

# ALT Sports Data Wins Third Annual Ifrah Pitch Competition



Innovative supplier of alternative sports data and odds wins contest of emerging startups at 2023 EGR North American Spring Briefing

NEWS RELEASE BY ALT SPORTS DATA

**OCEANSIDE, Calif. | May 05, 2023 10:00 AM Eastern Daylight Time**

[ALT Sports Data](#), the leading source of official and unofficial alternative sports trading data unlocking millions of participatory fans and potential bettors for sportsbook operators, media platforms and event producers, has been named the winner of the third annual Ifrah Pitch Competition. [Ifrah Law](#), the leading global law firm at the intersection of interactive gaming and government regulation, sponsors the competition for ascending companies within the U.S. betting and gaming industry to showcase new developments and innovative products to market leaders at the EGR North American Spring Briefing. With the win, ALT Sports Data received a monetary prize as well as strategic legal consultation from Ifrah Law.

ALT Sports Data's product offering serves as a key demand generator for sportsbook partners, providing operators the opportunity to supply more than one billion global alternative sports fans with the opportunity to engage in regulated betting activities. The proprietary managed trading platform supplies real-time dynamic trading data from a portfolio of underserved alternative sports. A full wagering lifecycle for all covered events is included, as pre-match and live odds services generate independent, algorithm-driven betting markets.

"Alternative sports have long been overlooked by the sports betting industry, despite a unique opportunity to cost-effectively reach, acquire and retain additional communities of fans and potential bettors," said [Joe Dunnigan](#), Founder and CEO of ALT Sports Data. "Receiving this honor highlights the demand for sportsbook operators to drive engagement among large, untapped audiences, and underscores the ability for alternative sports trading data to deliver a significant number of engaged, depositing players."

Previous winners of the Ifrah Pitch Competition include Hedge and Skrmiish. Finalists this year included Sparket and CashComment, in addition to ALT Sports Data.

ALT Sports Data has secured official partnerships with several premier leagues within the alternative sports space such as [World Surf League](#), [Major Arena Soccer League](#) and [Street League Skateboarding](#) among others.

## **About ALT Sports Data**

ALT Sports Data is the leading source of official and unofficial alternative sports trading data unlocking millions of participatory fans and potential bettors for sportsbook operators, media platforms and event producers. This enables partners to offer real-time dynamic trading data from a robust sports portfolio, and engage with one billion global alternative sports fans. The proprietary trading platform covers the full wagering lifecycle for all offered events. Pre-match and live odds service generates independent, algorithm-driven, and mathematically correct betting markets using dedicated models. Where available, specialist sports seamlessly incorporate in-play betting markets aligned with the enthralling nature of the associated live sports.

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## **Company Website**

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## **Tags**

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