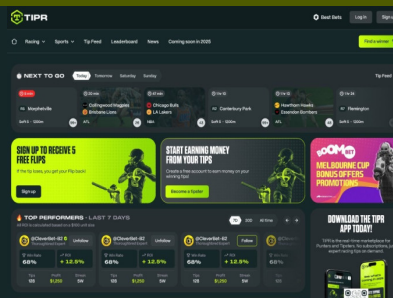


Uber for Sports Tipping Business for Sale Australia



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
BLU VOY GROWTH

8.95M
UNIQUE WEB USERS
7.8M AUSTRALIANS

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

208M
SOCIAL VIDEO VIEWS
27.2% @GROWTH

243K
TOTAL USERS
SEN TRACK + SEN APP

337K
UNIQUE APP USERS
60K TOTAL APP DOWNLOADS

6.2M
PODCAST UNIQUE LISTENERS
33.8M PODCAST DOWNLOADS

1.7M
TOTAL FOLLOWERS
2.6M NEW FOLLOWERS

SEN-Backed Uber for Sports Tipping. Investment for Equity for August v2.0 Launch.

TIPR is the real-time digital marketplace for racing and sports predictions — the Uber for sports tipping. Punters pay just \$1 to “Flip” an expert tip and get their money back if it loses. Tipsters earn only when their tips win, creating a true win-win model that lets anyone turn their sports knowledge into a profitable side hustle.

Sports Entertainment Network (SEN, \$95m market cap) owns 7.5%. The founder previously built one of Australia’s largest tipping services. We are launching v2.0 this August, including full sports coverage, multis, exotics and a new web platform.

We are seeking equity investment with a **minimum of \$12,500 AUD** to fund the v2.0 launch. At just 10,000 active users the platform is projected to generate \$3.64 million in annualised revenue. Strong scalability with very low overheads.

Business Resources

Founder-led digital platform with in-house development, design and data science capabilities. Operates through a cloud-based mobile app with real-time tip tracking, performance analytics and verified results. Asset-light model with no physical premises, inventory or significant fixed costs. Highly scalable technology platform with low overheads. Strong technical foundation and proven systems already in place, ready for accelerated growth following the v2.0 launch.

Website

<https://www.TIPR.bet>

Location: **New Zealand**

Asking: **\$12,500
AUD**

Type: **Communications/Tech**

Contact:

Duncan Shaw

nzbizbuysell.co.nz/132846

