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SOCIAL PARLAY

The Prediction Market Built for Golf

Peer-to-peer event contracts for the world's most engaged sports audience

Raising $1.5M · SAFE · $10M Post-Money

July 2026

THE TEAM

Built by Marketplace Veterans

CM

Colin Masters Co-Founder & CEO

- British Army veteran, three operational tours with the Royal Irish Rangers, then bricklayer, then a computing degree earned while working his way onto trading floors
- iOS lead on Blockstream Green, the open-source Bitcoin wallet, deep crypto product experience
- Took Social Parlay from concept (2024) through the Arcline AMM & Solana settlement build to closed beta
- 15+ years engineering: built algorithmic trading & market data systems for JPMorgan, Deutsche Bank, and Barclays in New York & London
- Led global engineering teams (Apple Platforms Lead, Neone); shipped a US App Store Top-20 app, Featured by Apple (SHRED)
- Strategy, fundraising, and product vision, leading the $1.5M SAFE round

JL

Jason Lee Co-Founder & CTO

- Senior Engineer at Triton One, the Tier-1 Solana RPC provider powering the platform's settlement infrastructure
- Co-Founder at Fenix Global, where the core Social Parlay team first collaborated
- Principal Engineer at One Medical, consumer platform engineering at scale
- Leads engineering across the Arcline AMM, Solana custodial wallets, and DataGolf / Slash Golf integrations

K

Kris Dahl

CFO

Former TD Bank exec. Financial ops & compliance.

C

Chris Gillard

Sales & Marketing

Golf industry relationships & go-to-market.

J

Jared Clark

Operations

Engineering & Architecture
Research & Consultation
Amazon DSP

Core team collaborated at Fenix Global and Acuitas Trading Technologies.

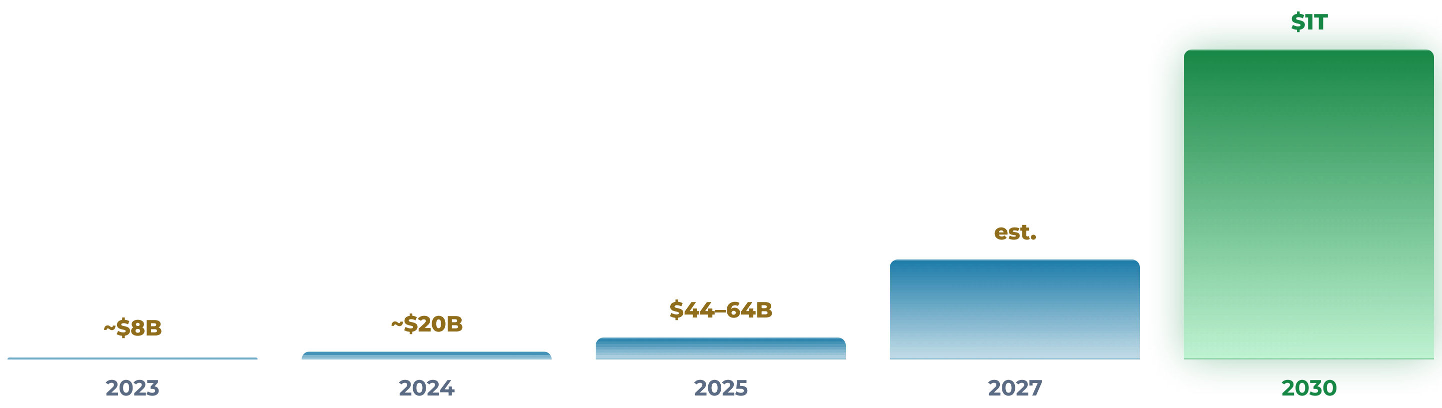
MARKET OPPORTUNITY

Prediction Markets Are Forecast to Hit $1 Trillion by 2030.

Sports already account for 80%+ of prediction market volume. Bernstein projects a 15× expansion in five years.

PREDICTION MARKET VOLUME TRAJECTORY

Bernstein forecast



$167B
US Sports Handle (2025)
AGA State of the States

~80%
Sports Share of Prediction Volume
Pew Research (Kalshi, since Jul 2024)

+18%
Golf Betting Volume Growth
YoY (SBJ)

Sources: AGA State of the States 2025 · Bernstein (Yahoo Finance, Investment News) · Pew Research · SBJ

REGULATORY VALIDATION

The Floodgates Have Opened

The CFTC has cleared domestic perpetual futures and prediction markets, triggering a massive capital migration and institutional showdown. Prediction markets have moved from niche to mainstream.

> *"Prediction markets are truth machines. They aren't gambling platforms; they are decentralized, economic polling systems that strip away fake news and reflect actual, unbiased public consensus through real capital commitment."*
>
> • **Mike Selig** CFTC Chairman

• From Offshore to Onshore

The CFTC approved Kalshi and Coinbase to offer regulated perpetual futures, the first time ever. Kalshi's valuation jumped from $11B to $40B in months. The floodgates are real.

• Capital Is Flowing

Event contracts are crossing $25B in trading volume. Robinhood and Coinbase are distributing them to millions of everyday users. This isn't speculative anymore.

• The Door Is Locked Open

Federal courts ruled states can't ban CFTC-regulated event contracts. Regulatory momentum is now permanent.

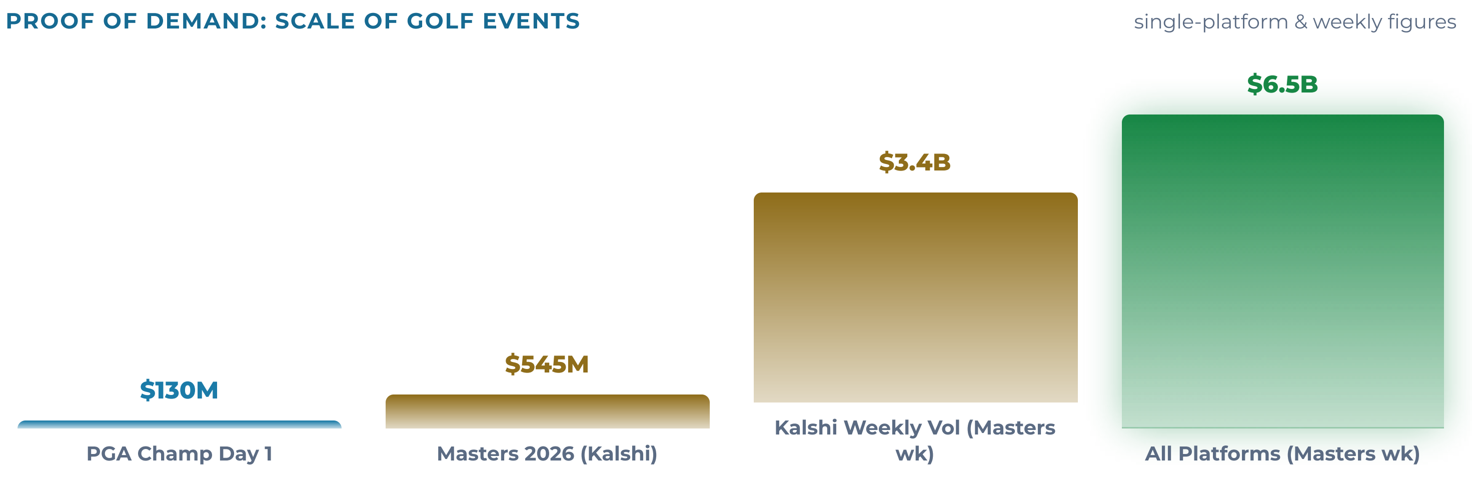
• And This Is Just the U.S.

On-chain event contracts unlock permissionless P2P trading across borders, no exchange required. The U.S. regulatory wave is the catalyst; the global market is the destination.

GOLF DEEP DIVE

One Golf Tournament Drove $545M in Prediction Market Volume.

The 2026 Masters, on a single platform with no social features and no parlay mechanics, became the most-bet sporting event in Kalshi's history.



$1.3B
Kalshi Annualized Sports Revenue
~20% of DraftKings, bare-bones product

+18%
Golf Betting Volume Growth (YoY)
+15% more bettors (SBJ)

85%
Sports Share During Masters Week
Covers · Bonus.com

> *"While golf trails soccer and politics in total volume, it has become a lucrative niche."*
> **DeFi Rate** April 2026

Sources: Seeking Alpha · Covers · DeFi Rate · Bonus.com · SBJ

GOLF DEEP DIVE

The Gap

Current prediction market products for golf are bare-bones. No platform is purpose-built for the sport.

What Exists Today

- Flat winner contracts only (YES/NO on Scheffler)
- 1–15 market types per tournament
- No in-play props during a round
- Generic sportsbook UX
- No social trading groups

What's Missing

- 30+ market types per event (round leaders, H2H, cut lines, props)
- In-play props that track live during a round
- Social trading groups within private leagues
- Real-time DataGolf integration
- Purpose-built UX that speaks golf

Kalshi generated $1.3B in annualized sports revenue (roughly 20% of DraftKings) with a bare-bones product. A purpose-built golf platform captures the gap.

Sources: Yahoo Finance · Kalshi.com · Polymarket

TRACTION

Milestones & Roadmap

Building the first purpose-built social prediction market for golf: from concept to scale.

- **2024 Q1** — **Concept + Founding** Research, product design, core smart contract architecture
- **2024 Q3** — **Pre-Seed Close** $500K from friends, family, and angel investors
- **2025** — **Core Platform Built** Arcline AMM, Solana custodial wallets, DataGolf + Slash Golf integrations, group trading, leaderboards
- **2026 Q3** — **Closed Beta + $1.5M SAFE** IN PROGRESS Closed beta launching now · Raising $1.5M SAFE at $10M post-money
- **2026 Q4** — **Mainnet + Open Beta** Mainnet deployment, open beta, first full tournament cycle
- **2027 H1** — **Public Launch** Full PGA Tour coverage, 30+ market types per event, league partnerships
- **2027 H2** — **Expansion** In-play markets, parlay mechanics, premium features, influencer program
- **2028+** — **Scale & Exit** $500M+ volume, $10M ARR, acquisition target

As of July 2026 · Closed beta underway · $1.5M SAFE round open

THE PRODUCT

Prediction Markets Built for Golf

Trade YES/NO event contracts against other golf fans, inside private social groups, powered by real-time DataGolf data, settled instantly on Solana.

YES, $271K | $847K pool | NO, $576K

32% | 68%

Shares Traded — YES or NO

Pool Fills — P2P, no house

Event Resolves — Winners split pool

THE MASTERS 2026

Scottie Scheffler wins?

● LIVE

YES	NO
$0.32	$0.68
32% implied	68% implied

Vol: **$847K** Traders: **2,341** Closes: **Apr 13**

🏆 YOUR GROUP, MASTERS POOL

#1	Tyler M.	YES Scheffler	+$412
#2	Sara K.	NO Rory	+$289
#3	James R.	YES Morikawa	+$174
#4	Priya S.	YES Top-5	+$91

HOW IT WORKS

A Real Orderbook.
Not a Cash-Out Button.

Users buy and sell YES/NO contracts on a live P2P orderbook. Prices reflect what other traders are willing to pay, rather than a house algorithm built to extract value from the bettor.

SCHEFFLER YES, LIVE ORDERBOOK — Price · Size (shares)

Side	Price	Size (shares)
SELL	$0.36	420
SELL	$0.35	810
SELL	$0.34	1,200
spread $0.01		
BUY	$0.33	950
BUY	$0.32	640
BUY	$0.31	380

SPORTSBOOK CASH-OUT
Price calculated internally. Algorithm always favors the house. Take it or leave it.

SOCIAL PARLAY ORDERBOOK
Price set by other traders. P2P market, you can post a limit order or hit the best available.

REVENUE, TWO FEE STREAMS

Taker Fee
Orderbook trades

A variable low % charged to the taker on every matched order. Collected in real time on each trade.

Variable
% per taker trade

Real-time
collected on match

Settlement Fee
Pool resolution

A variable flat % deducted from the winning settlement pool when the event resolves on-chain.

Variable
flat % of pool

On-chain
at event resolution

Near-zero marginal cost
Every new market costs nothing to create. Revenue scales with volume, not headcount.

PRODUCT READINESS

Built and Ready to Ship

Every core system is built and proven. Closed beta is underway; here's what's shipping.

CORE ENGINE

- ✓ Arcline Engine, custom AMM utilizing LMSR
- ✓ Live P2P orderbook (real bids/asks, not cash-out)

BLOCKCHAIN INFRASTRUCTURE

- ✓ Custodial wallets on Solana (devnet → mainnet)
- ✓ Tier-1 Solana RPC via Triton One
- ✓ On-chain settlement at event resolution

DATA & INTEGRATIONS

- ✓ DataGolf API, real-time player + round data
- ✓ Slash Golf integration
- ✓ Auto-resolution of tournament outcomes

SOCIAL LAYER

- ✓ Group creation, invitations, in-group trading
- ✓ Real-time leaderboards and position tracking
- ✓ Private pools with friends, leagues, clubs

GROWTH STRATEGY

Influencer-Led Acquisition at 1/20th Industry CAC

DraftKings and FanDuel pay **$200–$500 per funded user**. Our micro-influencer + P2P virality model targets **$12–$18 blended CAC**.

40%
Micro-Influencer Partners
Golf creators + betting tipsters (10K–100K). Co-branded prediction challenges during tournaments.

CAC: $10–20

25%
Organic Community
Reddit r/golf (1.2M), Golf X, Discord. Seeded content, ambassador program.

CAC: $3–8

20%
League & Club
Golf leagues, sim venues, club pros. One partnership seeds 20–50 users.

CAC: $5–10

5%
Tournament Events
On-site at PGA events, charity tournaments, pro-ams. High-intent.

CAC: $15–25

10%
Paid Social Retargeting
Meta, X, YouTube retargeting of warm audiences only, not cold reach.

CAC: $25–50

SAMPLE UNIT ECONOMICS $500 post → 30K impressions → 450 clicks → 270 installs → **54 funded users** = **$9.26 / user**

Sources: Sacra · Sportbot AI · LaunchPoint HQ · Shopify Influencer Pricing 2026 · Business Insider (Polymarket influencer model)

MARKETING BUDGET

Year 1 GTM Allocation: $600K

Influencer-led model, weighted to micro-creators and retargeting. Designed to acquire ~40K funded users at ~$15 blended CAC.

Micro-Influencer Partners
42%

$250K

~125 deals at avg $2K each, golf creators + betting tipsters

Paid Social Retargeting
25%

$150K

Meta, X, YouTube, retargeting warm audiences only

League & Club Partnerships
8%

$50K

Golf leagues, sim venues, club pros, bulk user seeding

Tournament Activations
8%

$50K

On-site presence at PGA + senior tour events

Community Seeding
8%

$50K

Reddit, Discord, ambassador program, content mods

Brand Creative + Content
8%

$50K

Video production, ad creative, landing pages

TOTAL YEAR 1 GTM **$600K**

$600K
Year 1 GTM Budget
from $1.5M SAFE raise

40K
Target Funded Users
Year 1 acquisition

~$15
Blended CAC Target
vs. industry $200–500

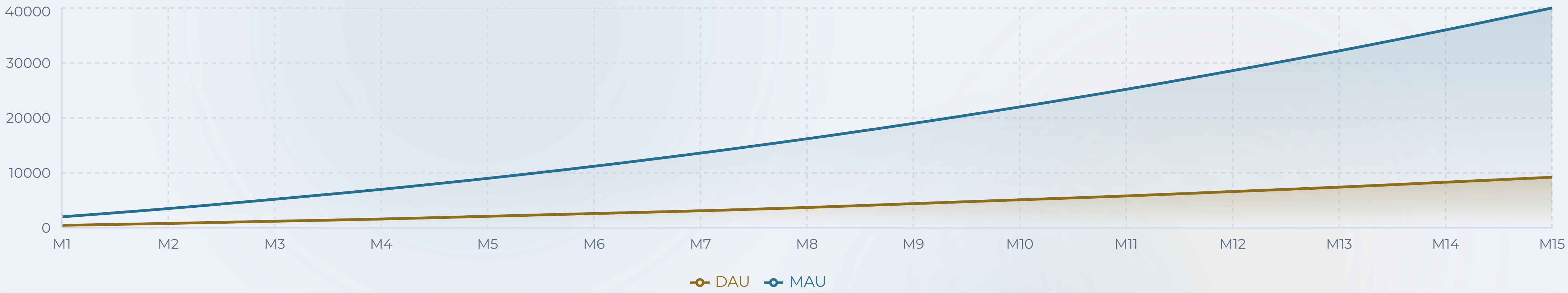
20×
Cost Advantage
vs. traditional sportsbooks

Sources: Sacra ($200–300 sportsbook CAC) · Sportbot AI ($300–500 industry) · LaunchPoint HQ ($8–28 micro-influencer CPM) · Shopify / impact.com influencer rates

USER PROJECTIONS

Path to 40K MAU in 15 Months

Compounding growth from public launch, aligned to the PGA calendar; majors and Signature Events accelerate acquisition through the season.



40K

MAU by Month 15

Matches Year 1 funded-user target

9.2K

DAU by Month 15

~23% DAU/MAU engagement

45+

Events / Year

Near-weekly engagement

GOLF DEEP DIVE

$10M ARR & $500M Volume by 2030

Conservative model on $3–5B golf prediction market TAM. Year 1 (2026) is a partial beta year; beta users are onboarding now.

REVENUE RAMP

2% blended take rate

	2026	2027	2028	2029	2030
Market Share	0.6%	1.5%	3.0%	5.0%	10%
Total Volume	$30M	$100M	$250M	$400M	$500M
Revenue (2% of vol)	$600K	$2M	$5M	$8M	$10M
Active Users	10K	35K	75K	130K	200K
Events Covered	10	25	45	45+	45+

$500M
2030 Volume
10% of $5B golf TAM

$10M
2030 Revenue
At 2% blended take rate

200K
2030 Active Users
~30% YoY growth

17×
Revenue Multiple 2026 → 2030
Compounding volume ramp

Sources: Kalshi Masters data (Seeking Alpha) · PGA Tour event schedule · SBJ growth rates · AGA State of the States 2025

THE ASK

$1.5M SAFE · $10M Post-Money

Use of Funds

Go-to-Market 40%

$600K

Influencer-led launch, tournament activations, community

Engineering & Infra 40%

$600K

Devnet beta, mainnet prep, security audits

Working Capital 20%

$300K

Ops & compliance baked in, CFTC framework, legal, financial ops, runway buffer

TOTAL BUDGET: YEAR 1 **$1.5M**

What $1.5M Unlocks

1. Devnet beta launch for Masters 2026 (Apr 9), first live tournament cycle
2. 10K+ MAU within 6 months
3. Revenue from day one, % from all final winner settlements, variable rake from all takers on the orderbook
4. 15–18 months to prove unit economics
5. $200M valuation within three years at 10× revenue

SOCIAL PARLAY

The Missing Prediction Layer in Golf

Let's talk.

socialparlay.com · Vancouver, BC

SUPPORTING MATERIAL

Appendix

Competitive landscape · Strategic partnerships · P&L detail · Comparables · Exit strategy

COMPETITIVE POSITION

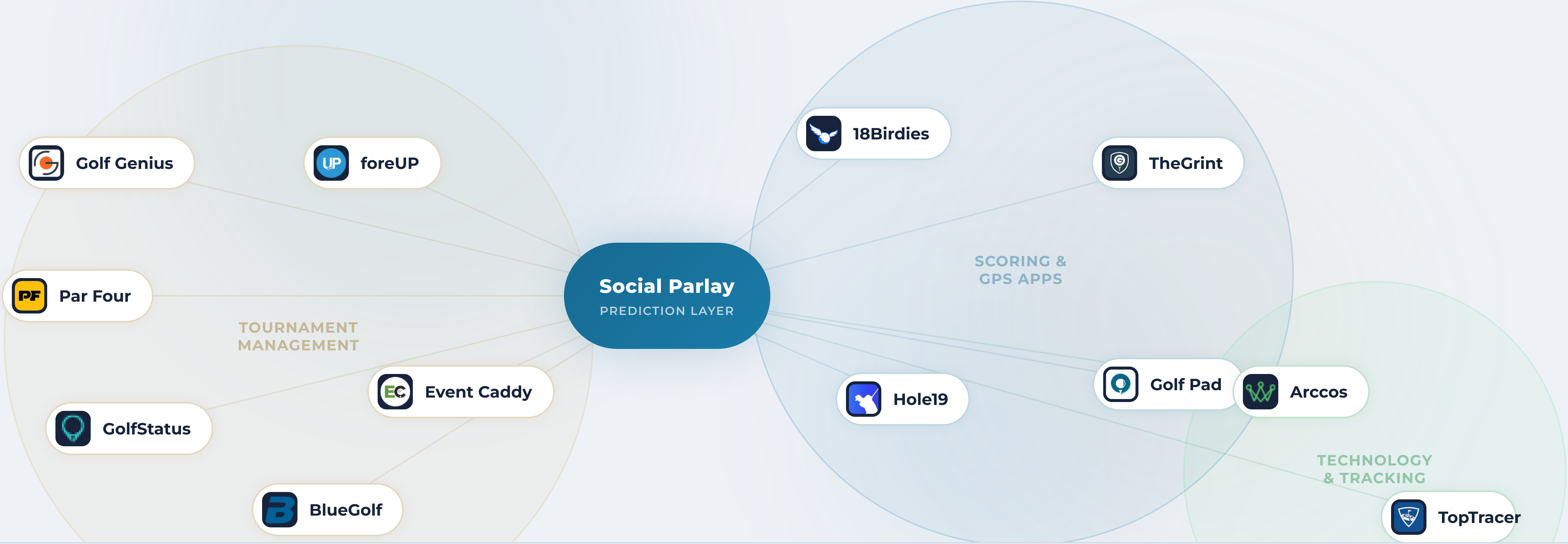
Depth Wins the Vertical

Competitors offer only **1–15 market types per tournament**, mostly winner and finish-position contracts. No platform goes deep inside a round. Social Parlay creates **30+ market types per event**: round leaders, top-5, H2H matchups, cut lines, player props, across 45+ events a year.

	Polymarket	Kalshi	DraftKings	Social Parlay
Market types per tournament	1–2	~14–15	~12–15	**30+**
Events covered / year	Select PGA + Majors	Select PGA + Majors	Most PGA	**45+ PGA events**
P2P trading	✓	✓	×	**✓**
Social groups	×	×	×	**✓**
Player analytics	×	×	Content-only	**DataGolf (interactive)**
Golf UX	×	×	Sportsbook UX	**Purpose-built**

STRATEGIC PARTNERSHIPS

The Prediction Layer for Golf's Ecosystem



These platforms manage scoring, pairings, and handicaps for **millions of rounds**. Social Parlay integrates as the betting layer; golf apps bring the audience, we bring the markets.

FINANCIALS

Path to Profitability: 2027

Loss in 2026 funds beta launch + user acquisition. Pre-tax operating profit from Year 2 onward, scaling to **$7.9M by 2030**.

	2026	2027	2028	2029	2030
Market Share	0.6%	1.5%	3.0%	5.0%	10%
Golf Prediction Market Size	$5.0B	$5.5B	$6.0B	$6.5B	$7.0B
Our Trading Volume	**$30M**	**$83M**	**$180M**	**$325M**	**$500M**
Gross Revenue (2% take)	**$600K**	**$1.66M**	**$3.6M**	**$6.5M**	**$10M**
Development & Engineering	($500K)	($500K)	($500K)	($500K)	($500K)
Marketing (CAC × users)	($600K)	($810K)	($970K)	($1.17M)	($1.4M)
Legal & Compliance	($150K)	($100K)	($100K)	($100K)	($100K)
Infrastructure & Data	($20K)	($25K)	($30K)	($35K)	($40K)
G&A / Other	($50K)	($60K)	($70K)	($80K)	($90K)
Unique Active Customers	10K	35K	75K	130K	200K
Pre-Tax Operating Profit	**($720K)**	**$165K**	**$1.93M**	**$4.62M**	**$7.87M**

Y2
Profitable (Pre-Tax)
Operating profit from 2027

$7.9M
2030 Pre-Tax Profit
On $10M gross revenue

79%
Year 5 Operating Margin
Pre-tax / gross revenue

0%
Panama Tax on Foreign Income
Territorial system, structure TBD

Year 1 = 2026 (partial beta year). Operating company registered in Panama (territorial tax system: 0% on foreign-source income); income flows to Canadian parent. **Corporate tax optimization pending legal structuring.** Solana settlement costs negligible.

MARKET VALIDATION

Comparable Companies & Metrics

Prediction markets and golf betting are both growing at 15%+ annually. The intersection is underserved.

Company	Sector	Metric	Value	Source
Kalshi	Prediction Markets	Sports Volume (2025)	**$3B+**	Kalshi Q1 Report
Kalshi	Prediction Markets	Annualized Revenue	**$1.3B**	Yahoo Finance
Polymarket	Prediction Markets	Daily Volume	**$200-300M**	Polymarket.com
DraftKings	Daily Fantasy/Sports	Sports Revenue (2023)	**$2.7B**	10-K
FanDuel	Daily Fantasy/Sports	Sports Revenue (2023)	**$2.4B**	10-K
Eagle Eye	Golf Analytics	Golf Market Growth (2025)	**+18% YoY**	Eagle Eye Media
BetMGM	Daily Fantasy/Sports	Sportsbook Volume (2025)	**$37B+**	SBJ

Key finding: Kalshi's $1.3B in annualized sports revenue with a generic product. A purpose-built golf platform captures the gap between traditional sportsbooks and prediction markets.

EXIT STRATEGY

Acquisition Targets

40%
US Sports Betting Volume
DraftKings + FanDuel combined

$39B
Combined Market Cap
DKNG + FNDL

$37B+
BetMGM 2025 Volume
Growth plateauing, acquiring niches

$1.3B
Kalshi Annualized Sports
20% of DraftKings, with bare-bones product

Sports betting consolidation is accelerating. DraftKings, FanDuel, BetMGM, and Kalshi are all acquiring niche platforms with proven audiences. A golf-specific leader with 200K users and $10M ARR is a premium target.

Sources: Statista 2024 · Yahoo Finance · SBJ · Kalshi Q1 Report