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## **Moddy Expands AI-Powered Modeling Platform to NBA Player Props**

*Launch gives creators the ability to build, test, and track models across six player prop types — without data science expertise.*

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ATLANTA, March 25, 2026 — Moddy AI, Inc., the AI-powered sports intelligence platform built for model creators and data-driven bettors, today announced the launch of NBA player props within its platform, expanding its capabilities beyond traditional game-level predictions.

*"Player props are one of the fastest-growing areas in sports betting, but they're also one of the most misunderstood. Most bettors are still relying on trends or surface-level stats. We built Moddy to bring structure, testing, and transparency to that process." ~ Todd Rogers, Co-Founder, Moddy*

With the addition of player props, creators can now build and test models across six individual player outcome types — points, rebounds, assists, three-pointers made, first basket, and combined PRA (points+rebounds+assists) — unlocking a new layer of predictive modeling and performance tracking.

### **Modeling at the player level**

Unlike traditional betting tools that surface picks or projections, Moddy enables creators to:

- Build models based on player-level data and custom logic
- Test those models against historical data
- Track real performance over time
- Identify where true edge exists vs. market pricing

In player prop markets, where sportsbooks set lines based on projected performance, the difference between perception and reality can be small but meaningful.

Moddy gives creators a way to quantify that difference.

### **Why player props matter**

As betting markets have evolved, player props have become a primary focus for both casual bettors and sophisticated analysts. Compared to moneyline and spread betting, props offer:

- More granular opportunities for edge
- A wider range of outcomes to model
- Greater reliance on player-level data and projections

However, these same factors make them difficult to evaluate without structured modeling.

*“Props look simple on the surface, but they’re incredibly nuanced. We’re giving creators the ability to move beyond intuition and actually test whether their ideas hold up.” ~ Todd Rogers, Co-Founder, Moddy*

### **Built for creators first**

The launch of player props continues Moddy’s focus on empowering creators to build and prove their own models, without requiring data science expertise.

Creators can:

- Turn a theory into a working model in minutes
- Compare projections against live lines
- Track performance transparently
- Build credibility based on results, not claims

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### **About Moddy**

Moddy is an Atlanta-based prediction platform bringing transparency and accountability to sports betting models. By combining comprehensive league data, structured model-building tools, and AI-assisted performance tracking, Moddy enables creators to build and validate data-driven betting systems without requiring data science expertise. A bettor-facing mobile app providing access to verified prediction insights is scheduled to launch later this year.

The Moddy creator platform is available now at <https://moddy.ai>

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