

Joe Appelbaum
Founder & CEO, Waigr Inc.
Co-Founder, Off The Hook

Joe Appelbaum founded Waigr Inc. in May 2024, providing both experienced handicappers and everyday bettors with wagering tools comparable to those used by CAW players. The platform leverages AI-powered technology to deliver distilled handicapping data alongside ticket construction guidance and real-time tote monitoring. Joe's handicapping credentials are well-established — he won the 2016 Breeders' Cup Betting Challenge.

In 2002, Joe partnered with trainer Carlos Morales to form Off The Hook, a breeding, racing, and sales company that has produced over 50 stakes winners. Notable graduates include Breeders' Cup winners Informed Decision and Spun To Run, along with other accomplished runners including Zivo, City Man, And Tell Me Nolies, Faypien, Turbo Compressor, El Deal, and Distinta.

Joe earned a bachelor's in Economics and Political Science from Yale University, where he played football before transitioning into coaching for seven years across five institutions, including Northeastern and University of Massachusetts. Beyond the track, he was president of Kids Interest Development Services Inc. and co-founded Oasis Children's Services LLC, which provided camps and after-school programming to thousands of children in the Northeast. His industry leadership includes serving on the New York Thoroughbred Horsemen's Association board (2014–2017), presiding over the organization from 2017 – 2023, and currently chairing the New York Jockey Injury Compensation Fund.