

Amanda Pulaski - Pro Sports Bettor



"My money is on sports and sports is in the stats"

Age: 30

Work: Sports Bettor

Family: Single

Location: Vancouver, BC

Personality



Goals

- Looking for a platform with past stats of all players
- Looking for reliable information on current sports events
- Looking for sports fans to weigh in on picks and predictions

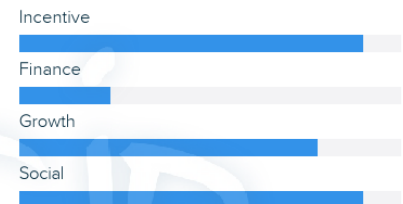
Frustrations

- The current platforms do not offer all these services for free or cost is too high
- Reliable information is hard to come by.

Bio

Amanda, 30F, is a professional sports bettor, who relies heavily on sports betting websites to make her living. To make sure she is not addicted to the financial benefits of the stats and keep thing interesting she also likes to follow sports as a hobby and share insights with her peers.

Motivation



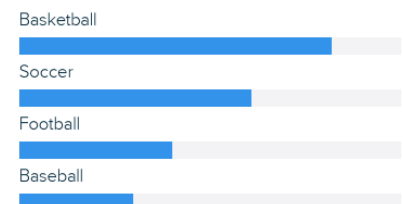
Currently uses:

sports.betway.com/

covers.com/forum

sportsbookreview.com/forum/

Preferred Sports



George Freeman - Sports Enthusiast



"I want to turn my passion into a career"

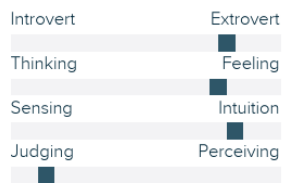
Age: 25

Work: Accountant

Family: In relationship

Location: Toronto, Ontario

Personality



Goals

- Wants to talk sports with like minded people.
- Has an ambition of becoming sports commentator.
- Always wanted to test and gain more knowledge on current sports events and stats.

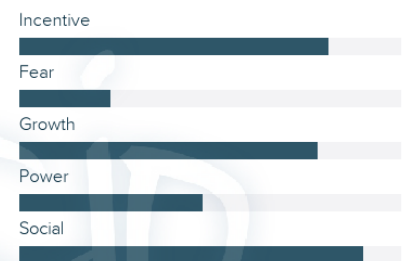
Frustrations

- Currently available forums lack structure in terms of moderation and future growth as a knowledgeable sports fan
- Forums lack a leader-board to identify top contributors
- Forums only help with connecting with the fans there are no opportunities in getting into sports commentary field.

Bio

George, 26M is a successful Accountant. His hobbies include watching and talking sports whether it be basketball, soccer or football with his fellow sports fans. He had found some websites where fans usually discussed the sports but he felt these forums lacked structure. He always wondered if he could use his knowledge of sports and share it with fans while making financial gains.

Motivation



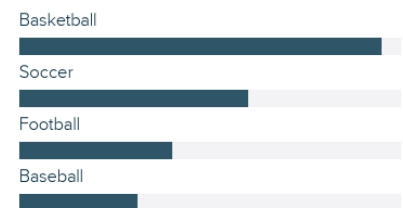
Currently uses:

footballforums.net/

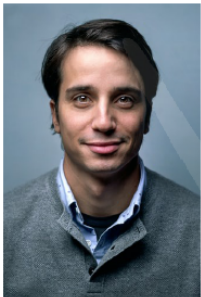
insidehoops.com/forum/

bigsoccer.com

Preferred Sports



Harry Stones - Prev soccer player and current analyst



"It is wrong always, everywhere, and for anyone, to believe anything upon insufficient evidence."

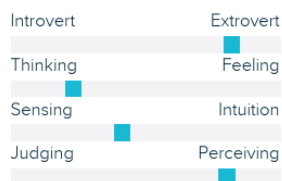
Age: 45

Work: Sky Sports analyst

Family: Married with kids

Location: London, UK

Personality



Goals

- Finding a reliable space with no biased information
- A way to show with justification who is correct about a specific matter
- A place to show large and complex sports data in a nice and organized way

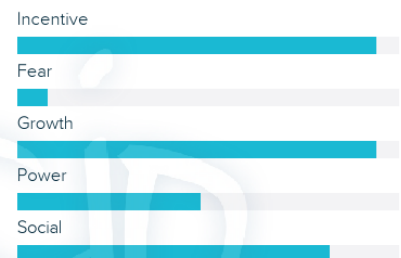
Frustrations

- Other sports analysts having and spreading unjustified opinions about the sport.
- No way to prove who is right about a specific debate

Bio

Harry is a previous English soccer player. He played in the English national team and Liverpool FC from 1992 to 2009. In 2014 He started working in Sky Sports as a soccer analyst. Harry calls Soccer Football and believes American Football is the most boring sport ever. Harry is tired of other analysts giving their opinions about soccer with no justification, He wishes there was a tool that gives objective facts that are not biased.

Motivation



Currently uses:

Nothing. He believes all current sports apps are biased, with regular people instead of algorithms doing most of the work.

Preferred Sports

