

# ASD ALT SPORTS DATA

Powering the Future of Emerging Sports



JANUARY 2026

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# MISSION

Aggregate and accelerate monetization  
of 1B+ emerging sports fans

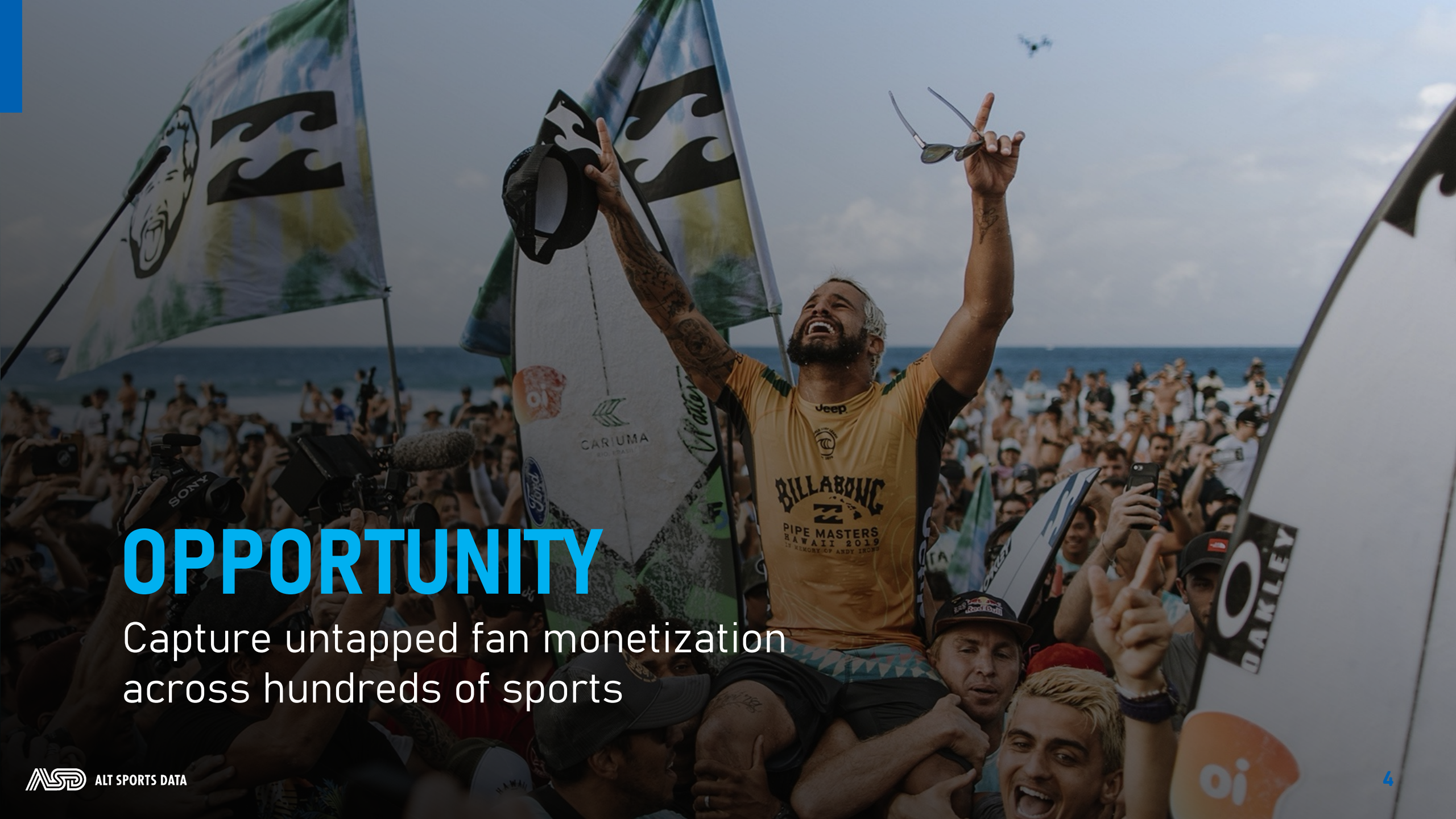
# VISION

Leverage gaming, data, tech and media  
to power the future of sports



# PROBLEM

All but BIG 5 fans are underserved



# OPPORTUNITY

Capture untapped fan monetization  
across hundreds of sports

# The AI Operating System for Alternative & Emerging Sports

## THE OPPORTUNITY

Alternative & emerging sports are the largest untapped market in global sports:

- Thousands of leagues
- Millions of athletes and participants
- Billions of fans
- Almost no scalable data or betting infrastructure

*Traditional sports platforms are saturated, closed, and expensive. Alternative & emerging sports are fragmented, mispriced, and wide open.*

## OUR SOLUTION

We are building the AI Operating System that powers the full lifecycle of alternative sports:

- Market discovery
- League onboarding
- Modelling & odds generation
- Trading & distribution
- Demand generation

*This is a massive greenfield opportunity—and it requires an AI-first architecture, not legacy enterprise workflows.*

# Why We Win: AI + Data at the Core

## WHAT WE HAVE TODAY

- Proprietary rights portfolio and data lake purpose-built for non-traditional sports
- Live ingestion of rules, schedules, rosters, results, and media signals
- O and O media and gaming platforms
- Early B2B & B2C monetization, driving toward positive cash flow

## WHAT WE'RE BUILDING

A modular AI platform that:

- Automatically identifies viable markets
- Onboards leagues with little human intervention (AXS)
- Models and generates odds algorithmically
- Trades with increasing autonomy
- Scales infinitely across sports, formats, and geographies

## THE RESULT

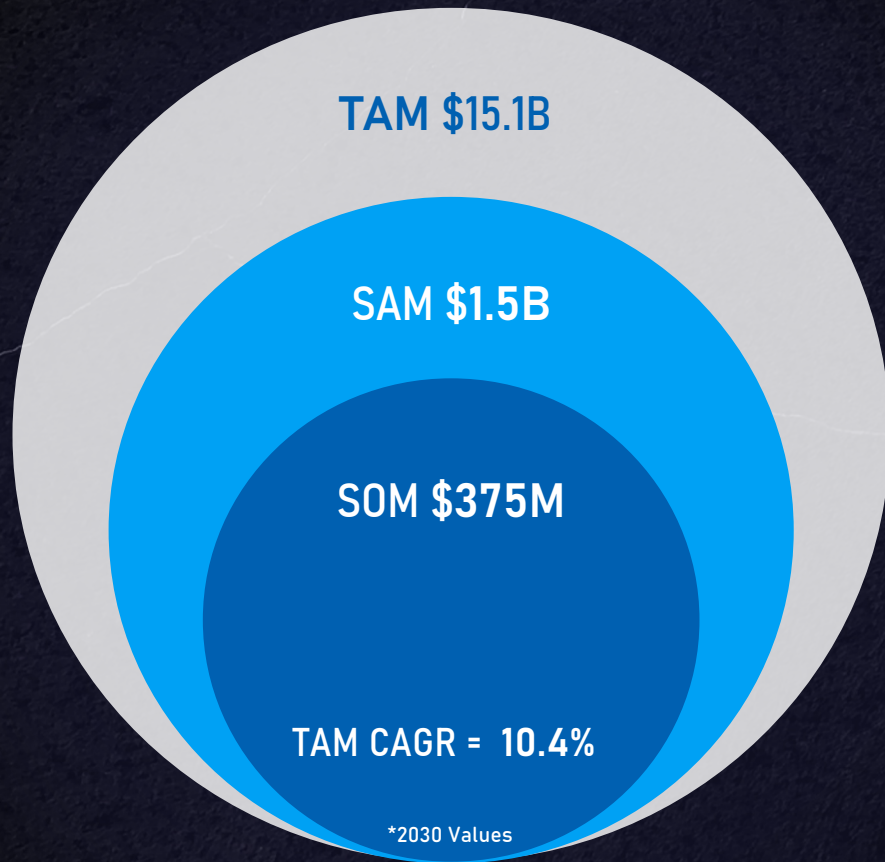
- Lower costs, faster launches, expanding margins
- Each new league improves data depth, model performance, and unit economics
- A path to becoming the open data marketplace for emerging sports—the AWS moment for alternative sports

## BOTTOM LINE

**We are not building a sportsbook or a data feed.**

**We are building the AI Operating System for the fastest-growing segment in global sports, with proprietary data, automation-driven margins, and a clear path to scale and cash flow.**

# Market Opportunity



## TAM (Global Market)

- Global sports betting market is expected to be \$182.1B by 2030 at a 10.4% CAGR
- 8.3% of people (also) betting on alternative and action sports

## SAM (10% TAM)

- Live with T1 operators representing 25+% of the global regulated gaming space
- Integrated with platform providers covering 200+ additional operators
- Discussions with Sportradar, a distributor covering 400 international operators

## SOM (Market Penetration Rate)

- Assumes 80% domestic/25% global market share across 5 current ASD T1 sportsbook operator partners

# Traction



27 Exclusive League Rights

75+ League Inbound Pipeline

200M Partnered Social Followers

\$1M+/mo Betting Handle

80% Domestic Gaming Distribution

25% Global Gaming Distribution

Owned Media and Gaming Platforms

Tech / Trading / Data Platform

Regulatory / Compliance Infrastructure



# Platform, Products and Services

## DATA

Official League Rights  
Owned Media  
Subscriptions  
Streaming  
Affiliate Marketing  
Sponsorships

[PRTL]  
by ALT SPORTS DATA

## MEDIA

NXTbets.com  
Subscription Based Insights –  
NXTbets PRO  
AI Sports Personalization Tools  
(2026)

NXT  
bets



THE OPERATING SYSTEM  
ENGAGEMENT PLATFORM  
FOR EMERGING SPORTS  
COMMUNITIES

## REVENUES

Monthly Minimums - SaaS  
% Of Gaming Rev Share  
CPA/LTV Affiliate  
Betting Revenue %

## GAMING / BETTING

Real Money Gaming  
Daily Fantasy Sports  
Free to Play Games  
Prediction Markets

NXT  
play

## LEAGUE SERVICES

Data Infrastructure  
Odds and Pricing  
Streaming  
Marketing  
Regulatory & Compliance

AXS  
by ALT SPORTS DATA



# Media Platform

**Exclusive Betting Offers:** Real-time odds, expert picks, and top sportsbook promotions

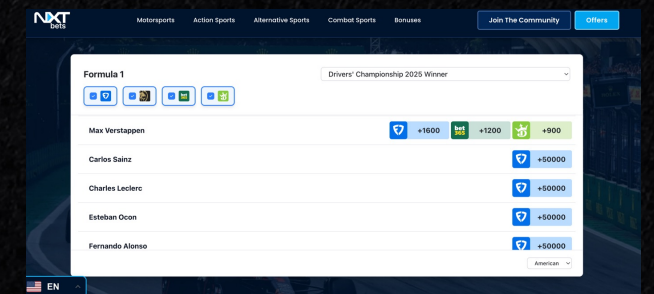
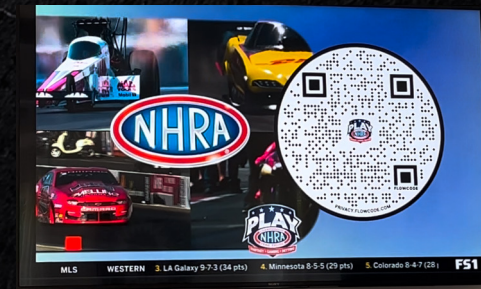
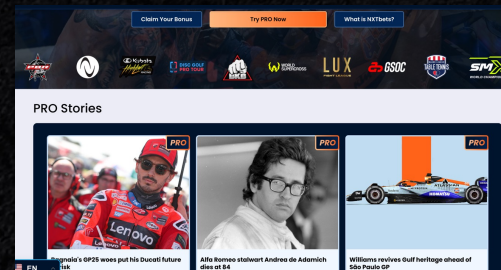
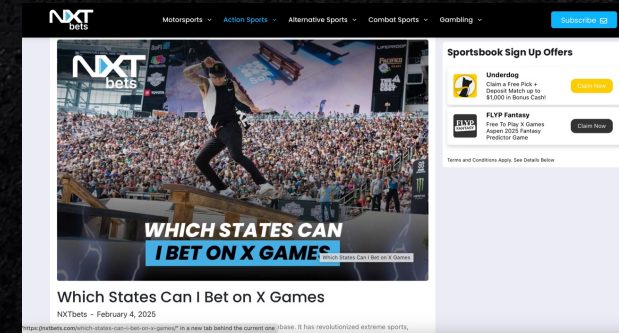
**Content Hub:** Podcasts, videos, and interactive games that drive fan awareness and conversion

**Watch & Stream:** Personalized viewing, regional broadcasts, and League Pass integrations

**Personalization Engine:** NXTbets data platform tailors offers by fan behavior and location

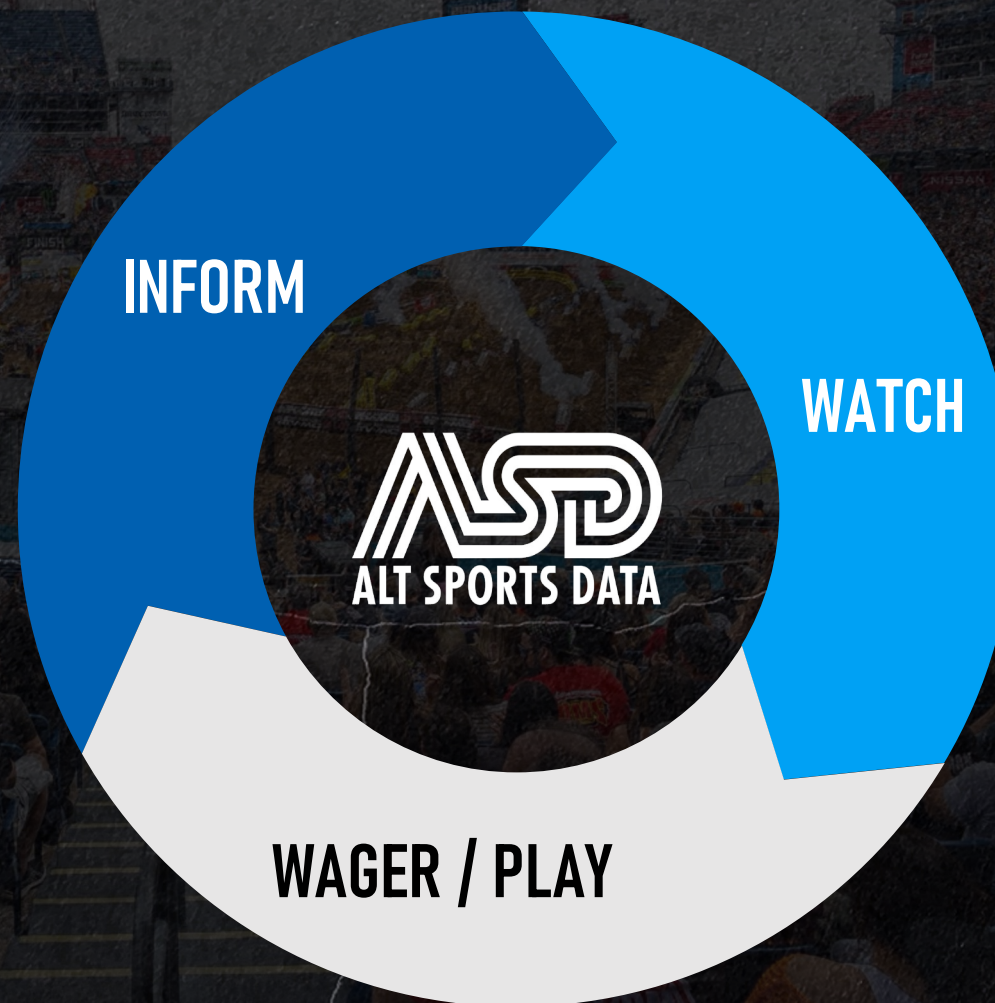
**Premium Tier – NXTbetsPro:** Subscription unlocks curated content, expert picks, and exclusive boosts

**Growth Engine:** SEO, creative marketing, event-based GTM, and sportsbook partnerships driving acquisition



# Fan Experience Cycle

Our platform, products and services uniquely fuel the inform, watch and wager/play fan engagement cycle



# Exclusive Official Leagues



# Partners



# Priorities

- 1 Scale data distribution engine with **Formula 1**
- 2 **Combat and Motorsports** vertical expansion
- 3 B2C expansion via owned DFS and prediction markets

# Motorsports Vertical Monetization

Leverage launch of F1 to deepen penetration and own the motorsports vertical

NOW



Official global betting data rights holder  
World-class betting product developed  
MVP product launch in Q4, '25  
T1 Operator Partnerships  
T1 Platform Integrations  
Launching Full Betting Product in Q1 '26

NEXT



FIA RFP – 40+ leagues



MotoGP advanced discussion



# Combat Sports Vertical Monetization

\$10B+ GLOBAL MARKET. 200+ LEAGUES.

Combat sports are booming – but the data layer remains underdeveloped.

## OUR OFFERING



Owned data infrastructure platform to streamline data and enable betting



DFS  
Streaming and Event Promo  
Fighter Database  
AI Enhanced Reporting  
Packaged Offerings for Operators  
Builds Category Value for ASD

## LEAGUE PARTNERSHIPS TODAY



## 35+ LEAGUES IN PIPELINE

MMA  
Boxing  
Kickboxing

Jiu-jitsu /  
Grappling  
Muay Thai

Taekwondo  
Wrestling

## ALT Advantage:

- League partnerships and data rights
- Database of athlete, event, and league statistics
- Access to league marketing channels
- Proven success with T1 DFS operators
- In-house trading and risk management
- Established owned media footprint
- Focus and specialty prioritization of emerging sports

## NEXT:

Launch DFS platform headlined by ASD leagues Q1 '26



Own the customer experience and expand league presence across major prediction-market platforms. Drive incremental revenues and higher margins through a new wagering category. Become the market maker for all ALT Sports.

## Why

- Prediction markets represent a new and fast-growing category in the broader sports betting ecosystem
- They appeal strongly to a younger, highly engaged demographic
- They offer:
  - Simple and intuitive user interfaces
  - Low rake / efficient pricing
  - Fresh, continuous content cycles
  - Strong IP opportunities for alternative sports

## How

- Leverage our existing infrastructure, including:
  - Official rights and data
  - Odds and pricing engines
  - Trading platform
  - Team, processes, and market insights
- Establish markets across key prediction-market operators
- Provide liquidity to ensure tight, tradeable markets
- Provide guaranteed distribution for all ALT sports

# Team



**JOE DUNNIGAN**  
FOUNDER & CEO

25+ years launching and growing leading ventures and brands in gaming and alternative sports.



**TODD BALLARD**  
CO-FOUNDER,  
PRESIDENT & CGO

C-Level Executive with 25+ years building and leading global brands, partnerships and fan communities.



**MICHAEL JORDAN**  
CO-FOUNDER & CPO

15+ years building data and digital products and growing businesses.



**TOM CHAPMAN**  
CFO AND COO

20+ years driving growth and leading strategic initiatives.



**ANDY STRAIGHT**  
VP, PARTNER MARKETING



**ANTONINO DE ROSA**  
HEAD OF TRADING



**WALKER MCBRIDE**  
VP, LEAGUE PARTNERSHIPS



**ADAM VAREY**  
VP, TRADING OPS



**MADISON BESS**  
DIR. OF CONTENT



**TIM WALL**  
DIR. DATA SCIENCE



**GEENA DARGAN**  
OFFICE MANAGER

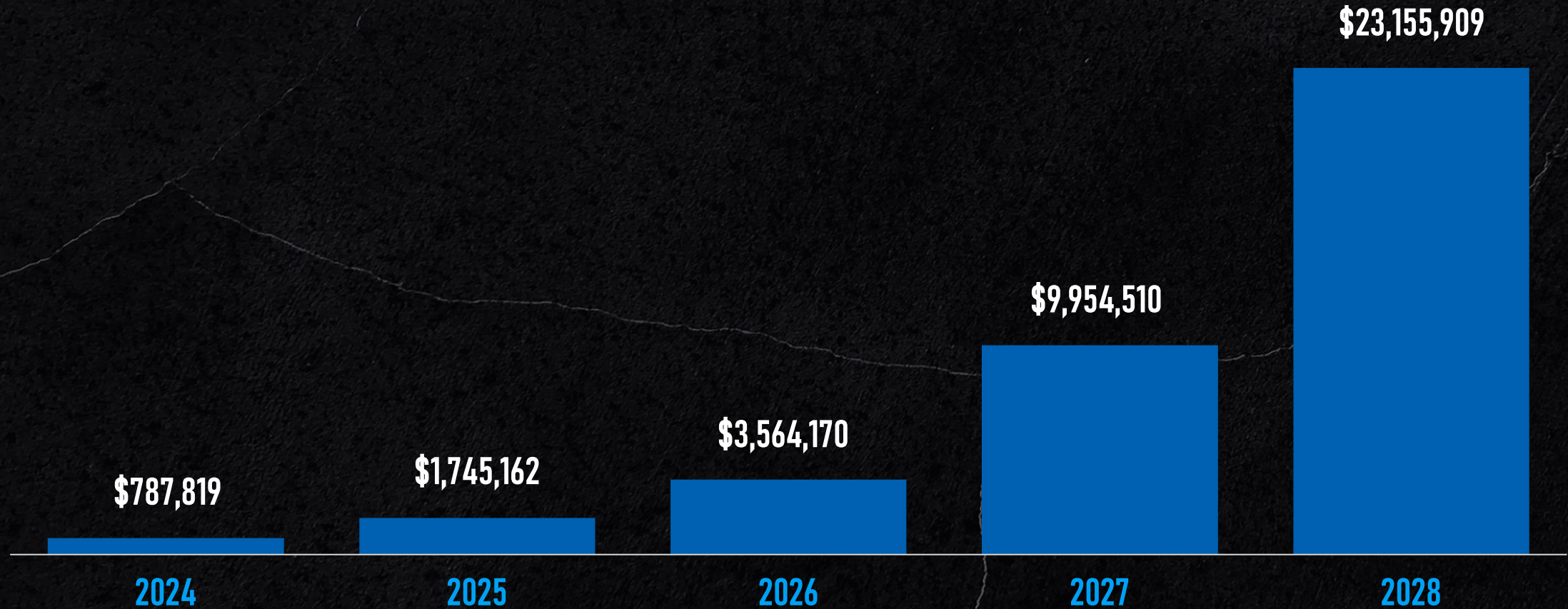


**KATY MITCHELL**  
COMPLIANCE



**EMILY REYES**  
PROGRAM DIR.  
MOTORSPORTS

# Revenue – Actuals/Projections



1 - Data ARR is comprised of 12- to 36-month agreements with Operators who pay ASD a monthly minimum guarantees along with an NGR% in the event the monthly minimum is exceeded.

2 - League ARR is comprised of 36- to 60-month agreements with monthly payments from Leagues for on-going performance support and modeling



**ALL SPORTS  
ALL FANS  
ONE CONNECTION**

# OPPORTUNITY

## \$10M Raise

*\*Existing investors are interested in taking up to 1/3 of current raise.*

**THANK YOU**



**Joe Dunnigan**

(602) 757-9636

[jd@altsportsdata.com](mailto:jd@altsportsdata.com)

[altsportsdata.com](http://altsportsdata.com)

# Revenue

	2024	2025	2026	2027	2028
Data Fees	\$ 172,293	\$ 504,172	\$ 928,384	\$ 2,932,920	\$ 7,223,860
Affiliate Fees	\$ 173,872	\$ 445,368	\$ 307,666	\$ 318,233	\$ 331,754
DFS	\$ -	\$ -	\$ 498,760	\$ 3,365,984	\$ 10,543,370
League Dev Revenue	\$ 441,654	\$ 795,622	\$ 1,005,000	\$ 1,630,000	\$ 2,465,000
League Support Revenue	\$ -	\$ -	\$ 699,360	\$ 1,072,373	\$ 1,491,925
Media Monetization	\$ -	\$ -	\$ 125,000	\$ 635,000	\$ 1,100,000
<b>Total Revenue</b>	<b>\$ 787,819</b>	<b>\$ 1,745,162</b>	<b>\$ 3,564,170</b>	<b>\$ 9,954,510</b>	<b>\$ 23,155,909</b>
		<b>122%</b>	<b>104%</b>	<b>179%</b>	<b>133%</b>

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# Profit & Loss

	2024	2025	2026	2027	2028
Total Revenue	\$ 787,819	\$ 1,745,162	\$ 3,564,170	\$ 9,954,510	\$ 23,155,909
Total Cost of Services	\$ 424,264	\$ 1,091,122	\$ 2,212,327	\$ 4,262,845	\$ 8,139,303
Gross Margin	\$ 363,555	\$ 654,041	\$ 1,351,844	\$ 5,691,665	\$ 15,016,606
Total Operating Costs	\$ 1,763,811	\$ 3,159,813	\$ 6,004,370	\$ 9,879,974	\$ 11,326,280
<b>EBITDA</b>	<b>\$ (1,398,759)</b>	<b>\$ (2,505,983)</b>	<b>\$ (4,652,526)</b>	<b>\$ (4,188,309)</b>	<b>\$ 3,690,326</b>
	<b>-178%</b>	<b>-144%</b>	<b>-131%</b>	<b>-42%</b>	<b>16%</b>

# Why Now

The Moment Emerging Sports Go Scalable

## MARKET

Emerging Sports  
Have Hit Critical Mass

Hundreds of millions  
of fans

Thousands of leagues  
globally

No scalable data or  
betting infrastructure

*Demand exploded.  
Infrastructure didn't.*

## TECHNOLOGY

AI Finally Replaces  
Manual Operations

LLMs interpret rules  
and formats

AI automates model  
development and market  
creation

Autonomous trading  
now viable

*This problem was  
unsolvable until now.*

## REGULATION

Legalization  
Created a Bottleneck

Books and leagues  
need compliant,  
standardized data

Manual expansion =  
operational risk

Automation is no  
longer optional

*Regulation rewards  
platforms that scale  
safely.*

## ECONOMICS

Unit Economics  
Have Flipped

Zero marginal market  
cost

Automated onboarding


Margin expansion  
through autonomy

*Long-tail sports finally  
make financial sense.*

The first platform to automate alternative sports data, markets,  
and trading will own the category for the next decade.


**ALT Sports Data is already years  
ahead of the competition.**

# F1 Case Study



## THE OFFICIAL F1 DATA SOURCE

SUB-SECOND LATENCY. EXCLUSIVE & INNOVATIVE MARKETS. SEAMLESS INTEGRATION. WE DELIVER THE MOST IN-DEPTH, ACCURATE F1 BETTING EXPERIENCE



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### POLE POSITION Why We Lead

- 700 data points per second per car
- Integrated with team radio feed to enhance suspension accuracy
- Specialized support by broadcast feed and real-time predictive graphics
- Exclusive access to F1's data science

Official and exclusive F1 live and historical data  
Backed by 1M+ race simulations per event  
10,000+ Monte Carlo simulations per race  
Real-time telemetry models leverage data sources

### THE GRID Full Lineup of Betting Markets We Offer

**Pre-Match**

- Race winner (driver)
- Race winner (constructor)
- Race podium (driver)
- Race podium (constructor)
- Race position over/under (driver)
- Gap between leader in seconds
- Winning margin
- Number of finishers over/under
- Points over/under

**In-Play**

- Race winner (driver)
- Race winner (constructor)
- Race podium (driver)
- Race podium (constructor)
- Race position over/under (driver)
- Gap between leader in seconds
- Winning margin
- Number of finishers over/under
- Points over/under

**Micro**

- Fastest lap A to B (driver)
- Fastest pit stop A to B (driver)
- Next to overtake lap A to B (driver)
- Next to retire lap A to B (driver)
- Next pit stop A to B (driver)
- Total overtakes lap A to B
- Total retirements lap A to B
- Total pit stops lap A to B

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### QUALIFYING Markets That Separate the Field

The F1 betting product will be comprised of a simple and engaging core set of pre-match and in-race markets that have the flexibility to cash out at any time, a context-aware micro-market layer that brings the "race within the race" to life and same game parlay functionality offered both pre-match and in-race.

- Pre-Race Markets with Cash Out
- Core In-Race Markets
- Live Race Micro Markets
- Same Game Parlays
- Practice and Qualifying Sessions

### THE RACE WITHIN A RACE


ALT SPORTS DATA: SETTING THE PACE FROM GREEN LIGHT TO CHECKERED FLAG



connect@altsportsdata.com


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### PIT STOP Driven by Data THE MOST COMPREHENSIVE DATA SET IN SPORTS




### Trading Tools

**F1 News Feed**  
Advanced topic tagging delivers precise F1 insights



**Live Timing Race Graphic**  
Keep markets open longer and boost live betting with tools that track race dynamics and power smarter pricing decisions



- World-class betting and fan engagement platform
- Launching with T1 operators in Q1 '26
- ASD secured RFP over large industry leaders
- Drives new revenue for F1 and ASD