ASK_BETTY

Be the best; Beat the bets

Our Mission

Our goal is to empower bettors with recommendations from **BETTY**, our outstanding machine learning model, trained to spot the subtle patterns and biases that the bookmakers ("bookies") miss.
Through data-driven insights, we enable users to make informed bets, maximizing their profitability and enhancing their overall betting experience.

Proof of Concept (POC)

Our initial focus is on NBA total points betting. With a remarkable success rate - exceeding 54% over 1000 games across three seasons - **BETTY** outperforms competitors, ensuring consistent profits for our users.

	Prediction Machine				Ask Betty			
	win	loss	%	Unit profit	win	loss	%	Unit profit
21/22	578	574	50.2	-15.81	385	325	54.2	25.3
22/23	680	530	56.2	30	260	209	55.4	27.6
23/24* jan 31	249	252	49.7	-0.75	187	159	54	11.7
total	1507	1356	52.6	13.44	832	693	54.6	64.6
enhanced model	Yes				enhanced model to be tested			
variety	NBA NCAA NFL MLB NHL							
subscription fee	100$							

Market Potential

The global online betting market is projected to reach 181 million users by 2028, with a significant portion based in the United States, totaling 37 million users.

ASK_BETTY aims to capture this substantial market by offering a superior alternative to both free sites and subscription-based platforms ($100/yr). Our competitive advantage lies in delivering better results, enhancing the user experience, and maximizing profitability.

Roadmap

- **Funding:** Secure the necessary funding to fuel the development and expansion of ASK_BETTY.
- **Build the Team:** Assemble a skilled and diverse team encompassing expertise in AI, data science, web development, and marketing.
- **Expand Bet Analysis:** Extend our focus beyond NBA to include other popular sports in the U.S. market, such as baseball and football.
- **Website Development:** Construct a fully functional website with a user-friendly interface to deliver seamless experiences.
- **User Acquisition:** Aim to onboard 10 million users, with a targeted 300,000 paying customers for our premium service by 2028.