



PARLAY SPORTS EXCHANGE

FANTASY SPORTS REIMAGINED
P S E

INVESTOR DECK · SEED ROUND · CONFIDENTIAL

parlay-sports.io



60M+ fans already trade their teams — in their heads.

Sports betting monetizes the **outcome**. Parlay monetizes the **conviction** — continuously, as a market. We turn lifelong fandom into a tradable asset class no one else owns.



A market. Not a bet.

- ◆ A skill-based **fantasy sports exchange** — a live order book
- ◆ Members take and trade positions on their teams. No house, no line
- ◆ The same exchange UX as Coinbase / Robinhood, pointed at sports
- ◆ Own it. Trade it. Grow it.



Built, live, and in demand.

17,000

WAITLIST

1,000

FOUNDING BETA

LIVE

EXCHANGE · REAL MONEY

Live exchange, a 17,000-person waitlist, a 1,000-trader private beta opening now, and a full brand + marketing engine already built.

THE NUMBERS · 3-5 YEAR MODEL (BASE CASE)



	Year 1	Year 2	Year 3	Year 4	Year 5
Active traders	30K	100K	250K	500K	900K
Total revenue	~\$1.5M	~\$5.6M	~\$15M	~\$31M	~\$56M
Net (pre-tax)	(\$2.0M)	\$1.1M	\$8.0M	\$19M	\$38M

One driver: spread on trading volume (2% exchange spread) + Data-API + licensing. Year 1 invests; Year 2 breaks even; Years 3-5 are operating leverage. Conservative base case.



THE ROUND

Seed. ~\$3.5M

\$400K–\$500K upfront for launch; ~\$3.5M across the first 12–18 months.

- ◆ Liquidity / market-making buffer
- ◆ Beta → launch marketing push
- ◆ Compliance + licensing
- ◆ Engineering for 20,000 concurrent users



The lane no one else trades.

	Parlay	Polymarket	Robinhood	Coinbase
Model	Sports exchange	Prediction mkt	Equities broker	Crypto exchange
Audience	60M+ fans	Crypto-native	Retail investors	Crypto traders
Sports-native	Yes	No	No	No



Not a weekend project.

- ◆ **Provisional patent portfolio** — exchange settlement mechanics
- ◆ Proprietary **AIIP** AI-to-AI infrastructure running the platform
- ◆ High-margin **licensing** of the engine becomes a durable line
- ◆ Architected and protected over a long build



1,000 Founding Traders. The class only happens once.

A private beta from the 17,000 waitlist — real money, permanent founding status, lifetime fees. The invitation is built and ready to send. This is the engine that fills the model.



**After this, sports are
never going to feel the same.**

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Confidential. Illustrative base-case model pending finance review; not an offer to sell securities.
Skill-based fantasy sports exchange. Legal + finance to finalize binding terms.