

Your own prediction market, in < 3 months.

Prediction markets are infrastructure, not a product feature.

Prediction markets went from niche experiment to mainstream in eighteen months. Two exchanges hold an estimated 97% of a market that is growing 4.7× year over year. Every major consumer brand that entered prediction markets through mid-2026 entered as a partner, routing its own audience into one of those two venues. **Brands large enough to generate their own outcomes have a second option: operate the venue themselves.**

The precedent is familiar. US newspaper advertising fell roughly 80% from its 2005 peak once aggregators owned the customer relationship, and the pattern is repeating as AI summaries roughly halve search click-through and smaller publishers report referrals down about 60%. **The publishers that kept the economics are the ones that built owned products:** the New York Times now runs \$1.43B in digital-only subscription revenue across roughly 12.8 million subscribers.

\$240B projected 2026 event-market volume (Bernstein)	80% annual growth to \$1T by 2030 (Bernstein)	100% of platform fees to the operator, net settlement fees	\$50.6B record single month, July 2026
--	--	---	--

The strategic question for any brand large enough to build markets on its own audience: a closing window to be the venue, not the affiliate.

Built for

-  **Media & publishing networks.** Monetize your audience with markets on your own programming, IP and editorial calendar.
-  **Gaming & sportsbook operators.** Extend into event contracts without renting a rival's venue or splitting the contract fee.
-  **Sports leagues & rights holders.** List markets on your own telemetry and outcomes — inventory no rented venue can carry.
-  **Fintech & exchange operators.** Launch a regulated event-derivative venue on a sovereign network you own outright.
-  **Social media networks.** Turn feeds, creators and community sentiment into tradable markets inside your own app.

What a partner receives

Your own network: a front end in your brand, your data protected, local compliance enforced through self-custody and verifiable on-chain vaults in a federally regulated asset class, and outcomes computed from named sources. All of which is managed and maintained by code.

TRUF.NETWORK is the **only full-stack prediction market platform available today**, built by Truflation, that any media, gaming or publishing business can deploy as its own operating exchange. The complete stack is already **built and running in production**, so partners launch a branded marketplace under their own rules and fee structure rather than renting distribution or building on someone else's venue.

Battle-tested software.

Common language & tooling.

Dedicated team.

Your rulebook, enforced by the chain itself.

The stack, out of the box

Indexer. High-throughput SQL indexer that streams on-chain state, orders and settlements into your data plane. Read-optimized for consumer front ends and analytics.

On-chain order book. Exchange-grade CLOB for event contracts (1–99¢ pricing, \$1 settlement), with maker/taker fees, position limits and per-market rules fixed at listing.

Strike price creation. Programmatic market factories to spin up binary, scalar and categorical markets from templates against any named data source.

Market making. Open-source liquidity bots and inventory tooling operators can run themselves or hand to designated market makers.

Explorer. Public block explorer, market explorer and settlement viewer — your users, regulators and auditors see the same source of truth.

Oracle & settlement. Regulation-signed feeds and deterministic, validator-attested settlement anyone can re-run. No committees, no disputes desk.

Artificial intelligence. Ships with Truman, Trufflation's real-time macro and market-signal agent, for interpretation, nowcasting and forecast overlays on your own markets.

The venue your AI can talk to.

Every deployment ships with a TN-maintained Model Context Protocol (MCP) server alongside your nodes, hardened for production behind authentication, access control and rate limiting. Because the ledger is PostgreSQL, the AI clients your participants already use read the order book and settlement data directly. **A trader can interrogate a market before committing capital, a publisher can verify its own data exactly as the chain sees it, and your staff can query volume, depth and flow without commissioning a separate analytics build.**

For the operator, the MCP is the product. Monitoring, liquidity provision and trading strategies are agent-addressable from day one, and your own data comes in alongside TN feeds. Truman, Trufflation's real-time macro agent, arrives on top as a branded trading assistant covering both the indicator behind a market and the market's own activity. Agent access is part of the network you own. The MCP server ships in the node repository; Truman is live in Predict today.

Why partners choose TRUF.NETWORK.

The engine already runs in production behind **Predict**, TRUF.NETWORK's own consumer application, and executed a full live migration in 2025. Partners deploy that same battle-tested stack under their brand, on their rules, with a dedicated TN team on subscription for the life of the platform.

Dedicated team

A named TN squad — protocol engineers, market designers, integration leads — assigned to your deployment through launch and beyond. Managed, co-managed, or partner-operated.

Custom adapters, delivered

Local payments, jurisdiction gating, KYC providers, custom tick rates and refinements are built for you by the team that wrote the systems. Not a marketplace of plugins.

You own the fees

Application-layer pricing, listing fees and consumer margins are 100% yours. Protocol splits (validators, data providers, liquidity) are contract-set defaults you tune at stand-up.

How the partnership works over 90 days.

Four stages, one engine, executed end-to-end by the team that wrote the systems.

Weeks 1–3 · Rulebook design. We sit with your product, legal and risk teams to define market categories, fee structure, position limits and settlement sources— your rulebook, protocol-enforced from day one.

Weeks 3–8 · Network stand-up. Your independent network is provisioned with one-click cloud nodes, your validators, genesis and governance, separate from TN mainnet, open source, and audit-ready before you sign.

Weeks 6–12 · Custom adapters & front end. Our team builds what is specific to you: local payment rails and KYC flows, tick-rate and fee refinements, custom data adapters, and your branded consumer front end on our shipped SDKs (Go, Python, JavaScript).

Week 12 · Go live. Launch with real markets, real collateral and a documented settlement path with a dedicated TN team on subscription for maintenance, upgrades, market expansion and co-managed operations.

Enable undreamed-of outcome markets.

Once a market can be created from any verifiable data stream, the product surface stops being a fixed catalogue and becomes combinatorial. Two feeds that have never been priced against each other become a market the moment someone can define the strike and settle it against data. The examples below illustrate what a publisher, league or exchange can list once it controls the indexer, the strike-price logic and the oracle itself, expressed as **event contracts** and **index derivatives**.

Every one of these settles against a named feed, which is why they can exist at all.

SIGNAL YOU ALREADY OWN × MARKET IT MOVES → THE INSTRUMENT IT BECOMES



Pentagon Pizza × Defense Stocks

Late-night delivery activity around defense hubs drives a long-bias signal on defense equities.

DIRECTIONAL EVENT CONTRACT



FSD Hype × Used-Car Depreciation

Social-sentiment data meets real-world sale prices as traders play the spread.

BASIS / SPREAD MARKET



Creator Economy × Luxury Retail

Creator-platform subscriber growth forecasts discretionary spending on high-end retail receipts.

CONSUMER-DEMAND INDEX



Brazil Rain × Coffee Price

Weather feeds and commodity prices merge to underwrite crop-insurance pools.

PARAMETRIC INSURANCE POOL



Meme-Coin Buzz × Gas Volatility

Social firehose plus on-chain fee metrics power a volatility hedge for DeFi treasuries.

VOLATILITY CONTRACT



Global Rolex Aftermarket Perp

Luxury-watch secondary prices become a levered perpetual market.

INDEX PERPETUAL

Sponsorships: From Impressions to participation

Each market is also a new unit of **sponsorship inventory**: Sponsors buy sustained participation in their own category rather than an impression next to it and every unit of engagement is priced and auditable.

Why TRUF.NETWORK

Built for itself first

TN specialised the stack, launched its own network, ran it in production and completed a full live migration in 2025. The same engine runs Predict, settling real markets with real collateral.

Open to the core

Chain, node and tooling are open source: partners audit everything before signing and keep their network whatever happens to the vendor relationship. Penn Entertainment paid \$27.5M to walk away from a rented sportsbook platform. No lock-in tax on exit.

Productised delivery

One-click cloud nodes, SDKs in three languages, market-making bots, an explorer, bridges, and a stand-up methodology run end to end by the engineers who wrote the systems.

Validator seats as partnership inventory

Keep the validator revenue line, federate it among named institutions, sell sponsored seats, or open it to community staking.

Launch your prediction market on TRUF.NETWORK.

Talk to us about discovery, rulebook design, fixed-fee stand-up and dedicated maintenance. Contact stefan@truf.network · vin@truf.network · truf.network