



zed

BUY OWN RACE BREED BET

VIRTUAL HORSE RACING REIMAGINED

BET ON SOMETHING SPECIAL

ZED RUN is the first player owned **skilled based** virtual sports multiplayer game.

Using **skill** and **strategy**, players race against other players in real-time, creating the opportunity to set your **own wagering markets**.

Bringing true digital ownership and wagering markets together, ZED RUN creates a genuine next generation experience unlocking a brand new demographic in punters.



BY THE NUMBERS

Player spend across **racing**, **breeding** and **trading** only, which opens up huge potential for **wagering**.

300,000+

PLAYER
ACCOUNTS



6,000+

PVP DAILY
AVERAGE RACES



\$250M

TOTAL PLAYER
SPEND TO DATE



100,000+

FOLLOWERS ON
SOCIAL MEDIA



20,000

MOST USER RACES IN
24 HOURS



\$120,000

LTV AVERAGE SPEND
TOP 1,000 USERS



\$60M+

PRIZE MONEY
WON



3M+

TOTAL USER RACES
COMPLETED



A NEW ERA OF FANS

A passionate and loyal following of players, affectionately known as ZED Headz.



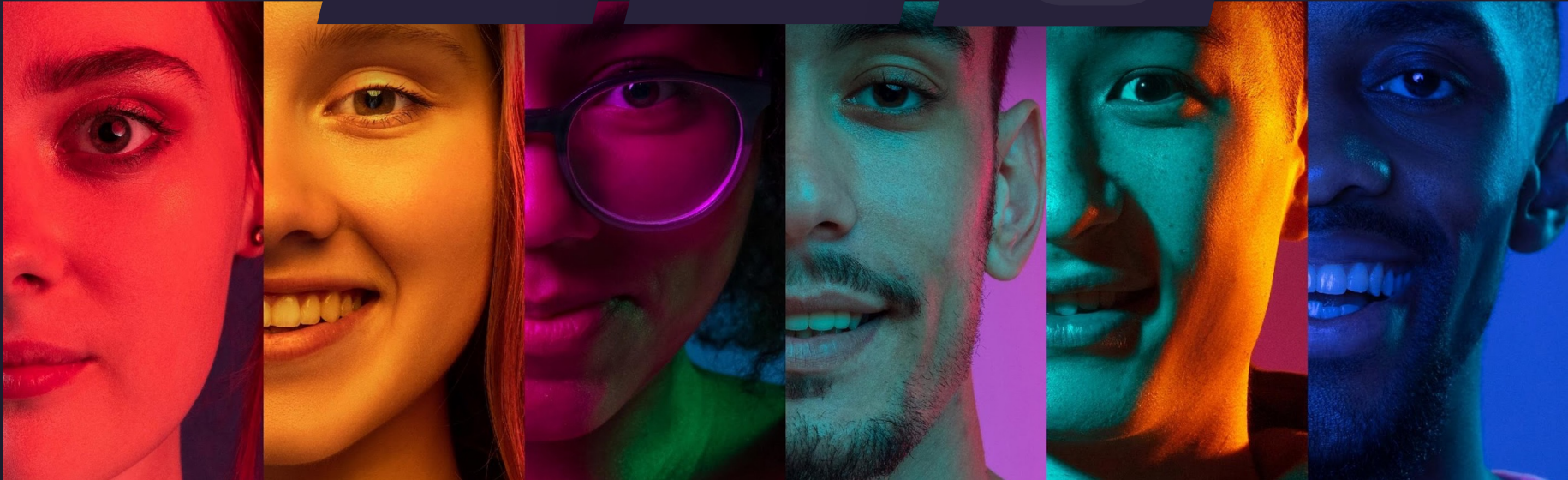
67,000



42,000



16,900



NOT JUST A GAME, BUT A SPECTACLE

Impressive engagement metrics that goes beyond virtual sports with over 39,000 minutes viewed on Twitch.tv alone.

39,000

MINUTES WATCH



2.98m

unique views



COMMUNITY DRIVEN

A host of third party and community built tools to help drive engagement and skill on ZED RUN. These tools provide data analytic insights into racehorse performance to give users an added advantage!



ZLEAD

ZSIM



MJINFORMATICS

DATA-DRIVEN GAMING

ORGANIC MEDIA, FROM AROUND THE WORLD

ZED RUN has been featured in the New York Times, Forbes, CNBC, Racing.com and many other renowned publications.

The New York Times



Forbes

THE
WALL STREET
JOURNAL.

yahoo!
sports



BACKED BY OUR OFFICIAL PARTNERS

SPONSORS



NETFLIX



INVESTORS

tcg

al6z

greylock

B2B DISTRIBUTION CHANNEL FOR WAGERING

Bring your business to the forefront of web3 and NFT technology to gain a competitive advantage. ZED RUN is built on video game principals, influenced by Esports and designed for the sports betting industry.



Developing integrations to make your site better



Revolutionising the Horse Racing wagering experience



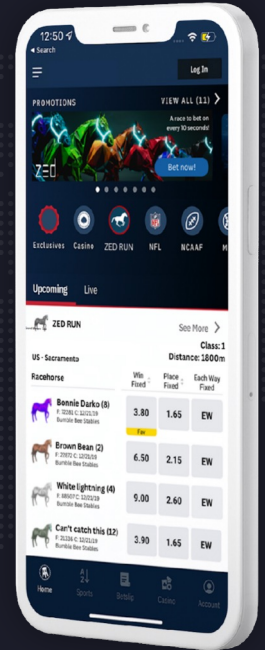
Attract a new demographic, with high disposable income



ZED RUN is scalable, and can operate over 20,000 races per day



Different racing tiers are available for Operators



THE PARADE RING

ZED RUN's top racehorses rival those from the real world!



BREATHLESS EDGE

Z1 / Genesis / Nakamoto

Highest Sold Racehorse

\$400,000
USD



READY SET BOOM

Z1 / Genesis / Nakamoto

Races: 2,000+

1st: 1,251 2nd: 603 3rd: 343

\$100,000
USD (46.1 ETH)



PRINCESS OF POWER

Z7 / Legendary / Szabo

Races: 4,000+

1st: 1,043 2nd: 496 3rd: 353

\$100,000
USD (40.4 ETH)



EVERGREEN GATES

Z73 / Legendary /
Nakamoto

Races: 2,500+

1st: 623 2nd: 318 3rd: 226

\$100,000
USD (40.2 ETH)

ASSISTED INTEGRATION

We can work together to get you up and running. Our development team can help integration into your platform.

In the future we will have a Plug and Play option for Operators without in-house resources.



Introduction of live odds



5,000+ daily races



Daily tournaments



Racehorse statistics



Instant Odds



Access to thousands of races per day



Access to scheduled races.



In-depth stable and racehorse analytics



Integrated streaming

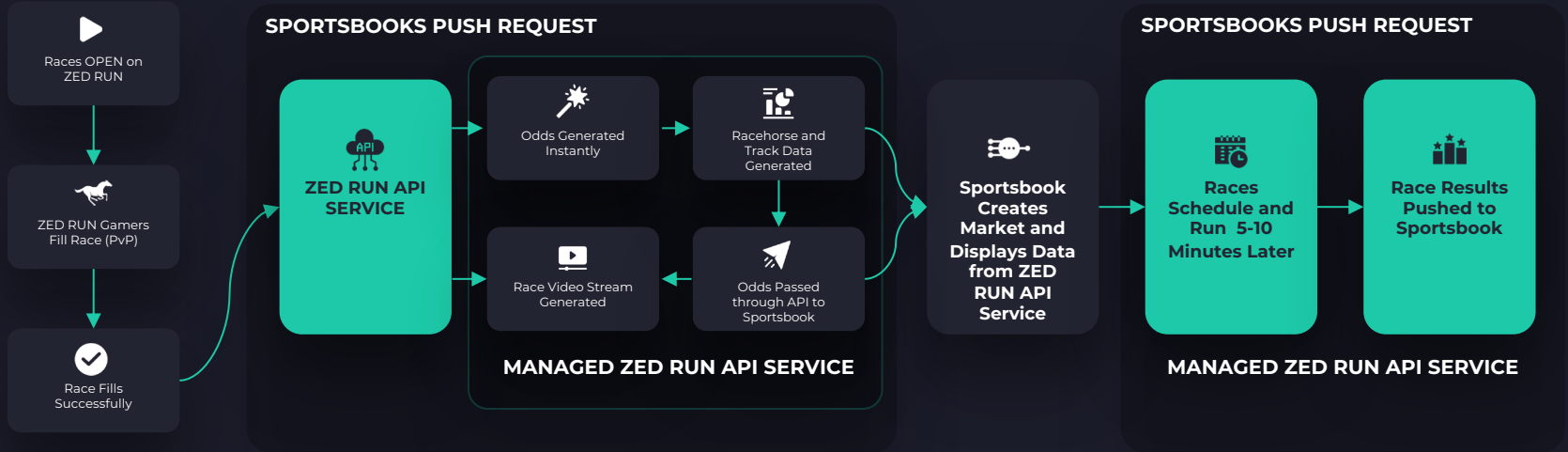
HOW IT WORKS



1. Real life players choose which racehorse to enter into each race.
2. Data is used from the competing racehorses over a number of races in order to produce odds.
3. Factors including the attributes of each horse, the racetrack length, and decisions made by the player prior to race entry contribute to the outcome.
4. The results are known at the start of a race, and the outcome is visualised as the race.

HOW IT WORKS CONTINUED

ALL CONTENT AND DATA HOSTED AND DELIVERED THROUGH RISING SUN GAMES [CURACAO].



ZED RUN API SERVICE

HOSTED AND DELIVERED BY RISING SUN GAMES [CURACAO]

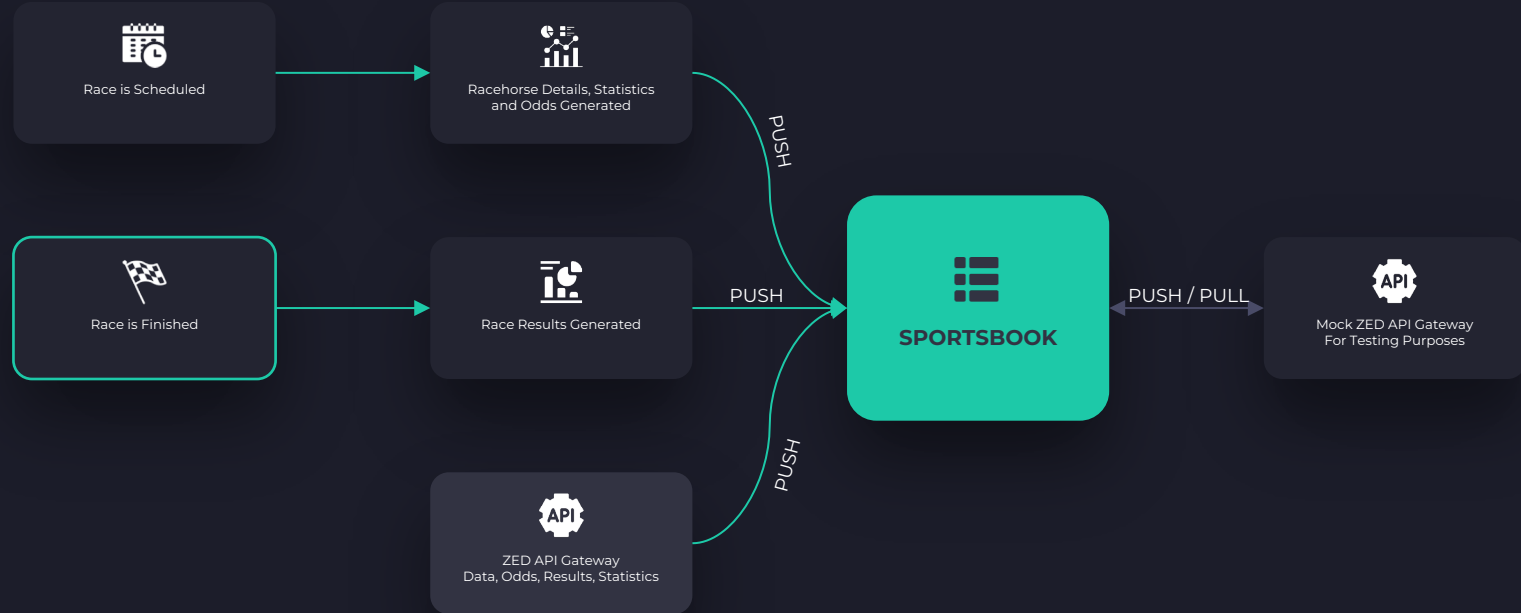
RACEHORSE DATA	TRACK DATA	VISION DATA	ODDS DATA
Racehorse DNA	Location	2D Race vision	Win Odds
Racehorse Class and Level	Distance	3D Race vision	Place Odds
Number of wins	Prize Money on Offer		
Number of Places	Race Class Type		
Prize Money Earned			
Racehorse Gate Number			
Racehorse Stamina			
Number of Races			
Last 5 Results			



SPORTS BOOK [YOU]

ZED RUN API SERVICE

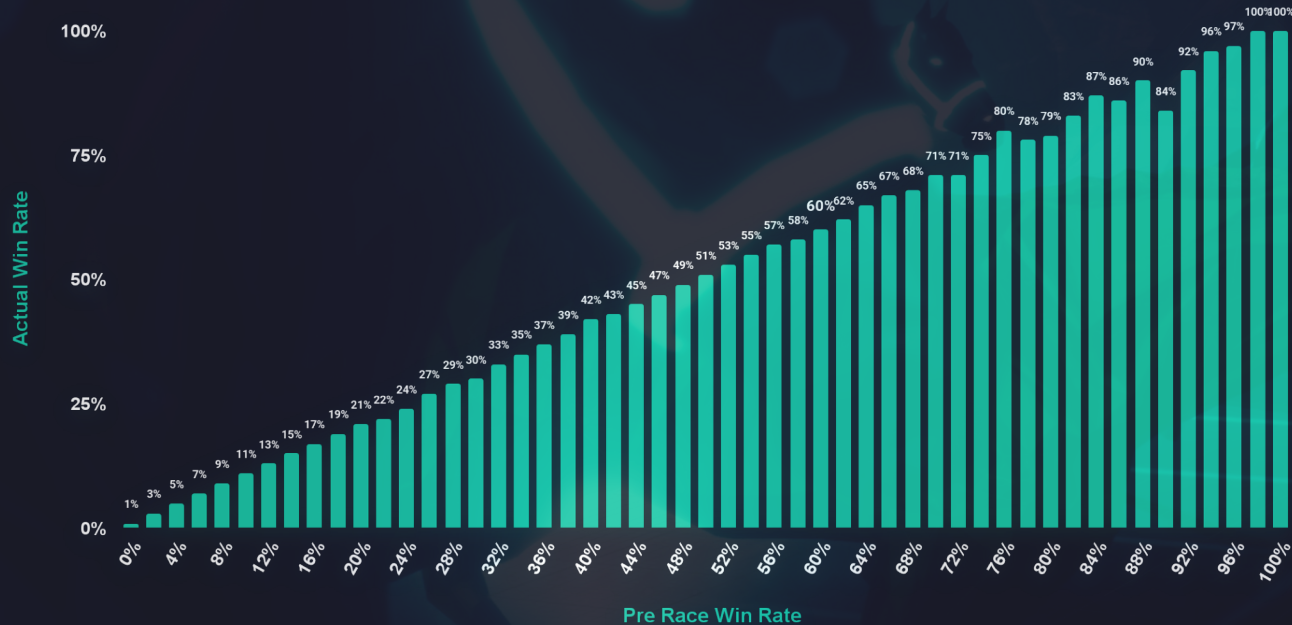
HIGH LEVEL ARCHITECTURE ON HOW DATA FEEDS INTO YOUR SPORTSBOOK.



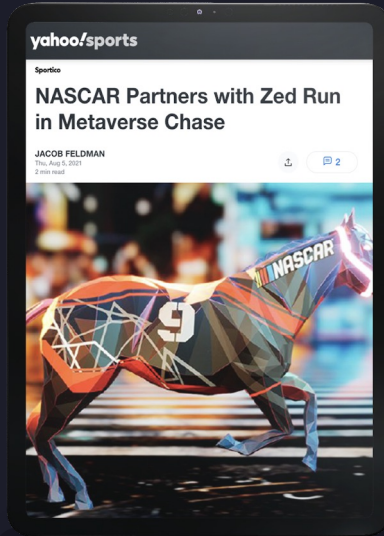
HOW ODDS ARE CREATED

ODDS ARE CREATED USING 'TRUE ODDS'.

PRE-RACE ODDS CLOSELY MATCH **ACTUAL RESULTS** ALLOWING FOR A CONSISTENT AND PREDICTABLE GROSS GAMING REVENUE (GGR).



OTHER OPPORTUNITIES TO PARTNER



Customised
tournaments



Sponsored
tournaments



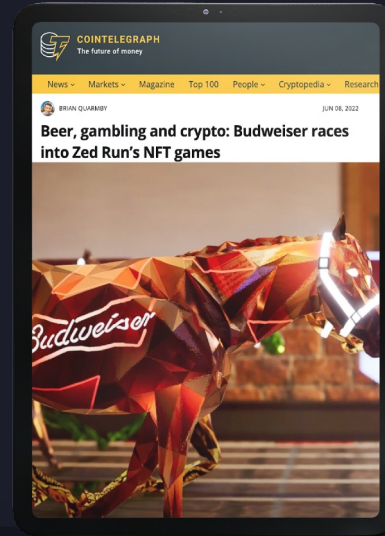
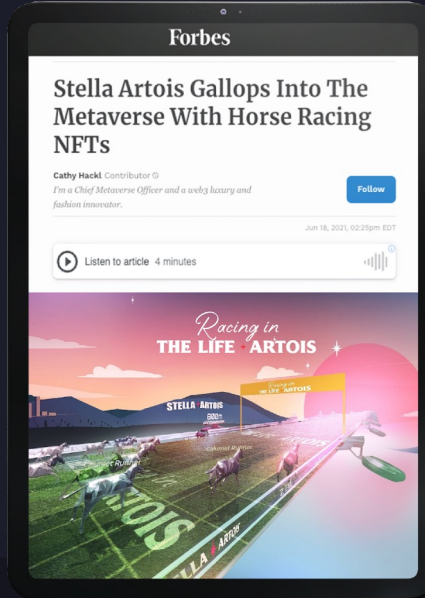
Branded
racetracks

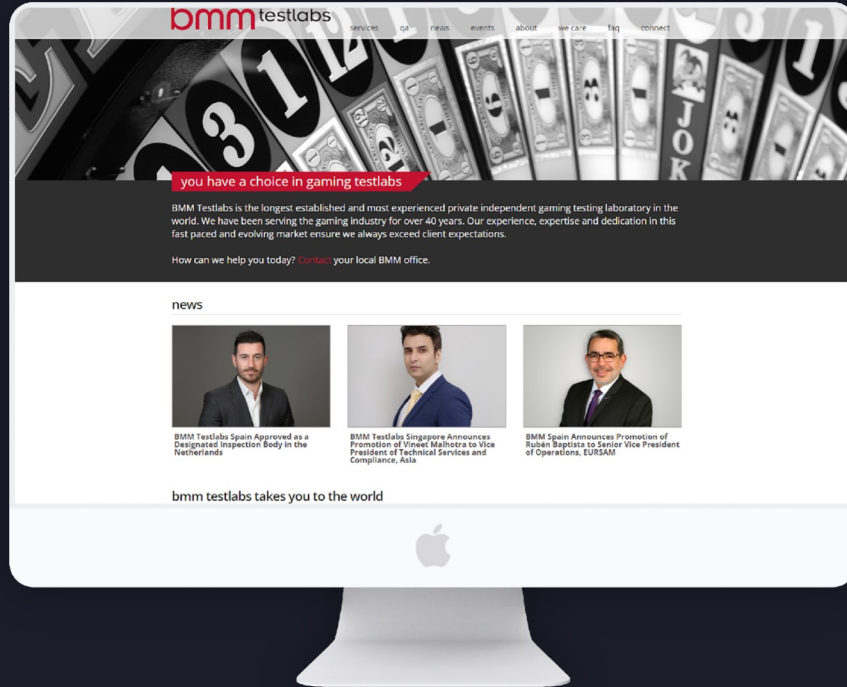


In game
advertising



Branded skins





TESTED AND CERTIFIED AS SKILL.

Designed from the ground up to be a **game of skill**.

ZED RUN is similar to real world horse racing; owners do their research, analyse the data and then choose a racehorse and a race.

ZED RUN partners with BMM for Game of Skill reviews.

ZED RUN is sportsbook compatible in most regions, opening up more online opportunities than traditional RNG casino games.

bmmtestlabs



THANK
YOU



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