

Iniciativa na podporu rozvoje činnosti mladých inovátorů a startup firem a komercializace výzkumu a vývoje.
Initiative aimed at support for innovative entrepreneurs, start-up companies and commercialization of research and development.

BuddyBet



adVENTURE



AmCham 
American Chamber of Commerce
in the Czech Republic



BuddyBet

WHAT WE OFFER

BuddyBet is a groundbreaking combination of social networking and online betting, offering sports fans the chance to challenge each other to direct head-to-head bets or make bets against groups, either for virtual money (BuddyBucks), forfeits or, from January 2013, cash. Users can bet on the BuddyBet website or via links posted on other sites.

In the coming months, we'll open BuddyBet's functionality to forums and gaming platforms and launch a range of mobile apps, including a system that allows businesses to engage users to create and send bets across their existing sites and operating off our shared global database.

HOW IS YOUR PRODUCT INNOVATIVE

Along with a unique format, BuddyBet's other big advantage is an innovative approach to marketing, targeting users who don't currently bet. By turning online betting into a fun, social activity, BuddyBet believes it can tap this huge potential market.

COMPETITIVENESS

Several social betting websites have

already come to market but none has found the right formula for attracting large numbers of users. BuddyBet's approach finally gets the mix right. Social games companies such as Zynga (FarmVille, etc.) have proven that people who would never previously consider betting are willing to pay money to play games online. From games such as these, it's a short step to BuddyBet's social betting model.

TARGET MARKET

Unlike traditional online betting platforms, BuddyBet is aimed at the widest-possible user base. In particular, BuddyBet is initially targeting 18-to-30-year-old sports fans in the UK and Ireland. The platform is available worldwide in formats that comply with local laws and regulations.

TEAM

Led by long-term Prague residents Jarrod Epps and Stuart Watkins, the BuddyBet team combines Czech and international expertise in the fields of web development, marketing, customer support, content creation and community management.

Website: <https://www.buddybet.com/>
Electronic Presentation: <http://bit.ly/WM0Uh0>

CONTACT DETAILS

Jarrod Epps
BuddyBet
Mezibranska 4
110 00 Prague 1
Phone: (+420) 605 435 000
Email: jarrodepps@buddybet.coma