For launch, obviously the images and categories that are available should correspond to what is actually available on the system. That means Premier League, NFL, Swiss stuff, and what else?

Also, we should have different lengths of "tournament" or leagues. Next week's games, next month's games, whole season. Something like that.

Coming soon should have rugby, cricket, and tennis, and a couple of TV shows. One of interest in the EU and one of interest in the US.

Copy:

FanSlam -> Prognozu

Welcome to a new game of skill you play with friends, family, workmates, and Frank. Think “salt is to food” as “Prognozu is to entertainment.” Think "office pool on steroids." It’s easy and fun to play. It's easy to win too\footnote{If you're smarter than your friends (and Frank)}! Pick a topic, start a group, and unleash your inner Nostradamus.

Demo

Try Prognozu now! Pick a topic. We’ll make you a fake group and some (virtual) friends. You do the Prognozu thing (except, instead of competitively predicting the future, you compete on memory). Warning: our virtual friends (who don't cheat) aren’t so friendly. We use them to train for the real thing ourselves.

Friends of you -> "Our friends" or "Friend Prognozu"

Copy on demo landing page:

Demo

Thanks for trying Prognozu! It’s simple: when you and your friends create and join a group you each get 1000 "chips." Then, for as long as the group goes, you try to take chips off your friends. The person with the most chips at the end wins, period. Prognozu is a little bit like an office pool -- you "put chips on" outcomes. If what you “back” happens, you get your chips back and more. The “more” comes from your friends, and, sometimes a guy named Frank. The amount more you get depends on lots of things. Risking more chips on something generally means that you’ll end up with more of the more. Of course if you mess up, your friends get your chips. It’s a skillful tug-of-war.

There’s more though: Prognozu keeps you up to date on all the action – who backs what, when, and with how much – what actually happens and how much you won -- and commentary on it all. The real game starts with you start moving your chips around. In fact, you can move your chips around until events start. That means you can bait and switch. You can double down. You can pull out. Hone a strategy here. Take it to your friends.

One last thing. About Frank: he’s always your friend. He does a couple of nice things: even if you and your friends all back exactly the same outcome, he’ll always back the opposite. In fact, to keep things interesting, he is always backing and changing his bets. You don’t get to see Frank’s score, but, trust us, Frank is good at the Prognozu thing even though he’s usually pretty quiet. Just saying.

Demo tabs:

Your current chip count.

How many of your chips are “out.”

Something to predict. Click it!

Record of what happened and how it affected you.

Where we keep you abreast of all the action. Pay attention!

How much you’re beating your friends by.

Place to talk smack.

Where to tell us how to make Prognozu even more fun.