**Pitch**

**It’s web app for people who came back home after long day at work and want to watch some movie but they are not sure what and getting frustrated by scrolling and wasting time.**

**Our recommendation system will solve the issue as we use pretrained model which will allow users to describe what they want to watch and by that it will tailored the movies.**

Notes:

Case example when I been stuck and didn’t know what to watch  
user story

Passion I need to believe that the recommendation is better than others

Why client should believe in that

Identify problem and touch people emotions which they met through frustration

Highlight the benefits why my web app will give solution

Save your time using our web app

SELL the idea

Strategic group mapping

Buyer persona

Marketing strategy