



# SPARKET

## The Social Network™



Designed to drive revenue via customer engagement and loyalty, our user interface runs as a standalone white labeled application or is available for integration into software or web applications.

★ **Free-to-Play Parimutuel Betting Solution**

- Pool style betting that creates a social competitive atmosphere
- Freemium/subscription revenue model
- Build database to market to
- Ad revenue/Affiliate marketing
- Host live events for users to bet on
- Bet on anything: any content can be offered

★ **User Acquisition:** *Offer ANY event on free to play wagering pools via our intuitive and customizable user interface*

★ **The Social Network™ Integration**

- *Integrated social media elements like sharing and connecting friends, which develops organic network effects and brings users back to your platform*

★ **Simple Deployment**

- *White-label Sparket web app or integrate the Sparket solution into your website with preferred branding*

★ **Enhanced Data**

- *Capture valuable demographic and betting data with our comprehensive reporting. Crowdsourced live event data and results with our patent-pending user generated content system*

★ **Drive Revenue**

- *Reward users at the top of leaderboards with gifts tied to your organization and utilize the expansion of the database to increase sales*

**Partnerships & Experience:**

- ★ Partnered with **Station Casinos** to integrate into their **1 mil** user platform ([press](#))
- ★ Partnered with California tribal operators **Cahuilla Casino** ([press](#)) and **29 Palms** ([press](#))
- ★ Paid **live** golf tournament events at multiple country clubs (**200+ players**)
- ★ Official Tournament Mobile App at IGA Chairman's Golf Classic ([link](#))
- ★ Free to play betting contests with **1000+** users across traditional sports, reality TV, and more
- ★ [GLI 33](#) Sportsbook certification and **Published Patent** [17/543,650](#)
- ★ [UCLA](#) Anderson Venture Accelerator Cohort of 2022 & Fall Showcase Participants ([pitch video](#))

Thanks for your interest in Sparket. Demo available at [www.sparket.app](http://www.sparket.app). Please reach out to [tkey@betsparket.com](mailto:tkey@betsparket.com) with any inquiries.