

Original Pitchboard

Short Elevator Pitch

Gambling meets movie ratings

Long Elevator Pitch

Find a new way to enjoy cinema through the thrill of gambling! Bet on how other users on the platform will rate a movie and win money! If you have an eye for good movies before they release, you could win big! Join our community of cinephiles to not only gamble but browse movies, ratings, and reviews. Turn your passion for movies into profit!

Personas

Movie Bettor - This persona loves the excitement that comes from predicting and betting on movies. They wager on upcoming movie releases and have strong knowledge regarding trends in audience ratings. The strategy and knowledge in betting is what makes it fun for them.

Casual Cinephile - This persona is a fan of movies and primarily uses the platform for social interaction, discussion, reviews, and movie ratings. Occasionally they will participate in low stakes gambling.

Data-Driven Strategist - This persona is concerned with recording and analyzing data on movie audience trends and statistics. They study movie ratings and audience behaviors to make informed bets. They use data to increase their odds of winning as much as possible.

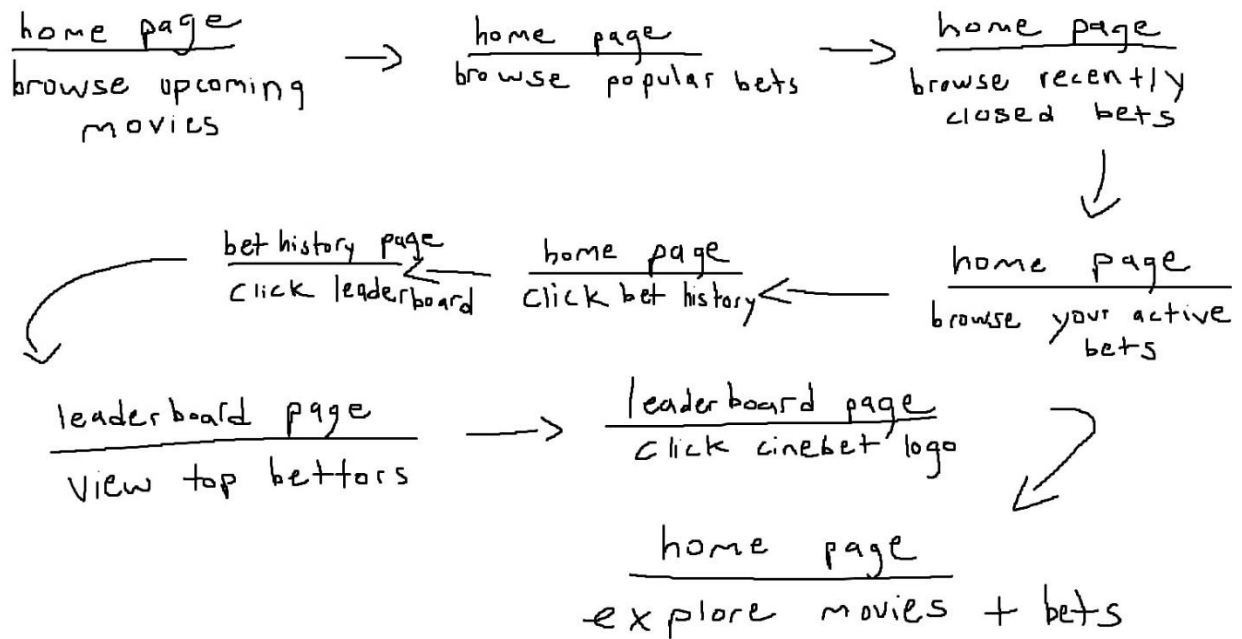
Competitive Companies

Letterboxd

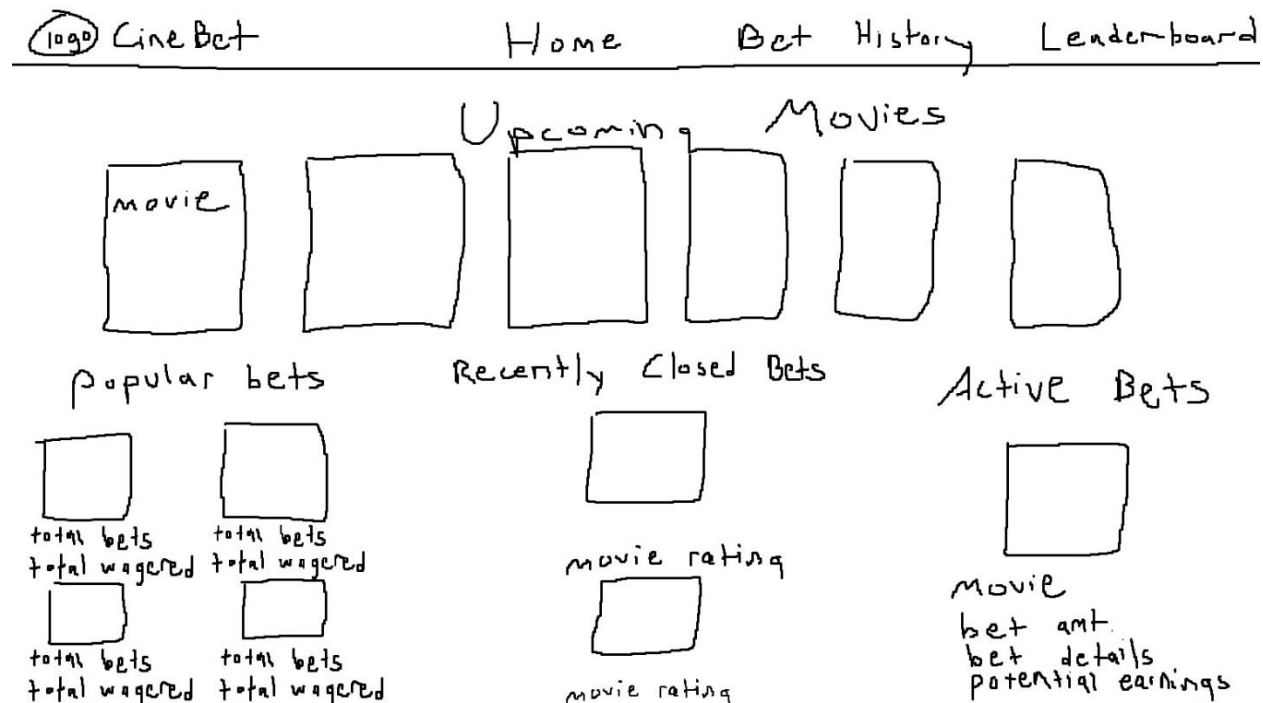
DraftKings

Polymarket

Shorthand Flow – shows all the steps required to navigate the site



Wireframe – shows all the website pages



[Line Bet](#)

[Home Bet History](#)

[Leaderboard](#)

Your Bet History

Date	Movie	Bet amt	Outcome	Earnings

[Line Bet](#)

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[Leaderboard](#)

Top Players


Rank	User	Total Winnings	Total Bets	Win Rate

Comp


CineBet

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Upcoming Movies




Nosferatu




Sonic




The Heretic



The Holdovers




Wicked




Moana 2

Popular Bets




Total bets ~
Total wagered ~




Total bets ~
Total wagered ~

Recent Winners




Parasite
Movie rating ~



Whiplash
Movie rating ~

Your Active Bets



Movie: Gladiator 2
Bet amount ~
Bet status: Outcome > 75% but < 90%
Potential earnings: ~

CineBet

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Top Players

Component 2

Rank	User	Total winnings	Total bets	Win rate

CineBet

HomeBet HistoryLeaderboard

Your Bet History

Component 3

Date	Movie	Bet Amount	Outcome	Earnings