BitWise.com

Short Pitch:

A review aggregator site based on a binary rating system

Long Pitch:

Kevinhorganweb.com will focus on providing potential employers and peers on the web development experience of and personal information on Kevin Horgan. The site will be able to switch into an either looking for or current work modes. The main emphasis to begin will be looking for work. The portfolio as build by Kevin Horgan will show off his development experience, along with other work samples, his up to date resume and contact information, along with a personal bio and other blurbs. Site will be designed and made to be professional, but also show off Kevin's fun creative side.w

Personas

Young, review savy media consumers	product wary and mothers	Fast paced product researchers

Comps

Rotten Tomatoes	*Epinions*	*Metacritic*