



I-POOLS LAUNCHES UK FIRST REAL-MONEY DAILY FANTASY RACING

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Social pools betting network **i-pools** has launched the UK’s first real-money **Daily Fantasy Racing** games, with the **Tote** monopoly reaching expiration.

The introduction of Fantasy Racing pools offers punters an alternative to fixed-odds markets and totaliser betting, and does so in a social context, with players betting against each other rather than the house [Contact Us](#)

Stakes start from £1, with players given the opportunity to create their own games and set their own stakes. Players don’t need to pick every winner to win the prizes, they just need to do better than the other players.

Tristan McDonald, Founder of i-pools, said: “We’ve patiently waited for the end of the Tote monopoly to launch a key element of our product range: daily fantasy racing, which offers racing fans a fun and skill-based alternative to fixed odds sportsbook.

“Our objective, as a business, is to put the fun back into betting and to create a genuinely player friendly environment to have a flutter on all major sporting events.”

Matt Steer, Head of Business Development for i-pools, added: “Our vision is to build a single pool of liquidity for social pools games, in the same way that the poker networks have done, by entering into product partnerships with existing media and operators.

“We have three nodes on the network so far and are looking to expand rapidly over the next 12 to 24 months.”