



Two applications developed by students in the
SISTA and RTIP departments at the UofA

FANTASY RACING

Introduction

- The popularity of the fantasy gaming market can not be underestimated.
 - The market has seen 60% growth in participants since 2007.
 - 32 million people in North America aged 12 or older participate in some sort of fantasy game.
- Current Horse Racing fantasy games have a long-term scope and often require the player to have previous knowledge of the racing industry in order to achieve success.

FANTASY RACING

About the Game

- Motivation - Make participating in fantasy racing easy and accessible.
 - Attract small time players and novice racing fans.
 - People are already familiar with playing fantasy sports.
 - However, many are not familiar with the racing industry.
- Purpose - Design a fantasy horse-racing game that focuses on a single day.
 - Our game focuses on a single racing day rather than a season long sport.
 - The game can be applied to many different technology mediums, but for our proof of concept we are using SMS messaging (texting).
 - Like fantasy football, the player will receive points for every successful choice they make, these points will be accumulated and the most successful players will receive prizes.




About the Game

- Motivation - High barrier to entry for betting at race tracks.
 - First-timers afraid of losing all their money.
 - Confusing betting system.
 - Complex set of statistics to parse when placing a bet.
- Purpose - Design application to make betting easier to learn.
 - Develop a game to help first-timers overcome these barriers.
 - Little by little, introduce the complexities of betting to the user.
 - Teach users how to read past performances, place various bets confidently, etc.
 - Use real races (rather than randomly generated ones) to create sense of realism.

Our Application

User: **bddicken**
Money: \$ 131,856,842.00
Highest Level Reached: 2










Welcome to Level Two. In this race, you will be placing another WIN bet. You now know more information about the race. To see the past performance of each horse, take a look at the Horse Statistics card.

Your Pick:
Place Your Bet \$

Submit Win Bet!

Main Card Show Horse Stats Show Jockey Stats

<u>Silks</u>	<u>Number</u>	<u>Horse</u>	<u>Jockey</u>	<u>Trainer</u>	<u>Owner</u>	<u>Bet on them?</u>
	1	Filled With Wonder	Yomar Ortiz	Shellaine Brown	Lary E. Rabold	pick me
	2	Homeboykris	Jose Montano	Julio Cartagena	Brooklyn Farm and M and M Racing Stables LLC	pick me
	3	Head Heart Hoof	Joseph Rocco Jr.	Anthony Dutrow	Dubb, Michael, Grant, Stuart and Aisquith, Gary	pick me
	4	The Elevator	Daniel Centeno	Dane Kobiskie	PTK LLC	pick me
	5	Backwater Blues	Ricardo Santana Jr	Diane Alvardo	Tommy G. Ligon	pick me
	6	Debit Card	Alex Cintron	Jeff Talley	Texas Toyco LLC	pick me
	7	Regal Revenge	Luis Garcia	Timothy Tullock Jr.	Everest Stables	pick me

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Visit our Booth

- Come visit us at booth 9 and 10 in the Exhibitors hall. We would be delighted to answer any questions you may have, and show you how our applications work.
- Discuss the possibilities
- Don't forget to enter our fantasy racing game before cocktail hour today and feel free to come to the booth and try BetBuddie. Stop by our booth to do so.



FANTASY
RACING

Contributors

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