

RAIDBALL

POWERED BY  FANDUEL



The Product

RaidBall is a live-service app that provides RPG progression using data from a sportsbook API. This allows players to enter both online or offline Raids, which are visual versions of Daily Fantasy Tournaments, a format that our target user is already very familiar with.

Over the past 2 years I have been validating the data being generated each day by the major sports leagues to ensure it can power a progression model. This data is what powers both FanDuel and DraftKings and both products now provide APIs to access this data.

2018 Revenue:

2022 Revenue:



2018 Revenue:

2022 Revenue:

The Product

Raidball combines RPG progression, MMO raiding and sports betting.



RPG

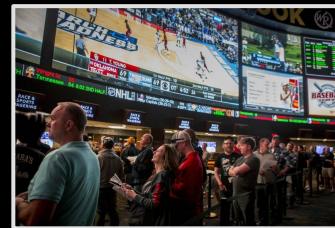
Progression

- Makes the game easy to approach
- Classes are common knowledge
- Level up your Heroes
- Outfit them with items
- Unlock new Heroes to allow for more Raids to enter at a time



MMO Raiding

- An underrated social experience
- Play a part in a larger objective
- But still progress yourself too
- Pairs well with a Tournament format



Sports Betting

- Both bettors and fantasy players are large demographics that spend higher than most
- Can support the 4 major sports
- Generates leverageable data every day
- Each Game generates a Raid

The Opportunity

SportsBook Market

Sports betting is a \$194.63 billion a year market, with massive growth in 2022 thanks to global acceptance especially inside of North America.

Source: [Stastica](#)

SportsBook Expansion

Currently only 40% of North America has legalized sports gambling, but this wall is crumbling. New users will allow for new products in this vertical to flourish.

Current: Legal in 22 states, 1 province

Live Events

50 million users spent over \$16.4 billion just on Superbowl bets in 2023.

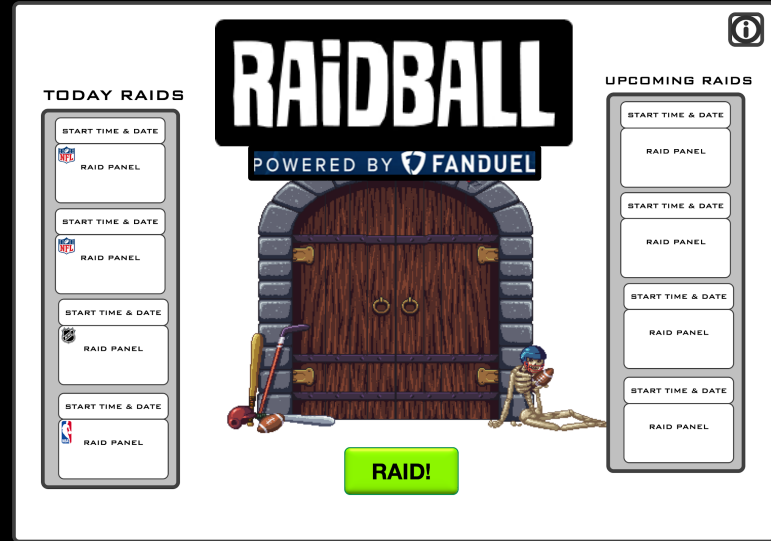
Daily Fantasy Market

Daily Fantasy market was valued at \$21.39 billion in 2021 with a CAGR (compressed annual growth rate) of 12.92%.

Source: [M.L.](#)

The Gameplay

Each day any scheduled matches in any of the 4 major leagues will spawn Raids in the app



Each Raid can be entered for a small fee

Each Hero can be levelled up and brings a different playstyle to the Raid

Even if you don't win the pot, you will progress your RPG elements everytime



Gladiator



Cleric

The Gameplay

Before entering a Raid you'll need to choose your Heroes **Weapons** and **Quests**

Weapons are Fantasy Players and **Quests** are various Prop Bets, that are made available by the FanDuel API

Now when watching the active games with your selected players and props you'll see the results in the Raid as they score

The screenshot shows a raid selection interface. At the top, there is a 'RAID POINTS' section with a progress bar of 20 green squares. Below this are two main sections: 'WEAPON SLOTS' and 'QUEST SLOTS'. Each section has a 'CHOOSE X' button above a table. The 'WEAPON SLOTS' table has columns for POS, Player Name, Team, PROJ PTs, and RP. The 'QUEST SLOTS' table has columns for Prop Description, Odds, and RP. Both tables are currently empty.

Example: **CIN** is playing **LAC** on Monday Night Football

I have **20** Raid Points per Raid to spend

I buy **J. Herbert** as my QB weapon (**6**)

The Gameplay

The Raid starts when the games kick-off and whenever your Weapons score or your Quests hit you'll damage whatever is on the Raid stage

You don't have to sit and watch the Raid either, you can just enter your Hero and come back later to see the results and collect your rewards or winnings

(Notifications will alert you)



But the real fun is watching all the Heroes defeat the various Bosses!

(which are themed to sports mascots without licensing requirements)



The Gameplay

Once the Raid completes you're ranked based on your contribution and payouts occur

If you're in the top 5 you get a cut of the pot

Everyone who entered the Raid earns Experience and progresses their Hero, with more Experience earned if the Boss was defeated

Bosses can drop items that players can equip to their various Heroes so there's lots of ways to enjoy a Raid other than just chasing the payout

Rank	Name	Class	Projected	Output	XP Earned	Rewards
1			125.00	150.50	XP	
2			135.50	149.77	XP	
3			132.70	143.05	XP	XXX
4			167.30	142.91	XP	XXX
5			90.40	133.12	XP	
6			110.00	111.31	XP	

COLLECT

WARRIOR

MELEE

LEVEL
1
UPGRADE
500

GEAR
HEAD
CHEST
LEGS

LIVES PER RAID
3

HITPOINTS
100

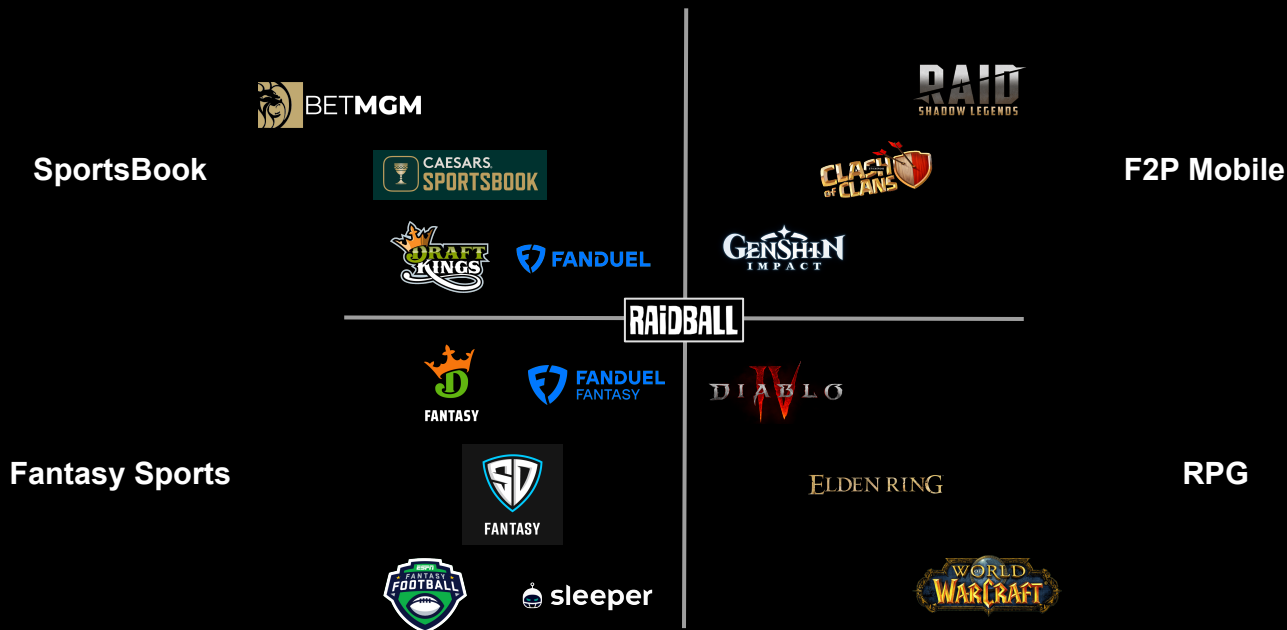
ROSTER POINTS:

CORE ABILITY:
BATTLE-TESTED:
After a successful hit, the next Mob hit is halved damage-wise

ASSOCIATED TEAMS
NFL NBA MLB NHL

The Market Fit

This is a rare opportunity being able to market to two of the largest digital userbases, sports fans and gamers, which is a huge advantage in building a concurrent userbase for the product.



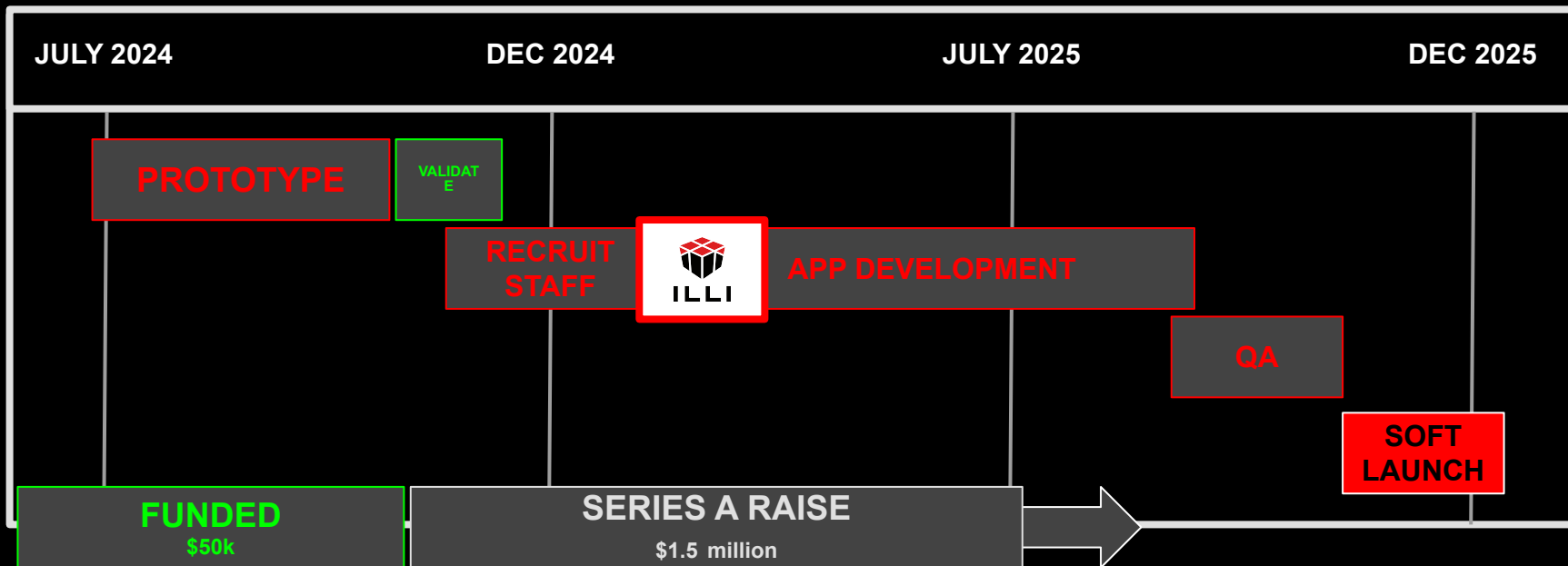
The Founders

CREATIVE Game Design, Production	10%	Josh Smillie
PROGRAMMING Build, Tech, Deploy	10%	James Hicks
ART Direction, Creation, Outsource Management	10%	TBD
MARKETING Or Production/Startup Acceleration	10%	TBD
SEED FUNDING Initial Investment (Prototype & Pitch)	10%	\$50,000 CAD



50%	INVESTMENT Leveraging equity for development funding
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The Roadmap



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