

BY TODD DEWEY
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LAS VEGAS

Matt Bresler went to the sharks to finance Odditt, his Las Vegas-based sports betting tech startup.

Not pool sharks, loan sharks or the wealthy investors known as sharks on the TV show "Shark Tank." But prehistoric sharks.

Bresler, a native of Lexington, Mass., started a fossil business in high school after spotting giant shark teeth for sale during a family trip to South Carolina. Fascinated, he began collecting and repairing fossils, then turned to eBay when he ran out of money.

"I just sort of stumbled into a business. I actually started to make some money, which blew my mind that I could make money on the internet," he said. "I continued scaling it from there and by the end I was brokering full skeletons for international clients and going to trade shows where there are T. rex skeletons for sale."

He ran the fossil business for seven years before leaving Tufts University in Boston at age 21 and using the proceeds to bootstrap Odditt, a B2B software company that sells automated betting content to sportsbooks, platform providers and affiliates.

Bresler, 25, who was named one of the gaming industry's "20 in their 20s" at G2E in Las Vegas, launched Odditt in 2021. He relocated to Las Vegas in 2024, when he raised the preseed round of funding and hired Elaine Milardo as CTO and co-founder.

Milardo was DraftKings' first data hire and grew the sports betting giant's data platform team into more than 100 engineers.

Odditt has built software that automatically generates more than 100,000 contextualized bets and prepackaged parlays per day across 115 leagues in 45 countries using more than 25 years of historical data.

"There is a lot of fun to be had in sports betting and building a better parlay product is the first step in that," Bresler said. "The most valuable product in sports betting is a parlay. The problem is that, increasingly, the customer that comes into a sportsbook doesn't already know what parlay they want to put together. They're basically just staring at a blank screen. That's really what we solve at the end of the



BENJAMIN HAGER TNS

Odditt chief executive officer Matt Bresler is photographed at UNLV Black Fire Innovation Wednesday, Sept. 9, 2026, in Las Vegas.

Sports betting startup went to sharks for funding – literally

day.

"We have a story-driven prepackaged parlay product, so we are able to offer embeddable, scrollable and swipeable content experiences where every bet is wrapped in fun facts, historical trends and storylines that the user can interact with and understand."

PARLAY PROFIT MARGINS

A parlay is a wager that groups two or more individual picks, or legs, into a single bet where every selection must win. It gives gamblers the chance to bet a little to win a lot, which is why parlays are one of the most popular wagers for the betting public.

They're also the most profitable bet for sportsbooks, which have an average hold percentage, or profit margin, of 20 to 30% on parlays compared with about 5% on straight bets. In general, parlays account

for about 30% of the betting handle, or amount wagered, at U.S. sportsbooks but generate roughly 60% of the profits.

Despite the high profit margin, books still usually offer only a few dozen or so prepackaged parlays. Odditt wants to fill that void.

"We've had to build our own proprietary sports entertainment data infrastructure to facilitate this," Bresler said. "That's why Elaine is able to fully automate something that generates 100,000 thematic parlays a day, whereas a FanDuel or DraftKings is building 50 of them manually that everyone sees."

Odditt proved its parlay product through Betflow, a consumer sportsbook affiliate app it launched last year that helps users explore bets using personalized options that match their interests, risk tolerance and style.

"About 80 percent of the bets that we send to sportsbooks are parlays, whereas it's only about 30 percent, generally, in the U.S.," Bresler said. "So we're able to achieve about a 2.5 times increase because you can place it in one click and you are telling people exactly why they should care about that parlay."

PARTNERSHIPS

Odditt announced a partnership in July with Optimove, a leading customer data platform used by the world's leading iGaming operators and sportsbooks.

Operators using Optimove will soon be able to embed in messages to players Odditt's story-driven bets tied to their favorite teams, leagues and interests.

"With Optimove, operators already know who to message, when, and with what tone," said Meryl

Serouya, Optimove's senior director of global partnerships, in a statement.

"Odditt lets us take personalization a step further - into the bet itself, so every message can carry a pick built around what that player actually follows. It's a new layer of relevance we're excited to bring to our operators."

Odditt also announced an agreement in June with Amelco, a sportsbook platform provider for some of the world's biggest betting brands, including Hard Rock and Fanatics. Amelco purchased Odditt's historical odds data to test its own models.

"What Odditt is building is the kind of infrastructure the next era of sports betting is going to be built on, and we are excited to be working with them," Amelco COO Leon Wynne said in a statement.

Odditt is raising a \$1.5 million seed round to accel-

erate operator integrations and scale its engineering and sales teams.

"It's very difficult to build at scale," Milardo said. "There are over 100 different attributes of a particular bet and they range from the team, player, rivalry, location, weather, mascots, you name it. Basically it takes this massive repository of interconnected information and it's a series of algorithms and evaluations to pick out a parlay that is a fun parlay."

"It really engages folks on a more fannish level. It's betting but it's fun. We have an emoji to parlay converter. We have a data structure that will allow us to do a lot of different things. This is one of many that's in our product pipeline and we are really excited about this because we think it's going to introduce more entertaining ways to do sports betting to a larger population."



QUINN ROONEY TNS

George Kittle of the San Francisco 49ers runs the ball in the first quarter of last week's game against the Los Angeles Rams in Melbourne, Australia.

COMMENTARY

Bosa, Kittle more than good enough for 49ers for now

BY DIETER KURTENBACH
Bay Area News Group

Great players don't need perfection to ruin an opponent's afternoon. No, they just need a helmet, a pulse and a good game plan.

Case in point: George Kittle and Nick Bosa beat-down of the Rams.

Kittle is fresh (as in January 2026) off a ruptured Achilles tendon. Bosa was dragging around a knee that has seen its ACL surgically repaired twice and had a fresh flare-up of patellar tendinitis to boot.

Neither looked anywhere close to their peak, extra-terrestrial selves of Niners seasons past.

It didn't matter. A dimin-

ished version of two generational stars was more than enough to hand Sean McVay a 20-point humiliation in Australia.

If you're rooting for the Niners' downfall, that shouldn't offer comfort. It should chill your bones to the absolute marrow. These guys are just getting started again - and the Rams didn't come close to taking ad-

vantage of the low-water mark.

No, San Francisco didn't even get Hall of Fame-level mastery from them in Week 1, the kind Fred Warner served up with his usual sideline-to-sideline brilliance.

Rather, it received a controlled, pitch-count rehearsal on a cricket pitch from the recovering duo.

Bosa managed 30 defensive snaps (59%). Kittle clocked 30 offensive snaps (46%).

And they might have been playing at those percentage points as well.

Bosa spent half the morning slipping on the Melbourne Cricket Ground turf like a guy learning to ice skate in dress shoes. When he did have his footing, he relied on more power than speed in his first game since last September.

Kittle looked like he was taking a stutter step with his bad wheel just to fire off the line of scrimmage. He was noticeably slower than when we last saw him blur through secondaries.

And all of that makes total sense. Returning from an Achilles tear isn't like bouncing back from a bad night's sleep (looking at you, Rams). A third career ACL tear isn't anything to gloss over.

No, bouncing back from those injuries is a grueling, agonizing slog through scar tissue and doubt, to the point where even being on the field in Week 1 is an

incredible accomplishment.

But the tracking numbers backed up the eye test. Across five targets from Brock Purdy, Kittle averaged 1.74 yards of separation at pass arrival. That's ... minuscule. It's also less than half his career standard and the fourth-lowest regular-season separation mark he has ever posted per NFL tracking data.

Purdy - who was clearly trying to get Kittle involved in the pass game early, only to abandon the plan as the game progressed - even chucked a ball the tight end's way into quadruple coverage, prompting Kittle to crack postgame: "Keep throwing those."

Yet, 49ers coach Kyle Shanahan and Purdy made the puzzle pieces fit anyway.

Sure, the People's Tight End didn't have his vintage jet fuel to snap off his routes, but he never shies away from the dirty work. He found more than enough ground force to mash edge defenders in the run game, seal lanes and anchor an offense that downright bullied the Rams' defensive front, particularly in the second half.

Then there's Bosa. Before flying halfway around the planet with tendinitis barking in his surgically repaired knee, he had barely practiced.

But he was adamant that he was going to play. And play he did.

He wasn't the relentless, game-wrecking pass rusher we're used to seeing, generating just one pressure across 18 pass-rush snaps. But he did, however, inflict some psychological dread.

McVay threw tight end chips at him, slid protections his way, and watched Matthew Stafford get rid of the football like a live grenade just knowing No. 97 was out there.

And when Bosa commands triple-teams, interior wrecking balls like Niners defensive tackle Osa Odighizuwa feast with a 22% pressure rate.

Oh, and Bosa did some dirty work, too - he shut down the perimeter run game as an edge defender, posting two tackles for loss. He was nearly impeccable against the run.

Will Kittle ever separate on safeties and linebackers like he did in, say, 2023? Will Bosa ever regain that lightning-quick bend around the corner?

Maybe. Maybe not.

But even if they never regain peak form, two all-time greats proved that they have an awfully long way to fall before they're merely average.

Most players decline into irrelevance. Hall of Famers decline into Pro Bowl-caliber workhorses.

And all that said, if what we saw on the other side of the world was simply the floor of their recoveries, imagine what the ceiling looks like come November and December.