TrackRecord.life

The One-Liner

"Glassdoor for Pundits" — A platform that
tracks public predictions from media personalities and scores them
like a stock portfolio.

The Problem We're Solving

The Reality	The Impact
Pundits make bold predictions on TV, Twitter, podcasts	They get views, followers, book deals
When they're wrong, everyone forgets	Zero accountability
When they're right, they brag about it forever	Cherry-picked highlights
Nobody tracks the full record	Public is misled by confident-sounding "experts"

Example: Jim Cramer told people to buy Bear Stearns days before it collapsed. He's still on TV. There's no permanent record holding him accountable.

How TrackRecord Works

PUNDIT MAKES PREDICTION

↓

[Twitter / Podcast / Article]

↓

AI EXTRACTS THE CLAIM ← Claude 3 reads: "I think Bitcoin will hit $100k by December"

↓

STRUCTURED PREDICTION

- Claim: "Bitcoin will reach $100,000"
- Confidence: High (80%)
- Timeframe: December 2026
- Category: Crypto

↓

MATCHED TO POLYMARKET ← Semantic search finds: "Will BTC hit $100k in 2026?"

↓

PAPER TRADE OPENED

- Entry price: $0.45 (market odds)
- Position size: $500 (based on confidence)

↓

MARKET RESOLVES

- Bitcoin hits $100k → Pundit WINS → +$611 profit
- Bitcoin doesn't → Pundit LOSES → -$500 loss

↓

PERMANENT RECORD

- Win rate, ROI, Sharpe ratio
- Leaderboard ranking
- Fully transparent history

The Business Model

Revenue Streams

Stream	Description	Potential
1. Freemium SaaS	Free leaderboard, paid "Pro" features (alerts, API, deep analytics)	$10-50/month per user
2. API Access	Hedge funds, journalists, researchers pay for data	$500-5,000/month
3. Affiliate/Referral	Link to Polymarket — earn on signups/trades	Revenue share
4. Verified Pundit Badges	Pundits pay to "claim" their profile and add real wallet tracking	$100-500/year
5. Sponsored Rankings	"Featured Pundit" placements (clearly labeled)	$1,000+/month
6. Media Licensing	News outlets license the "accuracy scores" for on-air graphics	Enterprise deals

Year 1 Goal (Realistic)

- 100 pundits tracked
- 10,000 monthly active users
- $5,000-10,000 MRR (Monthly Recurring Revenue)

Market Impact & Why This Matters

For the Public

- **Before:** "This guy sounds smart, I'll trust him."

- **After:** "This guy has a 38% win rate and -$12,000 P&L. Maybe I shouldn't follow his advice."

For Pundits

- **Good pundits:** Finally get credit for being consistently right. Their track record becomes a **competitive advantage**.

- **Bad pundits:** Exposed. They either improve or lose credibility.

For the Media Industry

- Networks might start showing "accuracy scores" next to guest names

- Creates pressure for higher-quality analysis

- Could reshape who gets airtime

For Prediction Markets (Polymarket)

- We drive traffic and education to prediction markets

- More users = more liquidity = better odds

- Potential partnership opportunity

Competitive Landscape

Competitor	What They Do	Our Advantage
Metaculus	Community predictions	We track *individuals*, not crowds
PredictIt	Prediction market	We're the *scoreboard*, not the market
Manual "pundit tracker" blogs	Hobbyist efforts	We use AI at scale, they can't keep up
Nothing mainstream	No one does this properly	**First-mover advantage**

What Success Looks Like

6 Months

- 50 pundits actively tracked

- 1,000 predictions in the database

- Featured in 1-2 tech/media blogs

- 5,000 monthly visitors

12 Months

- 150+ pundits

- 10,000+ predictions

- Pundits start sharing their "TrackRecord score" on Twitter

- First paying API customers (journalists, funds)

- $10k MRR

24 Months

- Industry standard for pundit credibility

- News networks licensing our data

- Pundits compete for top leaderboard spots

- Acquisition interest from Bloomberg/Twitter/Polymarket

The Big Vision

> **"Every public prediction should have a receipt."** TrackRecord becomes the **credit score for public forecasters**. Before you listen to anyone's opinion about the future, you check their TrackRecord.

Are We Ready?

Question	Answer
Is the tech built?	✅ Yes — AI extraction, matching, scoring, frontend
Is it deployed?	⚠️ Frontend yes, backend pending
Do we have users?	❌ Not yet — need to launch
Do we have pundits?	❌ Need to seed initial 10-20
Is the market ready?	✅ Yes — post-2024 election, people care about prediction accuracy