



WHY DO WE EXIST

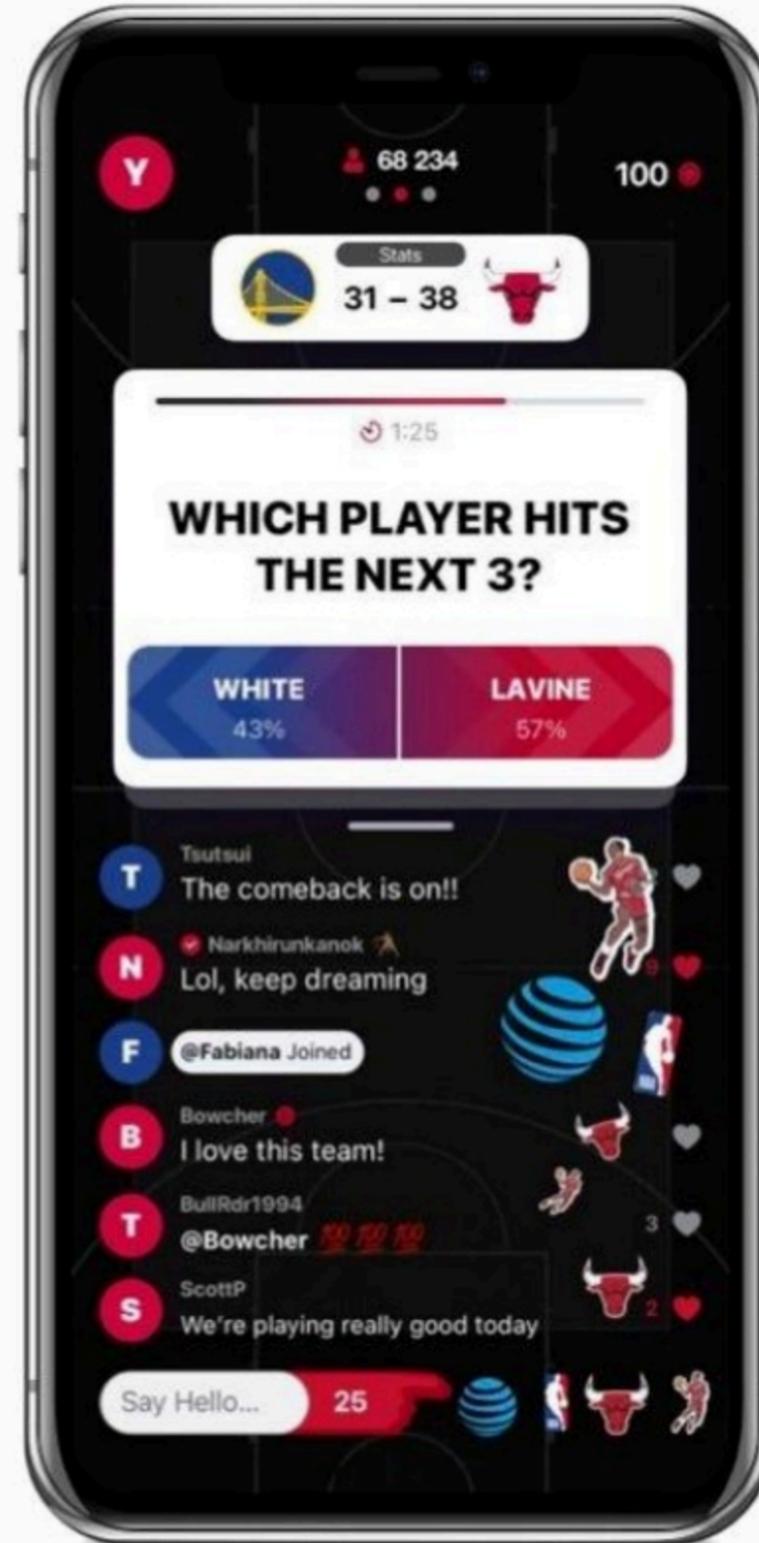
**TODAY'S SPORTS BETTING PRODUCTS WILL BE
REJECTED BY THE NEXT GENERATION**



THE FUTURE OF BETTING IS IN-GAME AND SOCIAL

Algorithmically curated in-game bets every 30 seconds using our proprietary ML models & technology

Interactive social environment for maximized entertainment value



Deployed as a whitelabel SDK in the apps of our clients



HOW IT WORKS

0:12

PUCK POSSESSION AT 6:00

LEAFS	CANADIENS
55%	45%

60 SECOND INTERVAL

0:12

LEAFS SHOTS ON GOAL THIS PP

<2	2+
----	----

45 SECOND INTERVAL

Y 68,234 \$100

\$100 \$2 \$0

NEXT TEAM TO SHOOT ON GOAL

LEAFS	CANADIENS
65%	35%

NEXT TEAM TO SHOOT ON GOAL

You are betting

LEAFS

Let the card go to make a bet

Y 68,234 \$100

5-3

LEAFS SCORE ON THIS POWER PLAY

YES	NO
\$27,730	\$19,270

H2H 38,114 0:12

S Hi

B Bowcher We're on the map now

Kevin Hi

T TomashD @Bowcher 🏒🏒🏒

Nik1986 One more Q please

P Petekrab LFG LEAFS!!!

Say Hello... 25

Y 68,234 \$100

YOU WIN!!!

You won a bet on

LEAFS HAVE THE NEXT SHOT ON GOAL

You've Won

\$9.47

SHARE

IN-GAME BETS KEEP FANS ENGAGED & ENTERTAINED

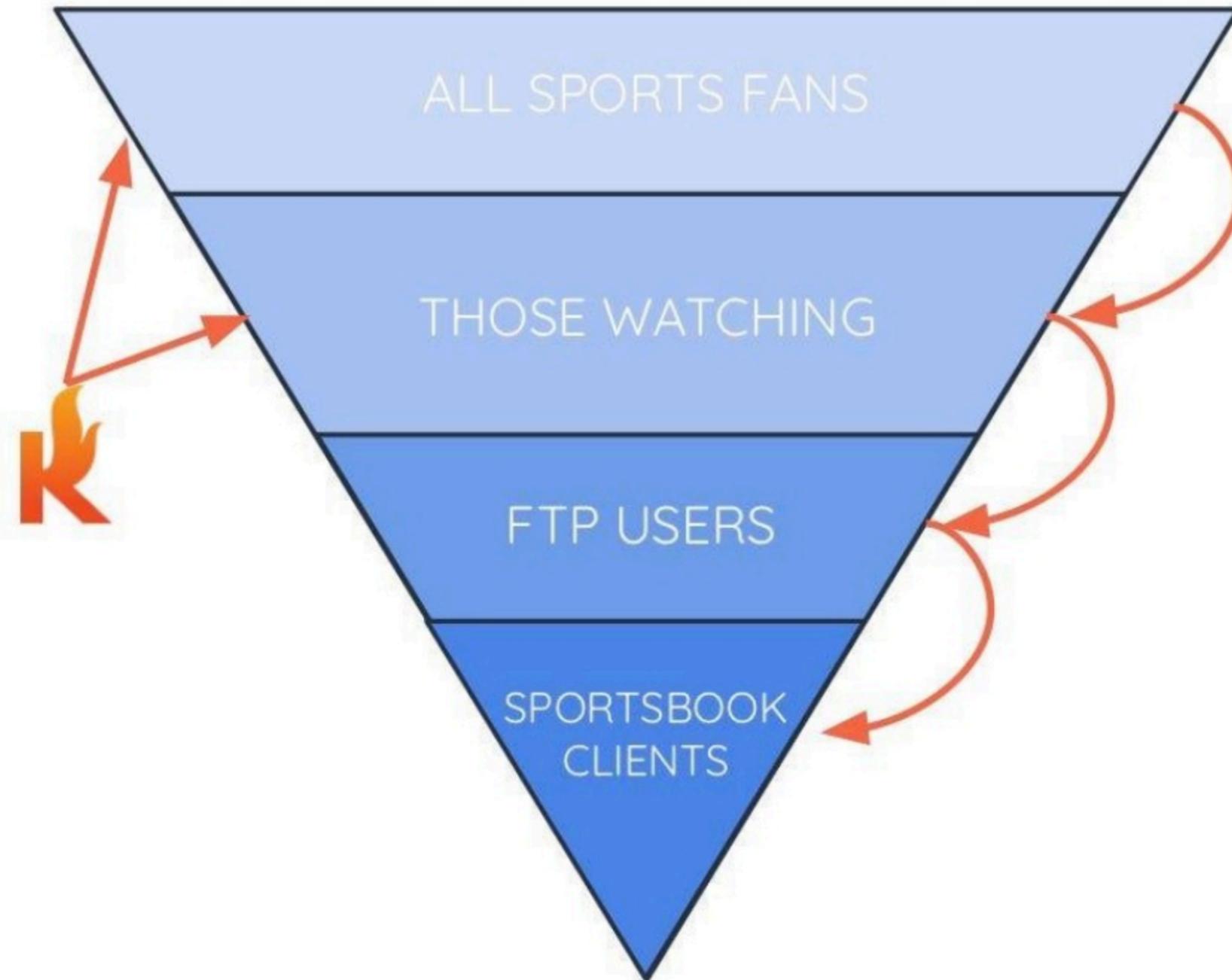
SWIPE LEFT OR RIGHT TO BET

SOCIAL FEATURES ENTERTAIN BETWEEN BETS

WIN \$ OR LEADERBOARD POINTS IN FTP MODE



ENHANCING THE ENTIRE PLAYER JOURNEY



- Maximizes reach and relevance across the entire player journey.
- *Gaming options to create engagement with more casual, novice sports fans.*
- Drives highest possible conversions through relevant first party data and the use of sportsbook related pricing (gaming credits, etc.).

KERO SPORTS SERVES THE ENTIRE PLAYER JOURNEY



SOLVING KEY PAIN POINTS ACROSS THE SPORTS ECOSYSTEM



SPORTSBOOKS:

- Want to attract casual fans and grow market size
- Need new in-game betting products for stronger engagement and differentiation beyond price



TEAMS, LEAGUES & NETWORKS:

- Want to further monetize their fanbase through gaming
- Need a strategy to attract and engage fans with their content

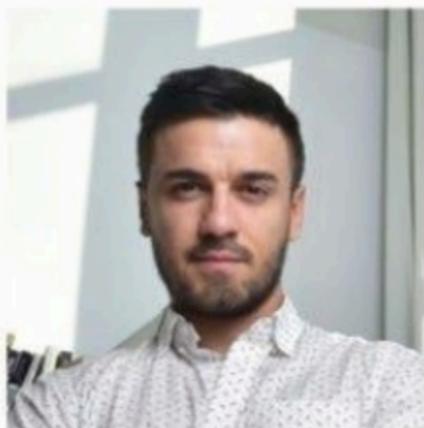


FANS:

- Want a more entertaining in-game experience
- Need entertainment experiences that exceed other forms such as Instagram, Tik-Tok and others



PRODUCT DRIVEN TEAM WITH DEEP SUBJECT MATTER EXPERTISE



TOMASH DEVENISHEK - FOUNDER & CEO

- 15+ years of experience as a senior tech executive
- Bootstrapped the company in the first 2 years
- Formerly founded a blockchain p2p sports betting exchange
- Previously built Coachella's app gamification engine



TOM GRAY - VP OF REVENUE

- Senior Sales Executive with over a decade of experience in sports and media
- Joined KERO Sports from Open Bet
- Formerly Senior Manager of Sports Partnerships at Sportradar



RUSTIN DOMINGOS - CHIEF DATA SCIENTIST

- UC Berkeley EPS PHD Candidate
- MIT Physics PHD Candidate
- 2 Peer Reviewed Publications
- Built a very successful predictive algorithm for NBA, MLB & NHL game outcomes



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