

College of the Holy Cross

Member Information

<u>Name</u>	<u>Year</u>	<u>Major</u>
Ilia Kolesnikov	2026	Economics
Anthony Petrosino	2026	Computer Science
Maxwell Vogel	2026	Economics

Advisor: Karen Teitel

Topic: Ethics and Sports Gambling Addiction

Audience: Fliff's Board of Directors

Executive Summary

We are representatives of the Crusader Consultants, and we are here to discuss the ethical, legal and financial issues regarding the impact of Fliff's "social sportsbook" on young adults and teens. Fliff is using legal technicalities in order to avoid financial repercussions and legal restrictions associated with running a legal sportsbook and is thus able to exploit an untapped market of underage bettors who are more susceptible to Fliff's marketing and retention tactics, in turn unethically getting kids hooked into addictive and self destructive behavior.

By utilizing a sweepstakes system, Fliff is able to bypass legal restrictions placed on sportsbooks, allowing it to set its minimum age requirement to 18. In addition, Fliff currently does not utilize age verification controls when users sign up. Giving teens easy access to sports gambling raises many ethical concerns as gambling is proven to cause low self-esteem, stress, anxiety and depression, and among all addictions, gambling is linked to the highest suicide rate. There are also various legal issues that Fliff faces as we are convinced that if Fliff was to be taken to court, they would be proven to be a sportsbook and face major repercussions as other online sportsbooks have, possibly putting Fliff out of business. We suggest that Fliff make changes to its app, such as wager limits, improved identification security and to either implement a true sweepstakes system of gambling or to fully commit to being a sportsbook.

If Fliff implements our suggested solutions, you would be demonstrating that Fliff cares for its users while avoiding legal repercussions and increasing long term profits. Preventing underage users from using Fliff is more desirable for not only ethical reasons but also for legal and financial reasons. Fliff is a relatively young, small and growing company so it would be best to put these solutions into play now before it gets too big. Although some solutions do suggest drastic changes to what the system has to offer, they will help save the company in the long term.