



The Pick is the world's first truly independent AI betting engine, delivering data-backed picks with unmatched accuracy, total transparency, and zero sportsbook bias. Think FanDuel's AceAI, but built for the bettor.

**We crunch, so you can eat.**

[www.thepick.ai](http://www.thepick.ai) • [david@thepick.live](mailto:david@thepick.live)

# Modern Betting Is Broken For Casual Better



## Data Overload

Bettors are drowning in data — player stats, line movement, injury reports, public sentiment — without the tools to make sense of it. Information is everywhere, but insight is scarce.



## Low Win Rates

The average bettor loses money. Gut calls, hot takes, and Reddit threads aren’t a strategy — they’re a liability. Success rates remain low across the board.



## No Real Edge for Casuals

The sharpest tools are locked behind paywalls or built for pros. Existing apps offer generic tips or require deep expertise. There’s no intuitive platform delivering elite-level picks to the everyday bettor.



The Solution

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# AI That Delivers Real Betting Edge

The Pick uses proprietary Agentic AI to cut through the noise and surface high-confidence bets — backed by data, not guesswork.



## Unbiased & Independent

We're not a sportsbook. No conflict of interest. No boosting the house. Just sharp picks designed to win.



## Real-Time Adaptation

Our models ingest live data — line movement, injuries, market shifts — and adjust recommendations on the fly.



## Professional Insight, Made Simple

We package elite-level analysis into an interface any bettor can use. No spreadsheets. No jargon. Just picks that make sense.

# Betting Is Booming. Casuals Expect More.

Global sports betting hit \$83.6B in 2022, on track to reach **\$182B by 2030 [10.3% CAGR]** with the U.S. market growing at 10.5% CAGR, fueled by ongoing legalization and mobile adoption.

**Millions of casual bettors are looking for smarter, easier ways to win.** Current tools are either too shallow or too complex — leaving the mainstream underserved.

The Pick is positioned to **lead a new category**: Independent, AI-powered betting tools that give everyday bettors the edge.

## TAM

\$182B Global Betting

## SAM

\$12B U.S. Online Betting

## SOM

\$240M Target Revenue

5–10% of U.S. bettors

# Built by Bettors, Powered by AI



## Where We Are Now

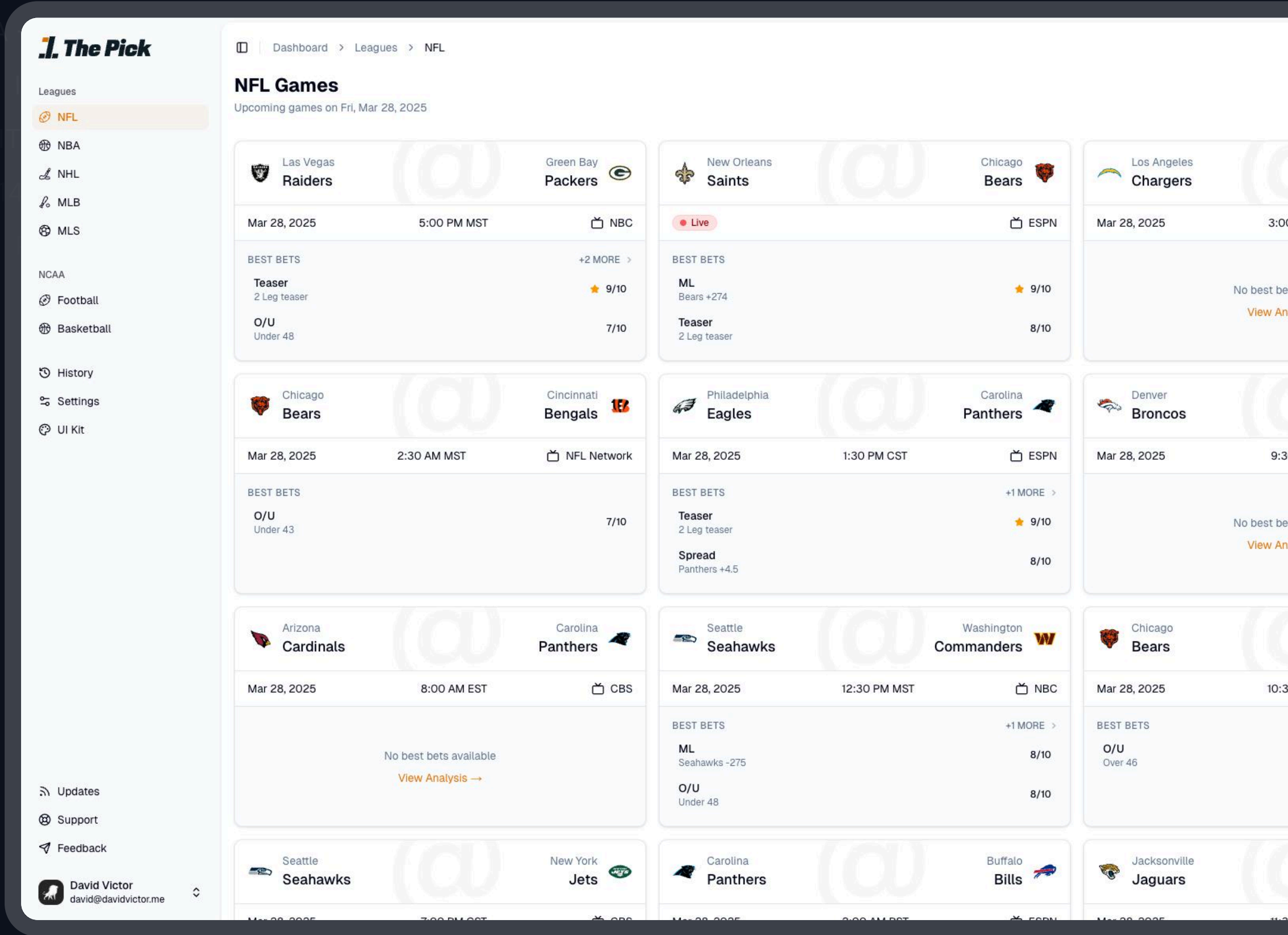
Curated AI picks delivered via web and private Telegram group.  
72%+ win rate on recommended plays (tracked publicly). High retention from early users — strong word-of-mouth growth.



## Where We’re Going

A full-stack betting intelligence platform — web & mobile — offering personalized, real-time, AI-powered insights for casual bettors.

**Think:** AceAI meets Spotify Wrapped for sports betting.





# Built for Casuals & Sharp Enough for Pros



## AI Differentiation

Multi-agent system that continuously collects, models, and evaluates betting opportunities in real-time.

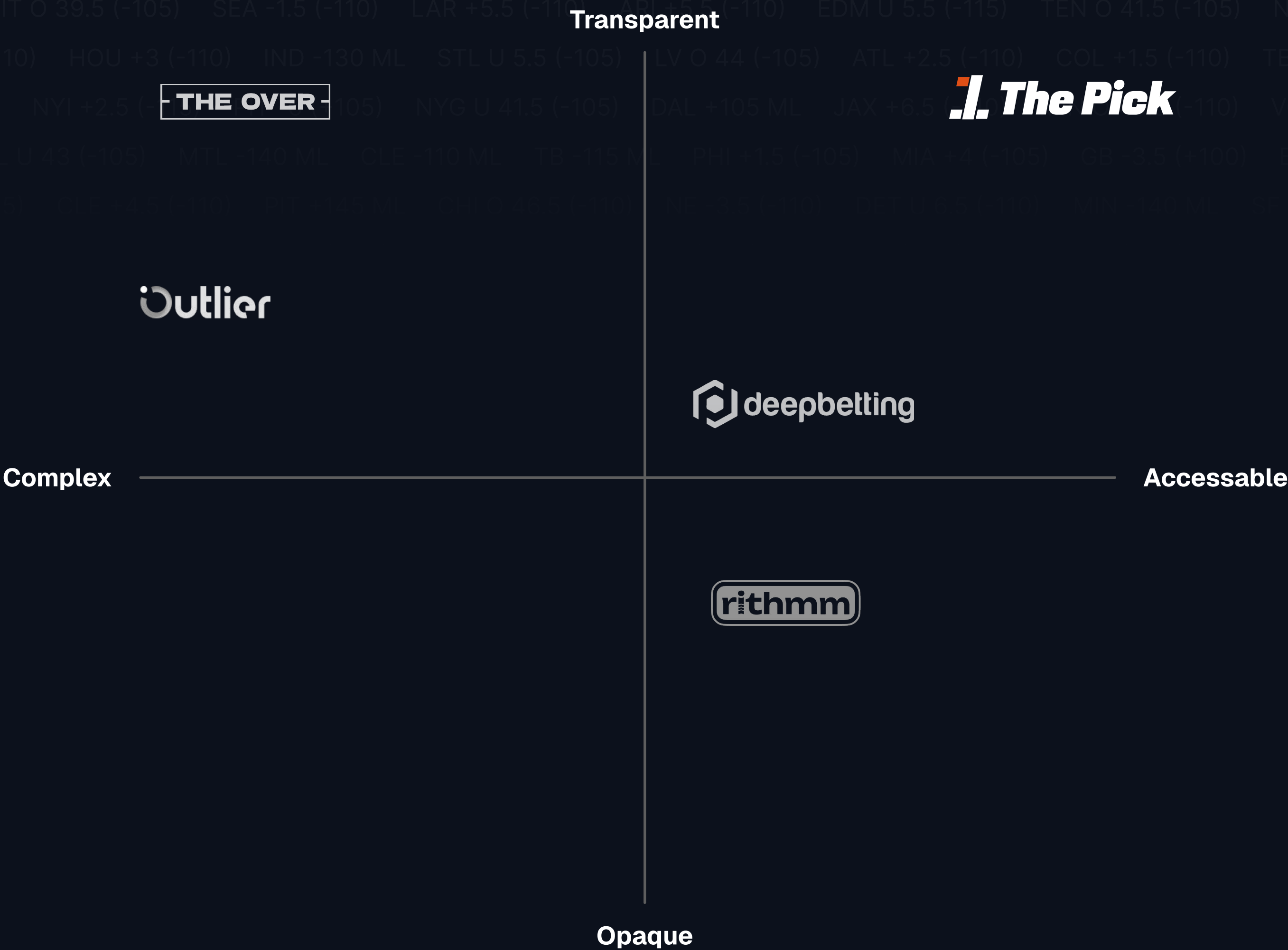


## Unbiased by Design

We don't work for a book. We work for the bettor. Every pick tracked, every result public. Simple, beautiful UI/UX.

### Our Indirect Competitors

- Traditional handicappers
- Tipster networks
- Sports media sites with "expert picks"
- Data aggregation tools  
(e.g., Outlier, Pikkit, Action Network)



# High-margin, low-overhead SaaS

SUBSCRIBERS	MONTHLY REVENUE	ANNUAL REVENUE
1,000	\$29K – \$49K	\$348K – \$588K
2,000	\$58K – \$98K	\$696K – \$1.18M
5,000	\$145K – \$245K	\$1.74M – \$2.94M
10,000	\$290K – \$490K	\$3.48M – \$5.88M

Assumes blended pricing across tiers.

Tier 1: \$29/month

Core picks, performance tracking, community access

Tier 2: \$49/month

Full slate access, advanced analysis, live betting signals, prop tools, etc.

Expansion Pathways:

**B2B** – White-label tools for fantasy/sports media platforms

**Affiliate** – With sportsbooks, media brands, and fan communities

**International** – Tap into leagues and betting markets worldwide

# Our Advantage Is Under the Hood





# From Sharp Picks to Full Platform

## Current Phase

Q2 2025

- Launch self-serve web experience with real-time pick delivery
- Automate data ingestion and confidence scoring
- Expand pick coverage across all major U.S. sports
- Convert early users into paid subscribers (Tier 1)

## Long-Term Vision

2026 +

- Full Betting Copilot: in-game suggestions, emotional risk profiling, chat interface
- B2B licensing of The Pick’s AI engine to media/sports partners
- Global expansion into new markets as legalization spreads

## Mid-Term Goals (2025)

2025

- Launch mobile app (iOS + Android)
- Introduce enhanced features (props, live pivots, customization)
- Integrate personalized AI betting guidance based on user behavior
- Grow to 5,000+ active paying subscribers

Investment Ask

# Fueling the Next Phase

\$500K

via SAFE (pre-seed)

Seeking funds to hire talent, fuel growth, build AI capabilities with goal of becoming the leading AI sports betting prediction platform on the planet.

Minimum Investment: \$50k

<https://www.ycombinator.com/blog/announcing-the-safe-a-replacement-for-convertible-notes/>

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## Product Development – 40%

- Launch full-featured mobile + web platform
- Build personalization engine + chat based AI
- Expand pick coverage across all bet types and leagues

## Talent Acquisition – 30%

- Secure key engineering, AI, and product contributors
- Scale our core Agentic AI system
- Bring in marketing/growth operators to accelerate paid acquisition

## User Acquisition – 20%

- Paid ads, partnerships, influencer & affiliate programs
- Prepare and launch campaigns for NFL 2025
- Grow web user base & paid subscribers

## AI Innovation – 10%

- Invest in integrating next-gen model architecture
- Enhance feedback loops, model explainability, and live in-game betting logic

Exit Opportunity

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# Positioned for Acquisition or to Lead Strategic Market Value



In May 2024, DraftKings acquired Sports IQ Analytics, a Canadian company specializing in AI and machine learning solutions for online sports betting.



The owner of Ladbrokes and Coral acquired Angstrom Sports, a data analytics company, to enhance its U.S. joint venture, BetMGM, with predictive analytics capabilities.



The National Basketball Association (NBA) invested in nVenue, a predictive analytics and micro-betting technology firm, indicating media companies' interest in AI-driven sports analytics.



Acquired Vaix, an AI company, to deliver personalized betting experiences by integrating AI into its Managed Trading Services.



Team

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# Built by Bettors, Backed by Data



## David Victor

### Founder & CEO

Product strategist and systems thinker. Former design agency founder with deep experience scaling software, launching consumer brands, and bridging product + business.



## Sina Basir-Kazeruni PhD.

### Chief Data Scientist

PhD in Statistical Learning. Specialist in predictive modeling, neural networks, and machine learning for real-world decision systems.



## Okey Landers

### Head of Engineering

Full-stack systems architect with decades of experience building high-performance platforms. Leads infrastructure, model deployment, and scalability efforts.



## Jake Wilcox

### Head of Sports Research

Sports expert with deep domain knowledge in game theory, player analysis, and matchup dynamics. Translates intuition into input for the AI.

Closing

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# We're Not the Book. We're the Brain.

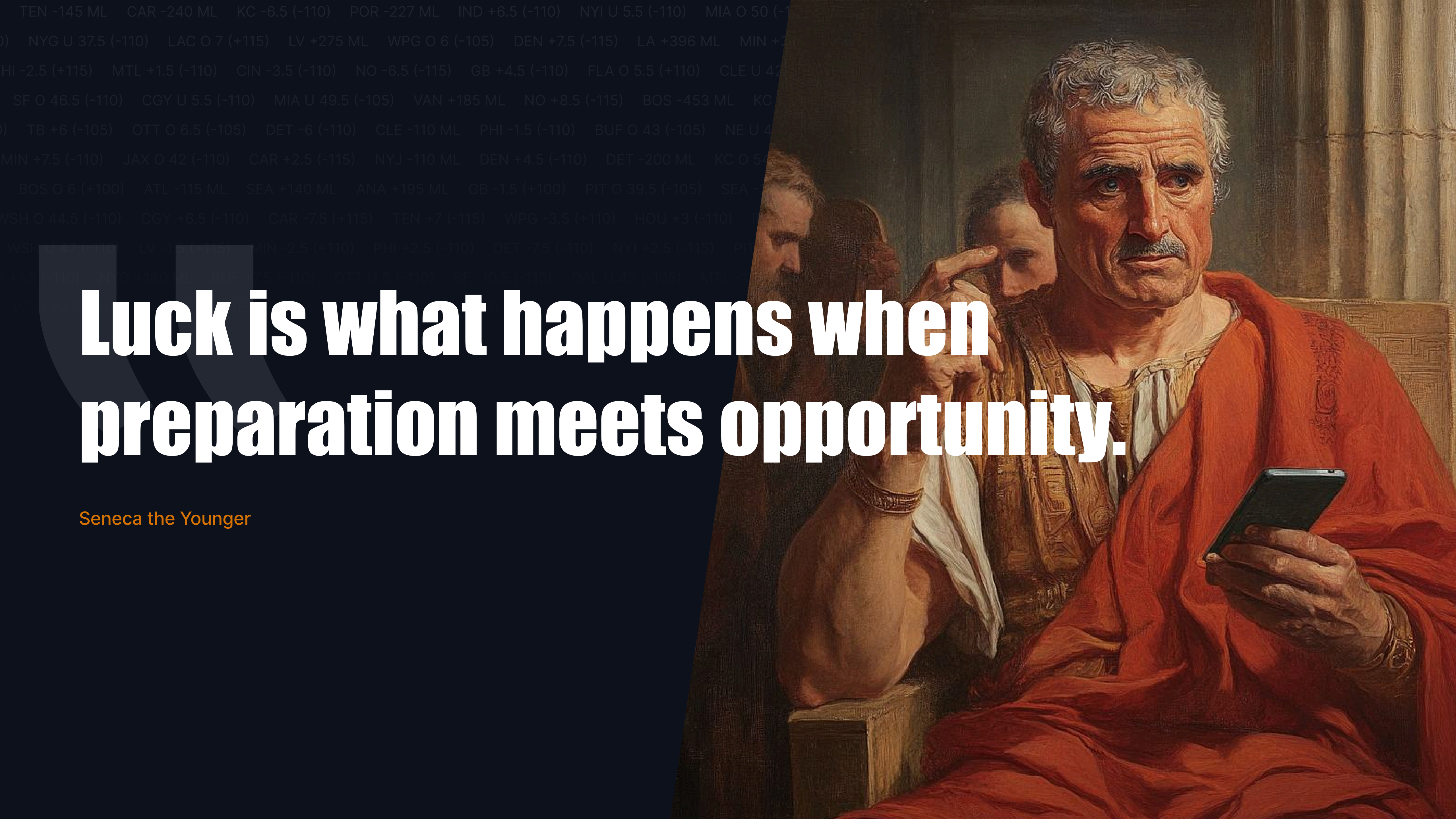
## The Pick is building a smarter way to bet

Using AI, transparency, and real-time data to give casual bettors real edge.

## We're not a sportsbook.

We're the intelligence layer that powers better decisions — with 72%+ win rate and a path to scalable, recurring revenue.

Let's build the future of intelligent betting together.



TEN -145 ML CAR -240 ML KC -6.5 (-110) POR -227 ML IND +6.5 (-110) NYI U 5.5 (-110) MIA -50 (-110)  
NYG U 37.5 (-110) LAC O 7 (+115) LV +275 ML WPG O 6 (-105) DEN +7.5 (-115) LA +396 ML MIN +3  
HI -2.5 (+115) MTL +1.5 (-110) CIN -3.5 (-110) NO -6.5 (-115) GB +4.5 (-110) FLA O 5.5 (+110) CLE U 42  
SF O 46.5 (-110) CGY U 5.5 (-110) MIA U 49.5 (-105) VAN +185 ML NO +8.5 (-115) BOS -453 ML KC  
TB +6 (-105) OTT O 6.5 (-105) DET -6 (-110) CLE -110 ML PHI -1.5 (-110) BUF O 43 (-105) NE U 4  
MIN +7.5 (-110) JAX O 42 (-110) CAR +2.5 (-115) NYJ -110 ML DEN +4.5 (-110) DET -200 ML KC O 5  
POS O 6 (+100) ATL -115 ML SEA +140 ML ANA +195 ML GB -1.5 (+100) PIT O 39.5 (-105) SEA -  
WSH O 44.5 (-110) CGY +6.5 (-110) CAR -7.5 (+115) TEN +7 (-115) WPG -3.5 (+110) HOU +3 (-110) I  
WSH -1 LV -1 MIN -2.5 (+110) PHI +2.5 (-110) DET -7.5 (-110) NYI +2.5 (-115) PI  
CLE -1.5 (-110) BUF +180 ML BUF -1.5 (-110) OTT U 5 (-110) SF -105 (-115) DAL U 43 (-105) MTL

**Luck is what happens when  
preparation meets opportunity.**

Seneca the Younger



Thank You

Let's get in touch

www.thepick.ai • david@thepick.live

