



## **A Cure for Indigestion**

December 2013

# Value Proposition: Understand Races Faster

## UNDERSTAND

**Every race has a learning curve** for both new & core customers. Racing data offers fresh opportunities to speed up the learning curve.

## RACES...

For racing to thrive, racing data must be engineered to provide a compelling **narrative**—before races are run.

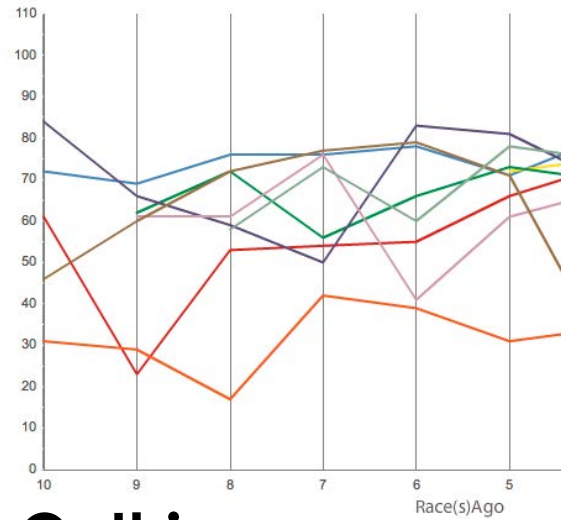
## FASTER.

To ease digestion, marry more sophisticated information to **simplified** outputs:

- Color-coding (resist temptation)
- Harmonized, easy to understand figure scales
- Visual narratives

**Like the rest of the internet in 2013.**

**Simpler & more helpful  
visuals than this:**



**Or this:**

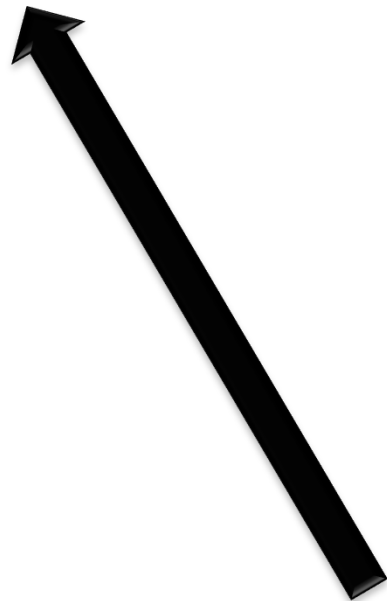


**Or this:**

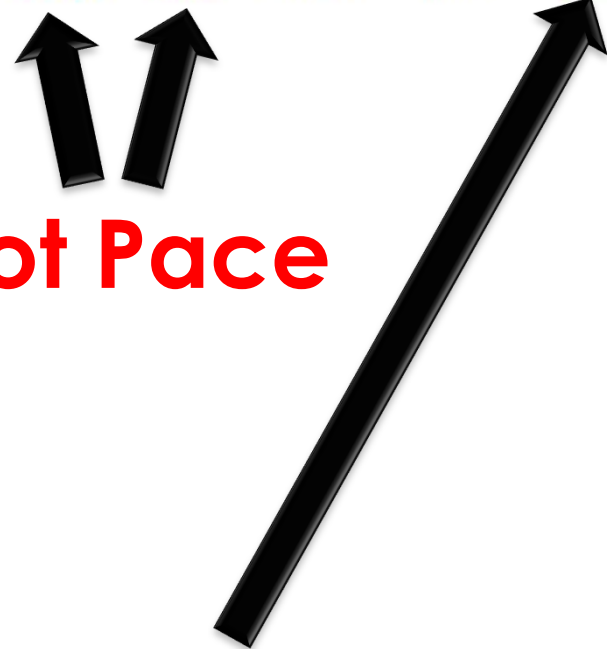


# For core customers, more like this:

<b>3+</b>	<b>Turf</b>	<b>7F</b>	<b>J Alvarado</b>	<b>P 5</b>	<b>7 start</b>	<b>9 9<sup>3</sup>/<sub>4</sub></b>	<b>11 11</b>	<b>11 10</b>	<b>9 10<sup>1</sup>/<sub>4</sub></b>	<b>71</b>
<b>\$70K</b>	<b>Maiden</b>	<b>Firm</b>	<b>124   L   12-1</b>	<b>F 12</b>	<b>-</b>	<b>24.46</b>	<b>23.22</b>	<b>23.84</b>	<b>12.92</b>	

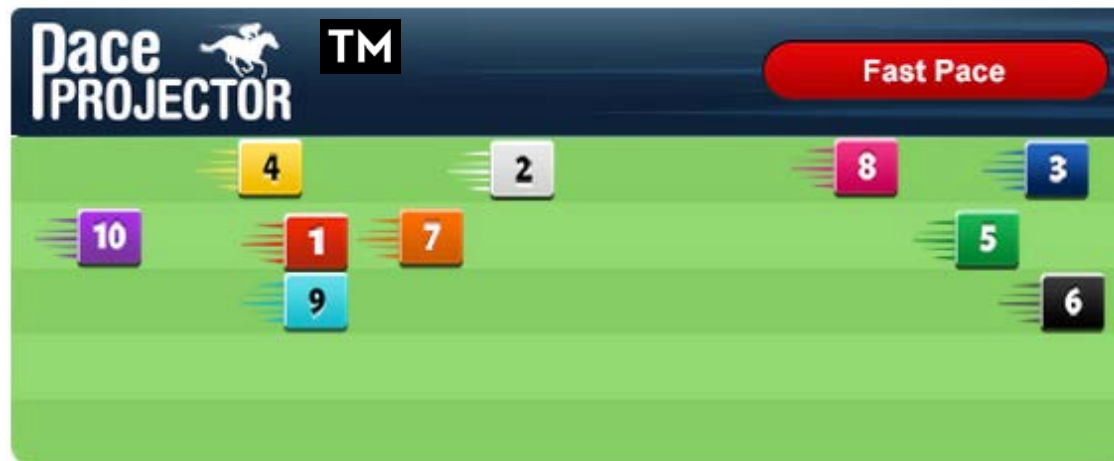


**Red=Hot Pace**



**Green=Turf**

For ALL customers,  
visual narratives more like this:

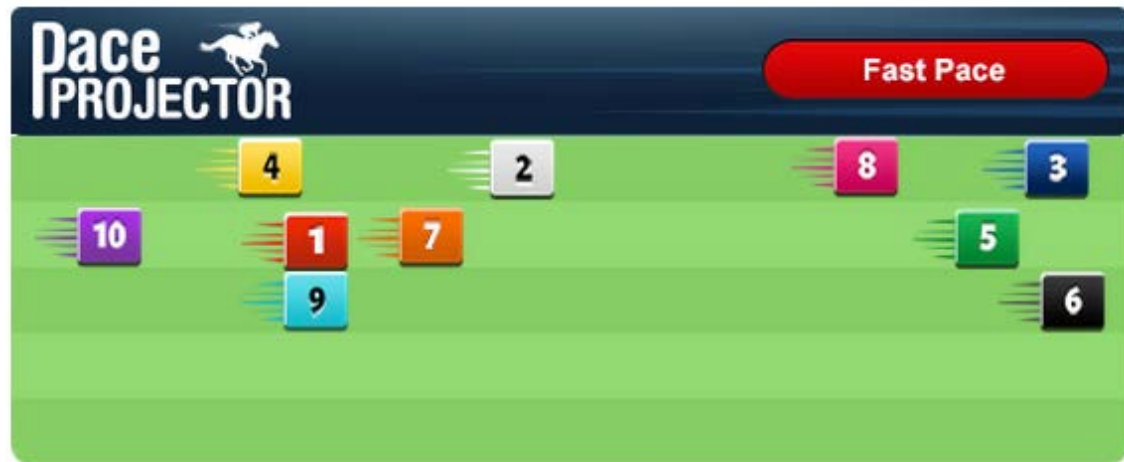


**Meet The TimeformUS Pace Projector.**  
The faster your customers can  
understand the **narrative** of a race,  
the more comfortable they will be  
wagering on it.

## How the Pace Projector Works

- Projects positions/pace at  $\frac{1}{4}$  mile in sprints &  $\frac{1}{2}$  mile in routes

- Automatically updates after scratches & surface changes



- Current efficacy:
  - most accurate predicting leaders in **Dirt Sprints (64%)**
  - least accurate in **Turf Routes (53%)**

## Pace Projector: Exhibit A



The 2013  
Queen's Plate  
from Woodbine



# Digestibility

- Raw data causes Indigestion.
- Raw data exists to be converted into meaningful and easily usable ratings.
- Speed figures were just the beginning.

**Which is easier to understand?**

2010: (121-33-27-20 27%) 66%

		Rating
Trainer	J. Woodard	91

# Make the sophisticated digestible

We use two scales:

- 1) 100 pts for most ratings
- 2) The Timeform Global Scale for speed figures  
—Making Shippers easier to understand.

—39 days—													
TAM	89	4+	Turf	1 1/16M	D Coa	P 4	10 <sup>9</sup> 1/2	10 <sup>9</sup> 1/4	10 <sup>5</sup> 1/4	5 <sup>2</sup> 3/4	1 nose	87	1 Valiant Girl nose 2 Explainable neck 3 Queen of Mambo 2 1/4
Mar 06		\$20K	Allowance	Firm	118   L   3-1	F 10	26.42	25.21	24.17	24.24	06.43		
—26 days—													
GP	97	4+	Turf	1 1/16M	J Rocco, Jr.	P 2	11 11	107	8 <sup>4</sup> 1/4	4 <sup>3</sup> 1/2	4 <sup>3</sup> 3/4	95	1 Free as a Bird neck 2 Transgression 2 1/4 3 Lady's Lunar Luck 1 1/4
Feb 08		\$54K	Allowance	Good	119   L   9/2	F 11	25.48	23.53	24.19	23.93	06.27		
—2012 - 135 days - Previously trained by Roger J. Charlton—													
Kempton		3YO	Synth	1 1/4M	J Doyle	P 1	<i>making all-weather debut after 6 weeks off, not for the first time was unlucky not to finish closer, interesting from...</i>				5 <sup>1</sup> 1/2	90	1 Position head 2 Inthar 3/4 3 Come On Blue Chip nose
KEM   Sep 26		\$16K	Handicap	Fast	124   9/2	F 8					2:05.50		
—39 days—													
Newbury		3YO	Turf	1 1/4M	T Queally	P 11	<i>stepped up on comeback run over this 1f longer trip, and was unlucky not to win; in rear, not settle fully, headway...</i>				3 head	91	1 Rose Season head 2 Commend nose 3 Valiant Girl 1 1/4
NBY   Aug 18		\$12K	Handicap	Good	131   6-1	F 9					2:06.80		

# What's next?

1. Relentlessly improve our core product.
2. Wagering tools that use data to accelerate and simplify the wagering process the same way we're making the handicapping process... **easier to digest.**
3. An exclusive partnership with Ragozin Data to build Ragozin PPs for the high-end data market.



*Ragozin PPs*  
Digital Past Performances & Sheets Figures in One Handicapping Tool

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