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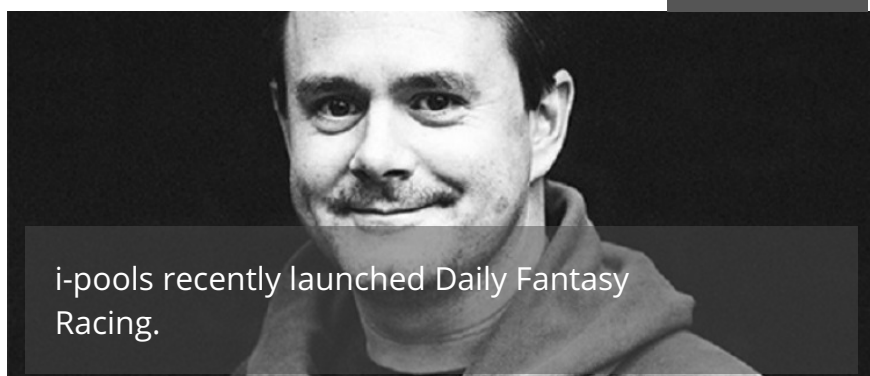
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Tristan McDonald - i-pools: "What you see is what you get"

🕒 Friday, August 3, 2018

👤 [Posted by Michael Lawson \(/users/michael-lawson/\)](/users/michael-lawson/)

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Social pools betting network i-pools recently launched the UK's first real-money Daily Fantasy Racing games, with the aim of offering punters an alternative to fixed-odds markets



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and totaliser betting. Read an excerpt from an interview with i-pools Founder Tristan McDonald to find out more.

"With i-pools, we are not seeking to create a new betting brand. We want to build a network that can be accessed by other sites' customers, in a similar way to the poker networks.

"We provide a cost efficient product solution for other operators and media sites that doesn't require any development resources to implement and brings "gravitational liquidity" as part of the package.

"We therefore describe ourselves as a social pools betting network and are seeking to build through b2b product partnerships.

"We are not offering gimmick marketing offers. What you see is what you get. Our aim is to offer great value for existing customers. So all our marketing offers such as Guarantees, Freerolls, Loyalty Schemes, Monthly Hall of Fame prizes, are all for existing players.

"No "brand new customers only" offers at i-pools! Just treat all customers well all the time. We are aiming at general sports fans and games players (such as fantasy league) rather than the harder core gambling segments. Those who like a flutter whilst consuming their sports rather than those that watch sport because they have had a flutter.

"But we also offer a fair and transparent platform for all players. We do not restrict or close accounts for winning which seems to have become a real issue for the fixed odds operators.

"As a final comment, one of the big advantages of the i-pools genre of betting formats is that it is "unfixable". I see this as becoming a more and more important element of sports betting in the future; as sport becomes more and more transparent, so will sports betting."

Totally Gaming says: The i-pools network, and the way it operates, is a real breath of fresh air. In Tristan McDonald's words: no "gimmick marketing offers", no

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"brand new customers only" and all customers treated well "all the time".

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