

Short Pitch:

A review aggregator site based on a binary rating system

Long Pitch:

Bitwise is a review aggregator site based on a binary rating system. Removing the complication and long-windedness from most reviews, Bitwise presents a simple and elegant review system. Simply put: rate a 1 if you'd recomment the item, media, service, etc; rate 0 if you would not. This binary system promotes greater emphasis on true opinion of a subject, and lead to confidence in a purchase or decision to skip based on many conscise and collected reviews based on this system

Personas



Young, review savy media consumers



product wary and mothers



Fast paced product researchers

Comps

Rotten Tomatoes

Epinions

Metacritic