt: 2 Selections

Takeaways

Also want to note that they make tracking Unfortunately they do not offer play by

"bets" tab inside the event detail page will need to use another medium to get this

micro-bet types for Football. They are the only app that offers their own filters for micro-bet market

offerings. All other competitors display them under

question related to our efforts: do we limit them to 1

option at a time or provide multiple and allow them to when you place a live bet.

one category in the feed. This brings up a good

filter through? (user research is needed)

Drive Result (varying from 4-5 selections) is the most popular market, supported on all 5 books (including ours). DraftKings and Pointsbet feature this market and others multiple times in different areas of their app, specifically the event feed and homepage.

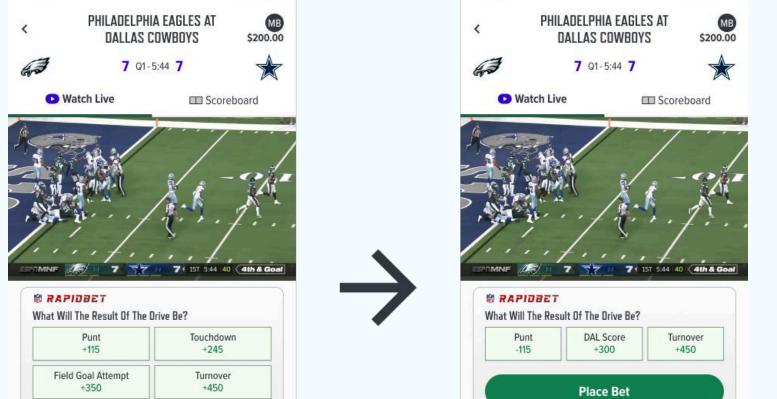
every week so far this season.

Week 1 = 7,171 bets placed Week 5 = 13,764 bets placed

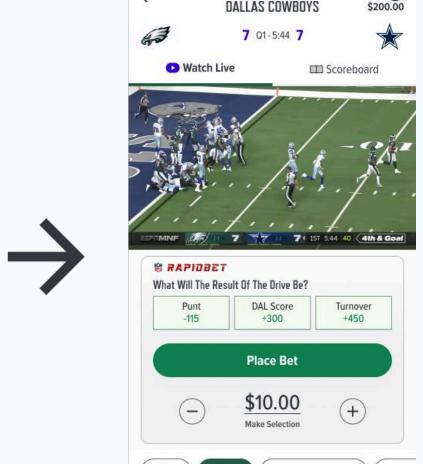
It's also important to note that over half of markets offered across all 4 competitors provide a maximum of 2 selections.

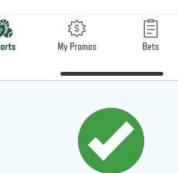
This validates our assumption that: "The fewer buttons that we provide, the quicker decisions can be made and the quicker bets can be

With the ability to customize selections there may be opportunity to reduce the Drive Result offerings to 3 selections or less (For example: Punt, Offensive Score, Turnover on Downs).



*EXAMPLE BELOW 🚺 IS FOR PROOF OF CONCEPT ONLY. DESIGN IS NOT FINAL





Market Offering Catalog - Baseball MLB Baseball Micro-Bet Market Offering This catalog focuses on live micro-bet market offerings that have a quick result (Bets that are settled by the end of the current or next inning). Most popular micro-bet market shared accross all books (including ours) Sportsbook does not offer any micro-bet markets for this sport Market offering is provided in multiple places in app Plate Appearance - X Batter vs. X Pitcher: 4 Selections Team Result of Pitch X(2): 3 Selections Bat Result - X Batter vs. X Pitcher: Live MLB Matchup Specials: 6+ Selections Strikeouts Thrown: Unknown - Is Always Disabled Batters To The Plate - Team: 5 Selections Pitch Result: 3 Selections Plate Appearance (3-Way)
2 Selections Plate Appearance (On Base) : 2 Selections Home Run: 2 Selections Strikeouts: 1 Selection 1st 3 Batters: 8 Selections Strikeout The Side: Unknown - Is Always Disabled Pitch Count: 7 Selections The 2 market offerings provided by Barstool offer 3 selections for each. event pages called "Next Batter Up" which offers 2 micro-bet markets for the next 2 Their micro-bet offerings are located in a carousel on the event page called "Flash Bets". I also want to note that the same exact markets are also offered in their event feed - some with They present micro-bet markets the same They formally announced in a pressway they do for general live market release their micro-bet focus will be on offerings. The micro-bets have their own Football and Basketball for the time being. *Note that markets are not available or closed for the current batter at the plate. tab on the event page called "Pitch By different naming conventions and odds. (Likely the data coming in from different traders)

micro-bet football market.

There were 2 offerings that remained disabled the entire time for multiple games. (Strikeout The Side, and Strikeouts Thrown).

Takeaways Plate Appearance (varying from 4-8 selections) is the most popular

market, supported on 3 of 5 books (Ours included). DraftKings features this market and others in their flash bet carousel

and feed on the event page.

Pointsbet is the only competitor in the group that does not currently offer any micro-bet markets for baseball.

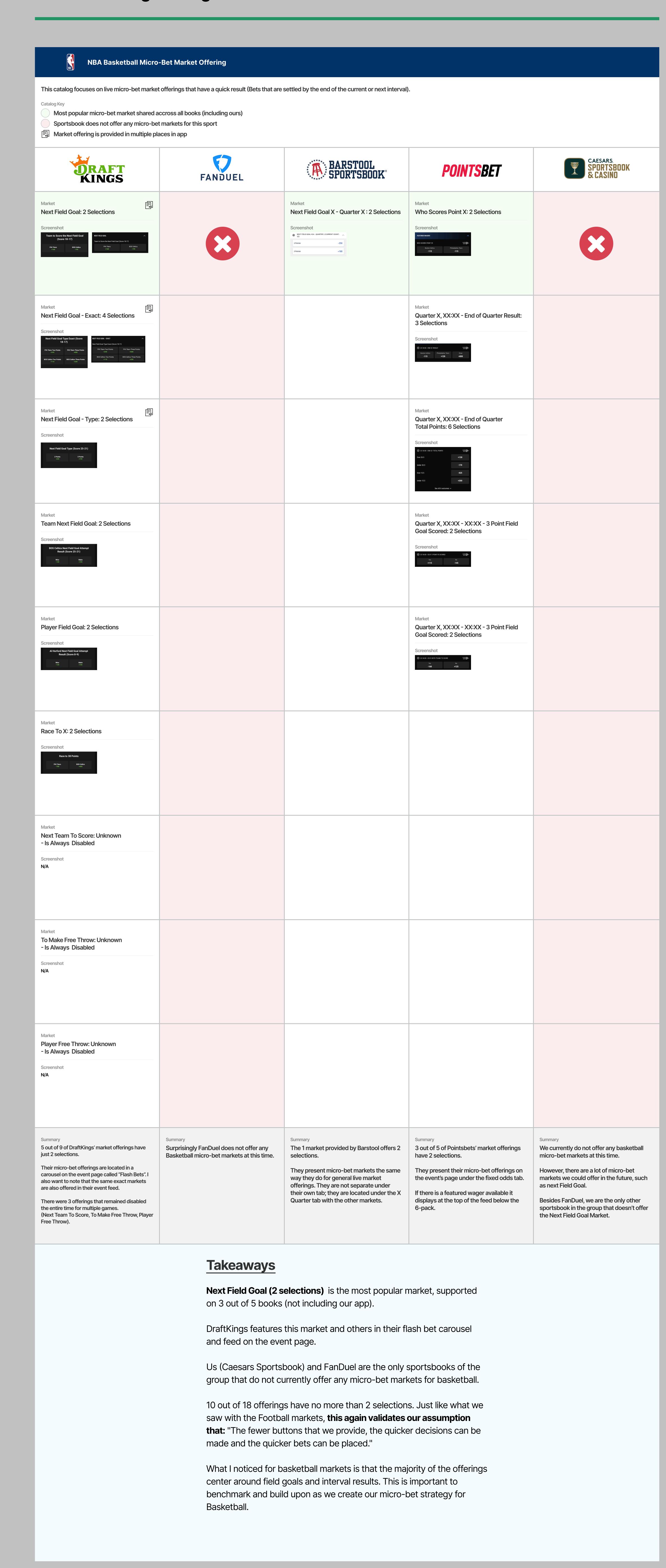
For baseball, depending on the market offering, the number of

selections appear to vary widely from 1 to over 8 selections.

What I noticed for baseball markets is that 3 of the 5 books I examined offer selections for exact outcomes, such as plate appearance. There are various things that could occur and they include every outcome. Thus, doubling the amount of selections you may see compared to an

If our goal is to have minimal micro-bet selection we should either make an effort to reduce our plate appearance selections further to 3 selections or less or prioritize markets such as "result of pitch", which can offer a 3 selection max.

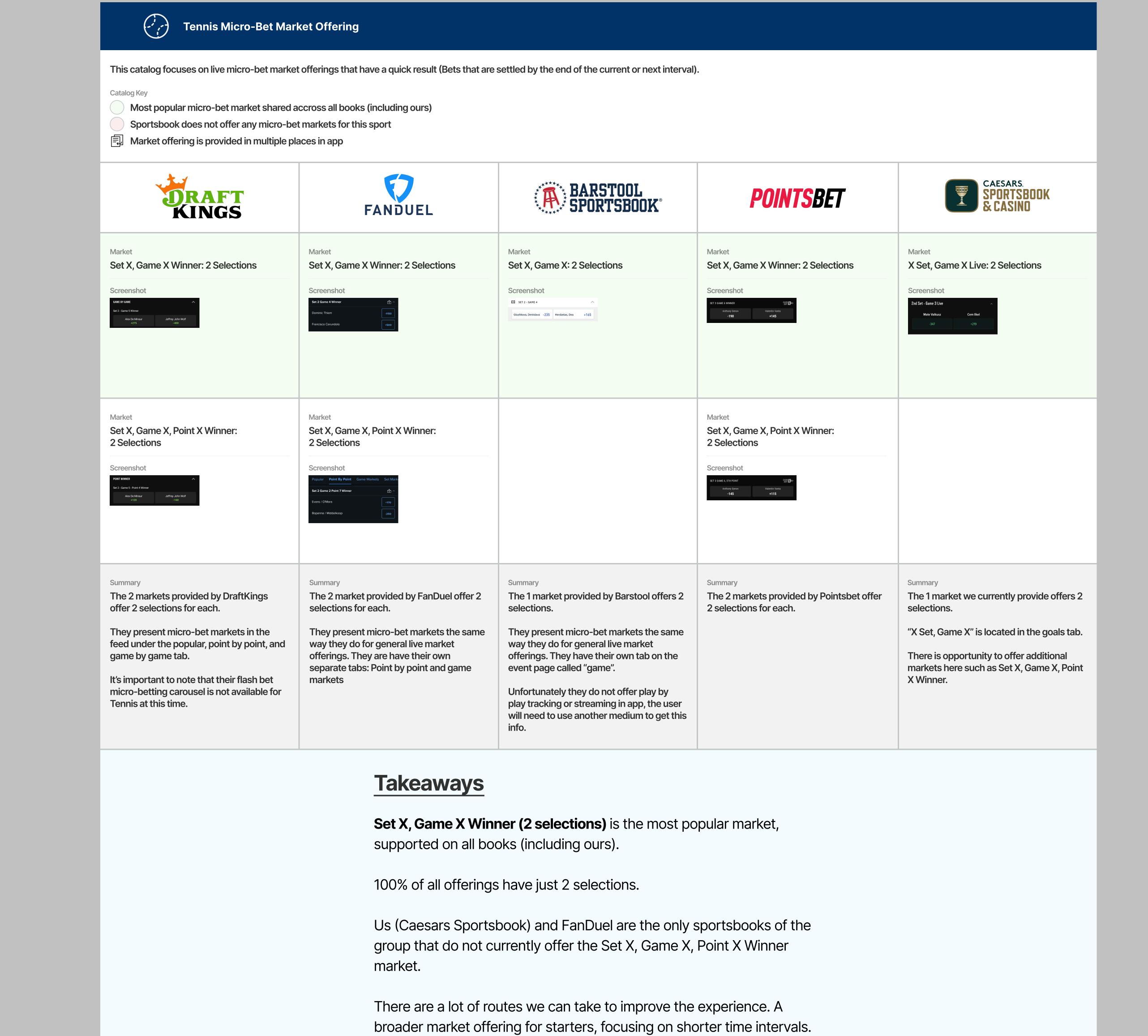
Market Offering Catalog - Basketball



Market Offering Catalog - Hockey

NHL Hockey Micro-B				
This catalog focuses on live micro-bet market offerings that have a quick result (Bets that are settled by the end of the current or next interval). Catalog Key Most popular micro-bet market shared accross all books (including ours) Sportsbook does not offer any micro-bet markets for this sport Market offering is provided in multiple places in app				
DRAFT KINGS	FANDUEL	BARSTOOL SPORTSBOOK®	POINTSBET	CAESARS. SPORTSBOOK & CASINO
Market Next Goal: 3 Selections Screenshot	Market X Period Team To Score X Goal: 3 Selections	Market Interval Winner Between XX:XX - X:XX Time: 8 Selections		Market X Goal Live: 3 Selections Screenshot
NEXT GOAL 2nd Goal (Excl OT) CAR Hurricanes -135 No 2nd Goal +2500 SEA Kraken +100	Screenshot 2nd Period Team to Score 1st Goal Winnipeg Jets Dallas Stars None V +460	Screenshot Interval Winner - 50:00 - 59:59 FLA Panthers +100 Draw +220 BuF Sabres +275		3rd Goal Live
Market Total Goals - Listed Time: 4 Selections		Market Total Goals Between XX:XX - XX:XX Time: 8 Selections		
TOTAL GOALS- LISTED TIME Total Goals - 20:00-29:59 Over 0.5		Screenshot		
Summary The 2 markets provided by DraftKings offer between 3-4 selections for each.	Summary The 1 market provided by FanDuel offers 3 selections.	Summary The 2 markets provided by Barstool both offer 8 selections.	Summary Pointsbet does not offer any Hockey micro-bet markets at this time.	Summary The 1 market we currently provide offers 3 selections.
They present micro-bet markets in the feed under the popular tab. It's important to note that their flash bet micro-betting carousel is not available for NHL hockey at this time like it is for the other top sports.	They present micro-bet markets the same way they do for general live market offerings. They are not separate under their own tab, they are located under the Period tab with the other markets.	They present micro-bet markets the same way they do for general live market offerings. They have their own tab on the event page called "Time Intervals". Unfortunately they do not offer play by play tracking or streaming in app, the user will need to use another medium to get this info.	They formally announced in a press-release their micro-bet focus will be on Football and Basketball for the time being.	"X Goals live" is located in the goals tab. There is alot of additional markets we could offer here: will X team get next shot on goal?, will there be goal in the next 5 minutes?, interval winner, total goals between X intervals (ex. 1-8 min)
	Takeaways			
	Next Goal (3 select 3 out of 5 books (in	ions) is the most popular marked cluding ours).	t, supported on	
	Over half of the offe	erings have around 3-4 selection	IS.	
		y competitor in the group that do markets for hockey.	oes not currently	
	top sports we have	cking in terms of micro-bet offer reviewed so far. DraftKings does heir flash bet carousel.	_	
	broader market offe	utes we can take to improve the ering for starters, focusing on sho utes betting could be shortened	ort time intervals.	

Market Offering Catalog - Tennis



New Markets can be introduced such as: Will the next serve be a fault?;

Will the next point awarded be due to an "Out" Ball?; Will [Player] have

no faults this game?; Will there be a deuce this game?