

Welcome to

SCCG

management

The Gambling Industry's
Global Connector

sccgmanagement.com





SCCG Management celebrated 2022 as its 30th Anniversary of leadership and innovation for the gaming industry WORLDWIDE



About Us

SCCG Management is a leading advisory firm specializing in:

- iGaming and Sports Betting
- Game Development Studios
- Sports Leagues
- Sports Data and AI
- Influencer Partnerships

With a focus on sports betting, iGaming, sports marketing, and affiliate marketing, **we offer solutions for success in the U.S. and globally.**

iGaming



Game Studios



Sports Leagues



Sports Data / Analytics



Influencers



With over 30 years in the gaming and sports sectors, SCCG has expanded to media/content partnerships and digital gaming across real money and , **connecting clients with strategic partners across Europe, Africa, Asia, South America, and Latin America.**

Our commitment to innovation shines through our work with game developers and sports leagues, where we offer guidance and insights to enhance performance and fan engagement.

As an accelerator for early-stage companies, we also empower emerging businesses in sports betting, iCasino, social casino, and media platforms.

Additionally, SCCG acts as an early-stage investor, supporting entrepreneurs within these rapidly growing sectors.



SCCG Brazil Ecosystem Proven Framework

The SCCG framework incorporates proven methodologies, qualified industry experts, and a highly responsive approach to managing deliverables that has been successful for over 30 years in the gaming industry. We will support this model in Brazil.

SCCG Key Areas

- Operator/iGaming Developers
- Payments
- Geo-Location
- AML/KYC
- Marketing
- Content/Media/Brand
- Risk Management
- Professional Leagues/Teams



Versus Sports

MMA League with a focus on empowering fan engagement and democratizing the existing MMA business model. Versus Sports is powered by SCCG. This partnership model combines the two most popular sports in Brazil football and MMA.

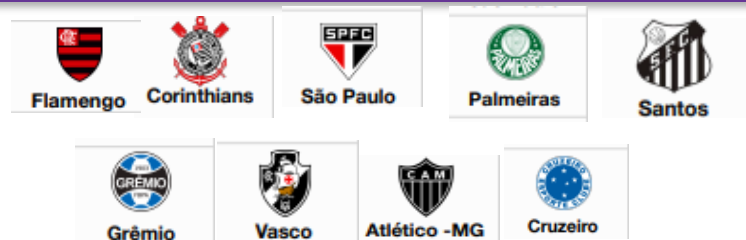
Teams are built from existing brand platform enables influencers and sponsors to own teams. We have established partnerships with Brazil's top Football Clubs

SCCG Strategy

We plan to have Versus as an anchor brand that directly supports our SCCG suite of services such as; business development, go-to-market strategies, tech development & implementation, fan engagement, sourcing venues, sponsors and influencers, raising capital, and more.

MMA-based reality shows have already succeeded in the Brazilian market, with one show earning USD 40M in rights fees.

Brazilian Teams



The diagram illustrates the Versus Sports ecosystem, centered around a large stylized 'V' logo. Surrounding the logo are five key components:

- Live MMA events**: where fighters will represent one of the main Brazilian soccer teams.
- A Reality TV show**: on the daily lives of the fighters with online interaction.
- An App**: based on blockchain technology where users can decide and influence decisions on many aspects of their teams.
- TV Shows**: with live broadcast of the events.
- Merchandising**: sales that will drive revenue, brand awareness and community.

The background of the diagram features images of MMA fighters, a reality show host, and a smartphone displaying the Versus app interface.

Connectika

Payment Solutions for Brazil Gaming Market. Connectika Brazil stands as a leading connector and advisor for select FX Banks and FinTech, carving a niche within Brazil's financial ecosystem.

Connectika's collaboration with Bexs Bank (Ebury Bank Brazil) positions it as a key facilitator for international companies entering Brazil's financial sector, especially within the regulated realms of sports betting and iGaming.

SCCG Strategy

In alliance with the Bexs Group, both SCCG and Connectika have crafted a specialized payment product and narrative that caters to the needs of Brazil's gaming market, set to become LATAM's largest. We will strategically connect businesses from Sportsbook, iGaming, DFS, Exchange, Lottery, Media, social/sweepstakes, and platform providers seeking payment solutions and services in Brazil.

Portfolio of Payments Partners (Connectika/Bexs)

Ebury OpenSolo BUNGE nu storytel d-local nuvei

TikTok volt Revolut Kwai PagSeguro EBANX

SimilarWeb pipefy Sunstate Bank AVENUE thunes Avast

via varejo softline FANHERO Paymytuition PayerMax ppro

SCCG MANAGEMENT ANNOUNCES SPONSORSHIP PARTNERSHIP WITH CONNECTIKA FOR PAYMENT SOLUTIONS IN BRAZIL

POWERED BY SCCG



With Bexs

IOF ZERO (local transactions)

Eliminate lof tax over PIX



Custody of funds in a Regulated Bank Institution



No transactional limits for Premium Players



FX Spread over net settlement

FX costs over settlement only



Actual Bank Account

Multiple usage of the account



Working with

bexs

Advantages of
our business
model

Abdala Advogados Law Firm

Abdala Advogados is a leading law firm that specializes in iGaming, in digital law, sports law, government relations, legal intelligence and litigation.

SCCG Strategy

This partnership allows us to ensure stakeholders, investors and businesses enjoy a well-informed, legally sound and strategic advantage when launching operations in Brazil.

Value Added Services:

- Regulatory Compliance:
- Corporate Law
- Licensing and Permits
- Taxation Advice
- Contract Drafting and Review
- Consumer Protection and Responsible Gaming
- Anti-Money Laundering (AML) and Compliance
- Dispute Resolution and Litigation
- Government Relations
- Data Protection and Privacy

SCCG MANAGEMENT ANNOUNCES STRATEGIC PARTNERSHIP WITH BRAZIL- BASED LAW FIRM **ABDALA ADVOGADOS**



PFC: Pillow Fight Championship

The PFC pits together trained boxers and MMA fighters, giving them access to pillows. The sport is quickly attracting new fans and audiences, with popularity increasing across the globe. In 2023, PFC made its debut on ESPN2, delivering thrilling experiences without blood

SCCG Strategy

Our partnership with PFC will expand to Brazil and we will be positioned to provide unique offerings to operators launching in Brazil. We will be positioned to take PFC to the Brazil market and develop programs for sponsorships, ticketing, merchandising, licensing, media rights, data, gamification, casino venues, and betting.

PFC Sponsors:



MANSCAPED



SCCG Client Partners: Prospective Brazil Market Entrants

- iGaming and Content Platforms
- iGaming Studios B2B
- Social Casino Platforms
- iGaming/Sports Betting UX/Backend Solutions
- Payment Solutions
- AML/KYC/ID Verification
- Leagues
- CRM
- Sports Data and Analytics

SCCG Strategy

Across our portfolio companies we will be positioned to integrate iGaming content with Social/sweepstake casino platforms and real-money iGaming platforms. Ultimately providing an operator with a full stack to navigate each gaming vertical within Brazil.

We will be able to connect social gaming platforms with licensed operators to support fan engagement and customer acquisition.

Sample Partner List

Sports Wagering

	BetFred USA Sports Sports betting management and platform		Inside the Pocket Competitive sporting games
	BetSwap Sports wager secondary		SnapOdds Shazan for sports betting
	Bettorlogic Data driven sports marketing		Metric Gaming Cloud based sportsbook platform
	Betsson Group Full service gaming and iGaming		Losers League Where the Losers always win
	BettorFantasy Fantasy sports platform		ISI Race and Sports Reward and recruit your players
	Incentive Games Rewards and recruit your players		Golden Race Virtual sports betting software and technology
	Sparket Customizable pool-wagering		Low6 Sports gamification
	Bounty Sports Daily fantasy sports platform		Wager Wire Marketplace for sports bet
	Clique Picks Social sports betting platform		Tour Trader Pro Sports exchange platform
	Grin Gaming Hundreds of contests a day on your favorite sports		Scrimmage Rewards program for sports bettors
	Zed Run Skill based virtual horse racing platform		SSTrader Football prediction tools
	FlexFantasy Fantasy Sports Platform		

iGaming Platforms, Content and IP

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	Mondogaming Sportsbook and iGaming software solution		Baum Games Advanced multigame and management systems

Sports Data and Streaming Technology

	ATHSTAT Sports data analysis		SportsSeam Visual data transformation
	Rolling Insights Sports data feed provider		Play Caller Sports Micro-Betting odds & platform
	Data Sports Group Sports data tools for media		Ronin Sports TV guides for live sports
	Deuce of Diamonds Data analytics		Odds AI AI Powered Odds
	Odditt Odds pricing and analytics		

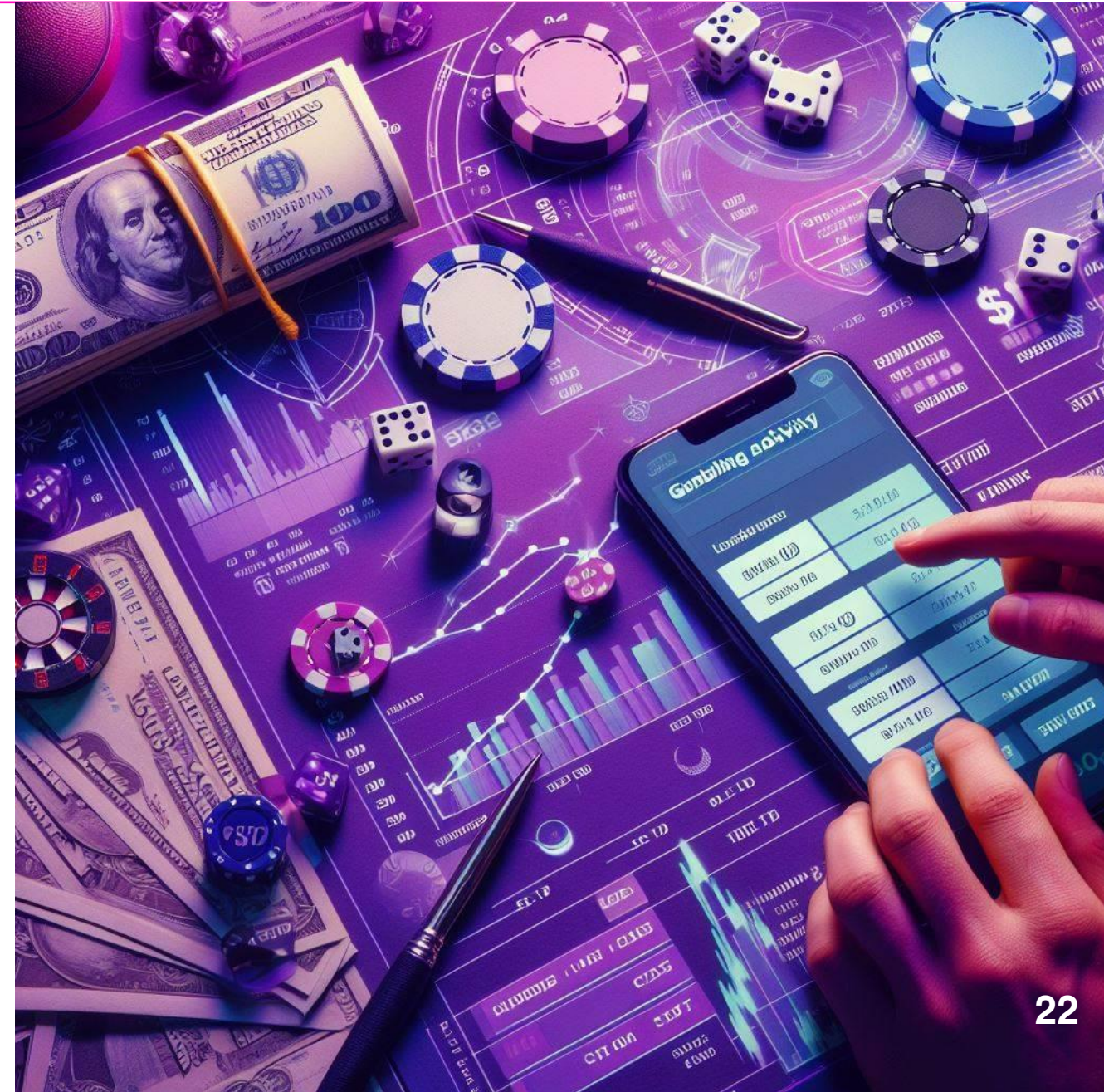
SCCG Brazil Ecosystem Service Capabilities

SCCG Ecosystem: Service Capabilities

SCCG professional services support talent recruitment, legal representation, intellectual property (IP), KYC/AML consulting, and product commercialization. For the Brazil market we will support lead generation and sales expansion, facilitating market entry.

Management Advisory Services Include

- Forging strategic partnerships with operators and suppliers
- Full-Service Global Sales Team
- Business strategy development and execution
- Market research for new markets, products, and emerging opportunities
- Business development and distribution into new markets
- M&A advisory
- Early-stage Investment and raising capital.
- Evaluation of IP and media rights in relation to sports betting
- Sponsorship and activation strategies
- Facilitating market access
- Turnkey Managed Services



Operator Clients to access and operate in Brazil

Business Development: Sales & Partnership

We will support Brazil license holders by connecting them to our network of client partners who will support product, service or technology needs. These are fast, direct connections with the intent to provide operators with the support needed to operate their business. We provide operators with the insight needed to identify the right partners to launch their business. Partners of SCCG that support an operator business specialize in the following gaming areas:

1) Marketing and Affiliate Programs 2) Payment Platforms 3) Content and Gamification 4) Sports data and Content, 5) Loyalty Programming, 6) Niche and Professional Sports 7) Responsible Gaming, 8) ID Verification/KYC 9) iGaming/Social Casino content distribution

Business Development: Advisory

By partnering with SCCG, operators can navigate the complexities of entering a regulated gaming market more effectively, reduce risks, and increase the likelihood of success operating in Brazil. We provide strategic direction and insight for:

1) Market Access 2) Regulation and Compliance

Market Access

SCCG conducts comprehensive analysis of the Brazil gaming market, identifying opportunities, potential challenges, and an overview of the competitive landscape. SCCG helps operators gain access and launch through partnerships with key stakeholders, including regulatory bodies, technology providers, and other businesses in the gaming ecosystem.

Regulatory and Compliance

SCCG researches and understands the regulatory landscape of Brazil. This includes licensing requirements, compliance standards, and any legal restrictions related to gaming. This involves preparing and submitting required documentation, ensuring compliance with regulatory criteria, and liaising with regulatory authorities.



Vendor Clients to B2B Services

Business Development: Sales & Partnership

We support sales strategies for our vendor partners by lead generation, negotiations, sales narrative curation, and establishing credibility through our existing relationships. We take a multi-channel approach, incorporating various communication channels such as email, social media, phone calls, and in-person meetings to execute deals. We develop informative and relevant content that supports the sales cycle.

Business Development: Advisory

By partnering with SCCG, vendors can navigate the complexities of entering a regulated gaming market more effectively to partner with established operators. We provide strategic direction and insight for:

- Sales Strategy
- Operator and Industry Insight
- Feedback and Testing
- Partnerships across multiple industries.



SCCG Value Added Services

Industry Research

SCCG to expand its comprehensive research to be more exclusive to Brazil: including market trends, customer behaviors, and regulatory requirements. The goal is to support partners by identifying opportunities and establishing awareness of SCCG and its partners.

Engage Regulatory Experts

Collaborate with experts in gaming regulations who can provide insights into compliance requirements. This may include legal consultants with expertise in gaming law.

Tailor the Product to Market Needs:

Customize the vendor's product to meet the specific needs and preferences for Brazil. This may involve incorporating features that comply with local regulations, align with player expectations, and support the SCCG ecosystem.

Partnerships with Operators:

Forge partnerships with established gaming operators who have a strong presence in the regulated market.

Educational Campaigns and Seminars:

Conduct educational campaigns to raise awareness among potential clients about the benefits of the vendor's product and how it aligns to operator strategy.

Network Building:

Attend industry events, conferences, and forums to build a network within the regulated gaming space. Engage with industry professionals, regulators, and potential clients to stay informed and establish credibility.

Build and grow SCCG with anchor assets:

Versus /Dream Factory

SCCG Strategic Initiatives



Dream Factory + Versus + SCCG

On December 31st, 2024, Versus Sports we will be holding an incredibly large event on Copacabana Beach in Rio de Janeiro, Brazil

This event will have over **two million people in physical attendance making it the largest fight audience in history. This will be one of the greatest marketing opportunities in sports.**

Business Plan Highlights:

- Developing the largest and interactive in Brazil
- The show will be produced by Dream Factory
- Dream Factory produces “Rock in Rio” the largest music festivals in the world with over 1.4 in physical attendance at the last event and viewed by over 200 million.
- SCCG to be betting representative of Dream Factory’s events
- Dream Factory has a portfolio of partners for SCCG to collaborate with.
- Dream Factory as official partner for Versus Brazil



Dream Factory- Gaming Convention Reimagined

Launching a brand-new sports and gaming convention in an untapped market sets the stage to be the premier location for years to come.

Business Plan Highlights:

- Developing the biggest betting conference in Brazil
- The show will be produced by Dream Factory
- The lifeblood of Brazil meets gaming fanatics. This convention is your ultimate playground.
- Make history by establishing the premier sports and gaming convention in this new market
- An environment meant to create lasting connections with fellow industry peers. Offer a vibrant social scene, networking events, and after-parties.



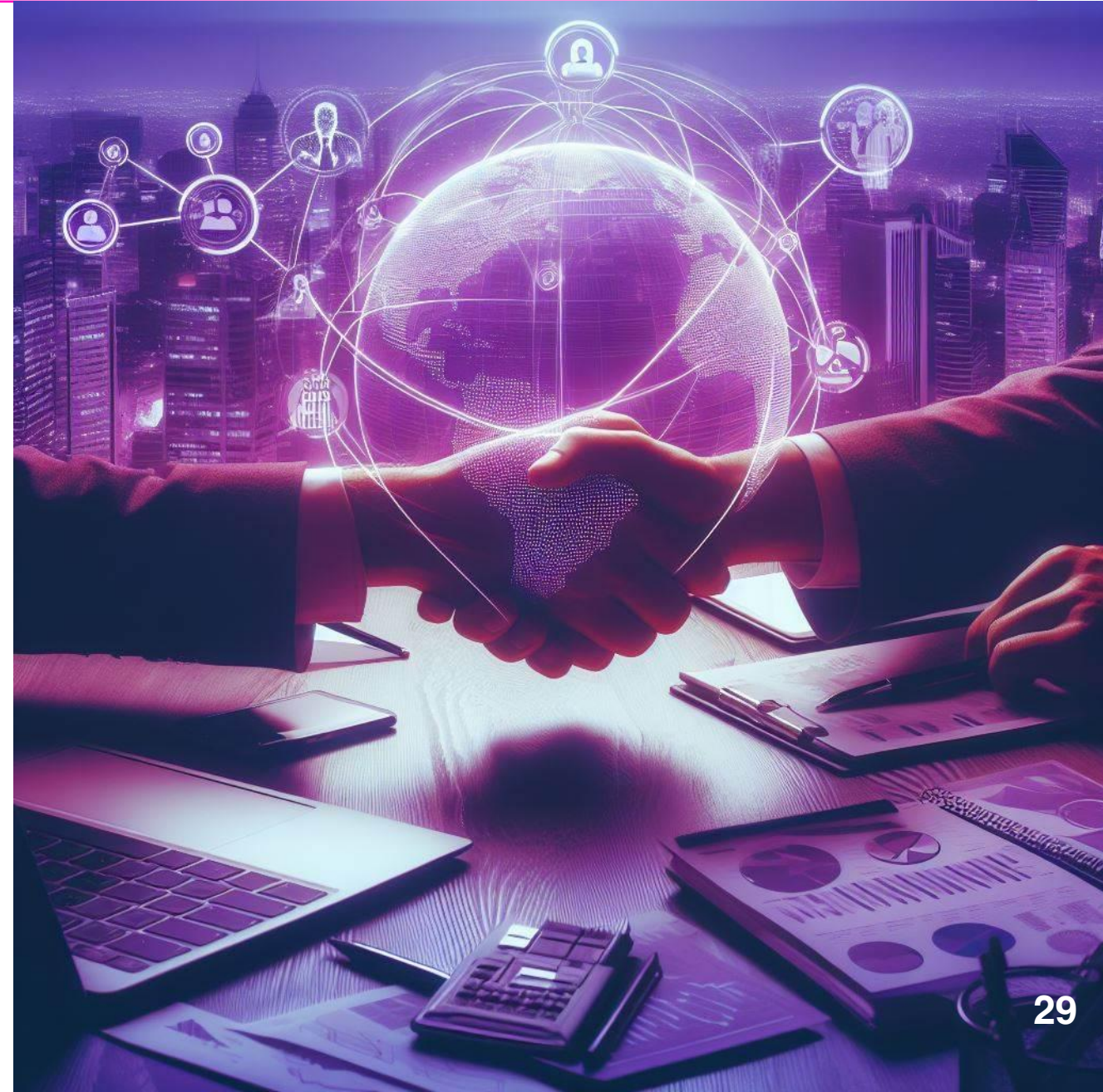
World-Class Media Partner in Globo

Globo, a major media conglomerate in Brazil to ignite reach and engage masses consistently.

To partner with Globo provides access to a large audience, expertise in sports broadcasting, exclusive rights and partnerships, advertising revenue opportunities, and enhanced brand recognition and credibility in the Brazilian market.

Business Plan Highlights:

- **Reach:** Globo has a massive audience reach across various media platforms, including television, radio, print, and digital. Leveraging Globo's platforms would allow SCCG assets like Versus to access a sports content.
- **Exclusive Rights and Partnerships:** Globo often secures exclusive broadcasting rights for major sporting events in Brazil, such as football matches, Formula 1 races, and the Olympics. Access to these exclusive rights and partnerships would give the sports media company a competitive edge in the market.
- **Advertising Revenue:** SCCG partners and advertisers could tap into this advertising market and support marketing goals.
- Make history by establishing the premier sports and gaming convention in this new market
- An environment meant to create lasting connections with fellow industry peers. Offer a vibrant social scene, networking events, and after-parties.



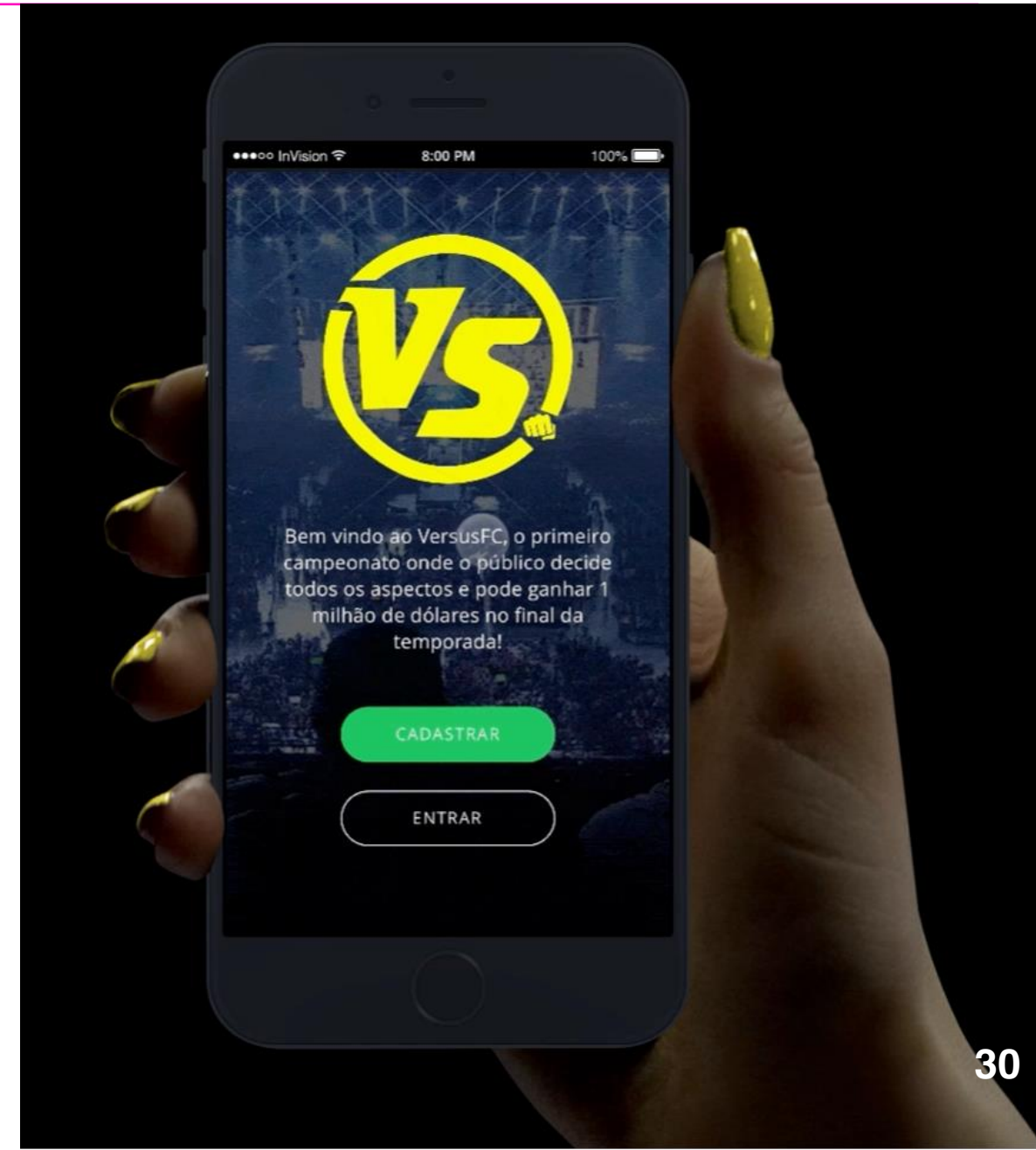
App Development

Versus not only as a movement but as a Fan Engagement app. A white label version of our team partners is a customizable and rebrandable platform designed to support fan engagement across teams.

Key features include:

- Live Scores
- News Updates
- Player Stats
- Exclusive Content
- Ticket
- Purchasing Options
- Interactive Fan Polls
- Social Media Integration
- Discord Groups

This white label solution enables teams to strengthen their connection with fans, increase fan loyalty, and generate additional revenue streams through sponsorships, merchandise sales, and ticketing.



App Development

Highlights:

- **Community Engagement:** We will provide direct channels for operators to interact with players and share updates.
- **Content Creation:** Developing content that is transferable across SCCG marketing assets
- **Influencer Marketing:** Collaboration with influencers to drive visibility at a global scale.
- **Announcements and Updates:** Our SCCG Media and its assets serve as channels for announcing new updates, partnerships, and events, generating hype and maintaining momentum.



SCCG Value Added Services

While our commitment to world class products and technologies to gaming operations is comprehensive, SCCG Management also provides key professional services for the global gaming industry.



ILG (iGaming Law Group)
provides clients with a network of top tier igaming law professionals, to help navigate the expansion of global gaming.



Boston Link
are recruitment experts dedicated to matching the best talent with outstanding career opportunities



SCCG Venture Fund I
is an alternative investment fund that focuses on increasing value and distributing profit through investing in gaming opportunities



SCCG Financial
seeks to build an end-to-end solution for non-US betting syndicates which would allow them to enjoy the growing US liquidity pools.



SCCG Gaming Policy Group
brings together top leaders and experts in the casino gaming industry to discuss the latest trends and developments in casino operations, marketing and gaming ethics.

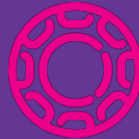


SCCG Research
is a group comprised of gaming industry experts inside and outside SCCG Management, conducting independent, topical research on the casino gaming industry.

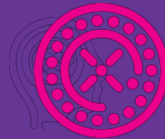


20 in their 20's
is an annual industry recognition program sponsored by SCCG Management, and open to gaming industry professionals in their twenties.

Our Team



Global Operations



Global Business Development



Regional Business Development



STEPHEN A. CRYSTAL
FOUNDER & CEO



Newton Fleury Filho
Brazil Partner & Country Manager



Thomas Huggins
Brazil Partner



Tiago Okamura
Brazil Sports Marketing



Eduardo Oliveira
Brazil Marketing



Gustavo Amorim
Brazil Technology



STEPHEN A. CRYSTAL
FOUNDER & CEO



Kelly Segovia
CTO



Dave Antony
CFO



George Vonapartis
Head of Sales



Mark Stebbings
Chairman of Advisory
Board



Peter Kula
VP Global Strategy



Nick Giangreco
VP Marketing & Sales



STEPHEN A. CRYSTAL
FOUNDER & CEO



David Hanlon
Global Gaming and
General Partner,
SCCG Venture Fund I



Randall Sayre
Gaming Operations
and Compliance



Pierre Cadena
Strategic Business
Development M&A



Michael Silberling
Gaming Operations



Lou D'Amico
Retail and Online Sports
Wagering and Media



Bruce Bundrant
Sports Marketing



Rich Rose
Sports and
Entertainment



STEPHEN A. CRYSTAL
FOUNDER & CEO



Joseph Valandra
US Tribal Gaming
and Technology



Newton Fleury Filho
Director, Brazil



Rosa Ochoa
Director, Mexico
and LATAM



Kisset Chirengende
Director, Africa



Pariekshit Maadishetty
Director, India



Tony Naughton
Sports Wagering
& iGaming



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Ciudad de México, Mexico

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GZR 1401

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Kampala Uganda

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NSW 2009

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Athens

Greece
12 Gravas Street
Markopoulo, Attica
Greece, GR19003



SCCG

management



APPENDIX

Appendix

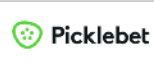
Global gaming industry leaders in entertainment, service, technology and innovation



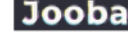
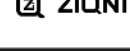
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	Mondogaming Sportsbook and iGaming software solution		Baum Games Advanced multigame and management systems

Esports Solutions

	GG Recon Esports publisher		Picklebet Online Esports betting platform
	Oddin.GG Live Esports data API		Player's Best Esports affiliate
	Greydot Esports affiliate media		Wagyu Games WEB3 Blockchain gaming
	J2M Gaming, Esports consulting		Gamer Wager Peer to peer Esport betting

iGaming and Affiliate Marketing Support

	Aware Inc Enrollment, authentication, identifications, Secure Transactions		Miracl Frictionless secure authentication
	Preferred Payments Payment processing solution		Netacea Bot detection and management
	IDnow Identity verification Services		Shank Marketing Digital marketing solutions
	Kinectify Know your customer (KYC) and risk management tools		Signature Payments Payment processor
	Innovum Technologies Regulatory compliance, licensing		Stack Digital SEO / PPC agency for iGaming
	Jooba iGaming jackpots		Symplify AI and Machine learning powered CRM
	Mediatroopers iGaming / Mobile affiliate		Wynta Affiliate marketing solutions
	eWORDofMOUTH Cardless loyalty, referral and rewards system for casinos		Ziqni Gamification solutions for the gaming industry
	Plan A Technologies Software and lead digital transformation		Captain Up Cloud-based engagement and retention platform
	Fandifi Fan engagement technology		Seamless Chex iGaming payment solutions
	Promoteo It Casino management solutions		Connectika Payment solutions for Brazil
	WLC Web Dev for iGaming		MultiLot Cloud-Based Managed Solutions

Sports Marketing / Fan Engagement

	Backal Hospitality Group Hotel, restaurant, and venue management		Riviera Sports Marketing Sports marketing agency
	Bet Decider Sports betting website		Score No Score Micro betting platform
	Yepp Sports fan engagement solutions		Sports Crew Venue-driven event marketing
	Efangage Venue based customer		

Appendix

Sports Wagering

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	Data Sports Group Sports data tools for media		Ronin Sports TV guides for live sports
	Deuce of Diamonds Data analytics		Odds AI AI Powered Odds
	Odditt Odds pricing and analytics		

Sports Leagues

	7 Ball Run Patented live cue Sport		Pillow Fight Championship Professional Pillow Fighting League
	American Cornhole League Cornhole sports at all levels of play		Racing America Auto racing media platform
	AUDL American Ultimate Disc League		MASL Major arena soccer league
	Cincinnati Bengals NFL Team		Hendrick Motor Sports Pro auto racing

	Northwoods League Collegiate summer baseball
	Versus F.C. Fan driven MMA
	Race Team Alliance Alliance of professionals race teams

Professional Services

	Boston Link iGaming, financial services and tech industry recruitment		Abadala Advogados Brazil-based law firm
	Marriott Corporation San Juan, PR		SCCG Compliance AML, KYC, Fraud Prevention
	Chowchilla Tribe California		SCCG Financial Syndicate betting
	Chumash Casino Resort Santa Ynez, CA		SCCG Gaming Policy Group Gaming industry roundtable series
	Eastern Shawnee Tribe Oklahoma		SCCG Managed Services Professional services
	Mohegan Sun Uncasville, CT		SCCG Recruiting Global gaming talent recruitment
	iGaming Law Group - ILG iGaming Law Group		SCCG Research Gaming industry research
	Quinault Beach Resort Washington State		SCCG Media Marketing, advertising and PR content
	Quinault Indian Nation Washington		SCCG Top 20 in their 20's Gaming achievement award
	NEXT.io iGaming Media and Events		SCCG Venture Fund I Investment

Lotte

	Xite Holdings LTD / AZ Alphabet lottery products and platforms
	WhiteLotto Lottery Software Solutions

Responsible Gaming

	Better Change Responsible gaming services
	Kinectify Advisory Responsible gaming

Hardware Solution

	Nevatronix Sports wagering hardware solutions
	Topaz Technology Group Signage and display technology