SPORTS DECISION INTELLIGENCE

The probability behind every bet.

BTA Sports turns every sportsbook line into a win probability, so bettors and fantasy players make one or two informed choices instead of guessing across thousands.

Four tools on one engine: Game Analyzer, Player Props, Risk Analyzer, and Fantasy IQ.

> Not a sportsbook. BTA does not accept deposits, process wagers, or set lines.



TRACTION RevenueCat, as of September 16, 2026

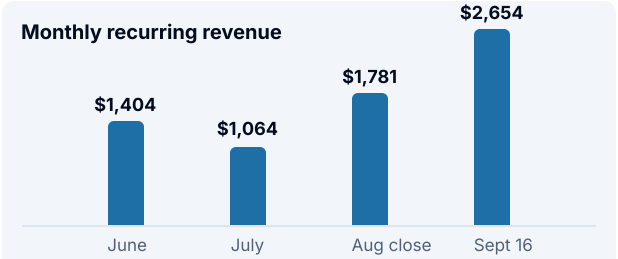
Growing without a single paid ad.

$2,654
Monthly recurring revenue on September 16, up 49% from $1,781 at August close.

124
Paid subscriptions on September 16, with 116 more users in active trials.

21%
Of trials converted to paid in the 30 days to September 16 (79 of 371).

$0
Spent on paid ads as of September 22. Growth to date has come from organic content, creators, and live events.



July dipped after World Cup predictions ended. Football season drove August and September.

Figures are live RevenueCat metrics as of September 16, 2026. August figures are closed-month values.

THE PROBLEM

Bettors see the price of every bet, not the chance it hits.

Parlay odds fall fast with every leg added, and nothing on a sportsbook screen shows it. A sportsbook makes money when people bet more. BTA makes money when they decide better.

Why the parlay math matters

A real two-leg example from the app's Risk Analyzer.

Leg 1 · Cubs +1.5 run line	73.5%
Leg 2 · Over 9.5 total runs	56.5%
Both legs together	41.1%

THE MARKET

$166.9B
Wagered on legal U.S. sports betting in 2025, up 11% from 2024.

$16.96B
Sportsbook revenue in 2025, up 22.8% from 2024.

96.5%
Share of that revenue that came from online betting.

Source: American Gaming Association, Commercial Gaming Revenue Tracker, full year 2025.

WHY BTA

Patent pending.
The risk analyzer behind BTA's parlay probabilities is patent pending.

Built to add sports fast.
League identity is data, not code. As of September 2026, MLB, NFL, and college football are live, with NBA, NHL, and MLS next.

On the bettor's side.
BTA earns a subscription when people decide better, and it works across books instead of for one.

Tyler Fox, Founder and CEO, leads product and technology. Nick Schell, Founder and President, leads the business and the raise.

THE ROUND ACCREDITED INVESTORS ONLY

$2M to turn on paid growth.

$2M
Minimum raise.

SAFE
At a $25M cap, the same cap for every investor in this round.

Nov 1
Commitments targeted by November 1, 2026.

USE OF FUNDS

First $1M
Runs the business.

Second $1M
Goes almost entirely to paid marketing, which BTA has never run.

> Next milestones, BTA's targets as of September 2026: NHL and NBA with their seasons, MLS this fall, bet export to every major sportsbook in October, and app version two on December 1.

Nick Schell, Founder and President · nick@btasports.io · Watch the app demo

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