

Book *of* Odds™



36 BROMFIELD ST.
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BOSTON, MA 02108
TEL. 888.957.ODDS (6337)

www.bookofodds.com

Facts-at-a-Glance

About Book of Odds:

Book of Odds www.bookofodds.com is the world's first provider of fun, accurate, and easy-to-use information on the odds of everyday life. Its mission is to help users better understand the world around them and make informed decisions in the face of uncertainty. From the risk of being diagnosed with cancer to the thrill of parenthood, Book of Odds covers the topics people care about most and provides information relevant to the decisions they make every day. It tries to answer the question people ask almost daily, "What are the odds of that?"

Notable Facts:

- Book of Odds is a privately funded start-up founded in 2006 by Amram Shapiro.
- Book of Odds is the first large-scale reference work for the odds of everyday life.
- Book of Odds helps people compare odds they are unfamiliar with to those they understand from experience, something never before routinely available.
- Book of Odds' research and editorial content is dynamic and ever-expanding by topic, geography and time.
- Book of Odds has over 250,000 odds covering the subjects of greatest concern and interest to people, including:
 - Their relationships and how they fit in to the world
 - What may happen to them and those they care about
 - What they worry about or fear the most
 - How they fare economically
 - Their health and illnesses
- Book of Odds' research utilizes over 800 independent sources of vetted data and has required over 50 man-years of effort to date.
- Book of Odds has built a state-of-the-art semantic database of probabilities

Key Leadership:

Amram Shapiro, President and Founder
Louise Firth Campbell, Chief Operating Officer
Dawna Lanney, Director of Information Technology
George Campbell, Director of Human Resources
Rosalind Wright, Founding Editor

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Our Mission

As we set out to create Book of Odds in 2006 we defined our mission and have stuck to it. It has six parts that are not independent of each other, but buttress a shared purpose. Each supports the others and is in turn made possible by the others. Our hope is to achieve them all.

1. **Establish a respected new reference source.** We mean to create an authoritative source of record on the odds of everyday life. One that will be well-respected for its accuracy, transparency, and constant self-evaluation and also one that will be referenced widely.
2. **Increase the general understanding of probability.** This is one of the fundamental concepts of our era. The idea that most of what we know is only *probably* so is both frightening and liberating, but mostly liberating. We hope to broaden the understanding of this abstract notion.
3. **Increase the tolerance for uncertainty.** It is our belief that much of the mischief in the world is caused by a desire to seek certainty at any cost. Through increased understanding, we hope to make people more tolerant of uncertainty, of differences, and ultimately of each other.
4. **Unleash the human capability to calibrate probability.** By calibration we mean comparative learning, understanding the unfamiliar by relating it to the familiar. Some suppose that people cannot calibrate probability because it is numerical and has an abstract notation. Our mission is to prove this wrong.
5. **Help with tough decisions.** We hope to help in many ways. We hope to be a source for people seeking information in general about a concern or impending decision they must make. We also hope to help those who provide expert judgments about probabilities, such as doctors and other professionals, by giving them comparisons they may use to better explain the risks they are describing.
6. **Endure.** We hope to create a lasting and sustainable reference that is continuously updated, expanded, and is financially sound. Our commitment to personalized outputs for our users and semantic technology signals our aim to stay at the forefront of the Web. If we fulfill our mission we will do so for a long, long time.



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Book of Odds Frequently Asked Questions

Why does the world need Book of Odds?

Book of Odds addresses an important and widespread need: To understand risk simply and accurately. In many ways our lives are shaped by the avoidance or management of uncertainty. Until Book of Odds, there existed no large-scale reference for learning about and understanding this profoundly critical concept.

What is an Odds Statement?

An Odds Statement is the basic unit of Book of Odds. It is a concise statement of probability of the form: *The odds a person will be struck by lightning in a year are 1 in 835,500 (US, 1995-2007)*. Think of an Odds Statement as analogous to an entry in a dictionary. It follows a consistent set of conventions making it easy to understand and compare to any other. Book of Odds contains hundreds of thousands of carefully researched Odds Statements. Every Odds Statement in Book of Odds is evaluated and graded for the quality of its underlying data.

What is calibration and how does it work?

The idea of calibration is central to the mission of Book of Odds. Simply put, calibration is learning by comparison. It is the act of understanding the unfamiliar by relating it to the familiar. We believe that people can learn to intuitively understand probability if given a consistent reference full of vivid examples to work with. Calibration allows you to make unexpected connections and increase your understanding of uncertainty.

How do I find the Odds Statements I want?

Traversing Book of Odds' ocean of knowledge can be both fun and overwhelming; however, we have many tools to help you navigate. You can use the search functionality to search by keyword, by odds (i.e. key-number), or you can search visually. In addition, you can browse by topic, subtopic, tags, or read one of our original articles or blogs. If you don't find the Odds Statement you want, you can suggest it to be added to our research agenda.

How is Book of Odds useful to the media?

Book of Odds provides journalists a powerful and useful reference work that can instantly add value to any piece. Book of Odds is a thoroughly vetted, unbiased, and free source of information that will save you time and trigger new ideas. Whether you are searching for specific information or a thought provoking angle, Book of Odds is the best source for answering that timeless question, "what are the odds?"

To find more information please visit our Newsroom at www.bookofodds.com



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What is Calibration?

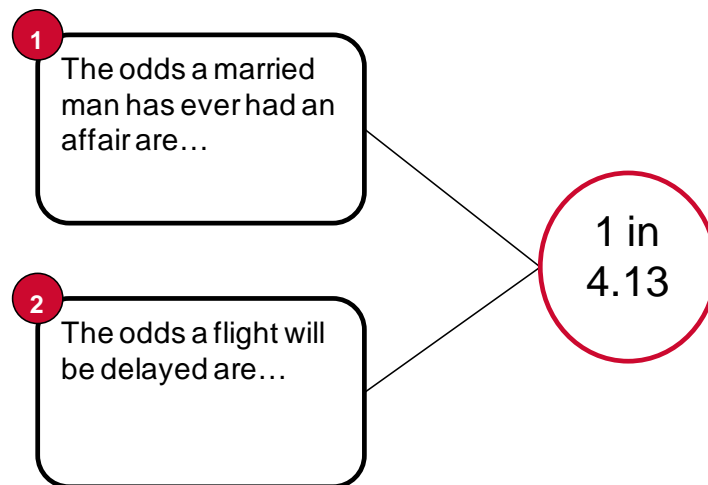
The idea of calibration is central to the mission of Book of Odds. Despite common wisdom, we believe that people can learn to intuitively understand probability if given a consistent reference full of vivid examples to work with. So, how does calibration work?

Take two seemingly unrelated events. For instance:

1. The odds a married man has ever had an affair
2. The odds a flight will be delayed

What happens when you compare their likelihood?

You begin to discover some surprising connections:



Have you ever experienced a flight delay? If so, that experience can help you better grasp the risk of marriage infidelity or any other event whose likelihood is 1 in 4.13. That is calibration.

What if you could do this with thousands, or even millions, of events?

Welcome to Book of Odds.

The odds of everyday life.

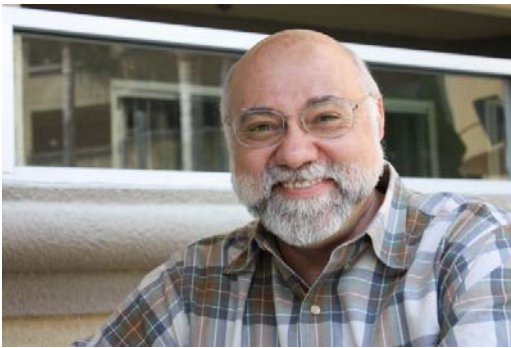


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Amram Shapiro, President and Founder

Why Book of Odds – “Book of Odds began with a simple question: Why are we able to get information about so many subjects so easily, yet not about the most vital and interesting subject – the probabilities of everyday life? Answering this question became my mission and the business idea that followed met the criteria I had set for myself when I looked for the next thing to do in my life: it is worthwhile, meaningful and should be useful for a long, long time.”



Favorite Quotes –

“Chance favors the prepared mind.”

- Louis Pasteur and a biased sample of world-class scientists

“The more I practice, the luckier I get.”

- Gene Sarazen and a biased sample of world-class athletes

As Founder and President of Book of Odds, Amram Shapiro, has seen Book of Odds from its birth in 2006 through its three-year development phase to its launch in September 2009. Amram is responsible for setting strategic direction at Book of Odds and building strategic relationships with other organizations interested in the Book of Odds mission. He is an active contributor to research, technology, marketing, and editorial content. Over 20 years of experience as a strategy, technology and new product development consultant have informed these efforts since much of this work entailed making sense of data, managing complex projects and understanding the dynamics of healthy and productive organizations.

Prior to Book of Odds, Amram served as Director at Arthur D Little (ADL) and at Pittiglio, Rabin, Todd & McGrath (PRTM). At ADL he led the Strategic Management of Technology practice and at PRTM he helped build the PACE practice into the premier new product development consulting offering around the globe. He was co-author of the groundbreaking “Product Development, Success Through Product And Cycle-time Excellence” (Butterworth-Heinemann, 1992). He has also contributed to numerous journals including PRTM’s *Insight*, *Research Technology Management* and *CFO*.

Amram graduated *magna cum laude* with a Bachelor of Arts degree from Columbia College and has received his MBA from the Harvard Business School.

Amram’s Favorite Odd Statement– The odds an adult has ever eaten cold pizza for breakfast are 1 in 2.56 (US, 5/2005).

The odds of everyday life.



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Louise Firth Campbell, Chief Operating Officer

Why Book of Odds – “I was intrigued when Amram Shapiro approached me about joining him to bring Book of Odds to life. The concept clearly filled an unmet need. But we needed to design something that would achieve the mission, appeal to a broad audience, and become a sustainable business. I am excited to be part of Book of Odds and creating something that will endure.”



Favorite Quote –

“The policy of being too cautious is the greatest risk of all.”
- Jawaharlal Nehru

As Chief Operating Officer for Book of Odds, she is responsible for overseeing research, development, operations, and finance. Her content creation activities focus on Health & Illness and Accidents & Death.

Prior to Book of Odds, Louise had more than 25 years experience advising companies, government agencies and non-profit organizations on strategic business, technology and marketing issues as well as on public policy. She has presented the results of her work in the public domain in courts, at government agency administrative hearings, before arbitrators, and at industry meetings. Louise was also a Vice President and Director of Arthur D. Little, Inc., and a Director at TIAX, LLC, one of its successor companies.

Louise received a Bachelor of Science degree in Business Administration and a Masters of Arts degree in Economics from Northeastern University where she was elected to Beta Gamma Sigma and Phi Kappa Phi. She is currently a Corporator of Northeastern University and has served on the Academic Affairs and Long-term Planning Committees of the Board.



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The Potential for Odds Statements in the Print Media

In March of 2009 Book of Odds hired two independent consultants, one a novelist and the other a filmmaker, to survey the pages of several major U.S. print publications, including:

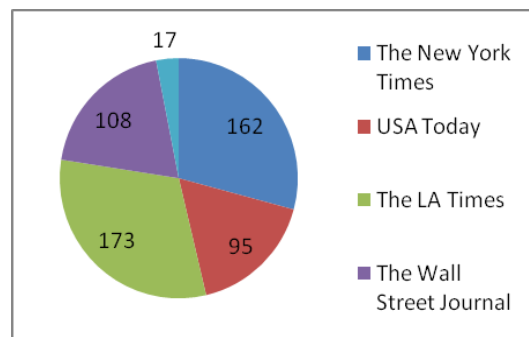
1. The New York Times
2. USA Today
3. The LA Times
4. The Wall Street Journal
5. Newsweek

The objective was to measure the frequency with which Odds Statements could be used by the mainstream media.

Highlights

- Not a day passed without a missed opportunity to use Book of Odds content
- In all, 555 articles were identified in 31 days
- Each article was accompanied by a researcher-suggested Odds Statement
- It was determined that **roughly 1 in 2 were currently available** in the Book of Odds database (BODB) or could be rapidly created by Book of Odds researchers
- We suspect an even higher hit-rate as the BODB has grown significantly since March, 2009.
- Our research shows Book of Odds to be a viable and consistent reference for the journalist community. Please visit www.bookofodds.com to learn more!

PUBLICATION	ARTICLES
The New York Times	162
The LA Times	173
The Wall Street Journal	108
USA Today	95
Newsweek	17



The odds of everyday life.

Example Use

The Wall Street Journal—3/5/09

“In the Land of ‘Live Free or Die,’ Some Refuse to Buckle Under Pressure” By Jennifer Levitz

Original Text

“Opponents point to NHTSA figures showing New Hampshire in 2007 had a fatality rate below the national average: 0.96 fatalities per 100 million vehicle miles traveled, well below the national average of 1.36 per 100 million.”

Text with Odds Statement [Added by Book of Odds]

“Opponents point to NHTSA figures showing New Hampshire in 2007 had a fatality rate below the national average: 0.96 fatalities per 100 million vehicle miles traveled, well below the national average of 1.36 per 100 million. *However, according to Book of Odds, the odds an occupant killed in an automobile accident in New Hampshire was not wearing a seatbelt are 1 in 1.38. There are only two states in the country where these odds are higher and those are Rhode Island and South Dakota.*”

The Los Angeles Times—3/14/09

“Clinical Research Lacks for Patients” By Shari Roan

Original Text

“A year ago, U.S. researchers launched what they deemed a high-priority study to determine if women with an often fatal type of breast cancer could live longer by taking a specific combination of drugs. If the study found that to be true, the average rate of survival—four years—could be significantly extended.”

Text with Odds Statement [Added by Book of Odds]

“A year ago, U.S. researchers launched what they deemed a high-priority study to determine if women with an often fatal type of breast cancer could live longer by taking a specific combination of drugs. *According to Book of Odds, The odds a female will be diagnosed with breast cancer in her lifetime are 1 in 8.14. With such a large number of women being affected by this cancer, the average rate of survival—four years—could be significantly extended and have huge impacts for women everywhere.*”