

WBL

WORLD BILLIARD LEAGUE



EXECUTIVE OVERVIEW

GLOBAL OPPORTUNITY

Cue sports are played by an estimated **200 million** people worldwide, making them one of the world's most widely played games. Yet despite this scale, cue sports lack a unified league, purpose-built game format, and dominant commercial platform. Media, governance, and presentation remain fragmented across the industry.



PLAYED IN
150
COUNTRIES

60-80 MILLION ARE
ACTIVE MONTHLY

CUE SPORTS PARTICIPATION RIVALS MANY OF
THE WORLD'S MOST POPULAR SPORTS.



The result is a massive, structurally unclaimed market with billions of dollars in untapped value. As sports media, sports betting, and digital engagement continue to grow, cue sports remain one of the last major participation categories without a dominant commercial leader.

THE WBL SOLUTION

The WBL is built on three vertically integrated layers: a proprietary game, a commercial league, and a media platform.

1 TRIPOCKET THE GAME

Team-based 8-Ball built for broadcast entertainment

3-pocket format promotes creativity and highlight moments

Color-coded balls improve viewer clarity

Point-based scoring creates more dynamic competition

2 WORLD BILLIARD LEAGUE THE LEAGUE

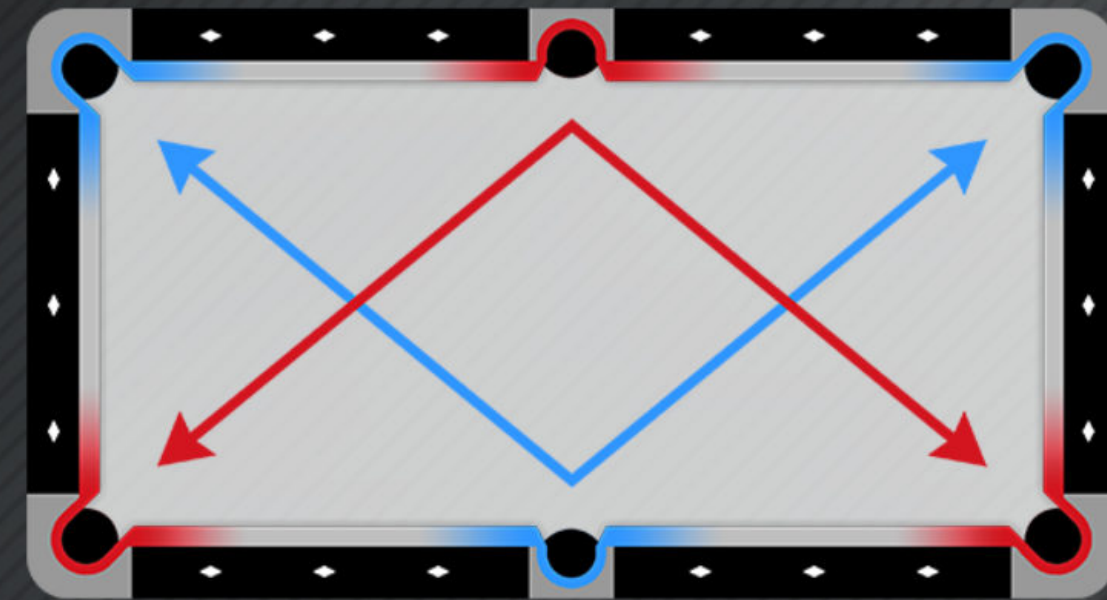
Franchise-based league structure

Centralized governance, operations, and event production

Built to expand into international markets

TriPOCKET 8-BALL

TEAMS ARE LIMITED TO 3 POCKETS EACH



POINT-BASED
SCORING



TEAM
FORMAT



SHOT & MATCH
CLOCKS



3 MEDIA PLATFORM THE PLATFORM

Proprietary production, graphics, and event automation

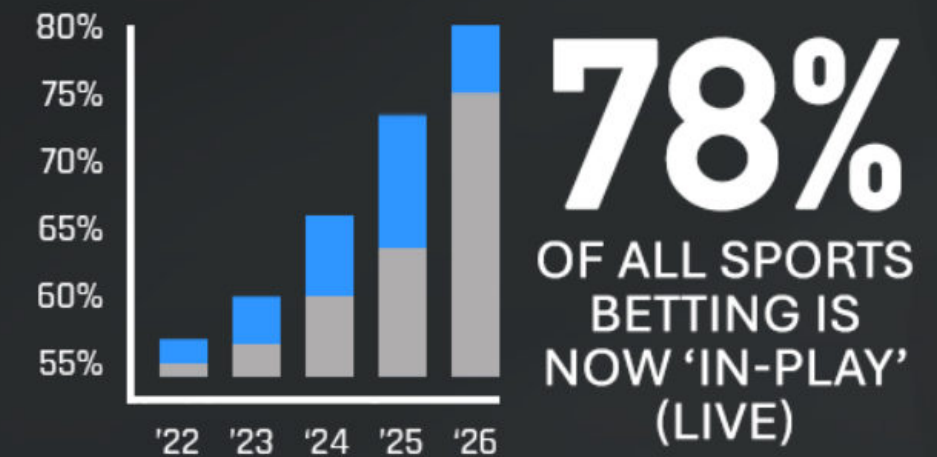
Real-time analytics, probabilities, and statistics

Integrated betting and fantasy infrastructure

Automated officiating and rule enforcement

Designed for broadcast consistency, engagement, and monetization

WBL UNLOCKS LIVE BETTING



TriPOCKET

WBL



THE GAME

THE LEAGUE

THE PLATFORM

OWNING ALL THREE LAYERS ENABLES WBL TO CAPTURE VALUE
ACROSS THE ENTIRE SPORTS ENTERTAINMENT ECOSYSTEM.

A photograph of three professional pool players in a celebratory mood on a pool table. The player on the left, wearing a white shirt with 'IMMONEN' and a large '9' on the back, is fist-bumping the player in the middle. The player on the right, wearing a white shirt with a PBA logo, is also fist-bumping the middle player and holding a pool cue. A fourth player, wearing a dark shirt with a PBA logo, is sitting on the right side of the table, watching. The background shows a large crowd of spectators and a large PBA logo on the wall. A blue text box is overlaid on the bottom left of the image.

The imagery throughout this overview was captured during a 2023 proof of concept focused on broadcast technology and league systems. Testing showed that existing game formats were the main barrier, leading the team to create TriPocket and rebuild WBL around it. The current model has only recently entered formal fundraising.

WHY WBL WINS



MASSIVE PARTICIPATION BASE

200M+ players create immediate global familiarity and a built-in audience base.



DESIGNED FOR BROADCAST

TriPocket was designed for broadcast, commercialization, and modern fan engagement.



CONTROL OF ALL THREE LAYERS

WBL owns the game, league, and Media Platform, retaining control of content, data, and monetization.



LEAGUE-OWNED PLATFORM

Media and technology infrastructure unlocks betting, fantasy, analytics, and scalable content.



GLOBAL EXPANSION MODEL

Franchising creates regional loyalty while enabling international commercial growth.

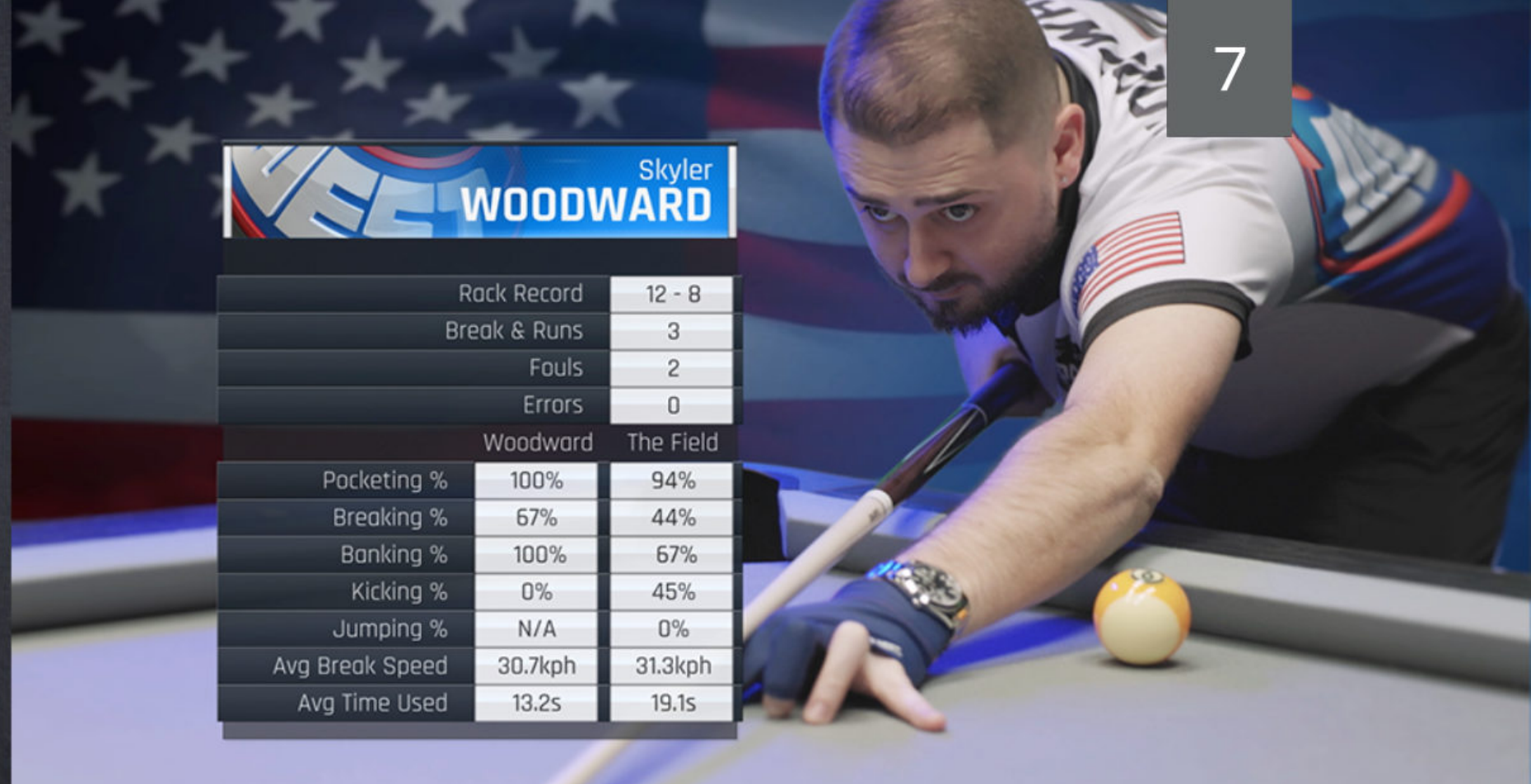
A GLOBAL LEAGUE



SPANNING NORTH AMERICA, EUROPE, ASIA, AND THE MIDDLE EAST.



▲ REAL-TIME COMPOSITE DIAGRAMMING
▼ PREDICTIVE SHOT PROBABILITY



▲ LIVE COMPREHENSIVE STATISTICS
▼ WORLD'S TOP PLAYERS



SIGNIFICANTLY DE-RISKED

Years of software, production, and format development have substantially reduced the key risks associated with launching WBL.



PROPRIETARY PRODUCT

- TriPocket developed as a broadcast-first format
- Designed for franchising, sponsorship, and engagement
- Developed after the 2023 proof of concept exposed the limits of existing formats



PROVEN EXECUTION

- Professional proof of concept produced with world-class players and live production systems
- Production systems and workflows validated
- League-owned technology platform developed



INDUSTRY ACCESS

- Leadership with decades of experience producing and operating global cue sports events
- Direct access to the professional player network
- Ability to secure world-class players from launch



INDUSTRY VALIDATION

- Rasson secured as strategic partner and investor
- Championship-level equipment partner aligned
- League structure, launch roadmap, and milestone-based capital plan completed

REVENUE MODEL

WBL has four core revenue engines:



MEDIA & CONTENT

Broadcast rights, streaming, archives, and social media monetization.



COMMERCIAL & EVENTS

Sponsorships, ticketing, hospitality, and championship hosting.



FRANCHISING & PARTICIPATION

Team franchises, amateur leagues, memberships, and licensed products.



GAMING & TECHNOLOGY

Betting, fantasy sports, analytics, and software licensing.



Concept designs for official WBL table and ball set



MARKET PROOF

Modern formats and strong presentation have repeatedly turned niche activities into valuable sports properties:

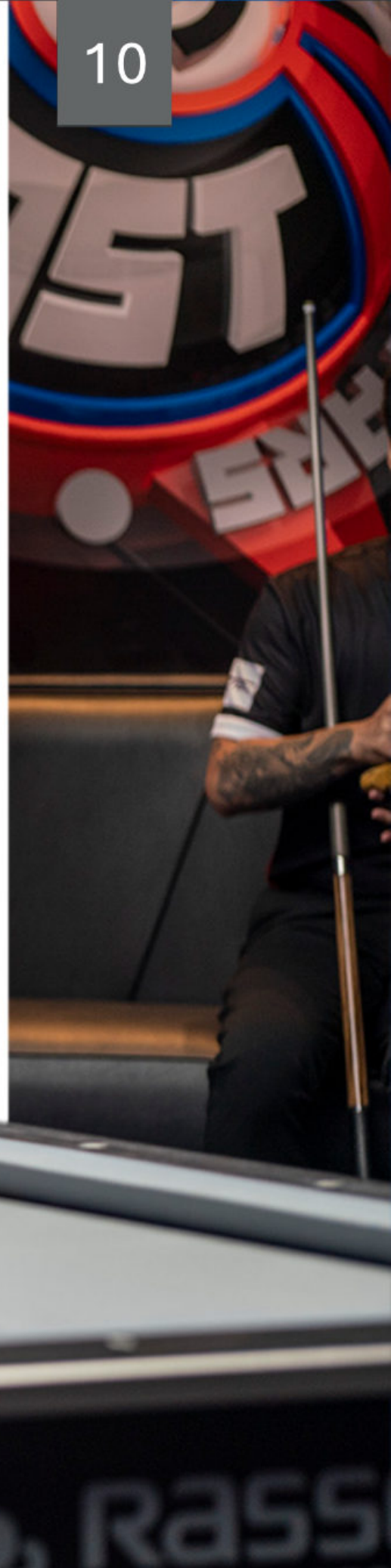
Matchroom Pool: seven-figure social media revenue.

Professional Darts Corporation: generates \$69M+ annual revenue.

Poker: evolved into a multi-billion-dollar global industry.

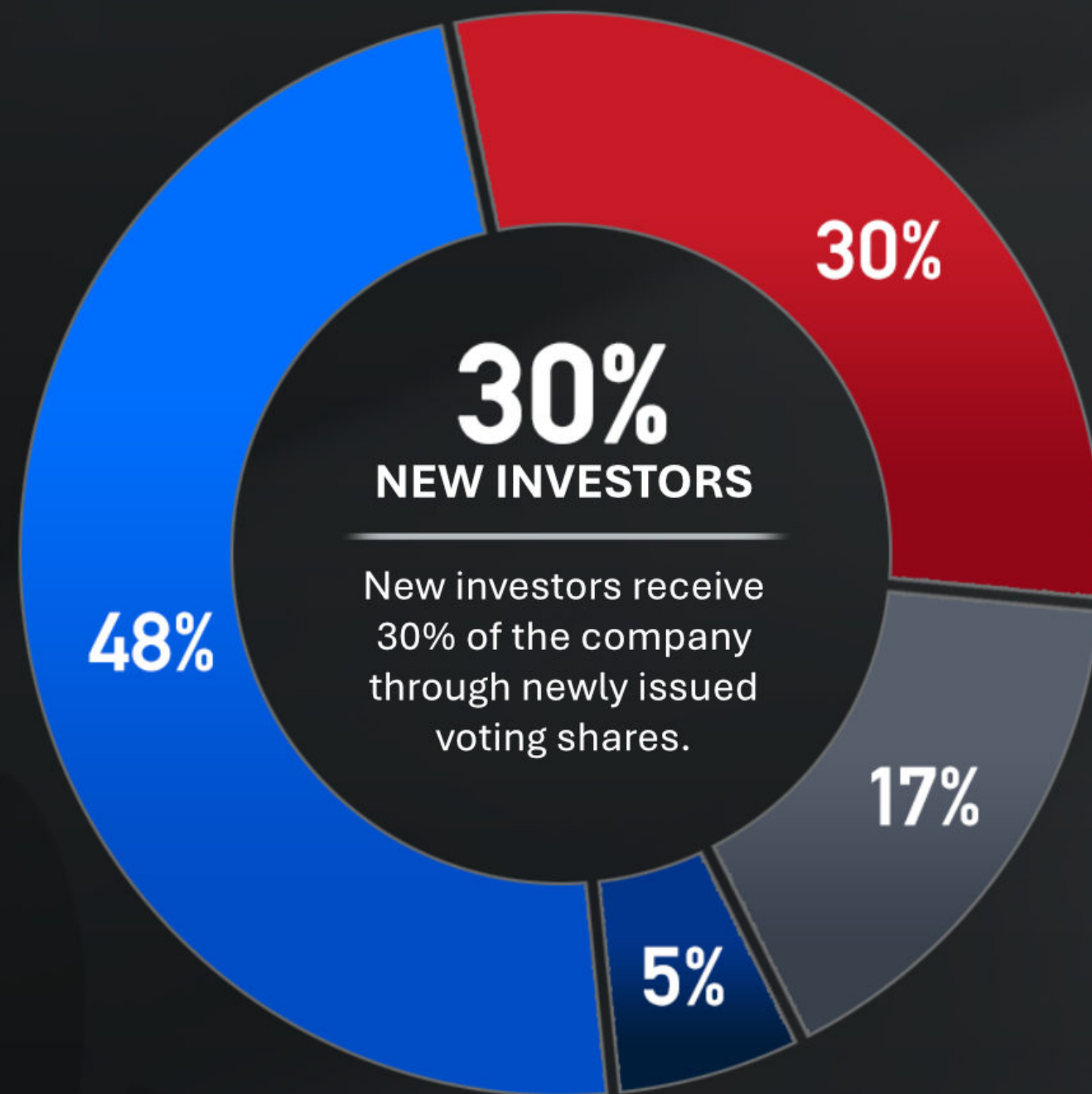
SailGP: \$200M+ revenue with \$100M+ team valuations.

Professional Bull Riders (PBR): acquired for \$560M.



INVESTMENT OPPORTUNITY

Current equity offer and post-investment ownership.



OFFER OVERVIEW

Capital Raise:	\$3.6M USD
Equity Offered:	30%
Share Class:	Voting shares
Board Representation:	One seat
Pre-Money Valuation:	\$8.4M
Post-Money Valuation:	\$12.0M

OWNERSHIP BREAKDOWN

New Investors	30%
Founders	48%
Strategic Partner	5%
Existing Early Investors	17%

CAPITAL DEPLOYMENT & MILESTONES

Total Capital Allocation: \$3.6M USD

The \$3.6M investment will fund the three launch phases required to build the infrastructure, validate the commercial model, and operate the inaugural season.

PHASE 1 - \$1.5M (42%) **FOUNDATION & INFRASTRUCTURE**

Secure dedicated venue and facility build-out

Expand and validate league technology platform

Deploy production equipment

Establish operational readiness for live competition

PHASE 3 - \$1.6M (45%) **SEASON ONE LAUNCH**

Launch inaugural professional season

Fund \$706k in player compensation and prize money

Activate franchise and sponsorship model

Expand media distribution and audience reach

Prepare the league for international expansion

PHASE 2 - \$480K (13%) **COMMERCIAL PILOT & VALIDATION**

Produce network-quality showcase event

Validate sponsor, broadcaster, and audience interest

Complete team formation and player onboarding

Refine workflows and establish launch benchmarks

PHASE 4 - ~\$2.5M PER SEASON **LONG-TERM SCALE**

Expand media, sponsorship, and franchise revenues

Launch betting and fantasy integrations

Establish global championship destinations

Scale equipment licensing and media rights

LEADERSHIP & STRATEGIC PARTNER



LUKE RICHES

Chief Operating Officer

25 years at Matchroom;
former Head of Pool

Structured and delivered
globally televised events

Leads league operations,
commercial strategy, and
broadcast delivery



NATHAN DUMOULIN

Chief Technology Officer

Architect of WBL's tech
and creative ecosystem

Produced live billiards
coverage for ESPN

Independent productions
exceeding 1.5B cumu-
lative social views



RAJ HUNDAL

Chief Competition Officer

World Masters Champion
featured on Sky Sports

Extensive global network
of professional players

Leads competitive
structure, rules, and
player relations



RASSON BILLIARDS

Strategic Partner & Investor

Global manufacturing
and distribution
leader

Championship-grade
table design

Official WBL
equipment partner

WBL

WORLD BILLIARD LEAGUE

Cue sports represent a multi-billion-dollar annual market with more than 200 million participants worldwide, yet no unified league, dominant brand, or category-defining IP owner exists.

The World Billiard League was created to fill that void.

The opportunity is established. WBL is built to capture it.

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