

Bright young things

Gambling Insider's regular look at the new kids on the block in the gambling industry, as **Bruce Archer** explores projects launched in recent months

COLOSSUS BETS

COLOSSUSBETS

colossusbets.com

Colossus Bets, a new online sports-betting firm, are set to break into the industry with their new football accumulator. 'The Colossus' is a seven-fold correct score football game offered weekly, with a £5m win pool and £5m bonus pool, making it the world's biggest sports bet.

The deal is: punters are given a list of fixtures for which they have to predict the correct score, although they do allow multiple selections for each match, and to win the jackpot they need to get each score correct. There are also opportunities, at certain intervals, to sell off a share of the bet.

Company CEO Bernard Marantelli said: "Colossus Bets goes beyond offering the world's biggest guaranteed pools; through unique technology, it allows clients to cash-in all or part of their multi-leg bets at virtually any stage of a game. This enables clients to extract value from the game as their selections are proved correct, without having to correctly predict the entire set of matches."

Colossus Bets also offer a £2m minimum weekly pool on each of the five main European football leagues as well as a host of smaller games run daily. Meanwhile, the site have selected WorldPay to run their end-to-end payment services.

The screenshot shows the Colossus Bets website interface. At the top, there's a navigation bar with 'Home', 'Play Now', 'FAQ', 'Contact', and 'Mobile Version'. The main content area features a large bet slip for 'The Colossus' (CLOSED) with a 'Show me the Money' section. A prominent 'Win' button is displayed next to a prize of £1,198. Below this, there are three numbered steps: 1. Bet, 2. Cash-In, and 3. Win!, each with a brief description of the process. The website also lists various football leagues like Premier League, La Liga, and Bundesliga.

SPIFFX

Spiffx

spiffx.com

The screenshot shows the Spiffx website interface, which is a betting exchange. It features a dark theme with a 'Spiffx' logo and the tagline 'Exchange your betting universe'. The main area displays 'Upcoming Events' and 'Recently Played' sections with various sports events and their odds. There are also sections for 'Traders & API' and 'Calculator'.

A new sportsbook, Spiffx, launched in early August, aiming to tap into the executive bettors market.

Based in Malta and supported by the Maltese Gaming authority, Spiffx have developed a price

and risk management instrument for the industry that they believe will transform the way professionals place their bets.

Spiffx provides an exchange platform (market), accessible from the web or through a technical interface (API). The platform also provide a pool where customers can hedge risk without exploring volumes to the market.

A company spokesperson said: "The odds market is growing like other electronic markets. We add new tools and knowledge to meet [bettors'] needs. We make the odds more professional for the professionals."

YOBETIT

yobetit.com

yobetit.com

The screenshot shows the Yobetit website interface, which is an arbitrage-enhancing e-gaming operator. It features a dark theme with a 'Yobetit' logo and the tagline 'Less Hassle, More Profit'. The main area displays 'Yobetit Features' and 'Betting Browser' sections with various sports events and their odds. There are also sections for 'Stake Calculator' and 'Money Management'.

Yobetit, an arbitrage-enhancing e-gaming operator, have launched their new sports-betting platform to help traders profit from odds differences between bookmakers.

Their team of experienced traders and executives

from within the gambling industry offer a mixture of professional business acumen and sports trading insight, combining to make what they hope will be a very profitable business.

Yobetit board member and shareholder Keith McDonnell said: "Yobetit is the most innovative trading tool in the industry and those embracing it will benefit by optimising returns from new high-volume business."

However, membership is limited and the company's website notes that it is on an invite-only basis, priced at €1,200 for eight months. Punters interested in membership though are encouraged to sign up for emails in the possibility that it opens up in the future.