Social Media X Gaming On The Collision Course

By Dan Zimmermann

Gaming VS Social Media



















How will Gaming compete for attention with the titans of social media?

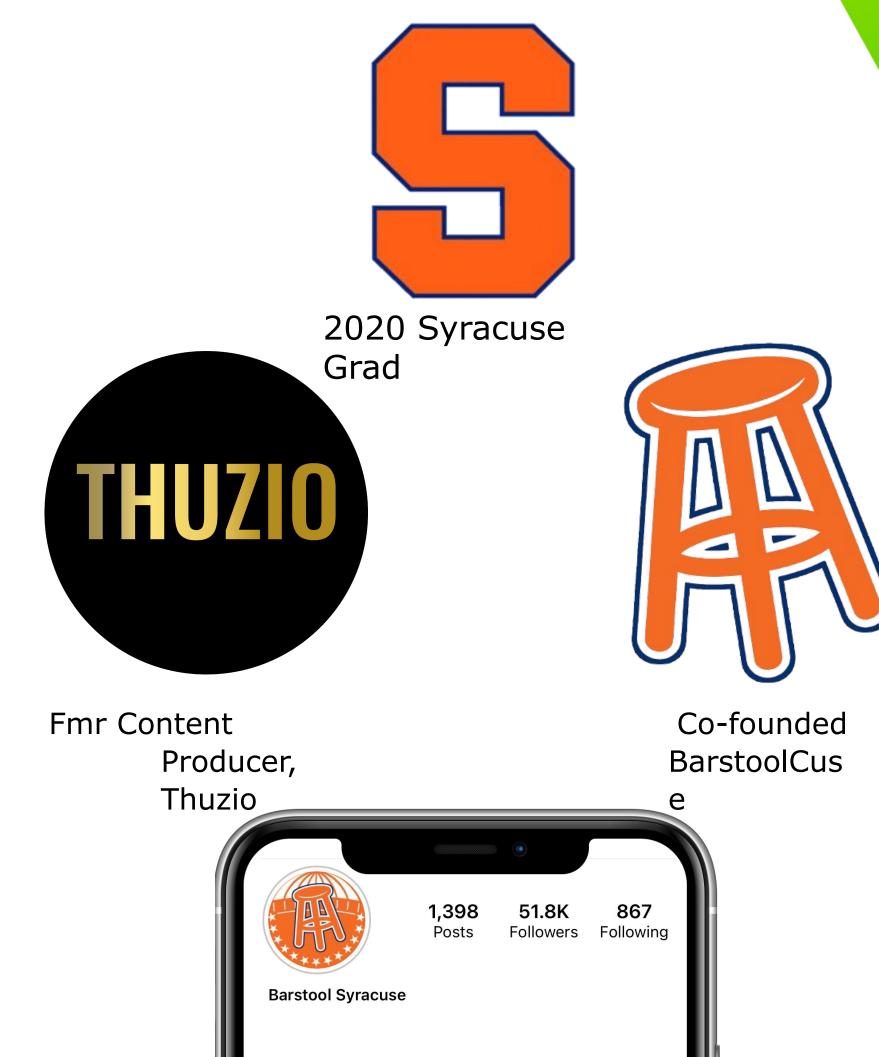
How will gaming and social co-exist?

How can gaming thrive alongside?

Background



Dan Zimmermann



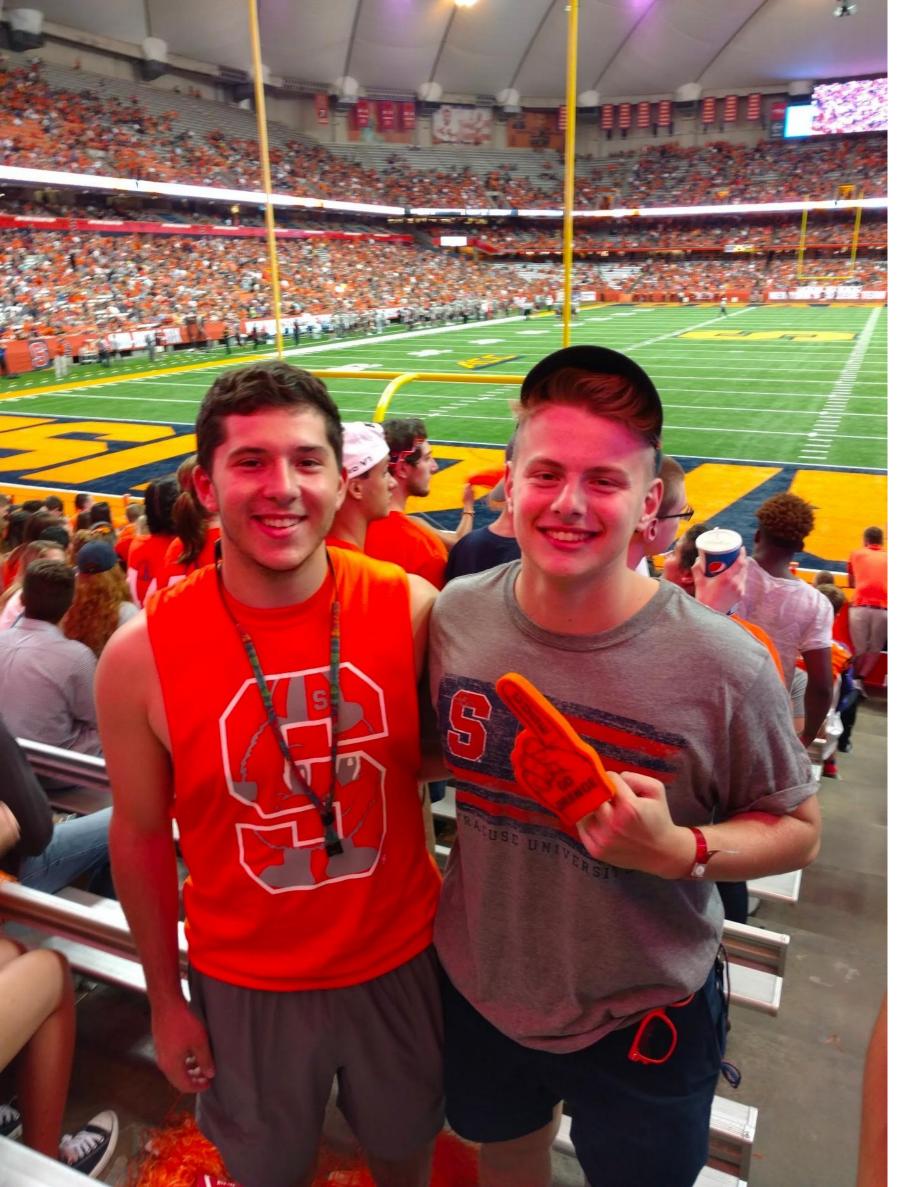


- 1. 4 Years | Syracuse, NY
- 2. 5 Years | London, England
- 3. 6 Years | Charlotte, NC
- 4. 7 Years | Oklahoma City, OK
- 5. 2 Years | Houston, TX



The Sideline Sports 2014–2016





Syracuse 2016



An Adjustment



A Blessing



An Opportunity





First Profitable Barstool College Account

Merchandise + Events w/ Local + National brands,SU athletes

Quickest to triple student population following











4K

from zero

Social Media X Gaming

The Collision Course

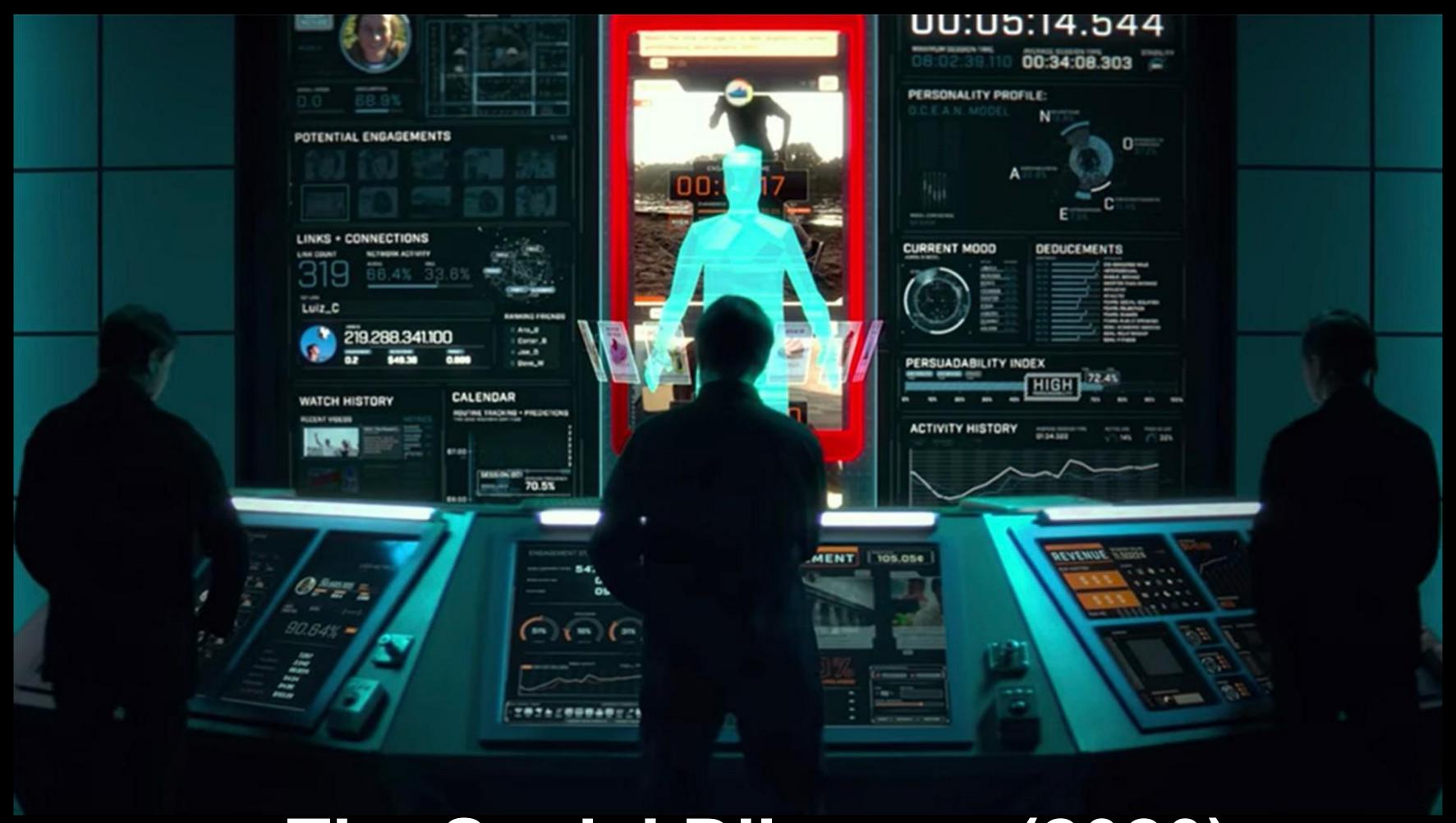
Social Media

295 Million Americans are monthly users of social media today.

295 Million. How?

Nearly Every Action taken on a phone is a social activity

Few apps in a daily rotation are offline focused or individualistic



The Social Dilemma (2020)

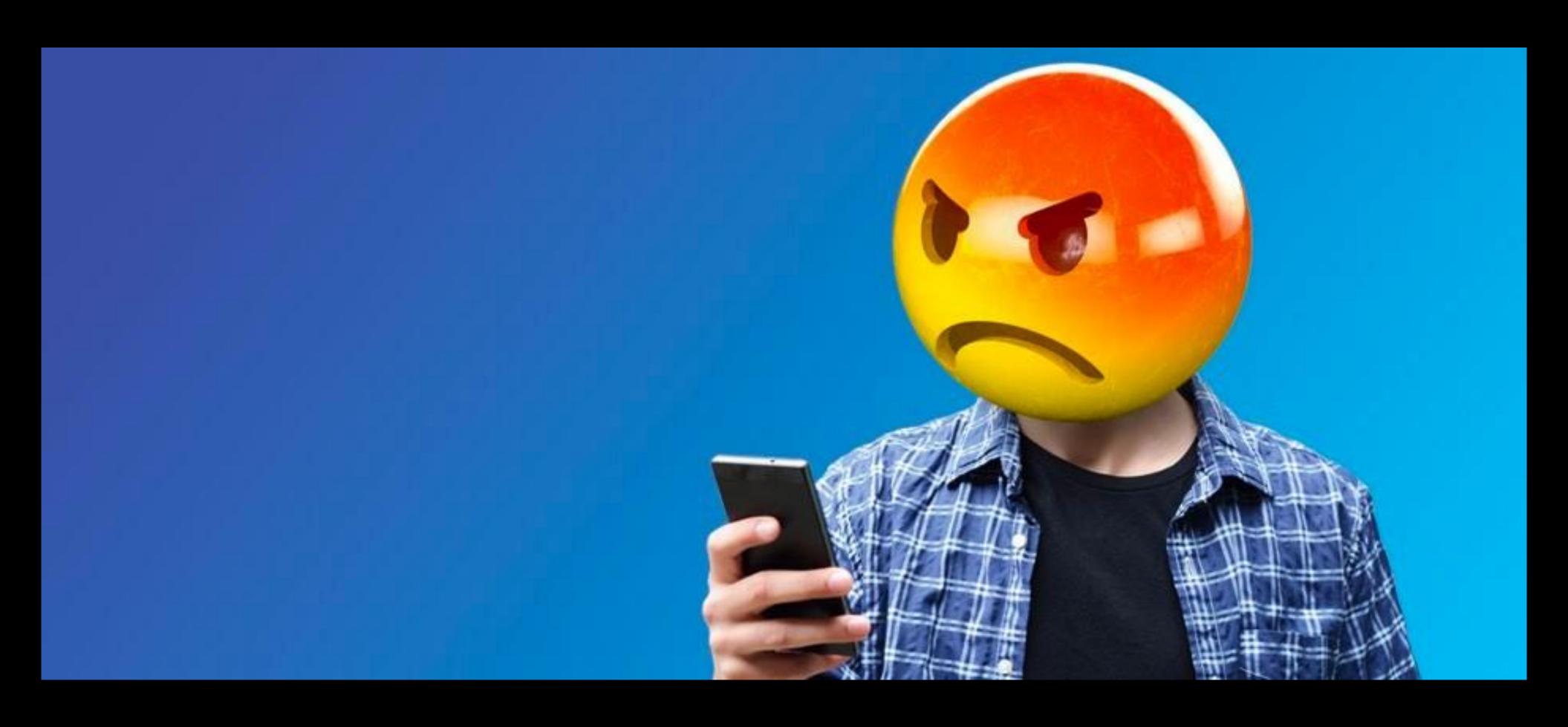
Conflict











The Internet Town Hall

Currently, social media gives everyone a microphone and no one a vote



The Loudest Voices Win





Controversy = Virality /



What does the user gain for giving their take?

What stake does the user have in the outcome?

Users gain nothing

But what if that could change?

Social Media will never be replaced

But it can still be innovated

Replace the 'Like' button...



with your vote

People use social media not just to give their own opinion, but also to see what the consensus is amongst their peers









But social media falls short of reflecting a true snapshot of public opinion...

In fact, it's features aren't even built to capture it









THE PLAYOFFS?





180,844 likes

espn The Anthony Davis trade never happened, but can the Lakers still make the postseason?



GAN ZION CATCH UP TO JA MORANT FOR ROOKIE OF THE YEAR?









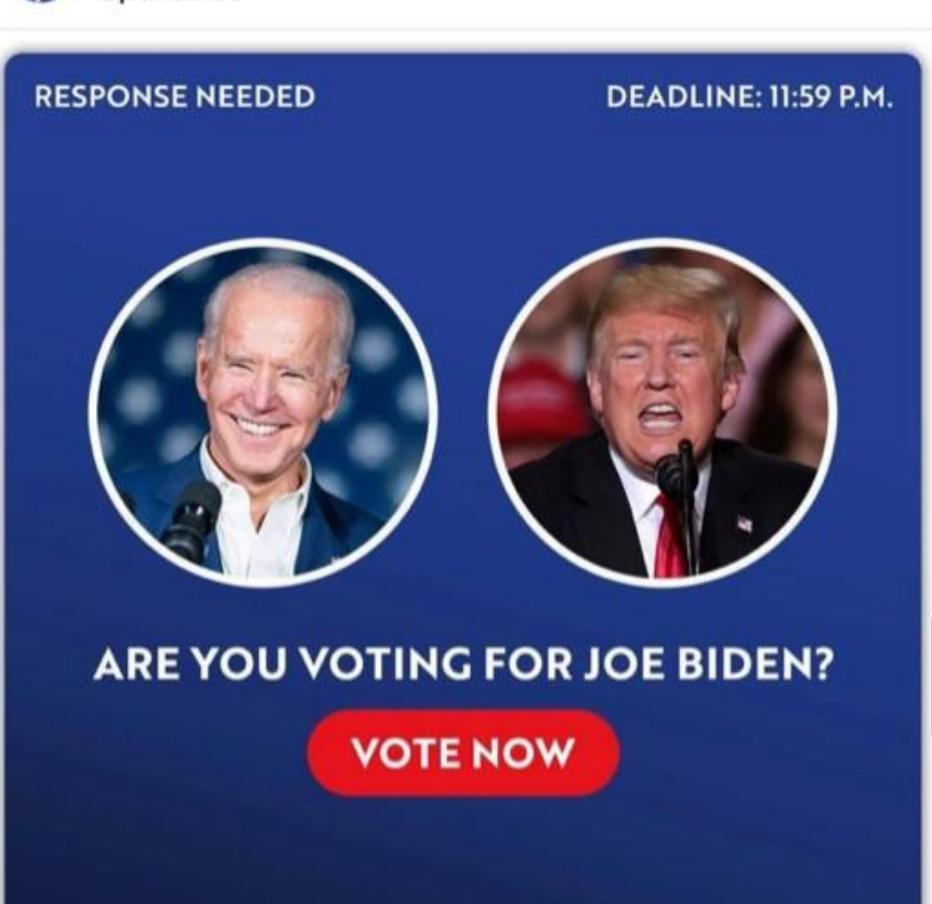


324,941 likes

espn Zion's Rookie of the Year odds moved from 16-1 to 8-1 (T-2nd among rookies) after his debut.

Does he have a chance to catch Ja Morant?

January 23, 2020



DERIVATIVE OF A PHOTO BY GAGE SKIDHORE, CC BY-SA A









26 likes

Paid for by BIDEN FOR PRESIDENT

Since we called on 1 million Americans to take a stand and condemn Donald Trump, we've received an unprecedented level of response. Now we're looking for 83 more Americans to let us know before 11:59 p.m. what they're planning to do about it come November: Are you voting for Joe Biden?

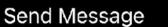
21:38 ₹ ■ 21:39 ₹ ■ 21:39 ₹ ■ 21:39 ₹





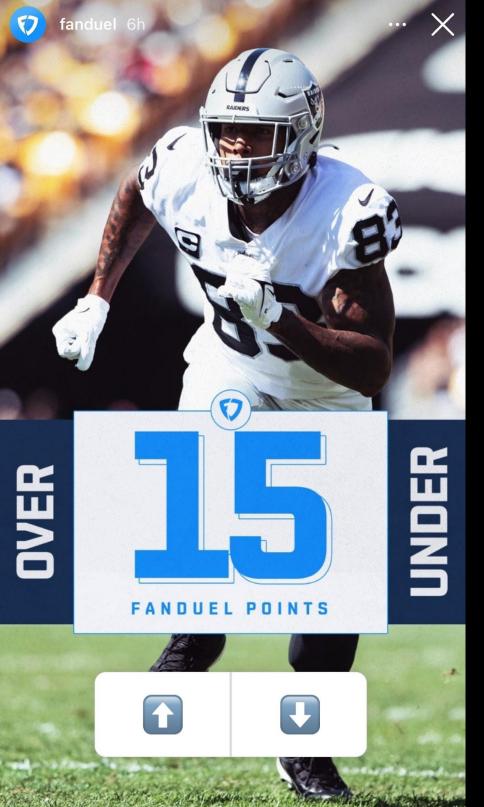


abla

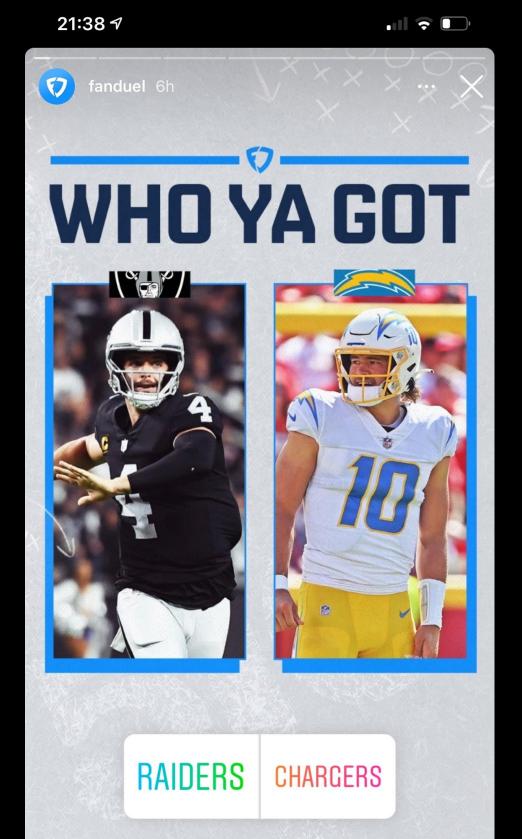








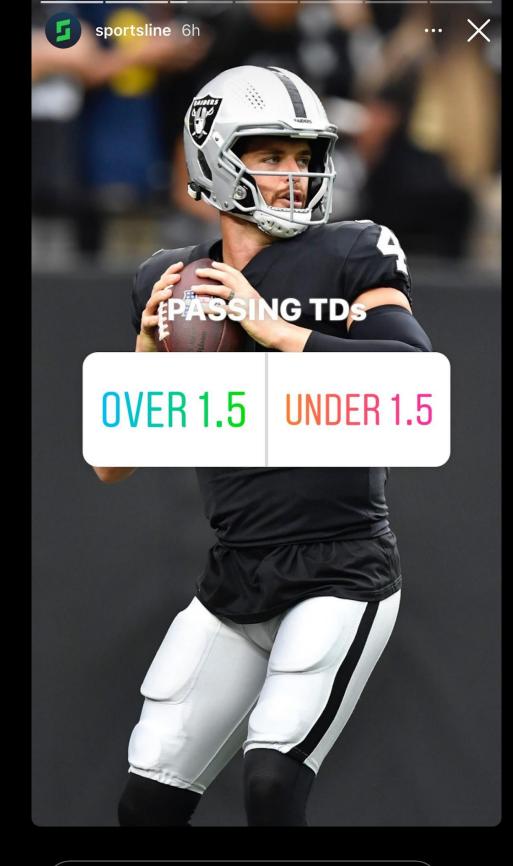
abla





21:37 ₹

21:37 ₹



abla

Send Message

Send Message

abla

7

abla

The data collected on the few interactive polls is meaningless and temporary

The poster receives zero insights on the voters

The voters return only a small sample size, expiring snapshot of results

What about a social media that feels more like a marketplace of public opinion?

Where predictions replace 'likes' as the social currency.

A town hall with voting booths and debate forums

The Collision

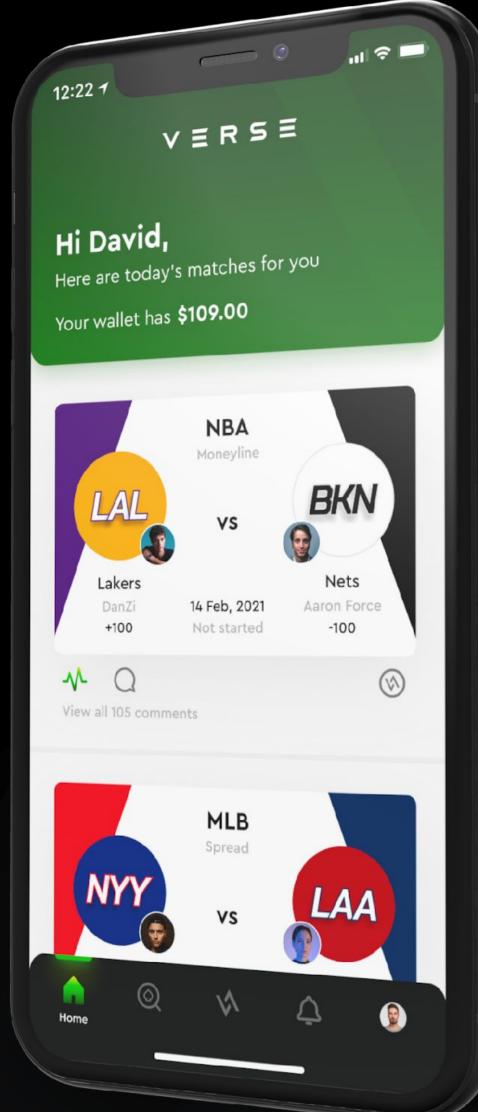
There is just one thing missing from this town hall...

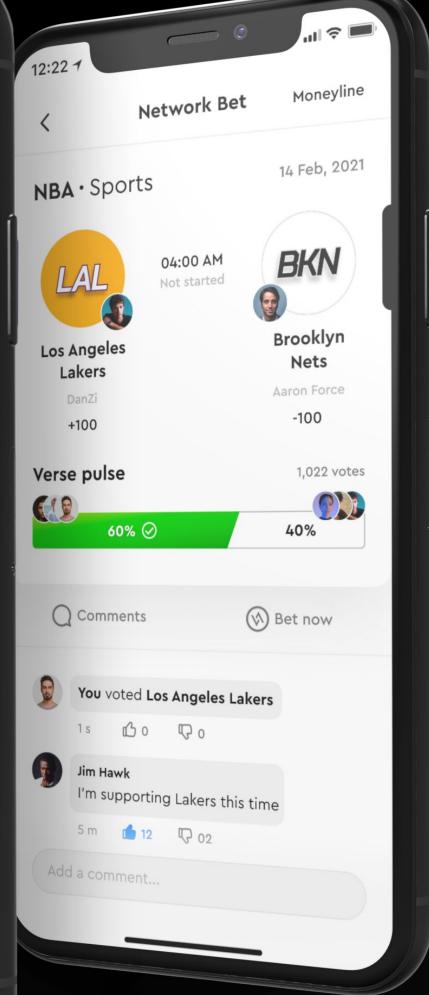


An Arena.



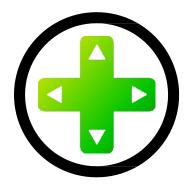
An Immersive
P2P Social
Gaming Platform





The Social Arena Built For Betting

Verse allows users to:



No House Juice

Em



Bet with Peers



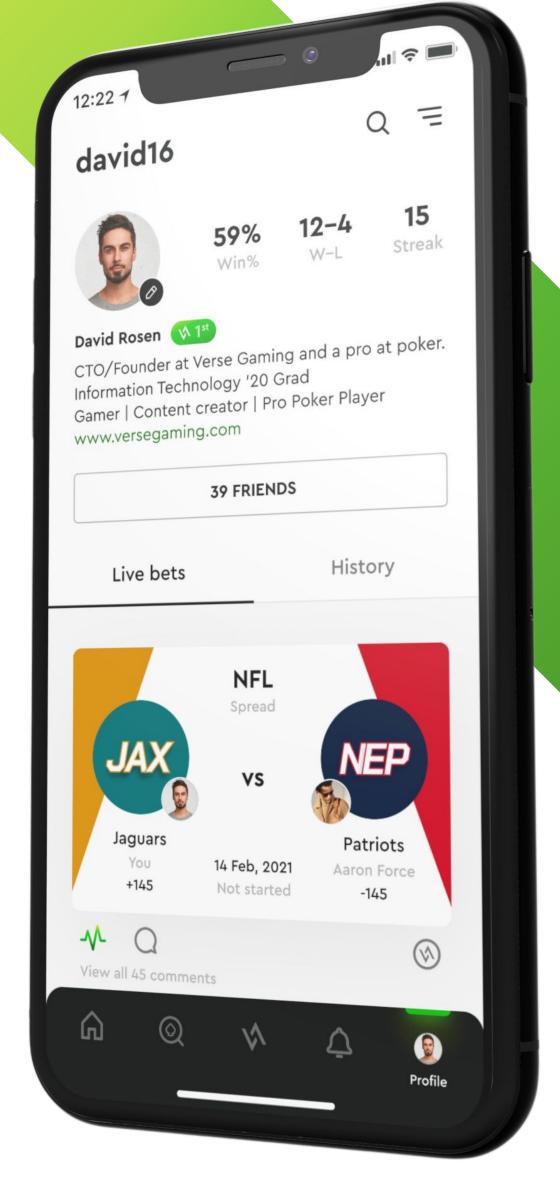
Share bets instantly





Trusted payouts



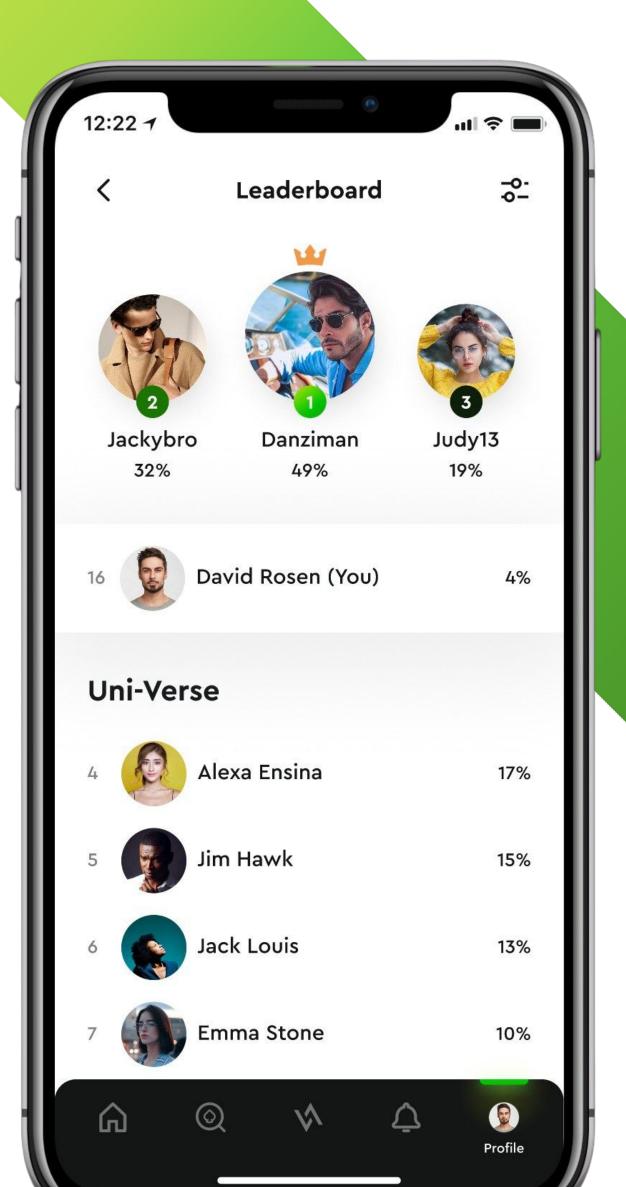


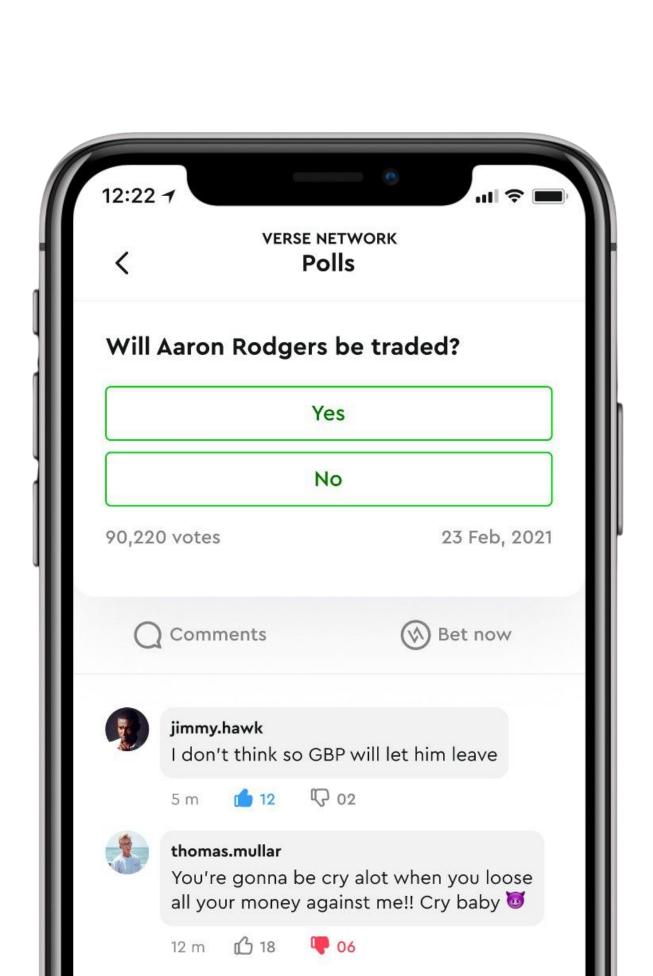
Rivalries are born between...

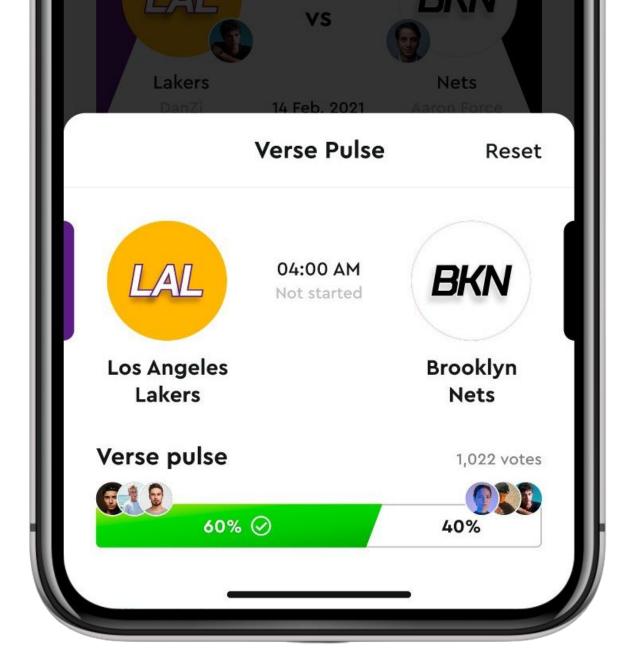
Friends and co-workers

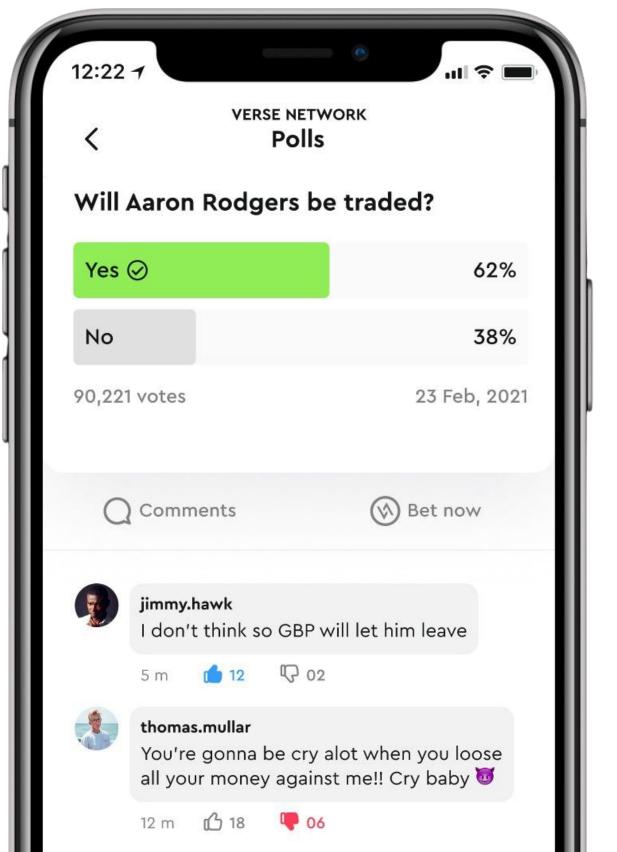
Ohio St and Michigan Grads

Yankee Husbands & Red Sox Wives











The Gramys



The Bachelor





Politics

Verse is not aiming to replace the social media platforms that are baked into our culture

Verse is complementing them

Social Betting Isn't New







Action Network

Bet tracking Systems analysis **Affiliate marketing**

Bookit Sports

Social Pick tracking Expert picks Influencer centric

Draftkings

Social Sportsbook Friends Chats

Verse is the first platform that isn't built to take your money

Because Verse doesn't win when you lose

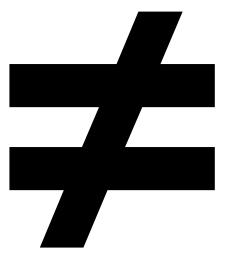
So how does Verse win?

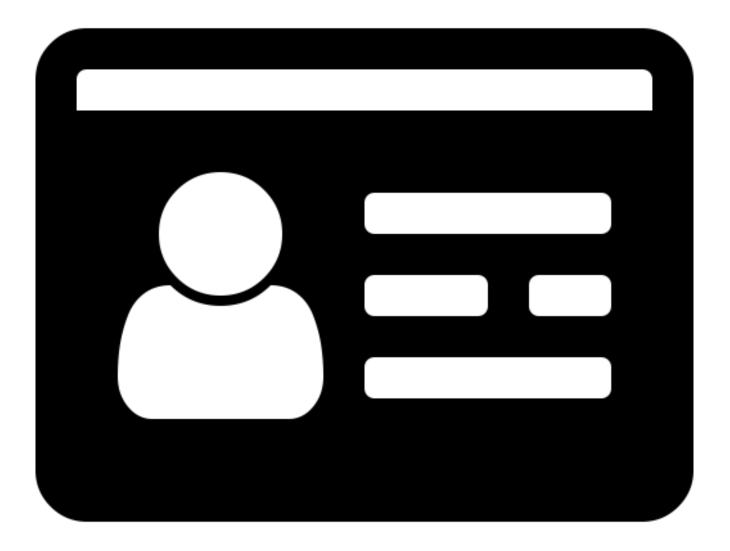


~ \$1 Trillion Market Cap

- Age
- Location
- Gender
- 'Likes'
- •\$82 Per User
- •259M Users*





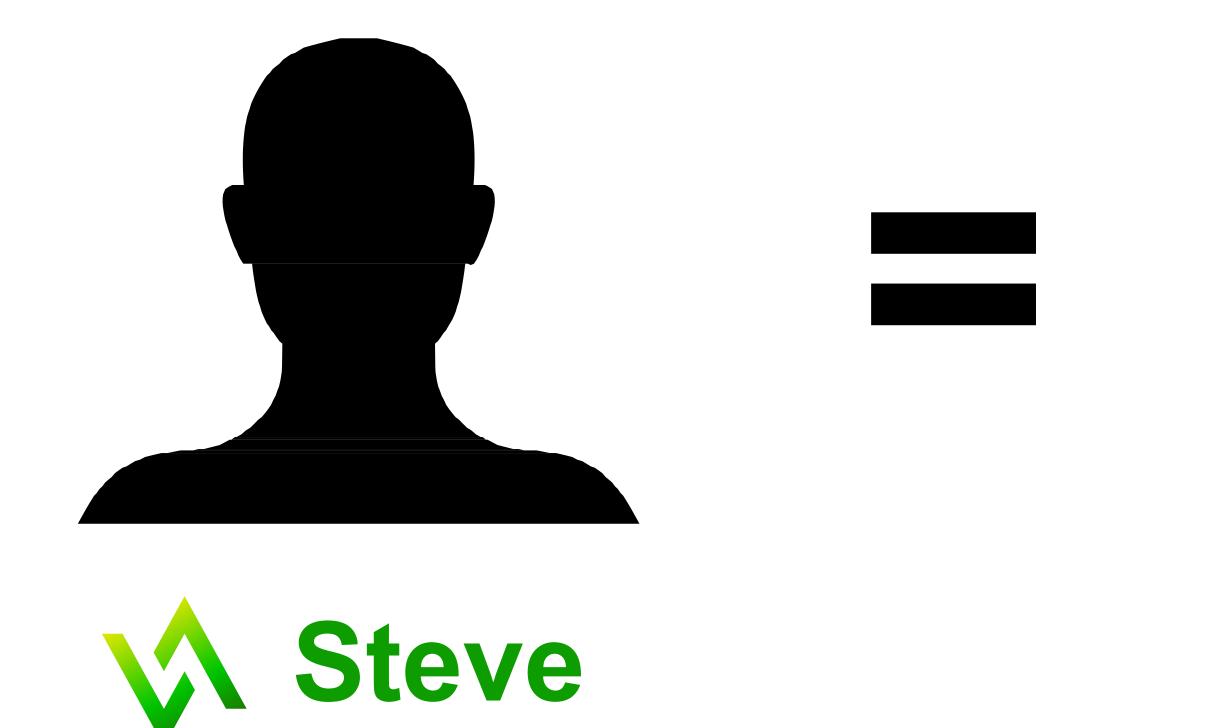


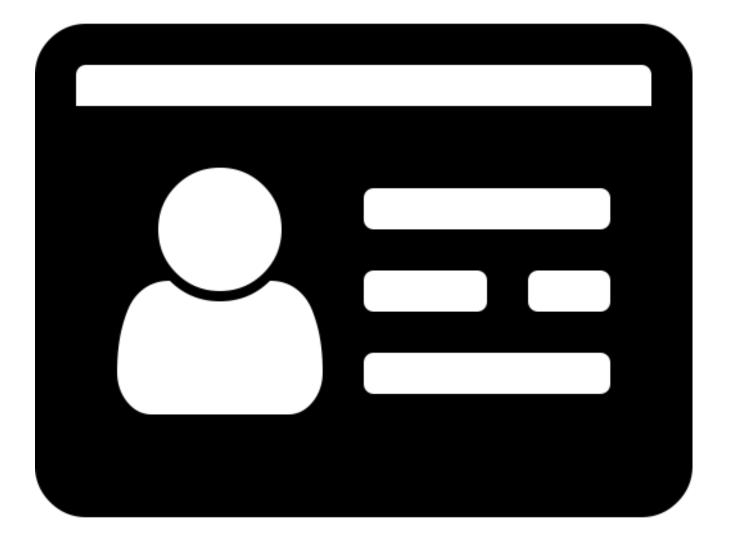






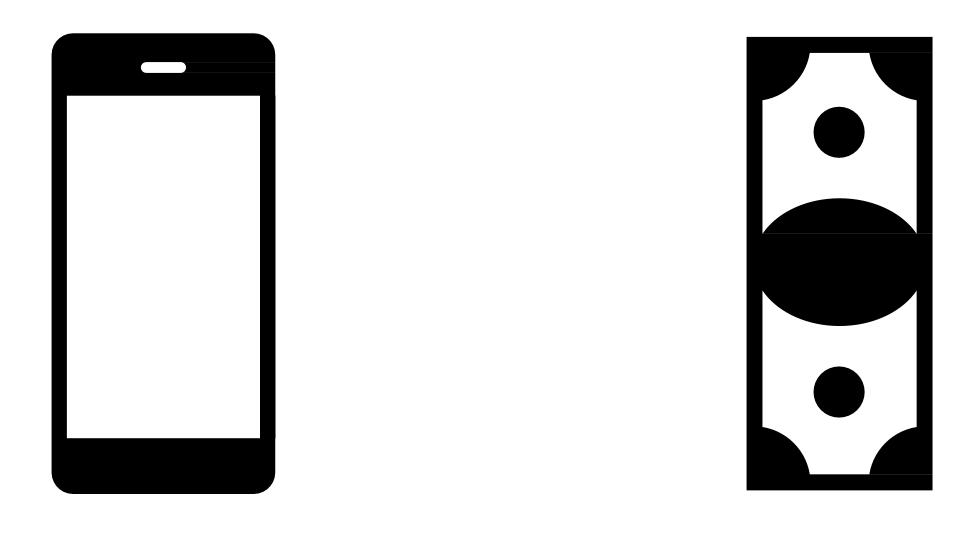
- Age
- Location
- Gender
- Ethnicity
- Interests
- Political Affiliation
- Real Time Opinion
- Prediction Data
- Budget







The collision course ahead



Product

Revenue

The First Immersive Social Network Built for Peer-to-Peer Betting

- Put Your Money Where Your Mouth is
- Decentralizing Odds with Public Opinion
- Replace the 'Like' button with your Vote
- Give advertisers access to high fidelity user data



Conclusion

Social media is due for an update

In 2021+, Gaming has both the opportunity and demand to accelerate that evolution