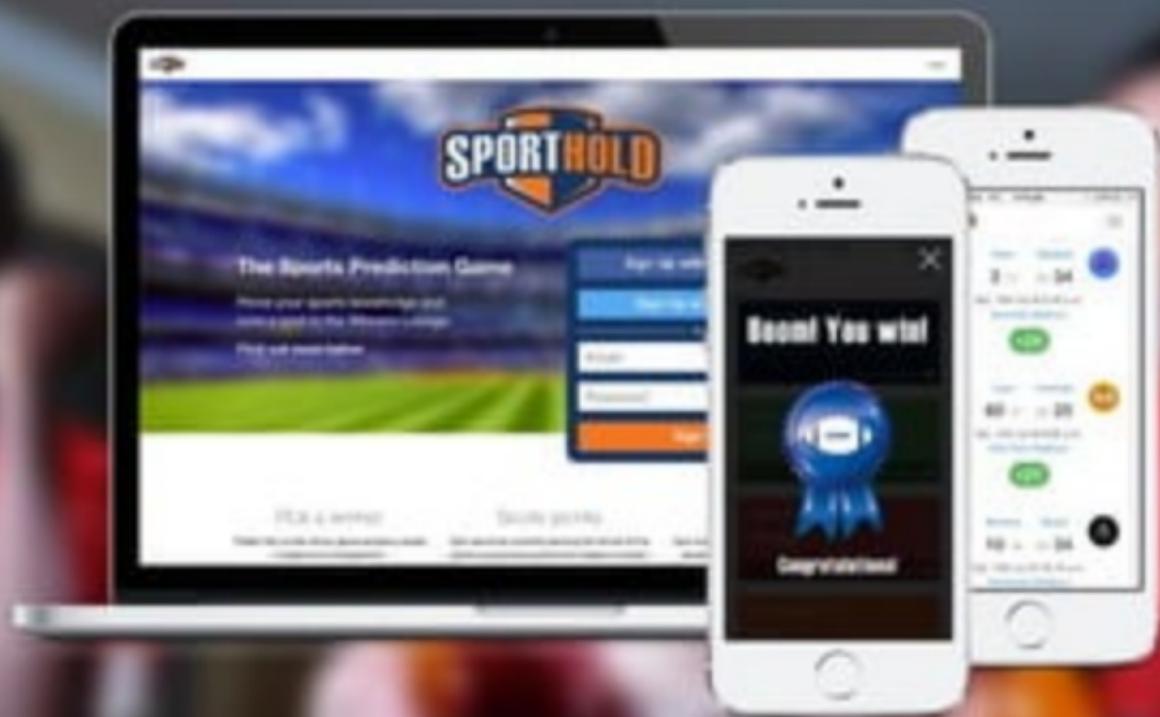




Crowd Sourced Predictions



SportHold is a website where fans predict what they think will happen in upcoming sports games by entering what they think the final score will be.



49ers win - 24 to 17

We then take their predictions to form one super prediction for each game using a powerful law known as the Wisdom of Crowds. We then sell those predictions back to our users.

Last 4 Months...



6k
Signups



160k
Predictions

In the past 4 months (before July 29th, 2014) we've had 6k signups make 160k predictions. We use this data to make our super predictions.



How accurate are our super predictions? In sports betting, 52.4% is what you need to be profitable. 57% is what the pros aim for. We're at...



60%
Accuracy



\$1T
Betting Market

60.5%! That's a 3.5% edge over the pros in a \$1 trillion a year market!

<http://www.kotex.com/sites/pdfs/2013/12/11/usa-sport-betting-cash-in-on-the-social-gambling-boom/>



This isn't just sports, it's any field where better predictions have a bottom line impact.
e.g. Predicting key metrics like quarterly earnings for publicly traded stocks.



It can also be used within companies to predict key information important to operations.
e.g Having employees across the company predict unit sales for the next 6 months.



Christian Thurston
Business & Mathematics



THE UNIVERSITY OF
SYDNEY



Tom Horn
Backend & Mobile Dev



THE UNIVERSITY OF
SYDNEY



Adam Dill-Macky
Design & Web Dev



UNIVERSITY OF
TECHNOLOGY SYDNEY

SportHold is fundamentally change the way the world creates predictions.



Crowd Sourced Predictions

60.5%
Accuracy

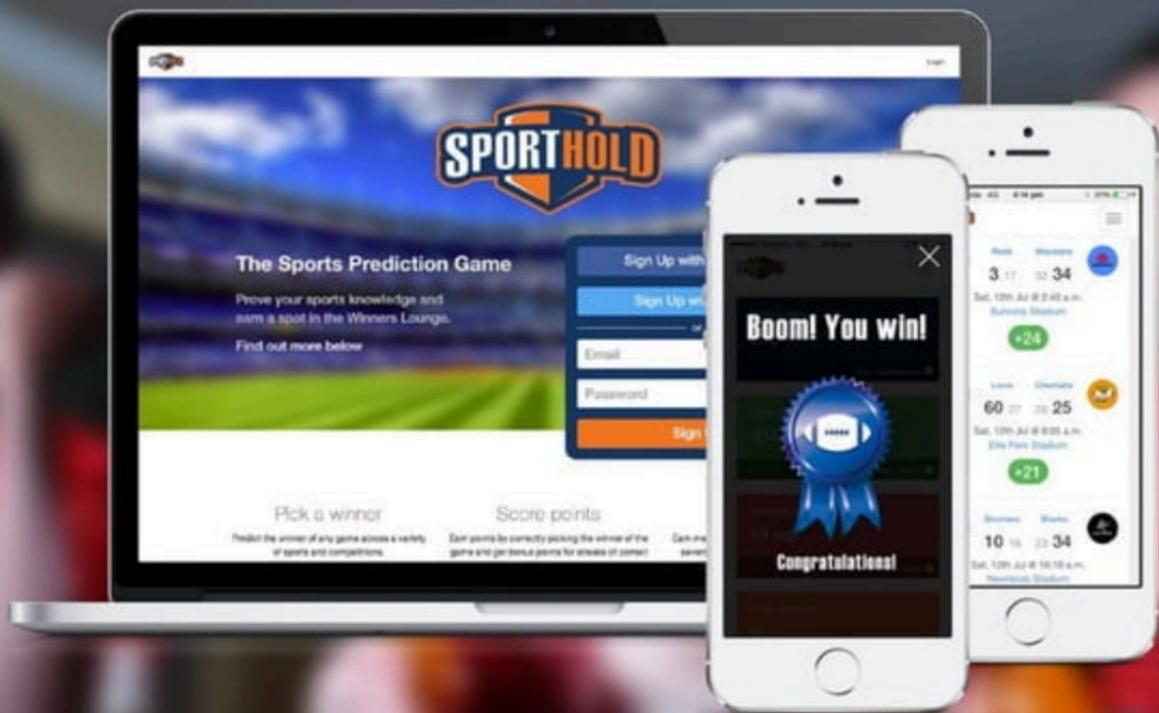
\$1T
Betting Market



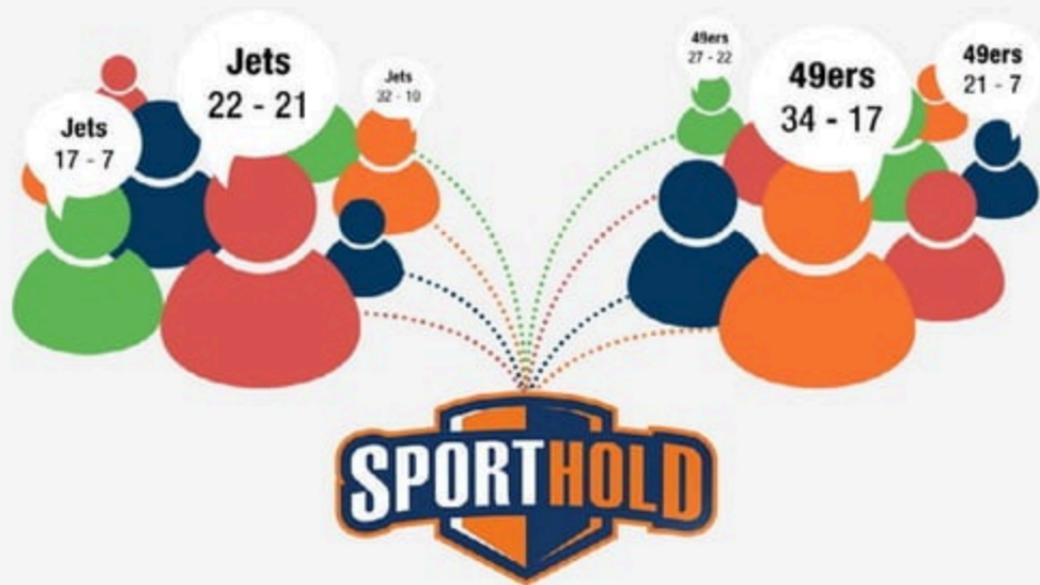
So how exactly do we use the law of crowd wisdom to create predictions?
The answer can be found in a jar of jellybeans. Contact us to find out how.



Crowd Sourced Predictions



SportHold is a website where fans predict what they think will happen in upcoming sports games by entering what they think the final score will be.



49ers win - 24 to 17

We then take their predictions to form one super prediction for each game using a powerful law known as the Wisdom of Crowds. We then sell those predictions back to our users.

Last 4 Months...



6k
Signups



160k
Predictions

In the past 4 months (before July 29th, 2014) we've had 6k signups make 160k predictions. We use this data to make our super predictions.



How accurate are our super predictions? In sports betting, 52.4% is what you need to be profitable. 57% is what the pros aim for. We're at...



60%
Accuracy



\$1T
Betting Market

60.5%! That's a 3.5% edge over the pros in a \$1 trillion a year market¹

¹ <http://www.forbes.com/sites/johnowrid/2013/12/11/can-sport-betting-cash-in-on-the-social-gambling-boom/>



This isn't just sports, it's any field where better predictions have a bottom line impact.
e.g. Predicting key metrics like quarterly earnings for publicly traded stocks.



It can also be used within companies to predict key information important to operations.
e.g Having employees across the company predict unit sales for the next 6 months.



Christian Thurston

Business & Mathematics



THE UNIVERSITY OF
SYDNEY

Tom Horn

Backend & Mobile Dev



THE UNIVERSITY OF
SYDNEY

Adam Dill-Macky

Design & Web Dev



UNIVERSITY OF
TECHNOLOGY SYDNEY

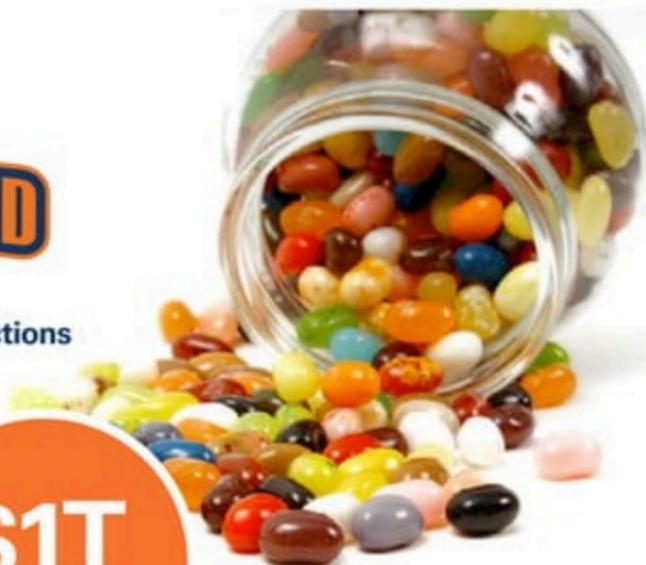
SportHold is fundamentally change the way the world creates predicitions.



Crowd Sourced Predictions

60.5%
Accuracy

\$1T
Betting Market



So how exactly do we use the law of crowd wisdom to create predictions?
The answer can be found in a jar of jellybeans. Contact us to find out how.