### Submitted Evaluations for A

#### Reviewer 1

Interesante la Relación con los clientes.

Además de las propuestas de valor.

#### Reviewer 2

#### Reviewer 3

interesting concept. I think a big challenge is to match the user to recommendations based on preferences past reviews/ratings. This is hard to develop in the beginning.

#### Reviewer 4

Sounds an interesting idea, but one that you may need to invest a lot of money in order to make it work. And for that reason, I would try to test with the market if there is really a need for this service.

What is my target market (age, sex, how they try to find information), because based on this the content sent to interest them to the value proposition may change.

Therefore I think you should focus on the market segment and a specific type of content (you mention entertainment but it is a very broad category)

I also think that finding providers may be a huge task.

Finally from the revenue block, who would be the advertisers willing to pay (for this to work you would need a strong base of users, something difficult for a startup). I don't see the traction for revenue specially at th launching of the service.

#### Reviewer 5

#### Reviewer 6

Unique idea and concept. The huge problem I see is turning a profit and making money. Most individuals would look at "multiple" options even if it involves additional steps to minimize having to encounter advertising ads or pay for access. The internet has unfortunately made it where so much information is abundantly available for free.