



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



## 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.



# 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.



• 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.

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### 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: Submit Win Place Your Bet \$ Bet! Main Card Show Horse Stats Show Jockey Stats Bet on Owner Silks Number Horse Jockey Trainer them? 1 Filled With Wonder Yomar Ortiz Shellaine Brown Larry E. Rabold pick me Brooklyn Farm and M 2 Homeboykris Jose Montano Julio Cartagena and M Racing Stables pick me LLC Dubb, Michael, Grant, 3 Head Heart Hoof Joseph Rocco Jr. Anthony Dutrow pick me Stuart and Aisquith, Gary PTK LLC 4 The Elevator Daniel Centeno Dane Kobiskie 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 back main menu logout 0:01





## 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 possipblities
- 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.





Contributors

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