



SPORTSSEAM

Transform Visual Data into Actionable Insights in Real-Time

Executive Summary



What We Do

SportSeam's sports analytics platform can identify objects and athletes in the field of play and track and predict their movements simply **by observing real-time broadcasts**. This virtual mapping, powered by ComputerVision technology in conjunction with SportsSeam's machine learning capabilities, allows the platform to provide superior offerings compared to existing ones.

Why we are better

SportSeam's technology is different from every other offering on the market. At the core of the platform is SportSeam's ComputerVision technology. Paired with machine learning, the platform has the ability to learn and predict results based on an athlete's action or non-action. The platform also integrates news & data from adjustable sources to identify trends and make performance predictions.

Team

We are a team of entrepreneurs, technologists, 12+ engineers, and marketers who are all builders. We come from some of the most iconic technology, marketing, and media companies. We bring deep execution experience to create new and innovative ways to solve problems. Our Advisory board is led by Stephen A. Crystal a 30-year veteran of the gaming industry.

Team

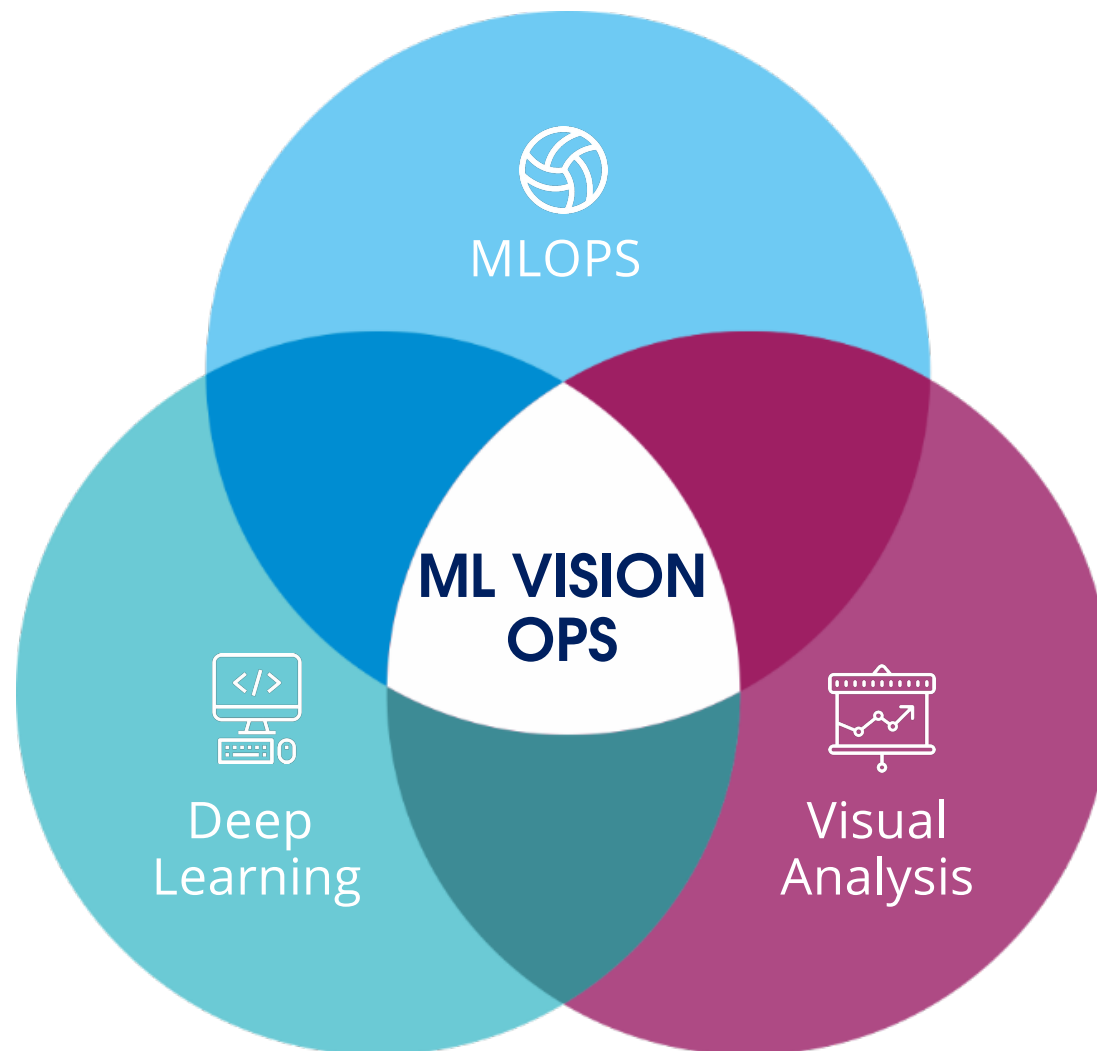
Our offerings are shown on slides 5 through 7.



SPORTSSEAM

Mission

Democratize the use of ML Vision tools and enable decision-makers to undertake Machine Learning Vision workflows effortlessly at low cost.



Vision

Transform The World's Visual Data Into Actionable Insights

Technology –Vision to Visual



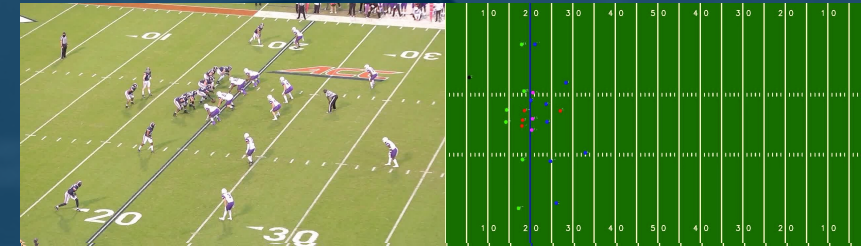
Advance Computer Vision

- Identify and track multiple objects w/ a video feed
- Parameters in World Co-ordinates - **Previously Unachievable**



Overlay Algorithms

- Accuracy in numbers
- Automated Insights
- Player Performance
- Play Calls



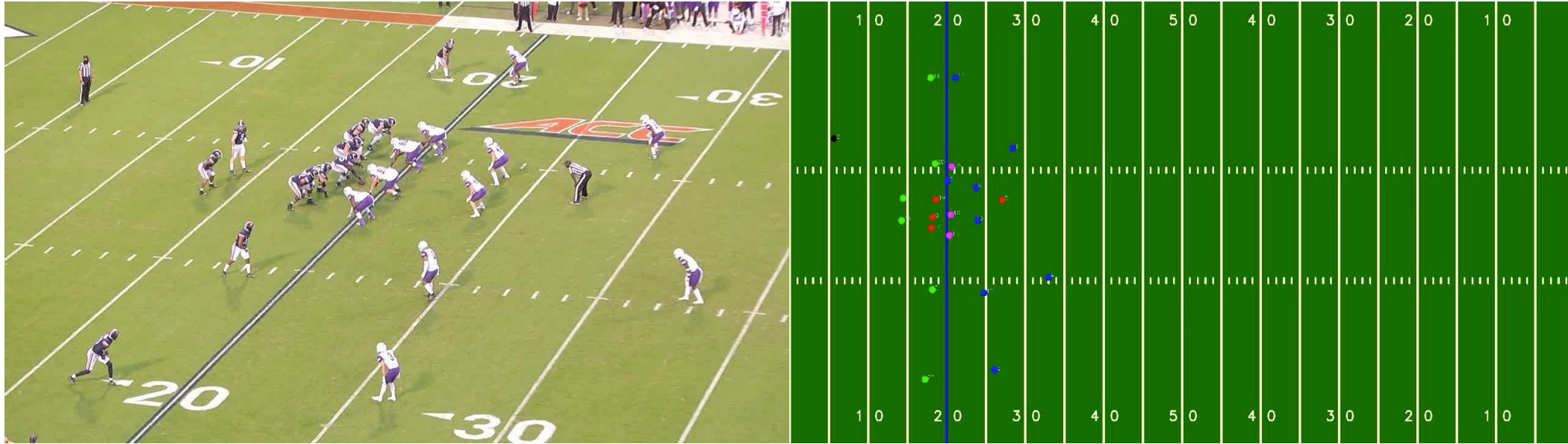
Visual output

- Robust Visual Analytics
- Intuitive Interface
- Automatic Update
- Tailored Insights

No Specialized Equipment is needed

Event-Based Football Data Dashboard

Input: Broadcast video



Game-Changing Features: Advance Analytics platform

1. Distance covered by the safety – 120 ft average speed, 12 ft/second, max sprint, 30 ft/ second
2. Distance covered by Wide Receiver 1 – 40 ft average speed, 3 ft/ second, max sprint speed – 20 ft/second
3. Distance covered by Wide Received 2 – 45 ft average speed – 3.12 ft/second, max sprint speed – 30 ft/second
4. Release time for the football – 3.3 seconds

Points Projections-B2C, B2B (as a Risk Management tool)



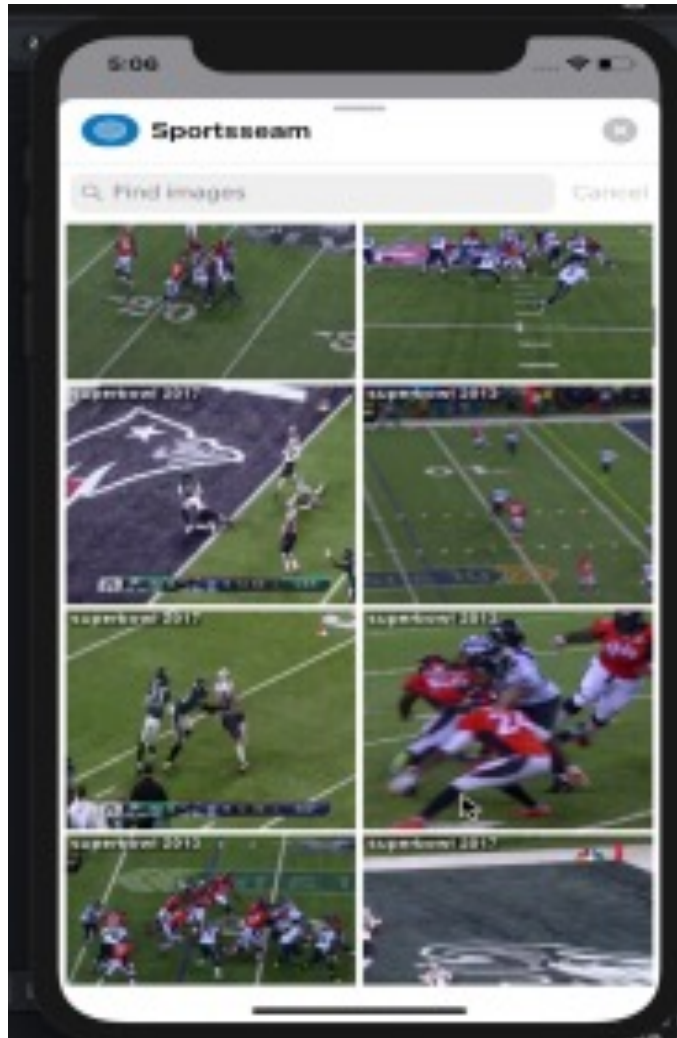
The screenshot shows the SportsSeam app interface for a game on Sun-Mon. It displays three different lineup options, each with a star icon and a 'Floor' value. The interface includes tabs for 'Lineups', 'Exposure', and 'News'. The 'Lineups' tab is selected, showing 5 lineups. Each lineup is a table of player names, positions, and values.

Lineup	OPT. #	POINTS	WATSUP #	PRICE	FLOOR
1	51.2	49.7	0.0	116.8	98.2
QB Burrow	\$ 6,600	18.7	RB Gibson	\$ 6,400	11.5
RB Harris	\$ 5,600	9.0	WR Thomas	\$ 5,900	12.6
WR St. Brown	\$ 7,200	14.0	WR Saunders	\$ 3,000	5.8
TE Ertz	\$ 4,800	8.1	FL Waddle	\$ 6,800	14.5
DE 49ers	\$ 3,100	4.1			
Classic Sun-Mon	\$ 49,200			Floor	
2	50.4	49.4	0.0	116.2	97.2
QB Burrow	\$ 6,600	18.7	RB Gibson	\$ 6,400	11.5
RB Pollard	\$ 5,800	8.0	WR Waddle	\$ 6,800	14.5
WR Saunders	\$ 3,000	5.8	WR Thomas	\$ 5,900	12.6
TE Ertz	\$ 4,800	8.1	FL St. Brown	\$ 7,200	14.0
DE 49ers	\$ 3,100	4.1			
Classic Sun-Mon	\$ 49,400			Floor	
3	51.8	49.3	0.0	114.8	97.0
QB Burrow	\$ 6,600	18.7	RB Gibson	\$ 6,400	11.5
RB Harris	\$ 5,600	9.0	WR Saunders	\$ 3,000	5.8
WR Waddle	\$ 6,800	14.5	WR Thomas	\$ 5,900	12.6
TE Goedert	\$ 4,700	6.8	FL St. Brown	\$ 7,200	14.0
DE 49ers	\$ 3,100	4.1			

Game-Changing Features:

1. AI-based Lineup optimizer for football, baseball, basketball, and other leagues.
2. Creating lineups with hourly updates to projections, news, and injuries will be easier. Simply enter player preference, and our proprietary lineup AI will do the rest.
3. Sportsbooks: Create NFL, NBA, and other leagues' lineups for Sportsbooks like Draftkings, Fanduel, and Yahoo daily fantasy games
4. Player props/prop betting: Create a proposition bet not tied to a game's final score or outcome. Props can include anything from total passing yards by a QB or a team reaching 20 points first in a basketball game, etc.
5. Win/loss, game outcome: Create Moneyline, spread, and total markets for NFL, NBA, NHL, MLB, NCAA Football & Basketball games.

Context-based Search



1. Data-driven segmentation (DDS) allows leagues, and broadcasters to merge data streams with broadcast footage and produce high-quality clips with a powerful visualization tool to filter data and embed visualization data in reports. Automatically clipped, rendered, and pushed back to the production team. clips are produced completely in the cloud and fully automated without the involvement of a single operator, allowing virtually any organization to scale data-driven stories across any number of games.

2. Highest Quality Data Collection

Our highly trained computer vision systems and analysts can collect highly accurate raw data.

3. Content for Customer Engagement

Our media tools and live data can help monetize sports content by creating auto-generated articles, messaging, and integration of news sources.



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Contact: Rajiv Chamraj
Email: rajiv.chamraj@sportsseam.com
Mobile: +1.408.887.8660

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