



GrinData

GrinData is a breakthrough, real-time micro-betting data + widget provider that brings the sophistication of high-frequency trading to sports gambling. Battle-tested over the past two years across 200K+ players and over 10M wagers, GrinData provides sports betting operators unprecedented wager volume increases via:

- **Real-time, in-game wagering:** GrinData delivers dynamic new wagers every 3-5 seconds, so your bettors always have action
- **Statistical niche odds:** machine learning algorithms create wagers and odds based on a short tail of data, and our online models immediately react to injuries, weather events, lineup changes, etc.
- **Lowest latency, highest speed:** GrinData features the lowest latency in the industry, and at less than 50ms data-to-wager roundtrip, we specialize in high speed, low stoppage events (like 2min drill football drives, basketball, and hockey) that others can't support
- **Narrative wagers:** GrinData provides narrative-driven wagers that keep experienced bettors engaged in every play, but are also extremely accessible to casual gamers, expanding both the revenue of existing players and the universe of potential players
- **Record setting engagement:** similar to slot machine statistics, sports bettors on GrinData feeds average 2hrs play time, and up to 1000 wagers, *every time they play*
- **Powerful bettor retention:** 40% of sports bettors utilizing GrinData have returned to play again at least once over the next 30-days; 20% are still coming back after 90-days
- **Risk profile flexibility:** operators own the customer experience with GrinData and can dial odds up or down, adjust the wagers per minute, the cost per wager, etc. to fit your needs
- **Profitable game expansion:** measured by gross margin, Grin delivered a greater than 4:1 LTV:CAC for our consumer operations in 2022

We are currently offering free trials of our easy-to-integrate, consumer-facing widget to sports betting operators interested in expanding their business, and their profits, into the next era of sports gaming. Try out the live data feed at <https://gringaming.com> or a demo of the widget at <https://widget.grindata.io!>