



FOR IMMEDIATE RELEASE

Moddy for Business Puts Sports Prediction Models Inside Betting Products

Betting products can build their own models with Moddy Labs or use Moddy's with Moddy Signals. Either way, they get model-driven predictions, ranked picks, and written analysis, updated throughout the day as markets and lineups change.

ATLANTA, October 28, 2026 — Moddy AI, Inc. today launched Moddy for Business, bringing its sports prediction engine to the companies that build betting products: bet trackers, pick'em and fantasy apps, prediction market apps, creator platforms, and betting media. Partners build their own models in Moddy Labs or license Moddy's through Moddy Signals, with everything delivered through one API.

Bettors are trading on sports like never before: Kalshi alone handled more than \$980 million in NFL volume in Week 1 of this season, according to DeFi Rate. Every betting product wants an edge. Few can afford to build one. Doing it in-house takes a data science team, data plumbing, and a slow experiment loop, repeated for every model. Moddy has already built all of it: the data, training, calibration, predictions, and grading.

"A model is a tool, not a promise. Every model shows its results on real games, cold stretches included. We'd rather show partners the full record than sell them confidence. We built this engine for creators and bettors first, and now any betting product can put it to work, with our models or with its own." — **Todd Rogers, Co-Founder, Moddy**

Two ways to work with Moddy

Moddy Signals: our models. Predictions, ranked picks, and plain-English analysis from Moddy's models, configured for the partner's audience and delivered into its app, site, newsletter, or Discord.

Moddy Labs: your own models. Partners that want their own models build them in Labs, without code, guided by the Lab Partner, Moddy's AI assistant. Every model is

trained, tested against the market, and calibrated before it goes live, then runs on the same infrastructure as Signals: the same predictions, ranked picks, and written analysis, through the same API. Teams that already have data scientists move faster, spending their time on ideas instead of pipelines.

What partners get

- **Predictions:** each model's side, probability, and strength for every covered game and market, set against consensus odds
- **Briefed Boards:** ranked picks built for the partner's audience, with The Read, The Rundown, and The Parlay written on top and refreshed every prediction run
- **Proof of performance:** record and return, closing line value (whether a model beat the market's final price), skill against the market, and calibration for every model
- **API delivery:** one connection for everything, with a record for every pick, even when there's no edge

Graded on live results

Every pick is graded once it settles, on live results, never backtests. Every featured pick and parlay names its risk, and nothing Moddy writes promises a win.

"A winning pick doesn't prove much on its own. We hold every model to harder questions: did it beat the market's closing price, and when it said 70%, did about seven in ten actually win? Models get retrained and recalibrated over time, but those are the numbers that decide whether one is any good." — **Conrad (Trey) Wredberg, Co-Founder, Moddy**

Moddy for Business runs on the same engine behind 1,000+ active models and more than 30 million predictions across 49 NFL, NBA, and MLB markets, built on 250M+ data points.

Availability

Moddy for Business is available now. Every engagement starts with a scoping call and a paid 30-day pilot, live in the partner's product with a test group and judged on product fit, followed by a one-year agreement. Book a call at moddy.ai/business/contact.

About Moddy

Moddy is an Atlanta-based sports prediction company. Moddy for Business brings its modeling engine to betting products through Moddy Labs and Moddy Signals. Moddy also offers a no-code platform for model creators and the Moddy app for bettors. Learn more at <https://moddy.ai>

If you or someone you know has a gambling problem, call 1-800-GAMBLER.

Media contact:

Renée Thompson
press@moddy.ai

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