SnapOdds
Companion

Marketing Application for Operators

Using the mobile camera our intelligent technology recognizes live games on TV. Operators can use SnapOdds Companion to market real-time frictionless bet discovery for users.

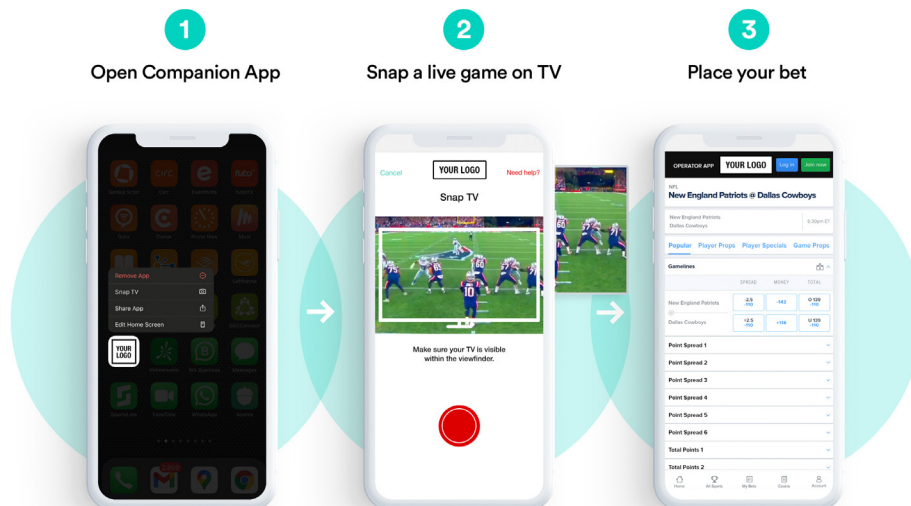## What is SnapOdds Companion?

SnapOdds Companion is a stand-alone marketing app for iOS and Android, rapidly developed by Snapscreen and branded for operators. The app can be published by operators under existing regulatory or licensing requirements.

What does SnapOdds Companion do?

SnapOdds Companion uses the core SnapOdds visual search technology ("Shazam for sports betting") to enable users to snap and recognize live sports broadcasts and associate these with operator events. Users then get real-time and other contextual information about the game, such as live and pre-match odds, promotions, broadcast schedules and other marketing and promotional content.

The user can utilize SnapOdds Companion 'as is' for odds and bet discovery purposes or can be prompted or incentivized to click straight to the real-money sportsbook app. Non-registered users are driven to sign-up.

How it works

1 Open Companion App

2 Snap a live game on TV

3 Place your bet

SnapOdds is a product of Snapscreen Inc., a techstars_ portfolio company

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Key Product Features

- Snap live events to receive the latest operator odds, stats and other contextual data
- Users click-through to operator app betting pages
- Display upcoming and live games and broadcast schedules

- Provide basic pre-match odds for all events
- Refer-a-friend functionality (optional)
- Optional social media channel implementation
- KPI tracking and referral link facilitation

Why use SnapOdds Companion?

- Affordable and viral engagement marketing tool
- Market differentiator leveraging live sports landscape
- Access to hundreds of thousands of potential users
- Free and frictionless odds and bet discovery
- Acquire & track new users and associated valuable data

- Bet discovery for retail sportsbooks
- Reactivate lapsed users
- WOW! factor: novelty meets genuine utility
- Shareability and virality
- "Shazam for sports betting" using our SnapOdds engine
- No impact on operator core development pipelines

Is there any integration required with the Sportsbook app?

SnapOdds Companion is a stand-alone turnkey application with no requirement for integration into the operator app front-end. The SnapOdds team fully develops and delivers the app on behalf of the operator based on their preferred user experience and operator app destinations. The operator can then publish the app under their own title.

Technology

Real-time experience
Our proprietary video recognition engine detect any live sports event in

< 0.1 sec

No Integration required
We develop and brand the SnapOdds Companion native or mobile web app to operator specifications.

Accuracy
Live sporting events are captured with
100% accuracy with **99.99% uptime**

Global Coverage
SnapOdds is supported **globally** and for **all major live sporting events** on any platform.

What is the commercial model?

Our commercial model is simple and allows the operator to enjoy long-tail revenues associated with user acquisition, retention and re-activation. Fees are broken down as follows:

- Initial app development fee
- Monthly fixed fees

Interested?

Please contact us via email: hello@snapodds.com

www.snapodds.com