



THE FIX

How an unlikely 'alliance' between **the White House, the Mafia and Wall Street** created one of America's largest and most profitable businesses while re-shaping **professional sports - sports gambling** and architecting the future of **technology, politics, and pop-culture**.

Series Arc-Progression

- | | |
|----------------|----------------------|
| 1970's | – Build the Model |
| 1980's | – Flip the Model |
| 1990's | – Scale the Model |
| 2000's (01-10) | – Break the Model |
| 2000's (11-20) | – Liberate the Model |



1970s: BUILD THE MODEL

Restructure sports/sports gambling from 'player' to 'platform'
control the **Teams**, the **Coaches**, the **Rules**, the **Refs** and, most importantly, the **Media**

Mafia runs the operation – **Wall Street** runs the money – **White House** runs the economy

The Golden Rule – 'the player is untouchable' they build legend/lore and
maintain the integrity of the game – 'an economy needs variability to survive...'

Create a 24/7 sports news cycle and the hook is set...

1980s: FLIP THE MODEL

The Mafia shifts control of Las Vegas to Wall Street

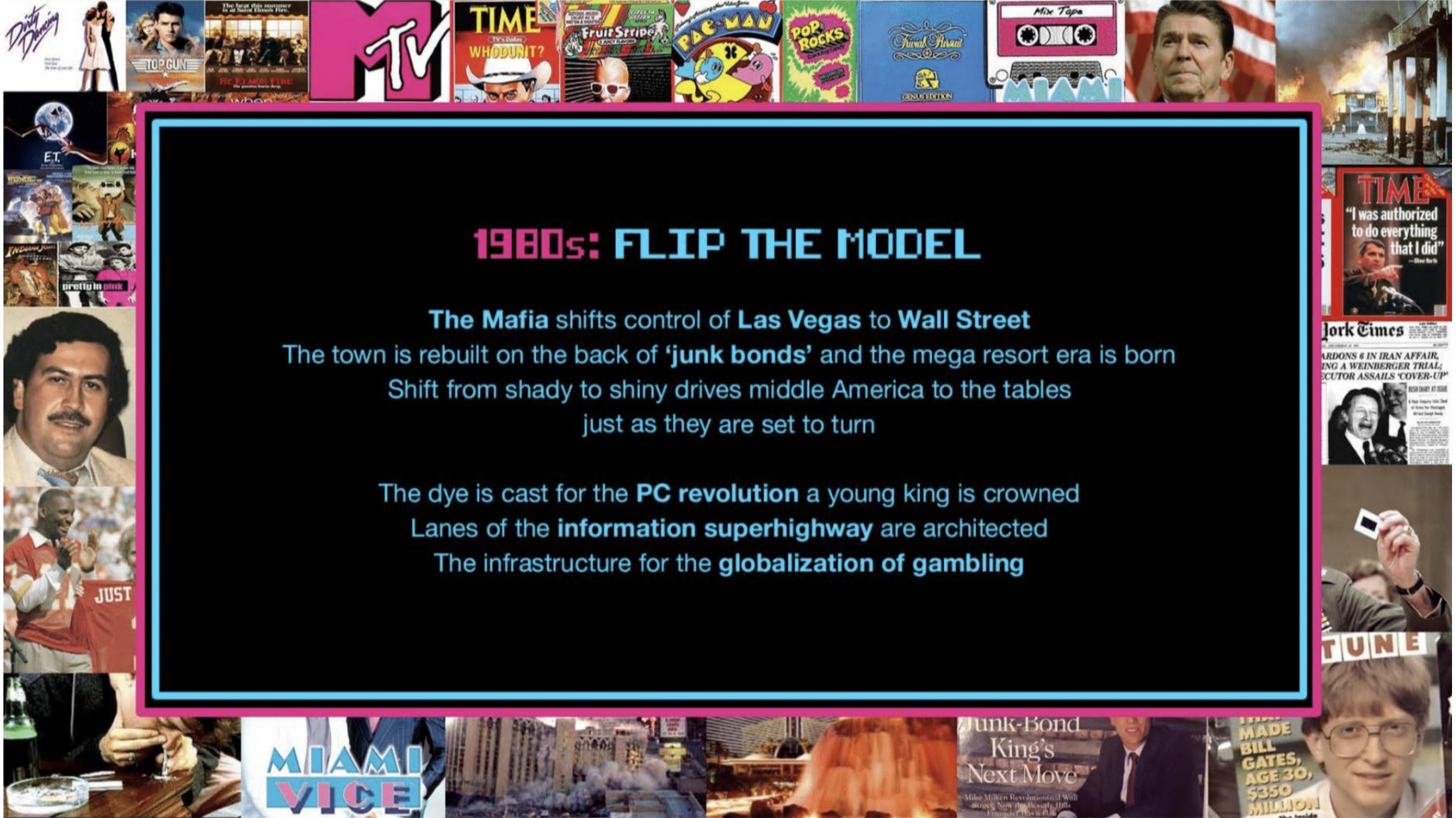
The town is rebuilt on the back of **'junk bonds'** and the mega resort era is born

Shift from shady to shiny drives middle America to the tables just as they are set to turn

The dye is cast for the **PC revolution** a young king is crowned

Lanes of the **information superhighway** are architected

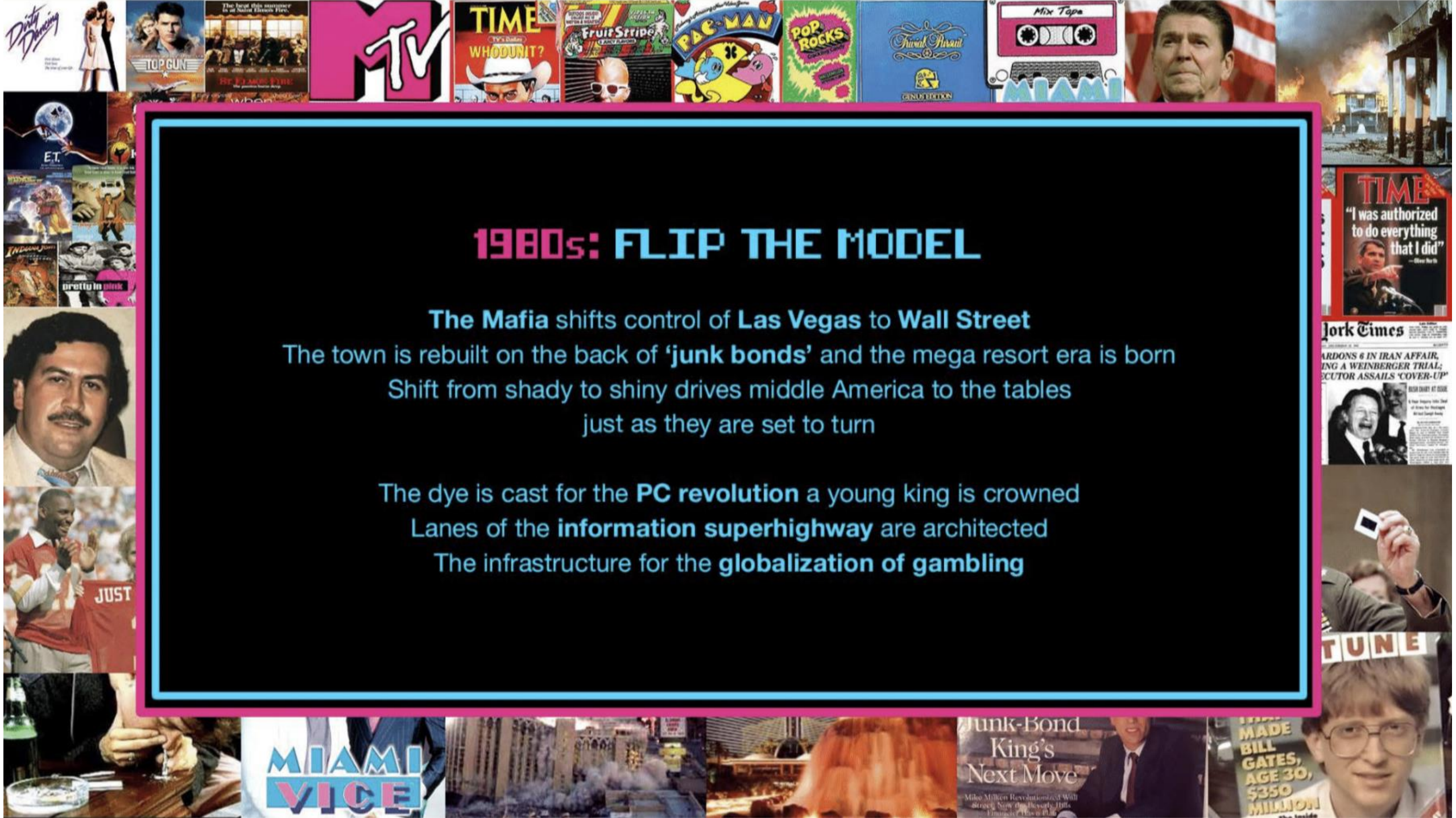
The infrastructure for the **globalization of gambling**



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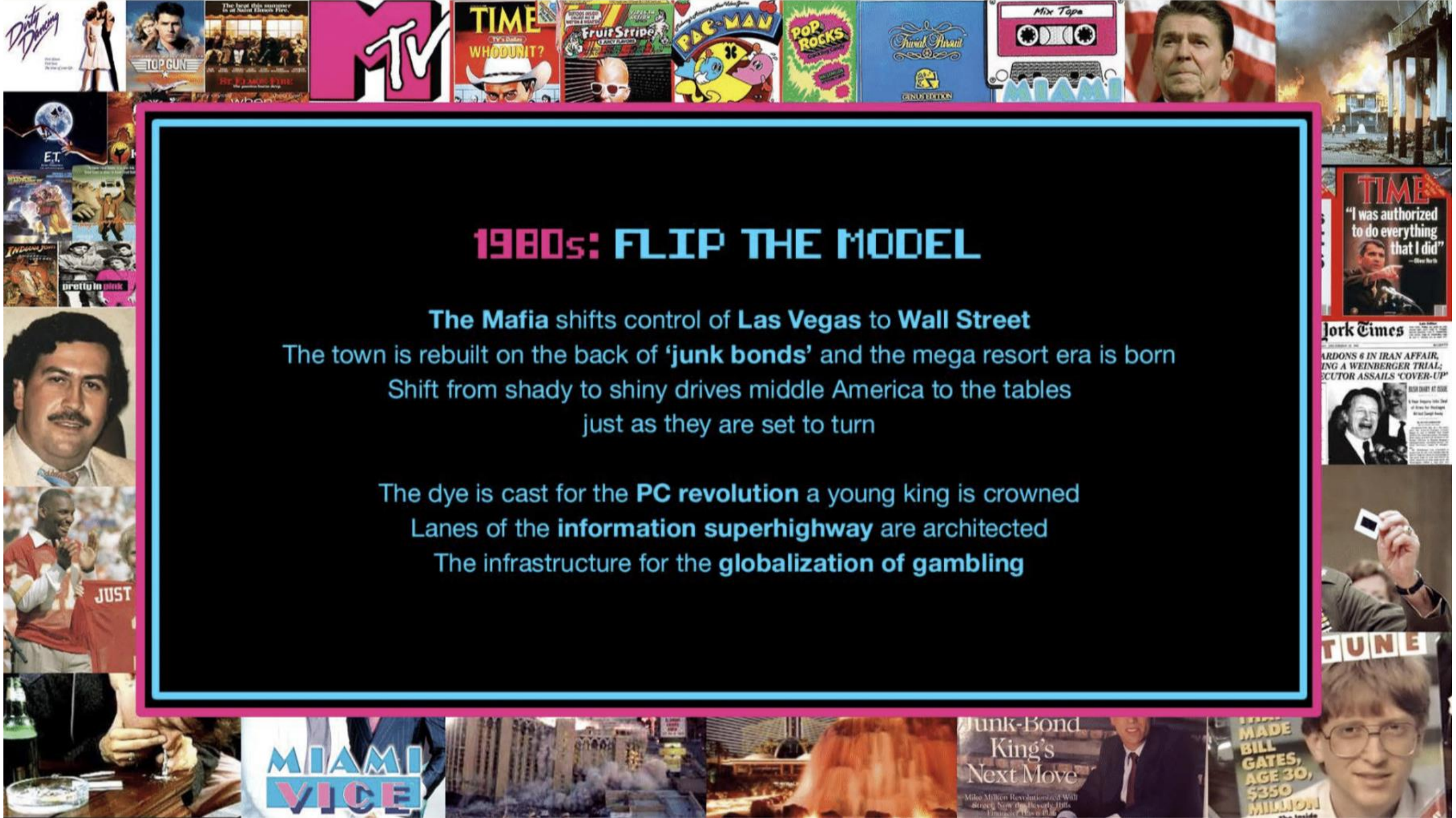
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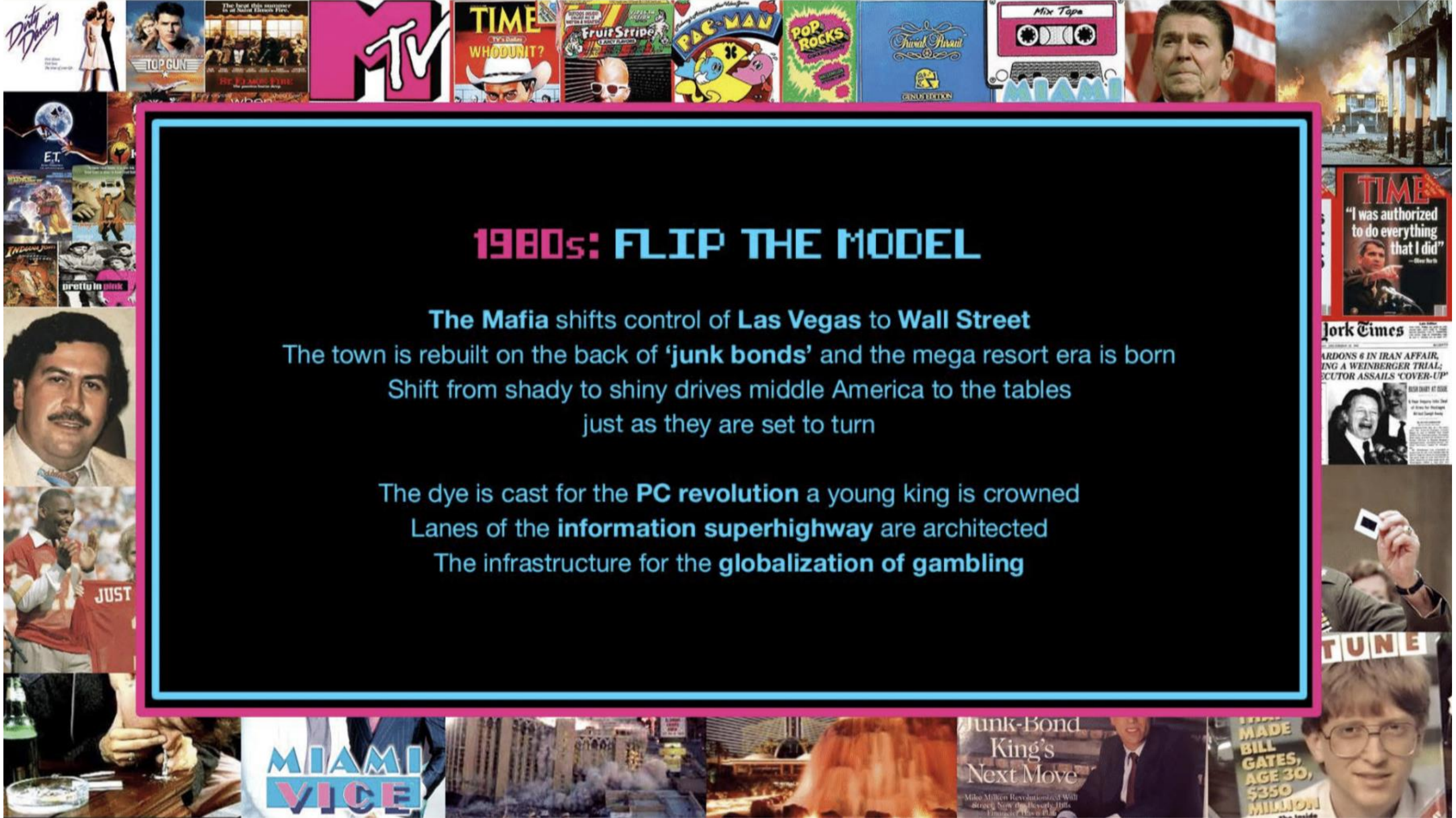
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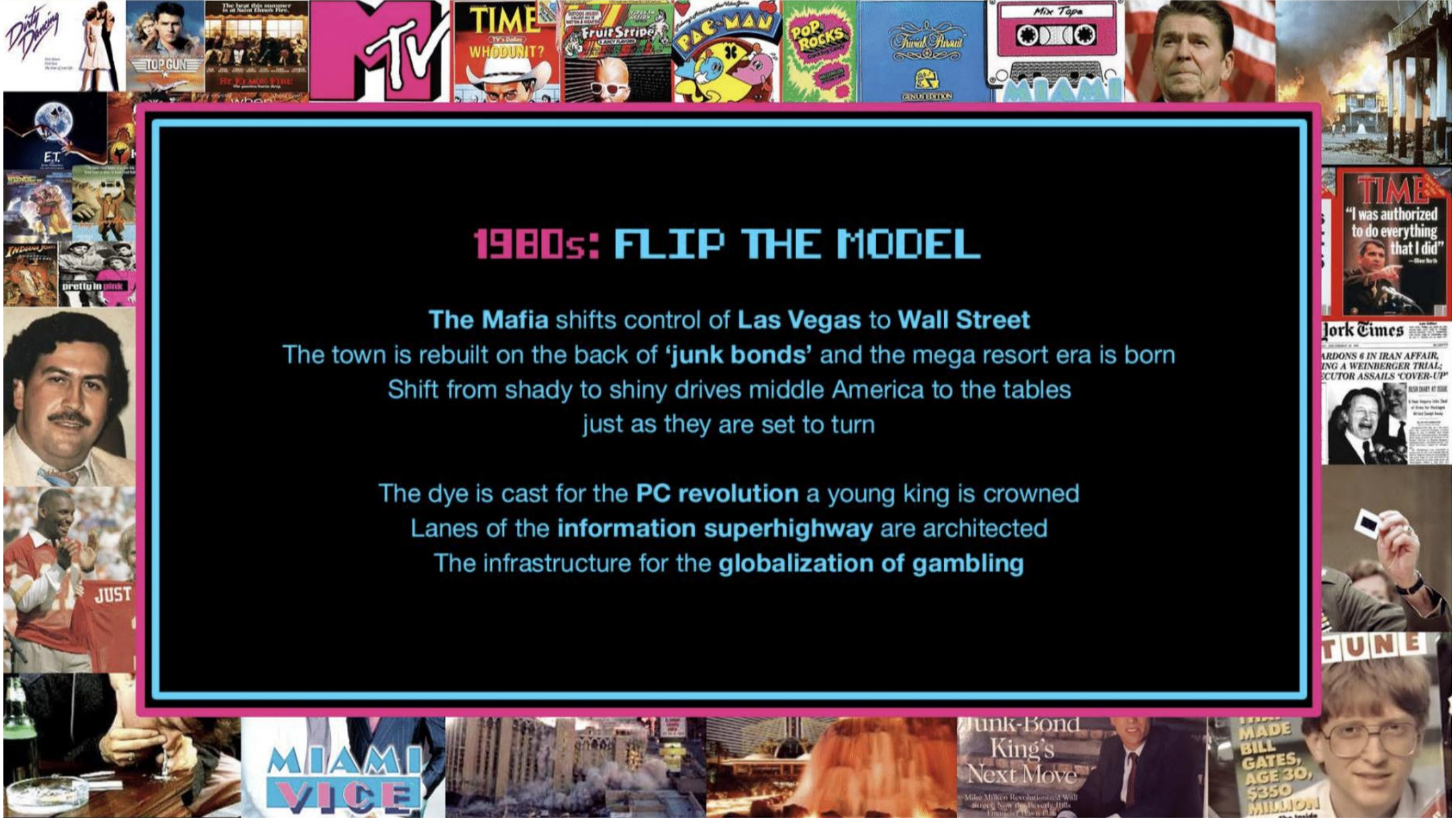
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1990s: SCALE THE MODEL

The Internet goes 'live' - wired for **gambling** and **porn**

The **Mafia** locks in the real estate and monetization for porn

The **Sports Team** (PHDs/actuaries) drops gambling on the rails

Sports gambling 'frozen' in place just as it hits the mainstream

Reach, velocity and complete control drive exponential growth

Securing the model **deepening** the **dependency**



2000s: BREAK THE MODEL

'All power corrupts - absolute power corrupts absolutely'
Hubris, in-fighting, and positioning compromise the fundamentals
Seismic shift in control **re-charts the course** of the organization

The 'Golden Rule' is broken
The pieces can't be put back together
Bringing it all to the **brink**



2000 TEENS: LIBERATE THE MODEL

With the **seal broken** the organization **pivots**
Laying the groundwork for the '**legalization**' of **sports gambling**
Infrastructure and platforms, territories and coverage

Same players, **New Model**
Money, power, control still in place
The Fix continues - in the light of day

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rreakin
56
Bad



hub



NEWS EXCLUSIVE

CLUSIVE
S: OSAMA BIN
KILL SITE

