moddy AI

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Moddy Launches No-Code Platform That Turns Sports Betting Theories Into Trackable, AI-Powered Models

Atlanta-based prediction analytics company gives sports betting creators a way to turn theories into models and prove whether their strategies actually work, using integrated NFL, MLB, and NBA data.

ATLANTA, March 11, 2026 — Moddy AI, Inc. today launched a platform that lets sports bettors with no coding experience build predictive models in under an hour — systems that previously required data science teams and months of development. The Atlanta-based company is opening its creator platform to paying customers after a beta phase that processed more than two million predictions across 682 active models.

Sports fans are bombarded with predictions about who will win, how many yards a quarterback will throw, or which parlay will "hit," but most of those calls rest on hunches or ad hoc spreadsheets. There's no simple, standardized way to see which approaches are truly data-driven and which are just confident guesses, so bettors end up relying on personality and hype instead of proven performance.

Building a serious sports betting model has traditionally required deep data science skills, custom data pipelines, and a lot of time. Moddy lets anyone define a betting theory and turn it into a multi-feature model in under an hour, using integrated historical NFL, MLB, and NBA data — no coding or spreadsheets required.

> *"Sports betting has no shortage of opinions. What it lacks is a consistent way to evaluate whether a strategy actually works. We built Moddy so anyone with a theory can build a model and prove it over time."* — Todd Rogers, Co-Founder, Moddy

During its development and beta phase, Moddy processed more than two million predictions across 682 active models and executed over 29,000 training runs, validating both system performance and real user demand. Those models run on a growing dataset of more than 126 million sports data points spanning three major leagues.

Moddy acts as an independent prediction layer on top of existing betting markets, giving users a way to build, test, and track models without managing any of the underlying data or infrastructure. Creators define a theory — for example, how a team performs on short rest or how quarterback passing volume changes as an underdog — and Moddy turns that idea into a model using historical data. Moddy applies ensemble machine learning techniques and automated, AI-driven feature engineering to user-defined theories, producing calibrated probability outputs that update as new game data arrives. Predictions are then tracked in a transparent, timestamped performance record that creates accountability over time.

“Moddy lets me bring my own ideas to the data instead of guessing from gut feel,” said Carlos Hernandez, a Moddy beta creator. “Once a model is live, every prediction is tracked, so there’s no hiding from the results.”

With the creator platform now live, Moddy plans to launch a dedicated bettor-facing mobile app in Q2 2026. The app will give fans access to prediction insights generated from verified, performance-tracked models built on Moddy, delivering structured betting intelligence grounded in data rather than personality-driven picks.

The Moddy creator platform is available now at https://moddy.ai with a 14-day free trial. After the trial, plans start at $199 per month for creators who want to build, launch, and track live models.

About Moddy

Moddy is a sports prediction analytics platform addressing a core problem in the betting industry: the inability to distinguish data-driven strategies from confident guesses. Founded in Atlanta by former Amazon engineers, Moddy provides a no-code environment where creators can turn betting theories into trackable, AI-powered models using integrated historical data from the NFL, MLB, and NBA — a dataset spanning over 126 million data points.

The platform combines three capabilities traditionally siloed across different tools: structured data access; automated model training using ensemble machine learning techniques; and transparent, ongoing performance tracking. Creators define hypotheses (e.g., "teams underperform as road favorites on short rest"), and Moddy handles feature engineering, backtesting, calibration, and live prediction generation. Every prediction is recorded and tracked, creating an auditable performance history.

Moddy's two-sided model serves both creators (who build and monetize models) and bettors (who consume verified prediction insights). A dedicated bettor-facing

mobile app is scheduled for Q2 2026, delivering structured betting intelligence from models with proven track records. For more information, visit https://moddy.ai.

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