



GET TIPS
ON DEMAND



Shared Naming Rights Partner

Friday Trackside on SEN Track

As a Shared Naming Rights Partner of our Friday Trackside show on SEN Track, TIPR will be heavily integrated into our programming through live crediting, interviews, show promos, commercials and more.

Aligning to our high-profile racing talent will also elevate the TIPR brand giving people confidence in the platform.



LOOK AT 2024 DIGITAL,
THE NUMBERS.

906M
MINUTES LIVE STREAMED
BY VOY GROWTH

8.95M
UNIQUE WEB USERS
ON SEN.COM.AU @APPLE NEWS

80M
NEWS ARTICLE VIEWS
ON SEN.COM.AU @APPLE NEWS

208M
SOCIAL VIDEO VIEWS
@SEN @GROWTH

243K
TOTAL USERS
BY TIPR @ SEN

337K
UNIQUE APP USERS
60K TOTAL APP DOWNLOADS

6.2M
PODCAST UNIQUE LISTENERS
33.6M PODCAST DOWNLOADS

1.7M
TOTAL FOLLOWERS
2.5M NEW FOLLOWERS

Invest with full capital protection (money back by June 2027), SEN 7.5% equity already secured, and massive upside in a scalable tipping marketplace.

TIPR is a real-time digital marketplace where punters can buy and sell tips on racing and sports with zero risk. Punters pay just \$1 per "Flip" and automatically receive their money back if the tip loses. Tipsters only earn when their tips win.

The platform uses a dynamic Elo-based rating system to promote the best-performing tipsters in real time. With Sports Entertainment Network (SEN) holding 7.5% equity and v2.0 launching soon (sports, multis & web platform), TIPR is positioned to capture a share of the large and growing global tipping/advisory market.

It operates on a simple, transparent commission model — the platform and tipsters only make money when punters win.

We are currently finalising v2.0 (full sports tipping, multis, exotics + web platform). At just 10,000 active users, this will generate \$3.64 million in annualised revenue.

Ownership shares start at \$25,000 AUD.

Business Resources

TIPR operates with a lean, highly efficient structure. The company is led by Founder & CEO Duncan Shaw, with all development, design, and data science currently outsourced to specialist partners (Pink Panda for development, GMTI Consulting for algorithm & data work).

We utilise modern cloud infrastructure (AWS hosting, React Native app, Laravel backend, Firebase) and maintain a virtual office in Sydney. Strategic support includes Sports Entertainment Network (SEN) as a 7.5% equity partner. No significant physical equipment or full-time staff are required at this growth stage.

Website

<https://www.TIPR.bet>

Location: **New Zealand**

Asking: **\$25,000
AUD**

Type: **Communications/Tech**

Contact:

Duncan Shaw

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