SPORTS LABS

Investor Overview

Edge for front offices, bettors and fantasy players, with every Highlighted play graded in public.

Elevator Pitch

Every number, in one place

One suite for every sports decision

Sports Labs puts every number a sports decision-maker needs in one place, from front-office strategy to fantasy lineups to sharp betting research, scored with our own SportsLabs Edge Score.

12

products across 16 live apps

The Problem

Decisions **Run on** Gut Feel

Scattered data

The data a decision needs is scattered across dozens of sites.

16 apps
1 suite

$0/mo
data cost

Opinion over calibration

Decisions are driven by opinion and gut feel, not calibrated stats.

The Suite

Full product suite, **four markets**

CONSUMER

Fantasy

Fantasy Frontier: NFL & multi-sport DFS optimizer.

Fantasy Front Office: NFL & NBA/NCAA Devy command center: AI Fantasy Manager, matchup sim, rookie & devy draft boards.

CONSUMER

Sportsbooks & betting research

Bet Lab: 7-sport prop research, Spot vs. Fake-Out classifier, multi-window hit rates, injury cascades, Value Vault, My Slips.

Edge Tracker: 599+ Highlighted plays graded publicly (+64.9% ROI at ≥4% edge).

CONSUMER

Prediction markets

Arb Lab: prediction markets vs sportsbooks, promo converter.

Prediction Lab: prediction-market research (in development).

ENTERPRISE

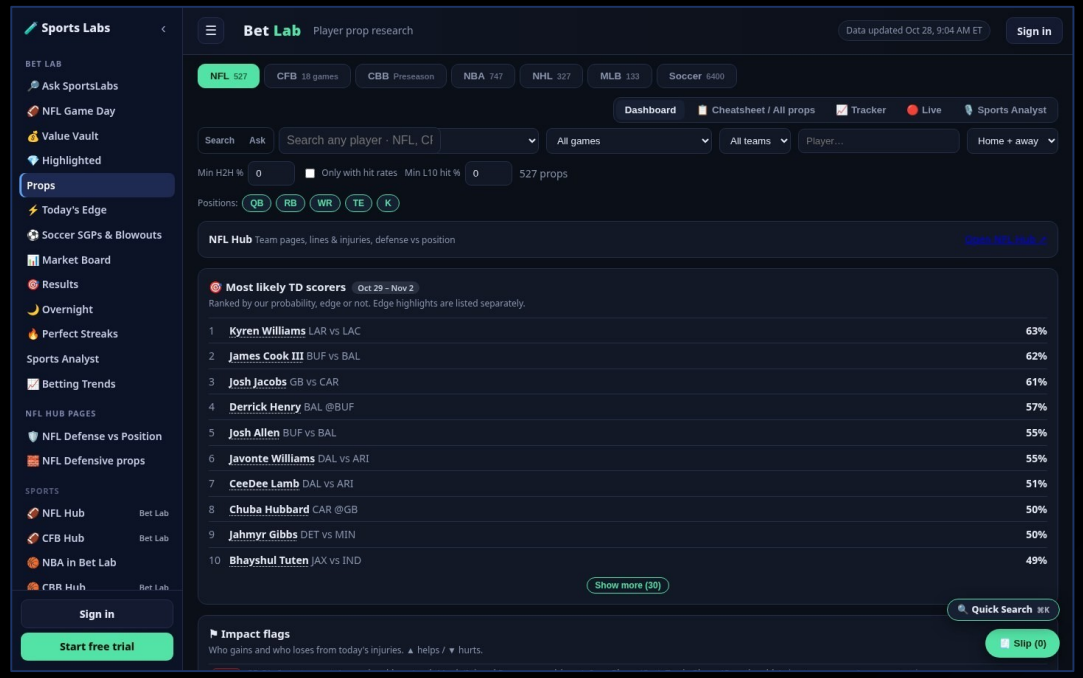
Enterprise software

GM Hub: strategy manager for pro front offices: people, coaches, staff and numbers in one place, with a multi-year cap and contract planner. Licensed per seat.

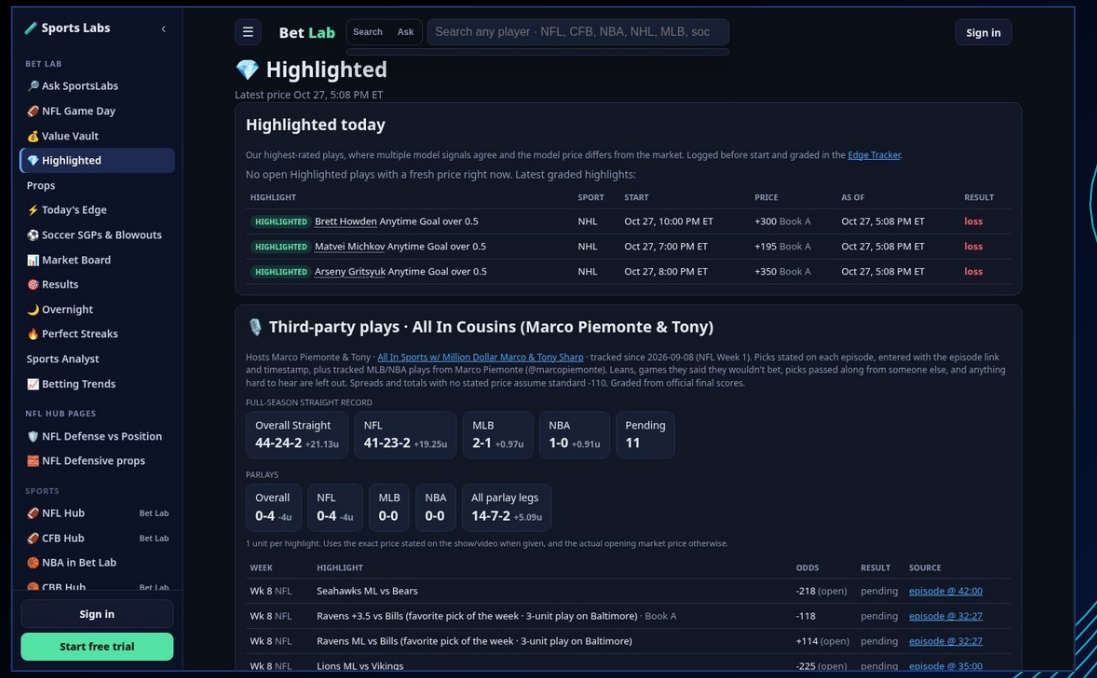
Sport hubs across every major league: NFL Hub · NBA Hub · NHL Lab · MLB Lab · Soccer Hub · CBB Hub · CFB Hub

Showcase · Betting

Find the edge **before the line moves**



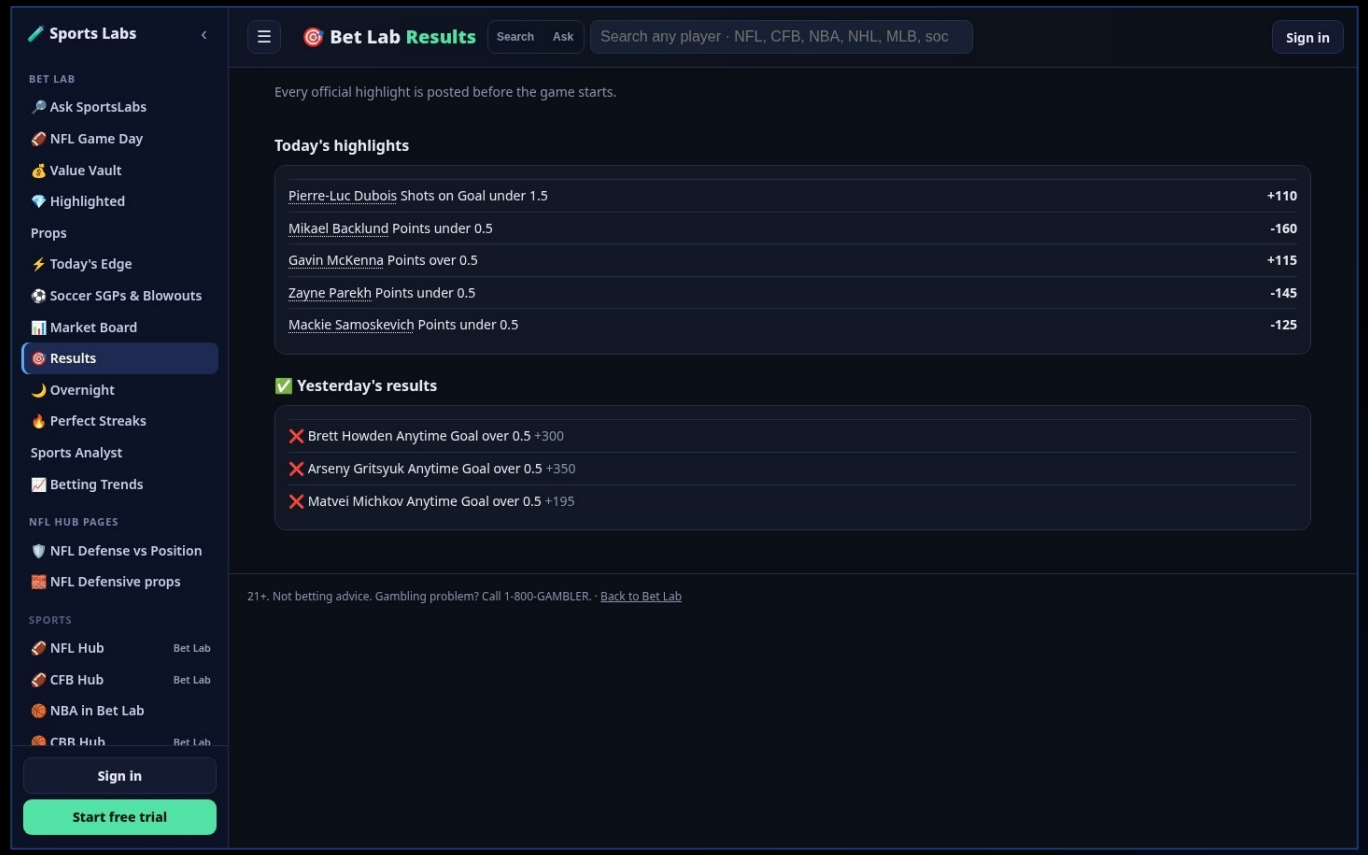
Bet Lab Edge: hit-rate filter pills (L5/L10/L20/Szn/H2H), alt-line ladders, positional DvP & situational splits, injury cascades and 1-click slip copy in one view.



Highlighted & Value Vault Edge: Spot vs. Trap execution badges, even-money Value Vault and Highlighted plays locked at real market prices before lines move.

Showcase · Accountability

Every play, **graded in public**



THE EDGE

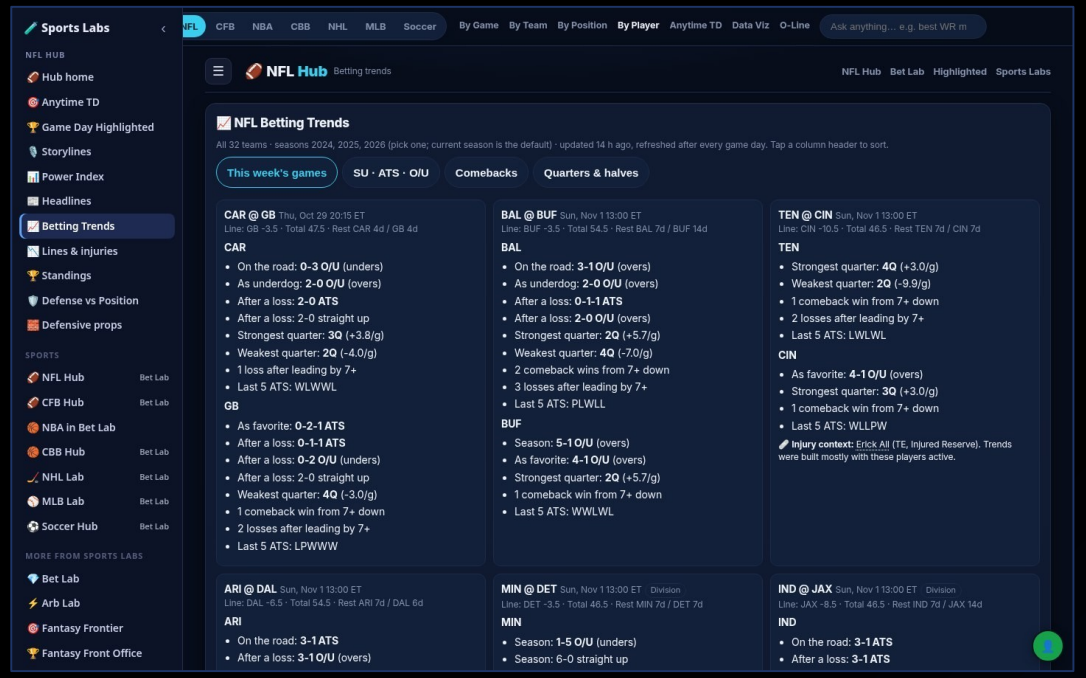
Proof over promises

- 599+ plays logged before tip-off/kickoff and graded against the result and closing line. Losses stay permanently on the board.
- Beating the closing line & market ROI out-of-sample: +34.37u profit (+64.9% ROI, n=53) at ≥4% calibrated edge and +12.0% ROI (n=93) at ≥2% calibrated edge, across 567 OOS graded plays.
- Retention driven by measurable wins: users stay because every Highlighted play and model signal is accountable in the open.

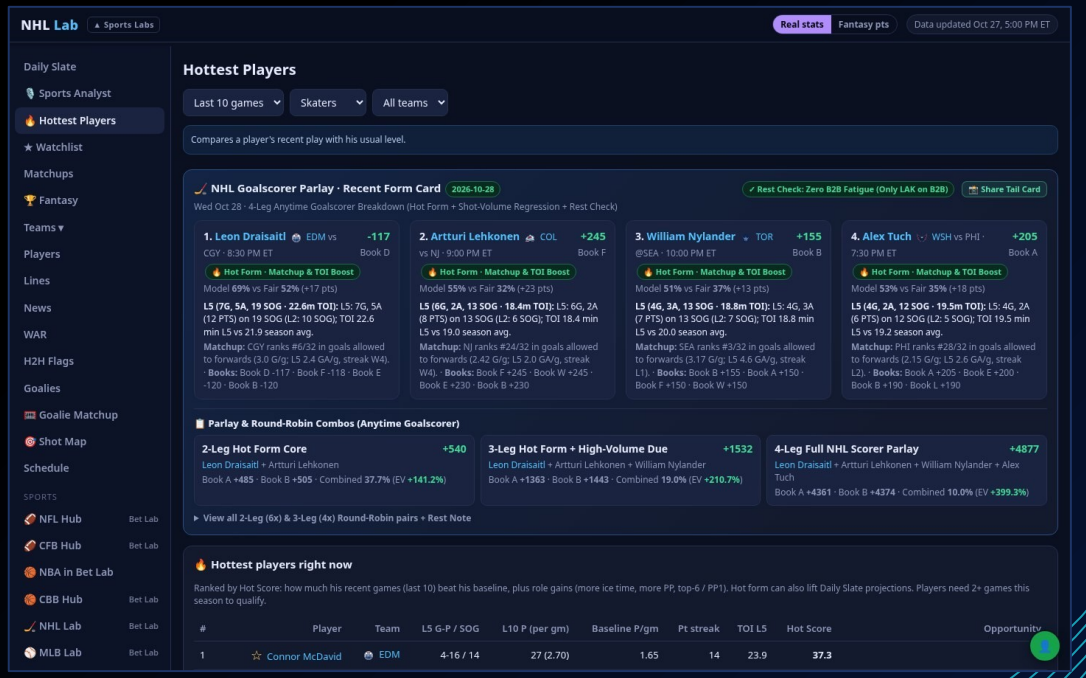
Live Edge Tracker, Oct 28, 2026 (599 graded plays, 567 OOS evaluated). Past performance does not guarantee future results.

Showcase · Sport hubs

Context **the box score misses**



NFL, CFB & Soccer Hubs **Edge:** trench grades, injury cascades, defensive prop streaks, weather and xG form tables so users see why a line sits where it does.



NBA, NHL & CBB Hubs **Edge:** 5-zone court shot matrices, ice-time & usage surges, CBB Upset Alert bins and Freshman/Transfer trackers across a 7-sport suite.

Showcase · MLB Lab

Our number **vs. the market's**



THE EDGE

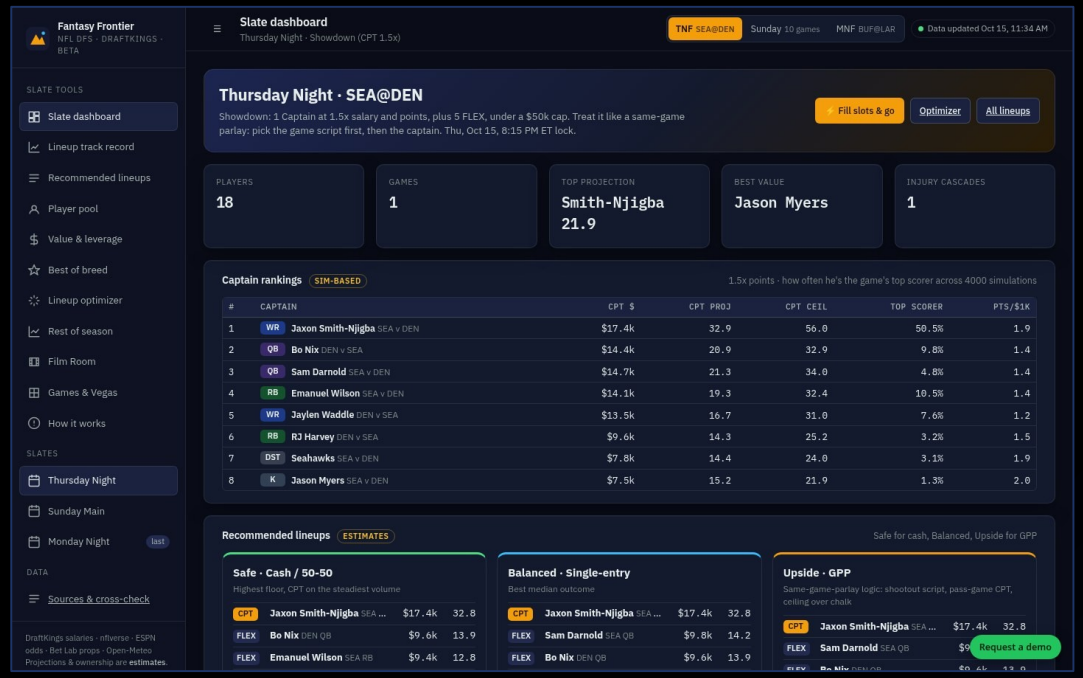
The edge is the gap

- Strikeout King of the Day sets our estimate against the market line (e.g. ours 60% vs market 49% on the over).
- Weather, park and matchup context for every game on the slate.
- Each Highlighted play then lands in the public Edge Tracker.

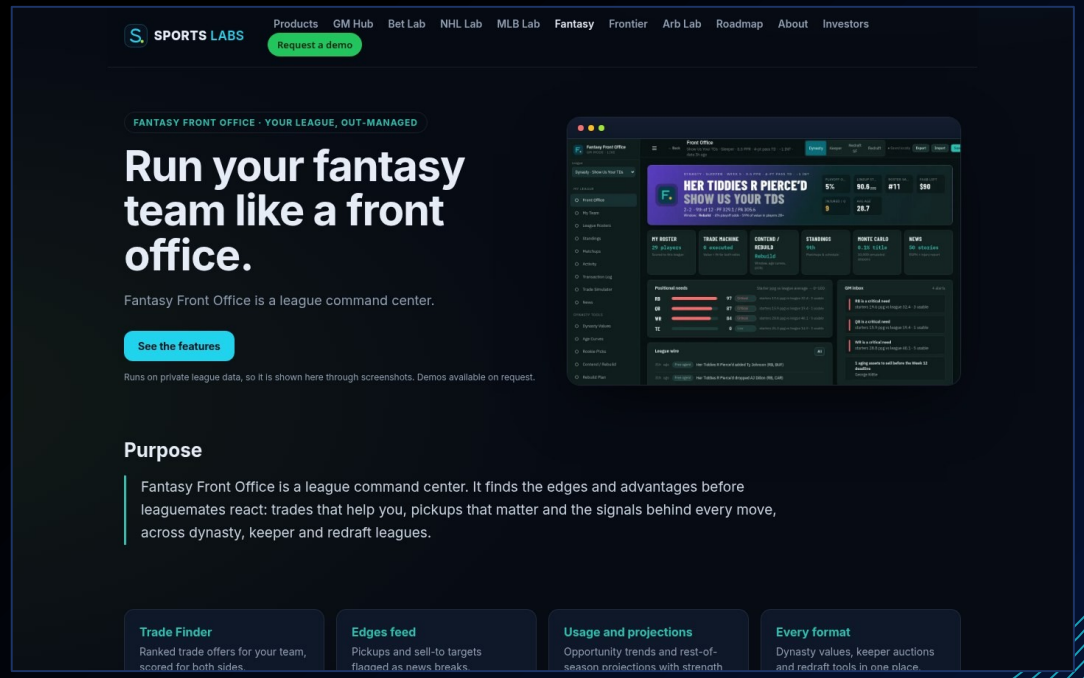
Live MLB Lab, Oct 2026. Estimates, not guarantees.

Showcase · Fantasy

Build with the edge, **not a hunch**



Fantasy Frontier **Edge:** captain rankings from 4,000 simulations and highlighted DFS lineups for cash, single-entry and GPP.



Fantasy Front Office **Edge:** run your season-long team like a front office: AI Fantasy Manager, matchup sims and draft boards.

Showcase · Enterprise

GM Hub: see the squeeze years early



THE EDGE

Front-office edge

- Cap space across seasons, dead-money alerts and positional needs in one view.
- Base, conservative and aggressive scenarios before a move is made.
- Depth chart, trades, free agency, draft and cap office in one hub.

Philadelphia Eagles demo build (not a client). Public data.

Our Scores

The SportsLabs **Edge Score family**

Lab Score

A 1-99 per-product score: built on stats, weighted to recent games, aware of opportunity, and calibrated.

Edge Index

A league-wide ranking of the top edges.

Coming soon

SportsLabs Risk Score

A 1-99 score for volatility and downside.

Proof

Models that beat the baseline

599+

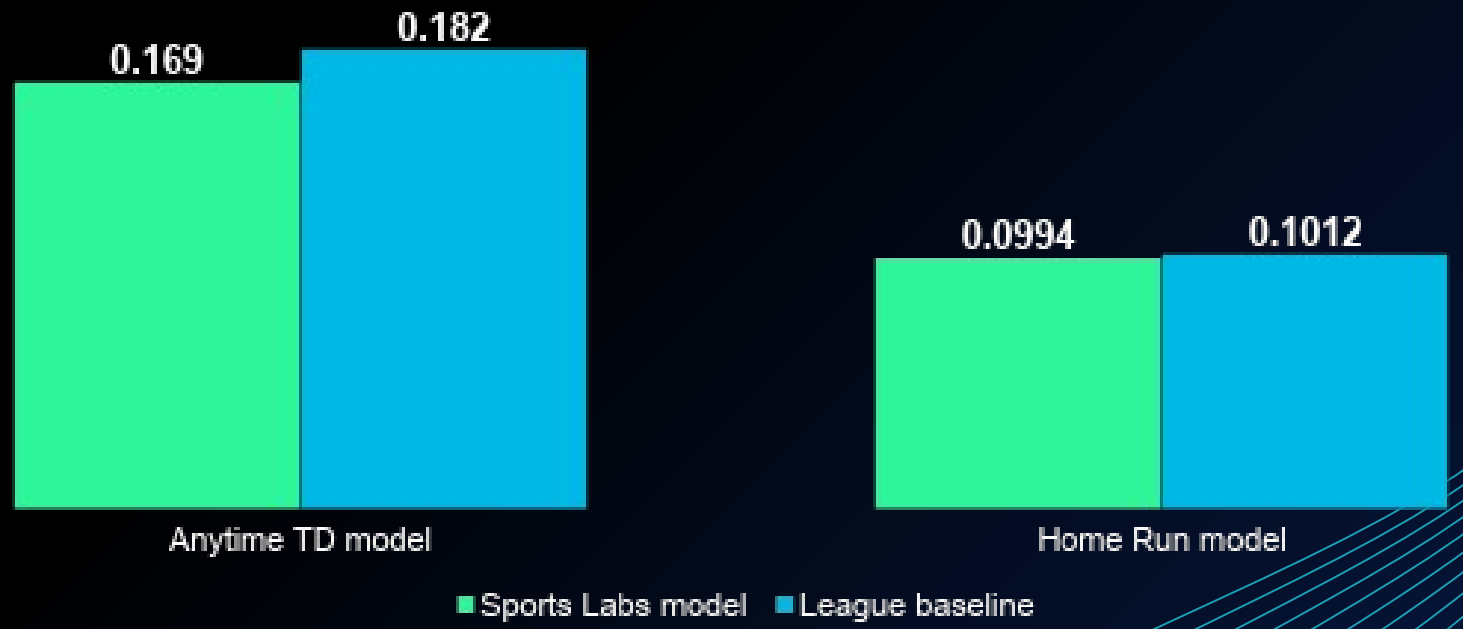
live plays graded in public (+34.4u at ≥4% calibrated edge)

7

live sport hubs in one $20/mo suite

Brier score: lower is better

TD: 1,073 player-games. HR: 45,288 batter-games, 2026 walk-forward.



4 audiences

12 products

Who It's For

Built for every **decision-maker**

One suite, four audiences

21+. Please bet responsibly.

Front offices

GM Hub

Strategy manager for cap, contracts and roster planning, with the whole organization in one place.

Fantasy owners

AI Fantasy Manager

NFL & NBA/NCAA Devy leagues: full narratives, matchup sims and DFS lineups.

Sharp bettors

Las Vegas · Bet Lab

Research, situational edges, calibration and market cross-checks.

New bettors

Arb Lab

Converts sportsbook promos and checks prices against prediction markets.

Business Model

Two segments

01

Consumer

Fantasy, betting and prediction-market labs at $5-$10/mo, plus a $20/mo bundle. Free tier builds the crowd.

02

Enterprise

GM Hub for pro front offices, licensed per seat and customized to each organization's methodology and culture.

03

Partnerships

Anonymized, aggregate crowd-data licensing and opt-in affiliate partnerships.

Consumer + Enterprise

Recurring revenue: monthly consumer subscriptions and per-seat enterprise licenses.

Subscription Model

Start free. **Pay for the labs you use.**

01 **Start free**
The free tier builds the crowd; paid plans unlock the labs.

02 **Add a lab**
$5/mo per lab, Bet Lab $10/mo. Monthly, per lab.

03 **Go all-in**
The $20/mo bundle — or $100/yr Annual Special (save ~58%) — unlocks every consumer lab & sport hub (GM Hub not included).

04 **Bring the organization**
Front offices license GM Hub per seat.

Product	Segment	Price
Fantasy Frontier	Fantasy	**$5/mo**
Fantasy Front Office	Fantasy	**$5/mo**
NHL Lab	Sport hubs	**$5/mo**
MLB Lab	Sport hubs	**$5/mo**
Arb Lab	Prediction markets	**$5/mo**
Bet Lab (+ Sport Hubs)	Betting research	**$10/mo**
Bundle: all consumer labs	Consumer	**$20/mo**
Annual All-Access Special	Consumer (save ~58%)	**$100/yr**
GM Hub	Enterprise	**Per seat**

Prices in USD. Bundle includes all 7 Sport Hubs, excludes GM Hub. 7-day free trial.

Enterprise

GM Hub: the front office, in one place

- **One place for the org:** people, coaches, staff and numbers together.
- **Cap and contract planner** for multi-year roster decisions.
- **Customized** to each organization's methodology and culture.
- **Per-seat licensing** that scales with the front office.

62

NFL + MLB clubs addressable

4.1

avg NFL analytics staff per team (2025) [2]

~23

MLB R&D staff per team (2025 est.) [3]

TAILWIND WE EXPECT

An MLB salary cap

MLB's labor deal expires Dec. 1, 2026, and owners have proposed a salary cap and floor starting in 2027 [1]. The players' union opposes a cap, so the outcome is uncertain.

If the next CBA includes a cap, we expect cap management and multi-year roster planning to become core front-office work, increasing the value of GM Hub's cap and contract planner.

[1] AP News; CBS Sports (2026). [2] Inside The League, Oct 2025. [3] Amrit Vignesh estimate, 2025. Expectations, not guarantees.

Market

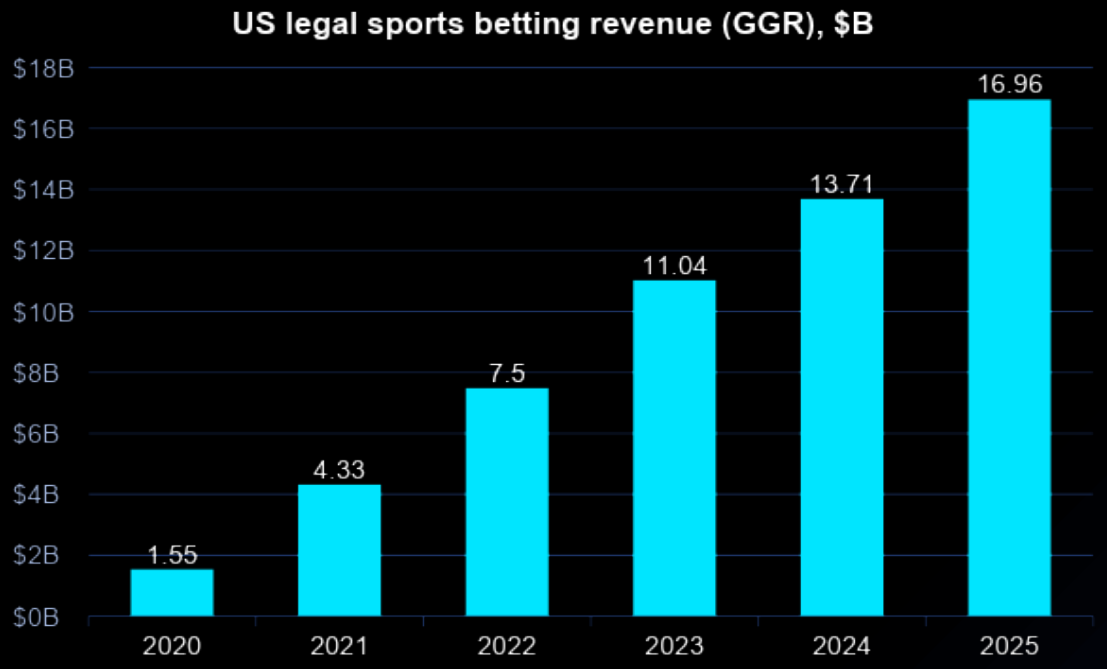
Large markets, **a sliver is enough**

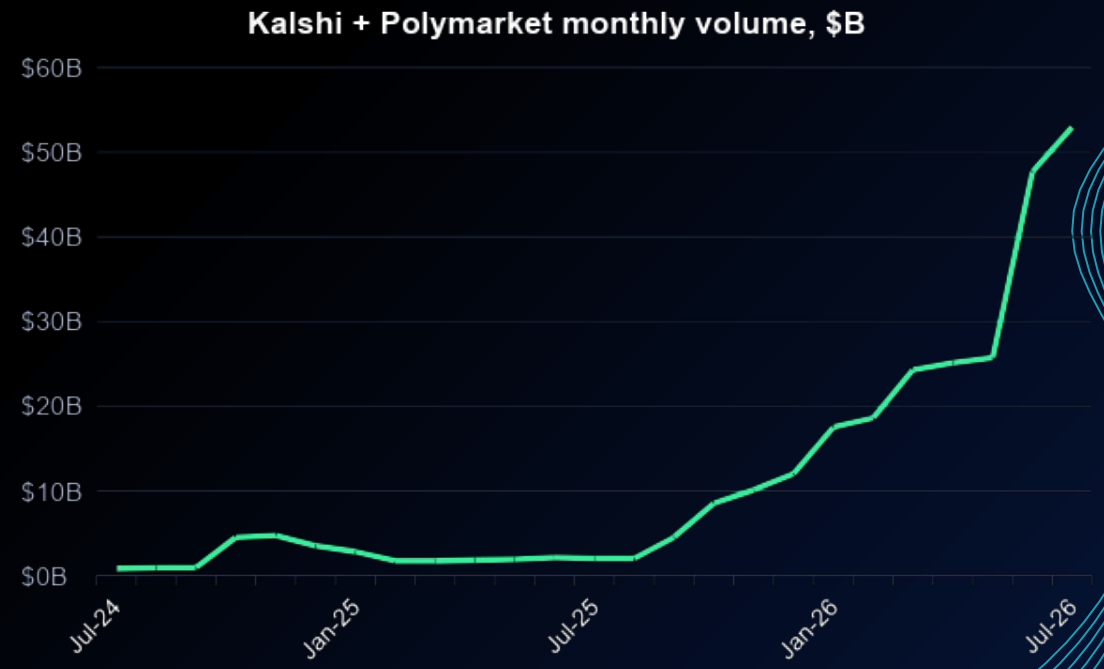
Segment	TAM: public market data	SAM (est.)	Yr-5 paid: bear / base / bull (est.)
Fantasy: DFS (Fantasy Frontier)	53M US fantasy players (2025) [1]; 59.9% play DFS (2022, latest split) [2] = ~31.8M (2025E)	~4.8M	1.2K / 8.5K / 39.7K subs
Fantasy: season-long (Fantasy Front Office)	38.5M season-long players (2022) [2] = ~40.5M (2025E); ESPN Fantasy app: 10.4M users, Aug 2025 [3]	~8.1M	2.1K / 14.5K / 67.5K subs
Sportsbooks & betting research (Bet Lab)	61M US sports bettors (2025) [1]; $166.9B legal handle, $17.0B revenue (2025) [4]	~9.2M	2.4K / 16.4K / 76.3K subs
Prediction markets (Prediction Lab)	~$44B Kalshi + Polymarket volume (2025) [5]; $53.0B in Jul 2026 alone [6]; 3% of Americans used Kalshi = ~8.0M (2026E) [7]	~4.0M	1.0K / 7.2K / 33.4K subs
Enterprise software (GM Hub)	62 NFL + MLB clubs; global sports analytics market $2.3B-$5.8B (2025 est.) [8]	~616 seats	12 / 49 / 157 seats

[1] FSGA / Angus Reid, 2025. [2] FSGA / Leger, 2022 (latest public DFS vs season-long split). [3] ESPN Press Room, Sep 2025. [4] AGA Commercial Gaming Revenue Tracker, CY2025. [5] Keyrock / Dune via Forbes, Dec 2025. [6] Pew Research Center (data: The Block), Sep 2026. [7] AIBM / Ipsos, 2026, applied to US adults (Census). [8] MarketsandMarkets; Fortune Business Insights. E / est. = Sports Labs estimate. SAM and subscriber figures are model scenarios, not forecasts.

Market momentum

Betting and prediction markets, **still compounding**





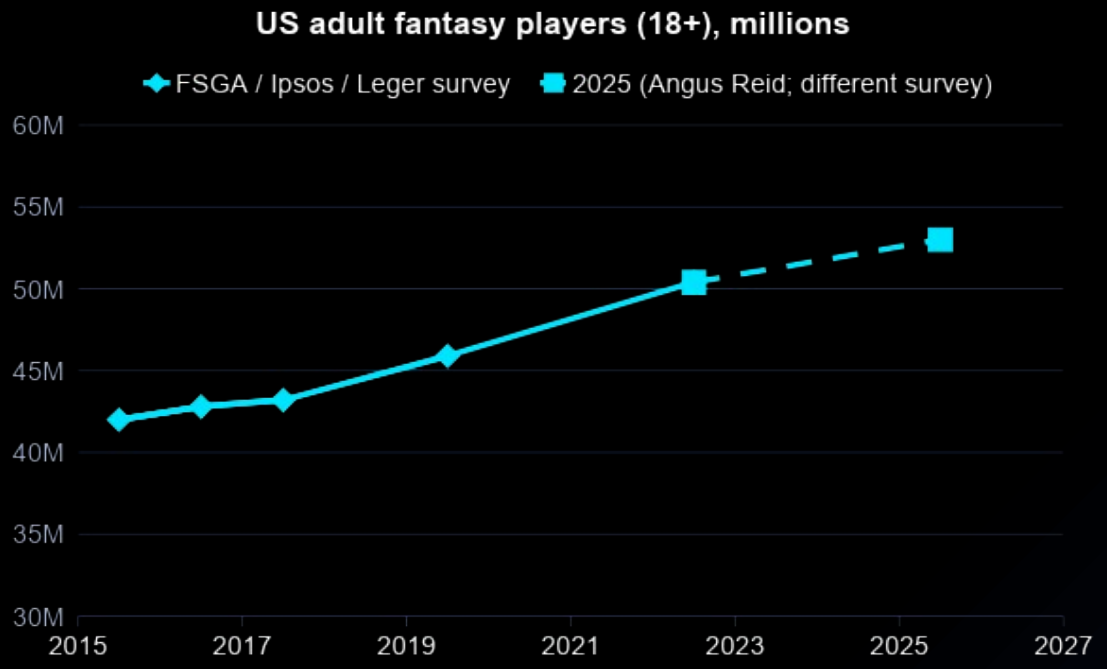
Handle: $21.5B (2020) to $166.9B (2025). Revenue up ~11x in five years. [1]

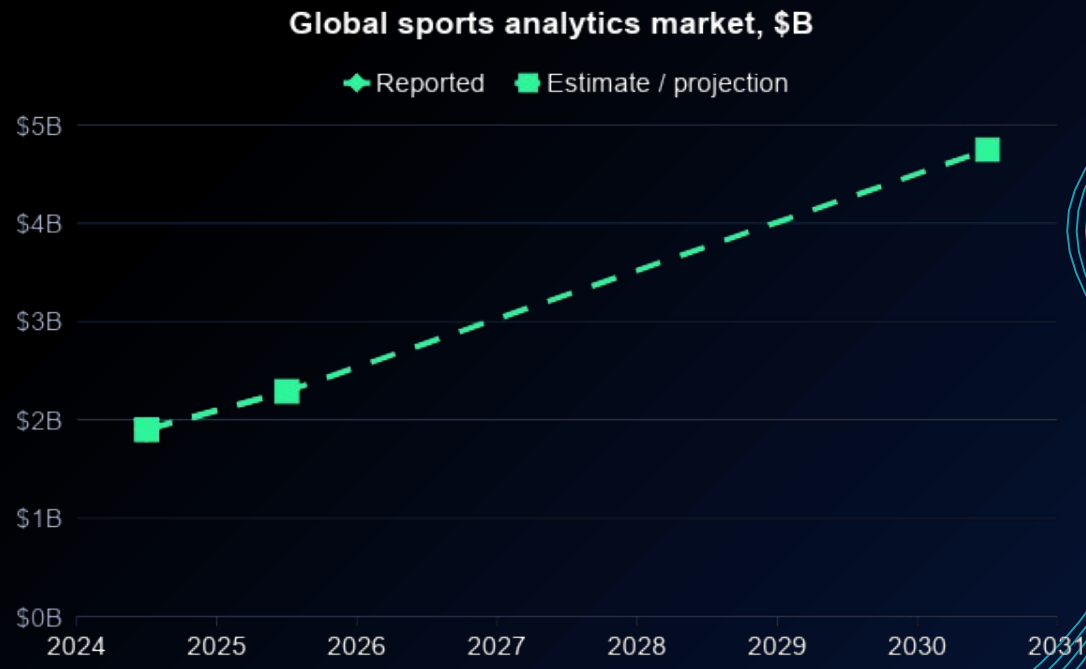
$0.8B (Jul 2024) to $53.0B (Jul 2026), largely driven by sports [2]. ~$44B for full-year 2025 [3].

[1] American Gaming Association: State of the States 2021-22, CGRT 2022-2025. [2] Pew Research Center (data: The Block), Sep 2026.
[3] Keyrock / Dune via Forbes, Dec 2025.

Market momentum

Fantasy and analytics: **steady and rising**





Spend: fantasy entry fees grew 60% from 2017 to 2023, to $11.5B [5].

$1.9B (2024) to a projected $4.75B (2030), 15.7% CAGR [6]. Other publishers size 2025 at up to $5.8B.

[4] FSGA (Ipsos 2015-19, Leger 2022); FSGA / Angus Reid 2025. [5] FSGA / Angus Reid, Jun 2023. [6] MarketsandMarkets (2025 estimate, 2030 projection). Dashed = different method or projection.

Path to 1M Users

The biggest crowd, **not the cheapest tool**

1M

users: the growth target

01 Free + $5 tiers

Price stops being the barrier. Accessibility, not a race to the bottom: the free tier builds the crowd, $5 unlocks the labs.

02 Crowdsourced live data

Users report lineup and injury news, line moves and tracked picks in real time, **validated against official feeds.** More users, better data: a network-effect moat.

03 Proof keeps users

Users stay because the edge delivers measurable results: public Edge Tracker records (CLV, ROI), leaderboards and Stars Align alerts.

Crowd Data

Data the crowd builds, **partners pay for**

Responsible gaming built in: 21+ only and user-set limits. Please bet responsibly.

04

Data licensing

Anonymized, aggregate crowd data licensed to sportsbooks, prediction markets and media.

05

Natural partner fit

Informed, engaged bettors bring more volume and lifetime value: a natural fit for affiliate partnerships with licensed operators.

A million users feeding live data creates **an edge nobody else can buy.**

Cost model & scale

Costs per user fall. **The crowd always wins.**

Stage	Users	Data & platform stack (annual)	Per user / yr	Gross margin
Today	Pre-launch	$0 data: free official / permitted sources	$0	-
Launch (illustrative)	10K	$19.7K: Odds API Business, licensed stats, hosting	~$1.97	-
Bear, Year 5	~83K	$67.7K: + real-time odds feed, official data (est.)	~$0.82	91.4%
Base, Year 5	~406K	$67.7K: same stack	~$0.17	91.8%
Bull, Year 5	~1.04M	$67.7K: same stack	~$0.065	92.0%

Published price tiers

The Odds API: free, $29, $99/mo [1]

SportsDataIO: ~$16.5K/yr median buyer (est.) [2]

Real-time odds and official data: quote-only; model placeholders (est.)

Hosting: Vercel $20, Supabase $25, Clerk $25, Sentry $26/mo [3]

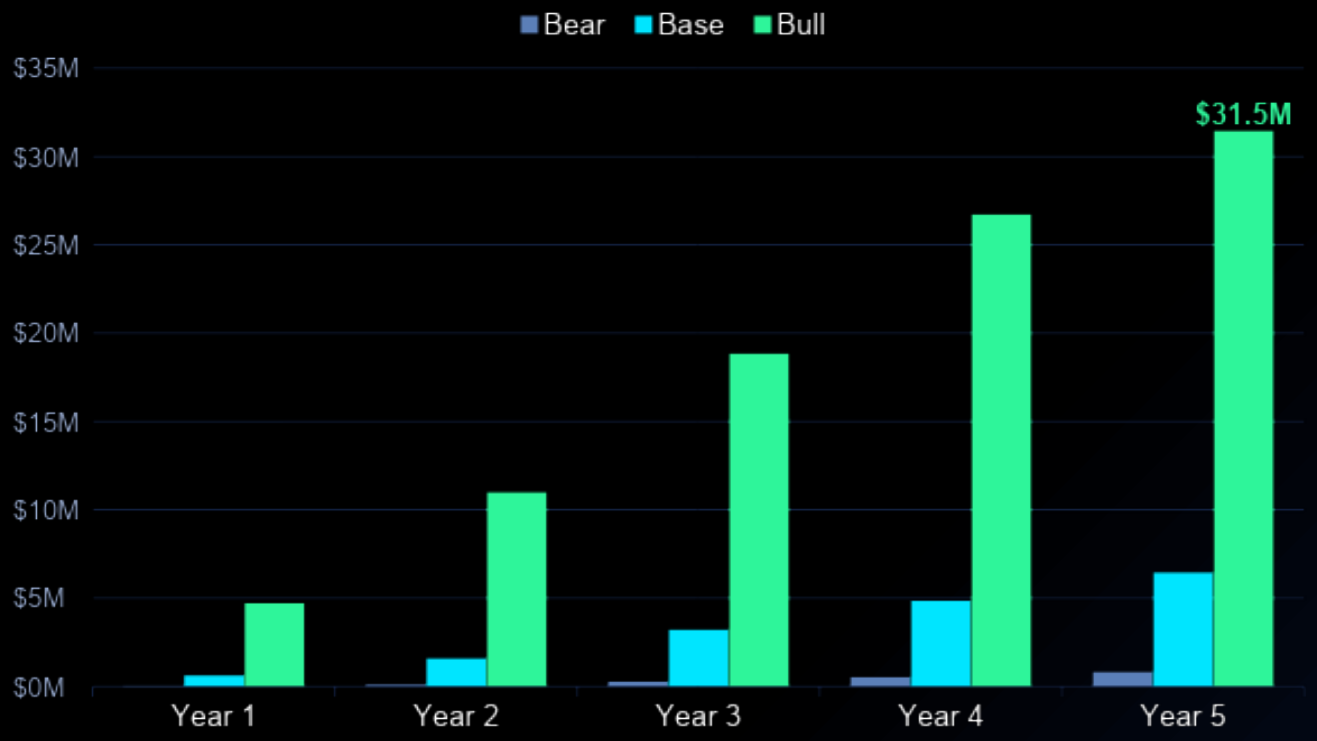
Among the most affordable: $5 labs and a $20 bundle vs paid betting and DFS tools at $19.99-$499.99/mo (Outlier, Action PRO, OddsJam, SaberSim) [4].

The crowd always wins: the data stack is mostly fixed, so every new user lowers cost per user, and a 1M-user crowd reporting live news and line moves builds data no feed sells.

Stack and margins from the Sports Labs internal model (Year-5 scenarios; data licenses and hosting are operating costs). 10K row = Year-1 stack / 10K users. [1] The Odds API. [2] Vendr. [3] Vendor pricing pages. [4] Vendor pricing pages, 2026.

Potential

Scenario revenue, **bear to bull**



Year 5 unless noted	Bear	Base	Bull
Year-1 revenue	$43K	$649K	$4.7M
Year-5 revenue	$852K	$6.5M	$31.5M
Paying subscribers	7,530	56,172	268,073
Total users (free + paid)	82,530	406,172	1.04M
GM Hub paid seats	12	49	157

Base Year-5 mix: $5.3M consumer · $0.6M GM Hub · $0.6M crowd data | SOTP EV: $19.9M Base ($3.1M today) · $140.4M Bull

Scenario estimates from Sports Labs' internal model. Pre-revenue; not guidance. Actual results may differ materially.

PHASE 1

Take over the front office

Live NFL & MLB GM Hubs (4 clubs) + Strategy Planner. Next: Pro club pilots & 2027 MLB salary-cap modeling.

PHASE 2

Enable fantasy managers across the USA

Live Fantasy Front Office (NFL + NBA/NCAA Devy) & Frontier. Next: NHL & NBA DFS optimizers + season-long league sync.

PHASE 3

The research tool for sharp bettors

Live 7-Sport Suite (Bet Lab, Arb Lab + 7 Sport Hubs) & 599-play Edge Tracker. Next: iOS app & live in-game props.

3
phases

1
suite for all three

Roadmap

If you build it, **they will come.**

Milestones

Next steps **to launch**

Pre-seed today

Seed raise planned next year: ~$3M valuation ($3.1M Base SOTP value today), 10-20% equity
Inquiries: sportslabshq.com/investors.html

Five moves, in order

1. Form Sports Labs as an LLC.
2. Sign the first GM Hub front-office clients in MLB and the NFL.
3. Bring NHL Lab's fantasy mode to season-long leagues.
4. Run a trademark search for the SportsLabs Edge Score family.
5. Secure data licenses for commercial use (e.g. MoneyPuck).

5	2026-27
next steps	launch season

Use of funds

Seed funds **to growth**

Marketing first

Paid Facebook/Meta and broad internet targeting at ~$30K/month
Inquiries: sportslabshq.com/investors.html

Primary use: marketing

1. Paid Facebook/Meta campaigns for bettors and fantasy players.
2. Broad paid internet targeting beyond Meta.
3. Drive sign-ups to the free tier, then upgrades to paid plans.
4. Measure each campaign against sign-ups and paid conversions.
5. Remaining funds cover operations and data costs.

~$30K
per month

~$360K
per year

Founder

Michael Kuritz, FMVA



Solo founder & sole owner

University of Pittsburgh finance degree. 8 years in investment management and financial technology as a financial technology consultant, working with firms including SEI Investments and Vanguard. Author of the Kuritz Chaos Index (ResearchGate). Built Sports Labs out of his passion for the Philadelphia Eagles and to give sports hobbyists an edge.

sportslabshq.com

Website

Request a demo

on the site

Transparency

Our data, **in the open**

Data sources

Product data: public and licensed sports data feeds; commercial licenses being secured (e.g. MoneyPuck).

Market data: FSGA / Ipsos / Leger / Angus Reid, American Gaming Association, US Census Bureau, Pew Research Center, AIBM / Ipsos, Keyrock / Dune, ESPN Press Room, Inside The League, MarketsandMarkets, Fortune Business Insights, AP, CBS Sports.

How our scores work: built on stats, weighted to recent games, aware of opportunity and calibrated; tested walk-forward against a baseline with Brier score. Every Highlighted play is graded publicly in Edge Tracker.

Important information

This presentation is for information only. It is not an offer to sell, or a solicitation of an offer to buy, any security.

Projections and market estimates are forward-looking scenario estimates for a pre-revenue company, based on assumptions that may not prove correct. Actual results may differ materially.

21+. Please bet responsibly. If you or someone you know has a gambling problem, call 1-800-GAMBLER.