

FOR PLATFORM PROVIDERS

The Engagement Layer for Platforms.

Gamification, loyalty, missions, and tournaments your operators can launch, brand, and scale. Without you building the product category yourself.



WHY THIS DECK EXISTS

A short read. Worth ten minutes of your platform's roadmap thinking.

You already power operators at scale. The next layer of platform value is engagement, and it is increasingly what operators evaluate platforms on.

We built CompetitionLabs to slot into platforms like yours. One integration, available to every operator you serve, on commercial terms designed around your model.

If the next eight slides feel relevant, let's talk.



THE MARKET TREND

Operators want a platform that lets them launch **what no one else can. Not just one that powers what everyone has.**

The baseline is now well-understood: wallet, bonus engine, aggregation, reporting. What sets platforms apart is whether operators can use them to build unique campaigns, branded engagement experiences, and differentiated player journeys without going outside the stack.

Platforms that include that flexibility as part of the offering are easier for operators to commit to. Platforms that leave it to operators to source separately compete on infrastructure alone.

The opportunity is to own that layer commercially, without having to build it.



STRATEGIC PERSPECTIVE

The strongest platforms don't build engagement. They embed it.

Engineering the engagement layer in-house competes with the platform work that only you can do: core infrastructure, regulatory readiness, operator-requested features. It is rarely the highest-leverage use of your roadmap.

Embedding it from a specialist gives the platform full strategic ownership of the operator-facing layer without taking on the maintenance, scaling, and roadmap burden of building it.

The strongest platform decisions are about what to embed, not just what to build.



WHAT WE ACTUALLY DO

The Engagement Layer, integrated into your platform.

01 • A real-time engagement engine integrated into your stack through APIs and webhooks. One integration at platform level, available to every operator you power.

02 • Tournaments, missions, loyalty programmes, instant rewards, achievements, and journeys. Delivered via white-label UI components and a no-code campaign engine your operators can use directly.

03 • Built to scale. Billions of events processed monthly, sub-second latency, and a serverless cloud architecture designed for platform-wide deployment.





One platform integration. Zero per-operator engineering.

Your platform integrates CompetitionLabs once via REST APIs and webhooks. From that point, every operator on your stack inherits the engagement layer without per-operator integration work.

YOUR PLATFORM

`you own + maintain`

Wallet · Bonus engine · Reporting · Operator management



• REST APIs + webhooks · one-time integration

COMPETITIONLABS

`we own + maintain`

Real-time engine · Campaign logic · Reward engine · White-label UI · Multi-tenant architecture



• per-operator config · no code changes

YOUR OPERATORS

`each gets their own branded layer`

Tournaments · Missions · Loyalty · Rewards · Widgets

WHAT YOU MAINTAIN

Your existing platform. No new infrastructure to operate.

WHAT WE MAINTAIN

The engagement engine, the scaling, the uptime, the roadmap.

WHAT OPERATORS CONFIGURE

Their own brand, campaigns, and rules. No per-operator engineering on your side.



THREE THINGS THAT ARE DIFFERENT

Three things that are different about us.

01

**One integration.
Many operator outcomes.**

Integrate CompetitionLabs once at platform level.
Expose tournaments, missions, loyalty, and rewards
across every operator already running on your stack.

02

**White-label for operators.
Structured for platforms.**

Operators need brand freedom and launch speed.
Platforms need consistency, control, and supportability.
We sit in the middle properly, not as a compromise.

03

**Real-time infrastructure.
Not a cosmetic add-on.**

Not a UI library on top of someone else's logic. A real-time engine processing billions of events monthly, connecting cleanly to existing CRM, bonus, and wallet stacks.



COMMERCIAL UPSIDE

A stronger platform proposition. And a new revenue line.

When engagement tooling is part of your stack, your pitch to operators changes. You are no longer selling infrastructure alone. You are selling a platform that helps operators differentiate, retain, and grow.

- Stronger operator acquisition
- Stronger operator retention
- Higher perceived platform value
- New expansion revenue across the installed base

The question then becomes: how does the commercial relationship work between us and you. The next slide.



HOW THE COMMERCIAL MODEL WORKS

Two commercial options. One integration either way.

OUR PREFERRED MODEL • 01

Branded with your identity.

Your operators experience the engagement layer as part of your platform, under your brand. We integrate at platform level. You set the operator-facing commercial terms. CompetitionLabs powers it from underneath, the platform owns the relationship and the brand on top.

The strongest platform proposition: your operators see your brand, your bill, your support relationship. The engineering and the engagement engine are ours.

ALTERNATIVE • 02

Introducer and revenue share.

If branding the layer as your own is not the commercial fit, we operate as a referral partner. You introduce operators to CompetitionLabs, we close and service them directly under our brand, you earn a revenue share on the resulting contracts. A more open marketplace-style variant is also available, with operators on your platform able to opt in self-service.

The constant in both options: a platform-level integration. Operators never face raw third-party integration work.



A CONCRETE EXAMPLE

A concrete example.

A platform integrates CompetitionLabs once. Mid-tier operators on the network now have access to a branded engagement layer without each having to source, integrate, and maintain it themselves.

One operator runs a sportsbook-linked mission flow. Another launches slot tournaments. A third deploys a loyalty progression with collectables and instant rewards. Same underlying engine. Different operator brands, currencies, languages, and campaigns.

The platform stays the platform. The operators get a reason to stay on it. The commercial flow follows whichever model fits, bundled or referral.



THE ASK

Thirty minutes. A walkthrough built around your operator model.

If the last nine slides resonated, the next step is a short session focused on how CompetitionLabs sits inside your platform, what operators would actually see, and how the commercial structure works in practice.

No generic product tour. A practical discussion about fit.

Book 30 Minutes Session →