

Innovation in a predominantly fixed-odds horse racing market needs a two-pronged attack

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Adapt and Compete in the Win Market

- Solve the twin issues of predictability of price and value.
- Tote Guarantee matches the SP to give certainty.
- World Pool in combination with the SP guarantee genuinely competes. Punters not restricted for winning, deep liquidity, international opinions and competitive value.



Differentiate and Entertain

- Double down on pool betting's differences.
- The communal aspect of pool betting lends itself to a more entertaining and social experience.
- Growth of Fantasy sports and exotic style bet builders in the UK market among younger demographic.

