

# 7 Ball Run

***CUE SPORTS REDEFINED***

***US Patented billiard game***





# The purest form of Cue Sports

**“You have to play a game where each player shoots the same pattern. Then it would be more like golf ”**

***-Earl Strickland***

***US Patented billiard game***





## How popular are Cue Sports?

There are approximately 46 million people playing pool in the USA.

*- The Billiards Congress of America*

Cue Sports is the 4th biggest sport in China, with over 60 million people playing on a daily basis. It's also a major sport in the UK and has shown great growth globally in places such as Germany, India, Brazil, Spain, Turkey and the Netherlands.

*- Biggest Global Sports*

*a statistics-based analysis of the biggest global sports*



## How 7BallRun is engineered

- |                        |                                                    |
|------------------------|----------------------------------------------------|
| • Player vs. Landscape | Player has no direct opponent                      |
| • Break-less Cue Sport | Removal of random luck and chance                  |
| • Secure Setting       | Eliminates any opportunity for outside interaction |
| • Fast paced           | 120 second average game time                       |
| • You miss, you lose   | Players only get paid on successful runs           |

**This makes for the most stimulating Cue Sport play ever broadcasted. There is no slowing down of the pace, just pure shot-by-shot action.**

# How 7BallRun works

- Markets available 15 min before start
- Select what pattern you would like to bet on
- Live Back - lay markets
- Multiple micro markets
- Could not be simpler



## Information for Operators



Maximum

**3** minutes per game

Minimum

**4** betting opportunities per game

**15** games per hour

**75** games per day

Average of

**300+** betting opportunities per day

The above figures assume 5 hours daily streaming of 7BallRun™ by operators and full time active play at an average rate of 3 minutes per game. These figures are provided for illustrative purposes only, and are subject to change based on actual market activity. There is 1 min between each game.

## Market Research



In a survey following a live demo of 7BallRun for 5000 customers of Russia's largest bookmaker, Liga Stavok:

**50%** rated 'very highly' and would definitely play

**25%** expressed interest and would likely try it



## Marketing, advertising and sponsorship opportunities

- Live in-studio and digital advertising
- 7BallRun live Youtube channel
- Naming rights to events
- Live streaming from purpose-built studio
- Live USA/Asia events in 2023
- Sports betting company sponsorship
- Interactive hub by Sportzplanet
- Live casino events





Partners



# What the experts are saying

**“7BallRun™ will revolutionize how cue sports is played and marketed. We couldn’t be more excited about the collaboration.”**

**Don Mackey**  
Pro Billiards Tour

**“Brilliant new game. I couldn’t wait for the next pattern to be set up”.**

**Jimmy White, MBE**  
The People’s Champion

**“7BallRun™ is the type of pool format which will innovate the game. Playing against the whole field with no direct opponent is the only sane evolution of this amazing sport. 7BallRun™ will be huge.”**

**Max Eberle**  
World 10" Table Champion



**“Having had a good old look at [www.7ballrun.com](http://www.7ballrun.com) I think it has massive potential, as we all know the game of pool is huge and played all around the world. I for one can't wait to get playing and promoting this game, I think it's the future of pool.**

**Chris Melling**  
2 x World 8 Ball Champion

**“7BallRun™ is what pool was waiting for. Finally a game where the player is just against the table. This game can reach every single person in this planet at any time and you don't even have to go out of the house. ”**

**Vilmos Foldes**  
Junior World Champion



**S I D I**  
SALT ISLAND DEVELOPMENT INCORPORATED



**Salt Island Development Incorporated is a Delaware registered corporation with experience in product development and the gaming industry. Our goal is to bring promising concepts to market through both internal growth and established partnerships.**

**We are proud to present 7BallRun, the most promising cue sports game the world has ever seen!**

*US Patented billiard game*



**Thank you**