




Wall Street **Football**

The financial
market based on the
real performances
of football players

The background of the slide is a grayscale collage of financial data. It includes various types of charts: a bar chart at the top left, a line chart on the left side, and another bar chart at the bottom. Overlaid on these charts is a grid of binary code (0s and 1s). Several numerical values are scattered throughout, such as +6.59, +8.76, 65.32, 99.99, 5.412, 71.45, 15.44, 75.25, 1.233, -1.23, 55.07, and 11.08. A solid blue rectangle is positioned in the center of the image, containing white text.

Imagine a financial
market where you can
trade your favourite
football players



Imagine a Sport Book
where you can bet
real money on the
performances of single
football players





Imagine a football transfer
market based on
objective data and
sport analytics

What is Wall Street Football

WSF



Wall Street Football merges sport betting, fantasy sports, financial trading and sport analytics

Sport Betting
& Fantasy Sports



Financial
Trading



Sport
Analytics



Leveraging the same performance
prediction technology





Our Products

Wall Street Football Products

Our Products



We leverage our performance prediction capabilities to provide three core products



Betting products

Innovative bets based on individual performances



Financial products

Derivates and CFD on performances of professional athletes



Sport analytics products

Synthetic measurements and player performance forecast

Already launched



In development



In pipeline




Betting products

Our Products



Our Player Performance Index provides bookmakers with a new betting option for their customers

- The individual Performance of Footballers is measured through an objective and transparent index that aggregates several objective Player Stats (goal, passes, etc) measured during the game
- WSF is integrated with

and receives Player Stats Live



Betting products

Betting customers are able to bet on the players' overall match performance

Our Products



- Final users can bet on the fact that the performance of a football player during a certain period considered will be **higher or lower** than a **certain benchmark**
- There exist **two typologies** of bets:

Fixed
odd

Traditional bets
upward or
downward

Spread
contracts

The more precise
the forecast, the
higher the win

The screenshot displays the Wall Street Football website and its mobile app interface. The website features a navigation bar with links to Home, Spread Contracts, Fixed Odd Bets, Your Portfolio, Leaderboard, and Rules & FAQ. A prominent banner for 'Fixed odd: Traditional bets' includes a 'How does it work?' section explaining the FVM (fantavoto medio) index and the betting process. Below the banner, there are search filters for Player Name, Team, Player Role, and Team League, along with a 'Reset' and 'Search' button. A 'Selected Bets' section shows a list of players with their FVM values and odds, and a slider to adjust the bet amount. The mobile app interface shows a list of players with their FVM values and odds, and a 'Bet up' or 'Bet down' button for each player.

PLAYER	BASE	ODD (quota)	ACTIONS
ABATE MILAN, DEFENDER	> 5.57	1.4	Remove
ACERBI LAZIO, DEFENDER	> 6.54	1.4	Remove
ADNAN ATALANTA, DEFENDER	> 5.29	1.4	Remove
ALBIOL NAPOLI, DEFENDER	> 5.75	1.4	Add
ALEX SANDRO JUVENTUS, DEFENDER	> 5.95	1.4	Add
ALLAN NAPOLI, MIDFIELDER	> 5.89	1.41	Add
ANDREOLLI CAGLIARI, DEFENDER	> 5.11	1.41	Add
ASAMOAH INTER, DEFENDER	> 5.49	1.41	Add
BADELJ LAZIO, MIDFIELDER	> 4.77	1.41	Add
BAKAYOKO MILAN, MIDFIELDER	> 5.34	1.4	Add
BARELLA CAGLIARI, MIDFIELDER	> 5.65	1.4	Add
BARROW ATALANTA, FORWARD	> 4.59	1.41	Add
BARZAGLI JUVENTUS, DEFENDER	> 5.5	1.41	Add
BASTOS LAZIO, DEFENDER	> 5.4	1.4	Add
BENATIA JUVENTUS, DEFENDER	> 5.42	1.41	Add
BENTANCUR JUVENTUS, MIDFIELDER	> 5.59	1.41	Add
BERISHA E ATALANTA, GOALKEEPER	> 4.2	1.41	Add
BERISHA V LAZIO, MIDFIELDER	> 5.61	1.4	Add
BERNARDESCHI JUVENTUS, MIDFIELDER	> 5.93	1.41	Add
BIGLIA MILAN, MIDFIELDER	> 5.43	1.4	Add
BONAVENTURA MILAN, MIDFIELDER	> 6.9	1.41	Add

PLAYER	BASE	ODD (quota)	ACTIONS
ABATE MILAN, DEFENDER	< 6.27	1.4	
ACERBI LAZIO, DEFENDER	< 7.02	1.4	
ADNAN ATALANTA, DEFENDER	< 5.99	1.4	
ALBIOL NAPOLI, DEFENDER	< 6.29	1.4	
ALEX SANDRO JUVENTUS, DEFENDER	< 6.51	1.4	
ALLAN NAPOLI, MIDFIELDER	< 6.56	1.4	
ANDREOLLI CAGLIARI, DEFENDER	< 5.82	1.4	
ASAMOAH INTER, DEFENDER	< 6.11	1.4	
BADELJ LAZIO, MIDFIELDER	< 5.58	1.4	
BAKAYOKO MILAN, MIDFIELDER	< 6.2	1.4	Add
BARELLA CAGLIARI, MIDFIELDER	< 6.35	1.4	Remove
BARROW ATALANTA, FORWARD	< 6.26	1.39	Add
BARZAGLI JUVENTUS, DEFENDER	< 6.24	1.4	Add
BASTOS LAZIO, DEFENDER	< 6.13	1.4	Add
BENATIA JUVENTUS, DEFENDER	< 6.12	1.4	Remove
BENTANCUR JUVENTUS, MIDFIELDER	< 6.58	1.4	Add
BERISHA E ATALANTA, GOALKEEPER	< 5.19	1.4	Add
BERISHA V LAZIO, MIDFIELDER	< 6.59	1.4	Add
BERNARDESCHI JUVENTUS, MIDFIELDER	< 6.95	1.4	Add
BIGLIA MILAN, MIDFIELDER	< 6.26	1.4	Add
BONAVENTURA MILAN, MIDFIELDER	< 7.67	1.4	Add

Betting products

Spread Contracts can even allow customers to earn variable payoffs based on player performances

Our Products



Wall Street Football

Login

Home

Spread Contracts

Fixed Odd Bets

Your Portfolio

Leaderboard

Rules & FAQ

Spread Contracts:

the better is your forecast,

the higher is the amount you win.

IT

EN

How does it work?

✓

FV (fantavoto) is the index of performance assigned to each player after every match. FVM (fantavoto medio) is the average of the FVs in a certain period.

✓

You can bet on the fact that the FVM of a player will be higher (or lower) than a certain BASE value that we provide, during the period considered. The period consider for your bet is the the next four Serie A league games.

✓

The price refers to the current price for buying a single contract. Each contract entitles to win all the spread between the FVM and the BASE. If you lose, you lose only the amount bet.

Player Name

Team

Player Role

Team League

Reset

Search

UPWARD:

You win if FVM is higher than the Base

DOWNWARD:

You win if FVM is lower than the Base

PLAYER	BASE	PRICE	ACTIONS	PLAYER	BASE	PRICE	ACTIONS
ALISSON ROMA, GOALKEEPER	> 5.58	0.16	Bet	ALISSON ROMA, GOALKEEPER	< 5.25	0.08	Bet
ANDRE' SILVA MILAN, FORWARD	> 5.88	0.15	Bet	ANDRE' SILVA MILAN, FORWARD	< 5.47	0.12	Bet
BELOTTI TORINO, FORWARD	> 5.49	0.15	Bet	BELOTTI TORINO, FORWARD	< 5.06	0.12	Bet
BESSA VERONA, MIDFIELDER	> 8.2	0.2	Bet	BESSA VERONA, MIDFIELDER	< 7.81	0.13	Bet
CANDREVA INTER, MIDFIELDER	> 6.19	0.13	Bet	CANDREVA INTER, MIDFIELDER	< 5.87	0.09	Bet
CHIESA FIORENTINA, MIDFIELDER	> 6.38	0.12	Bet	CHIESA FIORENTINA, MIDFIELDER	< 6.06	0.1	Bet
CRISTANTE ATALANTA, MIDFIELDER	> 6.55	0.1	Bet	CRISTANTE ATALANTA, MIDFIELDER	< 6.27	0.08	Bet
DE ROSSI ROMA, MIDFIELDER	> 6.18	0.2	Bet	DE ROSSI ROMA, MIDFIELDER	< 5.66	0.17	Bet
DYBALA JUVENTUS, FORWARD	> 8.63	0.16	Bet	DYBALA JUVENTUS, FORWARD	< 8.21	0.14	Bet
DZEKO ROMA, FORWARD	> 7.08	0.19	Bet	DZEKO ROMA, FORWARD	< 6.59	0.16	Bet
GIACCHERINI CHIEVO, MIDFIELDER	> 6.08	0.11	Bet	GIACCHERINI CHIEVO, MIDFIELDER	< 5.79	0.09	Bet
GOMEZ A ATALANTA, FORWARD	> 7.29	0.16	Bet	GOMEZ A ATALANTA, FORWARD	< 6.87	0.14	Bet
HAMSIK NAPOLI, MIDFIELDER	> 6.3	0.1	Bet	HAMSIK NAPOLI, MIDFIELDER	< 6.02	0.09	Bet
IMMOBILE LAZIO, FORWARD	> 9.47	0.16	Bet	IMMOBILE LAZIO, FORWARD	< 9.04	0.14	Bet
LUIS ALBERTO LAZIO, MIDFIELDER	> 9	0.13	Bet	LUIS ALBERTO LAZIO, MIDFIELDER	< 8.68	0.1	Bet
PERISIC INTER, MIDFIELDER	> 7.52	0.1	Bet	PERISIC INTER, MIDFIELDER	< 7.24	0.09	Bet
POLITANO SASSUOLO, FORWARD	> 8.62	0.16	Bet	POLITANO SASSUOLO, FORWARD	< 8.19	0.13	Bet
PUGGIONI BENEVENTO, GOALKEEPER	> 4.4	0.12	Bet	PUGGIONI BENEVENTO, GOALKEEPER	< 4.09	0.1	Bet
SIMEONE FIORENTINA, FORWARD	> 6.68	0.16	Bet	SIMEONE FIORENTINA, FORWARD	< 6.25	0.13	Bet
UNDER	> 7.35	0.12	Bet	UNDER	< 7.04	0.1	Bet

Wall Street Football

Login

Home

Spread Contracts

Fixed Odd Bets

Your Portfolio

Leaderboard

Rules & FAQ

Spread Contracts:

the better is your forecast,

the higher is the amount you win.

Selected Bet

ANDREOLLI

Type: Spread, Upward Bet
The higher the FVM, the higher is the win

Base: 5.82
Win if FVM over the next four league matches is higher than the Base

Expiration Date: League Day 22
You are betting on the average performance of the player during a four-matches period that begins with the next match.

Price: 0.23€
Price per single contract

Calculate your potential win

Amount Win

Win

0 1 2 3 4 5 6 7 8 9 10 11 12

0 200 400 600 800 1000 1200 1400

Amount Bet

€ 65

Quantity: 129.98
Number of contracts, which is the amount bet (504 divided by the price (0.23081221415629096))

Your potential win: $(8 - 5.82) \times 204 = 444$
Example: If in the next four matches ANDREOLLI gets

Spread Contracts

BASE: 8.51
PRICE: 0.35 \$
EXPIRATION DATE: LEAGUE DAY 2

AVG PERFORMANCE INDEX: 9.5

AMOUNT BET: 65 \$

QUANTITY: 129.98
POTENTIAL WIN: $(12 - 8.51) \times 185 = 647.26 \$$

POTENTIAL WIN

FVM

BET

Fixed
odd

Spread
contracts

Betting products

Our algorithm is dynamic, fully-automated and customizable

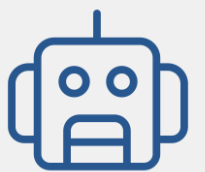
Our Products



Wall Street Football is based on a **statistical model** for writing and pricing bets and a dynamic algorithm to manage operators risks after bets are placed



The statistical model and the algorithm are **fully automated** and ensure the desired house edge percentage



Prices/odds of bets are dependent on **footballer performances** and on **users' demand and supply** of the bets



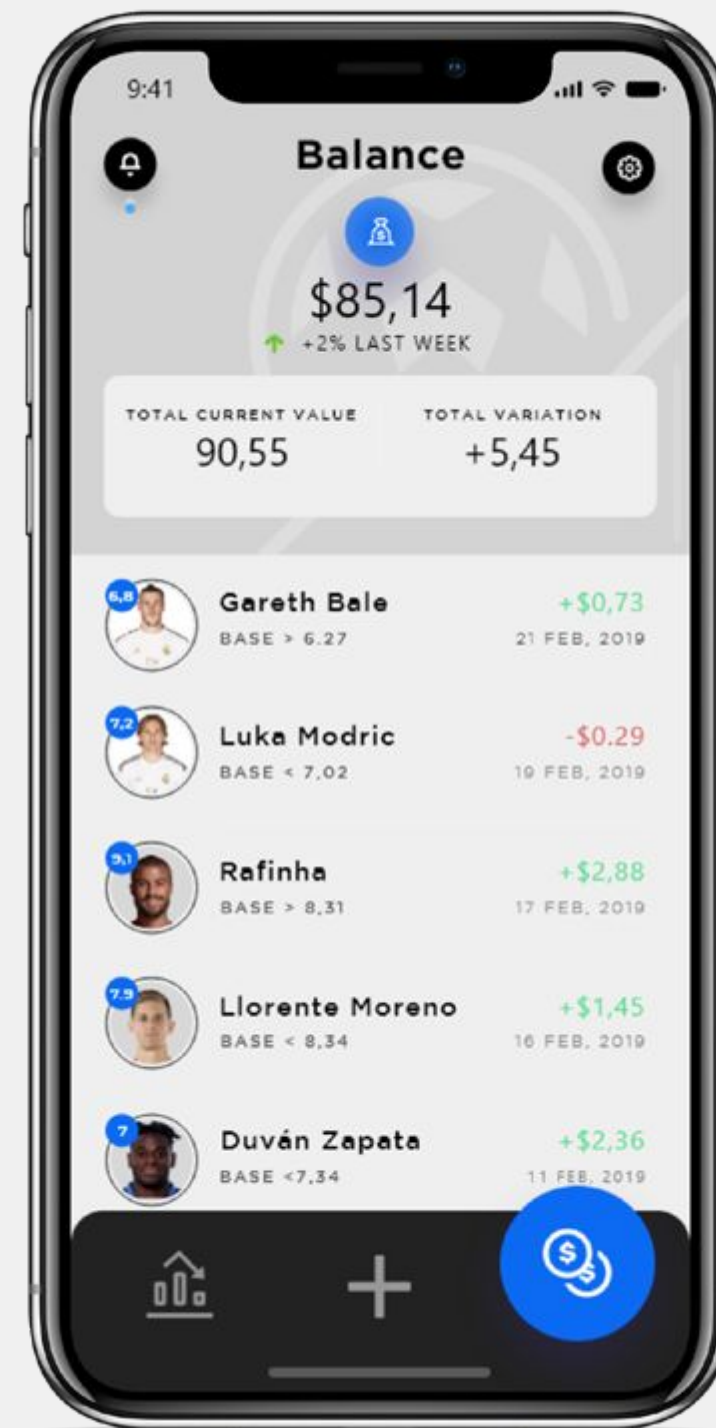
Financial products

Wall Street Football is the first Sport Fintech

Our Products



- Innovative financial products based on performances of professional athletes in order to meet the growing interest in Financial Trading
- A platform where users can trade derivatives (e.g. options, futures, CFDs) updated in real time based on both traders' behaviours and the actual performances of players on the pitch



Sport analytics products

Our Products



Our Analytics products support professional teams and scouts in the assessment of player potential

- Synthetic performance measurements and player performance forecast services directed to professional football teams, football managers and sport directors
- While sport data companies only provide raw data feeds, WSF processes and elaborates data feeds to provide meaningful indexes to rate several components of footballers performance and attitude





Our Business Model & Target Markets

Our Business Model

Our Business Model & Target Markets



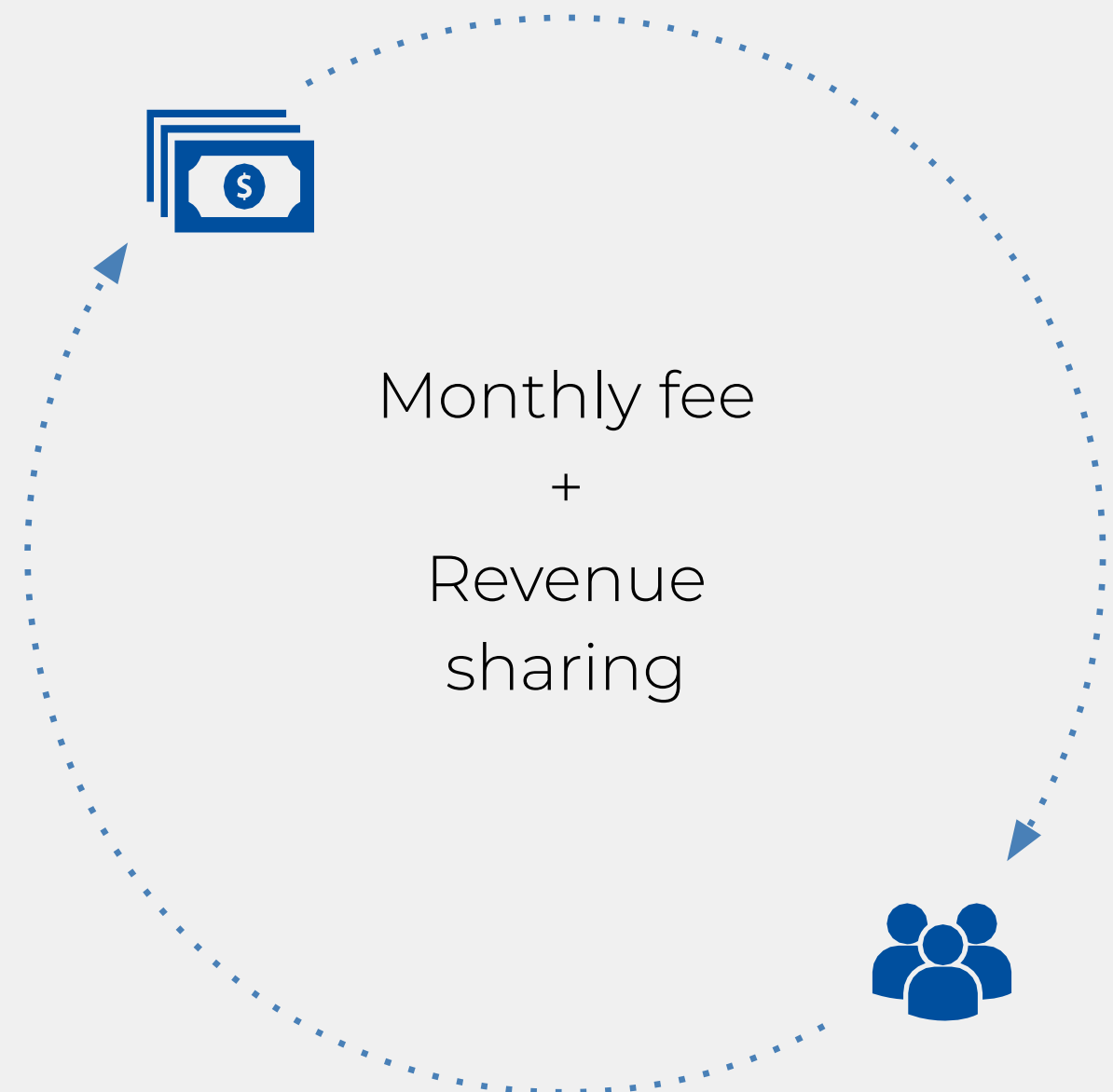
Our business model is purely B2B and leverages both fixed and volume based revenue streams

SAAS or White Label for BTB market

Our customers



Revenues



Our Target Markets

Wall Street Football is operating at the crossroads of four fast-growing markets

Our Business Model & Target Markets



Our Competitive Advantages

Our Betting Products display several advantages compared with currently available solutions



Our Business Model & Target Markets



	Real money at stake	Cannot lose more than the betting amount	Bet on the performances of single players	Easy to play	All wins are paid (no tournament mode)	The more you get it right, the more you win
Wall Street Football	✓	✓	✓	✓	✓	✓
Financial Products	✓	✗	✗	✗	✓	✓
Traditional Sport Books	✓	✓	✗ <i>Very limited</i>	✓	✓	✓
Fantasy Games	✓	✓	✓	✗ <i>Time consuming</i>	✓	✓
Spread Betting	✓	✗	✗	✗	✓	✓

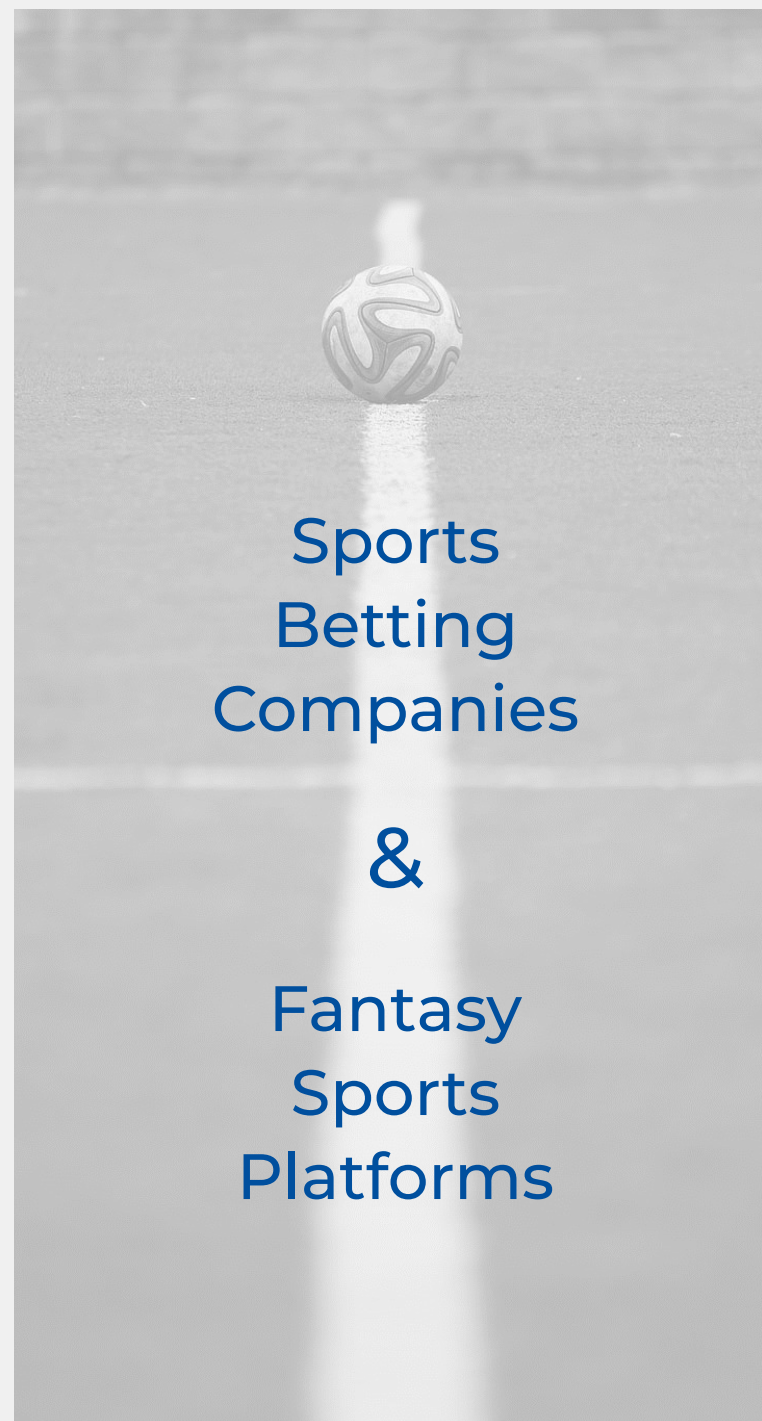
Our Competitors

Our Business Model & Target Markets















We currently have no direct competitors since the only comparable players operate in the BTC Market

Indirect competitors



Comparable players

 Football Index <i>Operating only in the UK</i>  Only top Footballers available  Not objective performance index Price/Value of Footballers Stocks is dependent on the frequency of media publications on the footballers at issue  BTC is difficult to scale (gambling licence and end user acquisition are huge legal and economic barriers to enter new markets)	 SPORTSTACK <i>Operating only in the UK</i>  All Footballers available  Objective performance index Performance index of Footballers is based on players on-field performance  BTC is difficult to scale (gambling licence and end user acquisition are huge legal and economic barriers to enter new markets)	 Wall Street Football <i>Operating worldwide</i>  All Footballers available  Objective performance index Performance index (i.e. the underlying index) is an objective statistics of players' performances in the pitch provided by independent sport data companies  BTB ensure scalability (no need of gambling licence, no need to invest in end user acquisition)
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Our Technology

Our Technology

Our Technology



All our products are based on the first class technology fuelled by machine learning

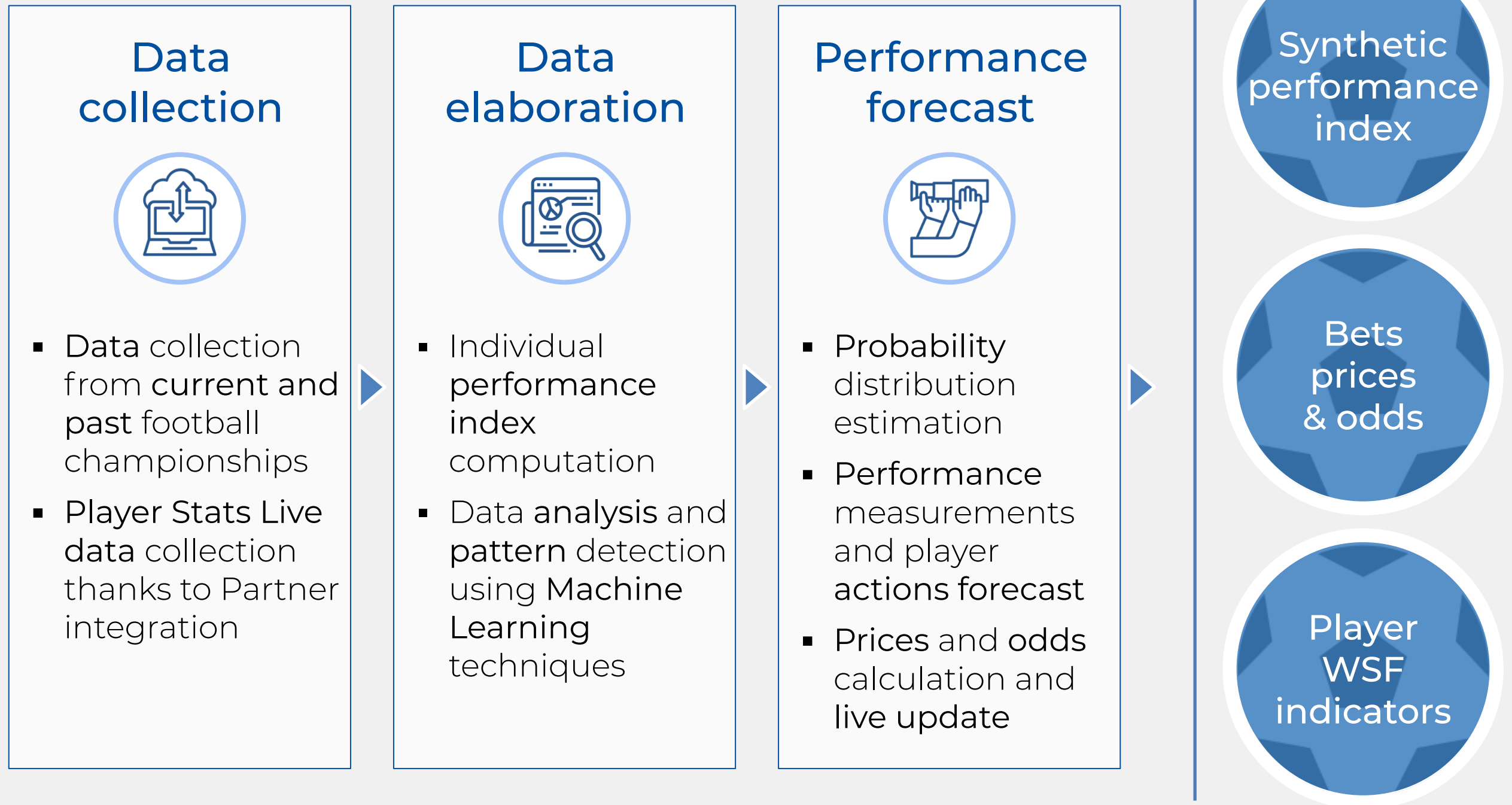


- We use advanced **econometric models** and **machine learning** techniques in order to detect patterns, estimate probability distributions and make accurate **predictions** for a wide range of footballers actions (goal, passes, fouls, etc) and performance indexes
- Our models are extensively **back-tested** using historical data of past football championships, in order to verify their efficacy and accuracy

How does Wall Street Football **work**?

Our core activity revolves around data collection and performance forecasting

Our Technology





Our Business Plan

Our Story...

Our Business Plan



In the past two years we have set up our operations while consolidating some strategic partnerships



2017

Founded
Wall Street
Football S.r.l.s.



2018

Creation of original &
proprietary **Algorithm**

Developed
Software internally

Launched **Beta** with
real users playing



2019

Integrated
with **OPTA**
(Sport Data Provider)

Joined
Wylab Accelerator
Program

Empowered algorithm
with **Machine Learning**

Tests on
past seasons

...and our Plan

In 2020 we are entering our Go-To-Market stage

Our Business Plan



H1 2020

Raised
money

Negotiating contracts
with major betting
operators

Commercial
Partnership with
StatsPerform



H2 2020

Raise
money

Hire, Improve API,
Invest in Sales &
Branding

Sign SaaS and White
Labels agreements with
betting and fantasy
sports operators



Long term vision



Scale to
every sports
&
every market
worldwide

Our Growth Prospects

Our Business Plan



Our current focus is Football, but we can scale to other sports and markets at a very low marginal cost

Sports

Today

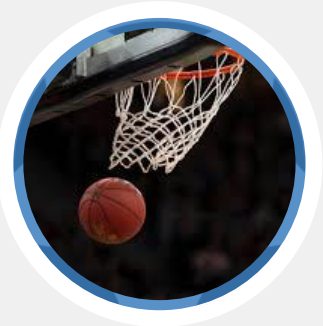


Football

Tomorrow



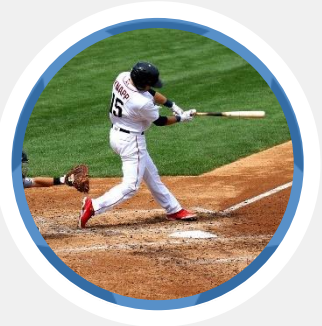
Football



Basketball



Volleyball



Baseball



Cricket



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Markets



Europe



Worldwide

Our Leadership Team

Our Team



We have a senior and strongly motivated team with unique business and technical skills



Giovanni Bertoli

CEO & Co-Founder

Manager at Google
Co-Founder of Capital Box
Self Storage
Master in Regulation, Dissertation about
“Online Gambling Regulation” at LSE



Michele di Marcantonio

Co-Founder

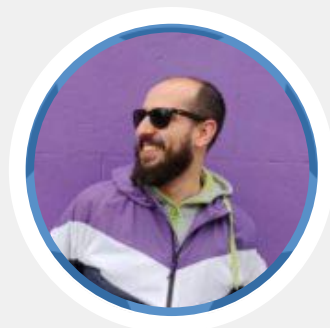
Associate Professor of Business
Administration at the University
of Bari Aldo Moro
CPAA at Studio Laghi
Ph.D. in Actuarial Sciences



Marco Campanelli

CTO

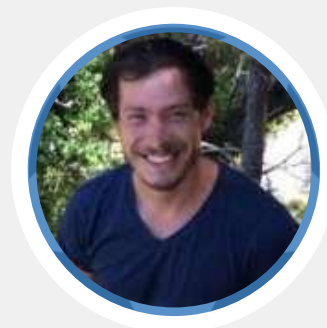
Software Engineer at Oath.com
Master Degree in Computer
Science, Information Systems,
RomaTre University (Rome, IT)
8 years experience in IT field



Filippo Celleno

Head of Analytics

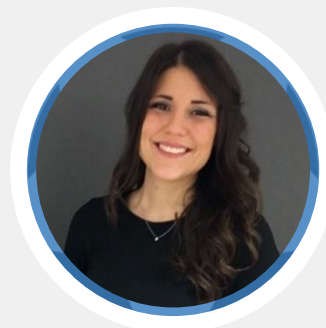
Data Scientist with years of
experience in different sectors such
as Banking, Insurance and IT
Master in Statistical and Decisional
science, La Sapienza (Rome, IT)



Yevgeniy Levin

Data Scientist

Data Scientist at eDreams, with a
background in strategy consulting
Master in Data Science, Barcelona
Graduate School of Economics
(Barcelona, Spain)



Elisa Zanchetta

Sales & Business Analyst

Strategy consultant with experience
in event management
Master in Management Engineering,
Cum Laude, Politecnico di Milano
(Milan, IT)



Diego Furtado

Software Engineer

Software Engineer at Oath.com
Bachelor in Computer and
Information Sciences, UFMG
(Belo Horizonte, BR)
18 years experience in IT field



Thank You & Get In Touch

Learn more about us at:

www.wallstreetfootball.io

Contact us at:

info@wallstreetfootball.io



Our Partners