



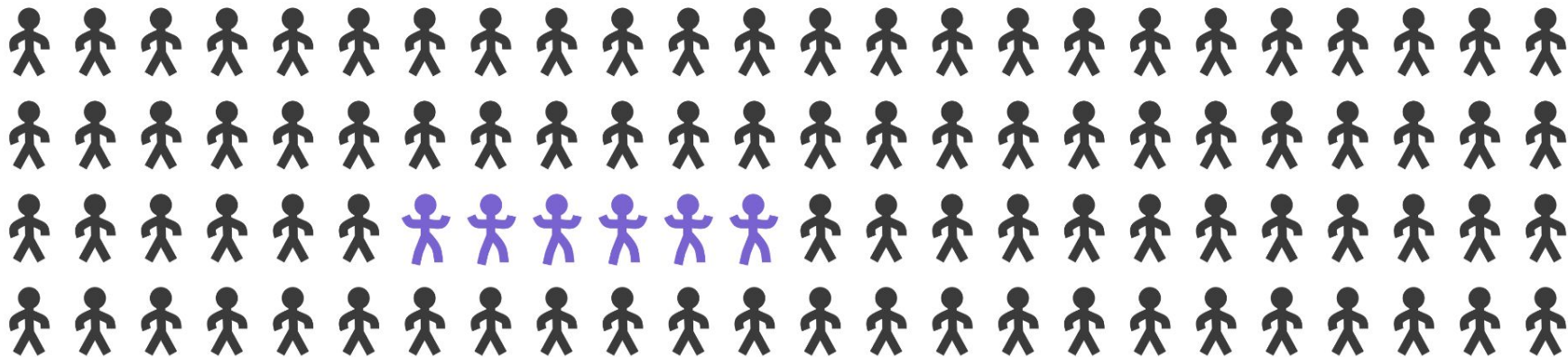
**purple
builder.**

BUSINESS AND
PRODUCT STRATEGY AI

This is a different era.

With AI, anyone can
be a **product builder**.

Building products is
cheaper and easier
than ever.



**Purple builder
helps building,
strategizing
and scaling a
product,
with AI.**



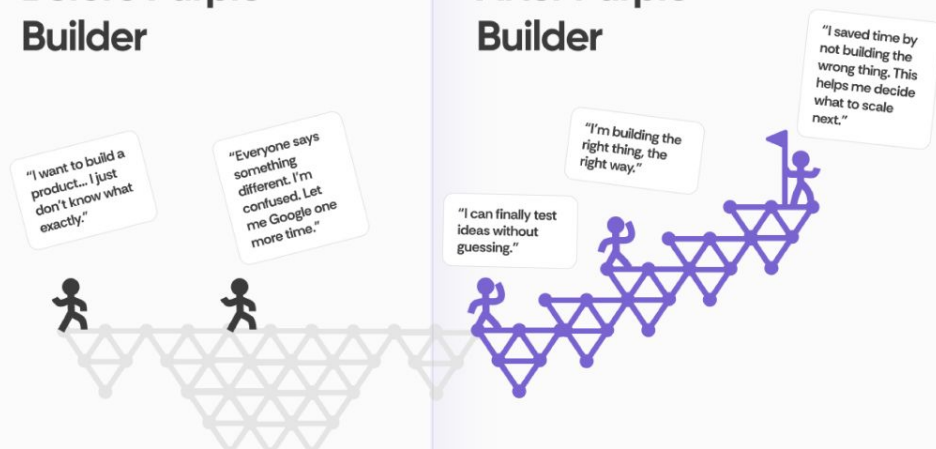
Business and Product Strategy Builder with AI

Understand users better with AI Users and Build better products

Build my Strategy

Before Purple Builder

After Purple Builder





Pre AI-era

Problem & Opportunity Definition

Problem Statement, Opportunity briefs, JTBD

Market and industry research

Market research reports, Industry landscape decks

Understanding the customer

User Interviews, Persona, Customer journey maps

Product and marketing strategy

PRDs, Wireframes, Marketing strategy docs, GTM Plan

Build and Launch

MVP build, customer feedback



Post AI-era



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builder.

Dynamic product planning widgets

Editable problem statements, Realtime feedback

Interactive market study widgets

Current state process maps, competitor maps

AI User Simulation

Synthetic User Feedback, Wording and landing page impact

AI-driven build and launch

Search engine
for AI synthetic
users.

Select 1 or more
of them and
start getting
their feedback.



CourtBet

I want to build something like a live courtroom experience for small legal disputes. People submit real cases, an AI judge hears it live and gives a final decision. The public can watch and maybe predict outcomes with money, but they shouldn't influence the ruling. Think People's Court + prediction markets + live streaming. I'm not sure if this is legal-tech, media, fintech, or entertainment. Not sure who exactly the main user is — people with disputes, viewers, or bettors. I want it to feel serious and credible, not gimmicky. I don't know how this scales or how to position it yet.

Search by name, case type, or role (e.g., 'Landlord Dispute')...



All Users

Disputant

Viewer

Bettor

Case: Tenancy

Case: Contract

High Stakes (>\$5k)

Explore from 10,000+ AI users



Case #4029

Alex

Freelance Contractor

Currently in a dispute over non-payment for web services. Found traditional small claims court too slow and expensive.



Top 5% ROI

Sarah

Prediction Market Specialist

Analyzes AI judge tendencies in property disputes. Looks for undervalued odds in cases with ambiguous evidence.



Active Now

Yuki

Law Student

Watches live proceedings to study argumentation strategies. Interested in how AI interprets contract law nuances.



Case #4112

David

Residential Tenant

Challenging an unfair security deposit deduction. Needs a resolution before his next lease begins.



Volume Trader

Elena

Data Scientist

Uses automated scripts to bet on outcomes for traffic violation appeals based on submitted dashcam footage.



Top Commenter

Marcus

Retired Court Clerk

Misses the courtroom drama but hates the commute. Enjoys pointing out procedural errors in the chat.



"It's like daytime TV but with actual legal stakes."

"My landlord ghosted me. I need an enforceable judgment."


"There's an arbitrage opportunity in the evidence submission phase."



"The AI is surprisingly consistent if you study the precedents."



"I just want a fair ruling without paying \$3K in lawyer fees."




Better

Sarah

Prediction Market Specialist

Top 5% ROI

Analyzes AI judge tendencies in property disputes. Looks for undervalued odds in cases with ambiguous evidence.



"The AI is surprisingly consistent if you study the precedents."

The screenshot shows a chat interface with a contact named Sarah (Persona: Bettor). The chat history includes a greeting and a discussion about a 'Courtbet' concept. A purple bubble contains the text 'Great question. Yes, for disputes under \$5k...'. Below this, two white bubbles discuss the interface and liquidity. A green bubble with the text 'Bettor' is partially visible on the left. At the bottom, a white bubble contains the text 'ECTED: INTEREST + CONCERN'. Below the chat, a section titled 'k Responses & Actions:' lists four actions: 'Ask about Pricing', 'Upload Screenshot', 'Clarify Liquidity', and 'Custom Reply'. The interface includes a status bar at the top showing 'Today 10:23 AM' and a 'YOU' label next to the purple bubble.

Sarah (Persona: Bettor)
Session #492

Today 10:23 AM

Hi! I'm ready to review the Courtbet concept...

Great question. Yes, for disputes under \$5k...

YOU

Okay, seeing the interface helps a lot. It looks remarkably clean. The "Probability of Reversal" metric is exactly what I'd look for as a bettor.

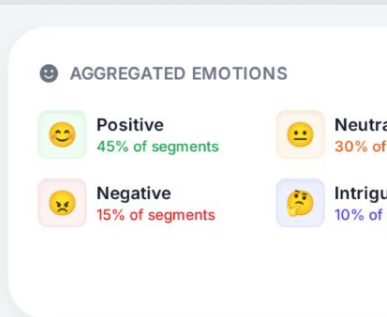
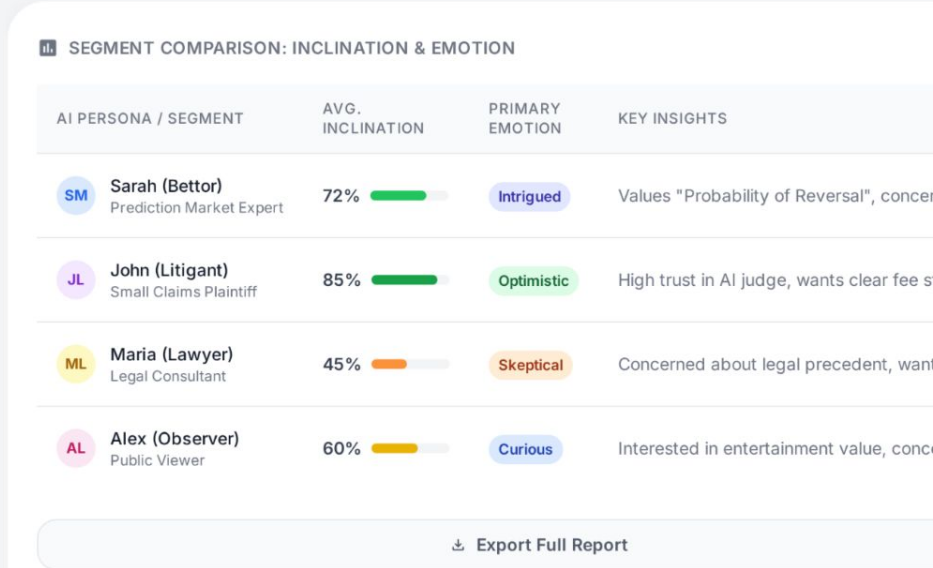
However, I'm a bit worried about the liquidity. If I bet \$500 on the 'defendant, who is taking the other

je?

ECTED: INTEREST + CONCERN

k Responses & Actions:

- Ask about Pricing
- Upload Screenshot
- Clarify Liquidity
- Custom Reply



Run simulation of the entire experience with the user and get AI user feedback on every step



CourtBet

I want to build something like a live courtroom experience for small legal disputes. People submit real cases, an AI judge hears it live and gives a final decision. The public can watch and maybe predict outcomes with money, but they shouldn't influence the ruling. Think People's Court + prediction



Marcus Reed

29 years old · United States

- Has a payment dispute with a client.
- Wants closure more than revenge.
- Doesn't want to spend months in small-claims court



If this gives me a final answer in days, I'm in.

Search by name, case type, or role (e.g., 'Landlord Dispute')...

All Users

Disputant

Viewer

Bettor

Case: Tenancy

Case: Contract

High Stakes (>\$5k)

01. GOOGLE SEARCH DISCOVERY

SEARCH RESULT

Courtbet
<https://courtbet.app>

Courtbet | AI-Powered Courtroom & Prediction Markets

Resolve small legal disputes instantly with our blind AI Justice Model. Watch live cases, bet on the verdict, and experience fair justice without the lawyers.

INITIAL REACTION

"Courtbet? 'AI-Powered Courtroom' sounds like a scam, but 'Prediction Markets' for legal outcomes is actually a fascinating concept. I'll click."

TIME TAKEN
2.4s

INTEREST
Curious

02. LANDING PAGE IMPRESSION



courtbet1.app

JUSTICE V2.0

Provably Neutral. Instant Verdicts.

Skip the lawyers. Our open-source LLM Judge reviews evidence and issues binding settlements in under 10 minutes.

IMPRESSION

"Okay, clean UI. 'Provably Neutral' is a strong claim—usually means blockchain. 'Instant Verdicts' addresses my main pain point with legal systems: time."

TIME TAKEN
4.8s

TRUST LEVEL
Increasing

03. CONTENT ENGAGEMENT (SCROLL)



Open Source Law

The "Judge" algorithm is public on GitHub. Anyone can audit the decision-making logic and bias weights.



Jury Appeal System

Disagree with the AI? Escalate to a human jury selected from the prediction market top-performers.

PROCESSING INFO

"Wait, the code is public on GitHub? And I can appeal to a human jury from the prediction market? That actually solves my 'black box AI' anxiety."

TIME TAKEN
14.2s

VALIDATION
Confirmed

Connected Experience Design



Courtbet | <https://courtbet.app/markets/live>

The First AI-Powered Courtroom & Prediction Market

Experience fair, instant justice. Watch live dispute streams, analyze evidence, and bet on the verdict generated by our blind AI Justice Model.

LIVE NOW

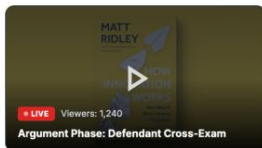
SMART CONTRACTS



REACTION
Curious

Score: 35%

"An AI Judge? That sounds risky. But prediction markets for outcomes? That's actually compelling."



DEEP ENGAGEMENT

User Explores Evidence

User clicks through to the "Evidence Locker", reviewing the uploaded contract PDF and chat logs. High dwell time on the AI Judge's logic breakdown.

08:45 viewed

4 docs opened

Impressed

Focus: 92%

"The AI summary of the Slack logs is incredibly accurate. This is way faster than arbitration. I'm learning a lot."



Open Source Law

The "Judge" algorithm is public on GitHub. Anyone can audit the decision-making logic and bias weights.



Jury Appeal System

Disagree with the AI? Escalate to a human jury selected from the prediction market top-performers.



Trustless Escrow

Funds are locked in smart contracts. Payouts are automatic upon verdict. No middlemen.

"The transparency of the code and the appeal process are crucial. This doesn't feel like a black box anymore."

Logic Validated

Score: 72%

INACTIVITY DETECTED

User Waits for 30 Seconds

User stops scrolling and interacting, waiting for clarity that isn't provided by the UI.

USER PATIENCE

CRITICAL

Declining rapidly...

"This is too much work. Is it broken? Or am I just in the wrong place? I'll give it a few more seconds..."

Bored

Action: None



User Closes Tab / Leaves Platform

The session ended abruptly. The user navigated away from the page without taking any meaningful action.

SESSION SUMMARY

Duration: 48s | Clicks: 0 | Bounce

"Whatever. Not worth the effort figuring this out. I'm closing the tab."



CHURNED

Interest: 8/18



Subscription Confirmed!

Payment processed successfully. The user is redirected to the dashboard with full access unlocked. Welcome email dispatched.

SESSION SUMMARY

Duration: 2m 14s | Clicks: 4 | Converted



SUBSCRIBED

Satisfaction: 18/18

"All done! That was super easy. Now, let's see if I can win this prediction market."

Update wording and test whether the AI user takes action or not

01. INITIAL OUTREACH



To: Alex

Subject: Inquiry regarding potential legal dispute resolution synergies for your firm

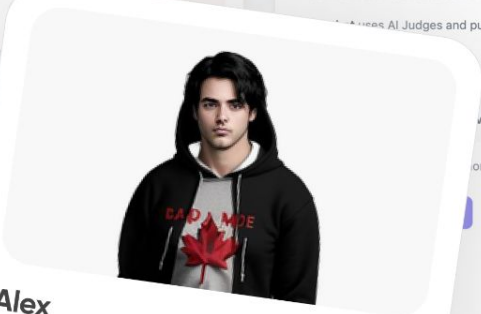
Dear Valued Connection,

I hope this correspondence finds you in good health and high spirits. I am writing to you today to formally introduce a novel technological advancement in the sector of jurisprudence that utilizes advanced artificial intelligence algorithms to facilitate dispute resolution mechanisms in a decentralized manner...

User reads 10% of email

Sans Serif B I

"Subject line is way too generic. 'Synergies'? Sounds like spam. I'm not even going to read the first paragraph."



Alex

22 years old · United States

- College student interested in finance, law, and outcomes.
- Interested in predicting outcomes.
- Finds legal content boring or scripted.

01. INITIAL OUTREACH



To: Alex

Subject: Finally, fair dispute resolution for the web

Just now

Hi Alex,

Traditional courts are too slow. Arbitration is too expensive. We built the alternative.

...takes AI Judges and public juries to resolve small claims in under 24 hours. It's transparent, fast,

vs. Agency - "Scope Creep or Feature Request?"

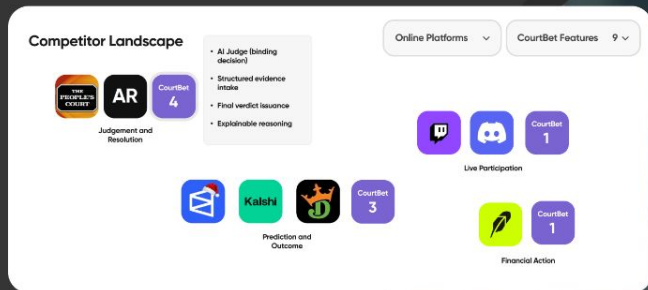
on. Watch the live argument and see if you agree with the AI's verdict.

"Wow, decentralized justice? This solves a huge problem for freelance contracts. The 'Watch Live' hook is brilliant."

REACTION
Intrigued &
Validated

Interest:
9/10

Building CourtBet's Strategy with Purple Builder



Ananya Kapoor
34 years old - India

- Runs a mid-sized e-commerce brand selling lifestyle products. Handles dozens of vendor and refund disputes each month.

If this becomes our standard resolution path, I'd use this.

Chat with him

Marcus Reed
29 years old - United States

- Has a payment dispute with a client.
- Wants closure more than revenge.
- Doesn't want to spend months in small-claims court

If this gives me a final answer in days, I'm in.

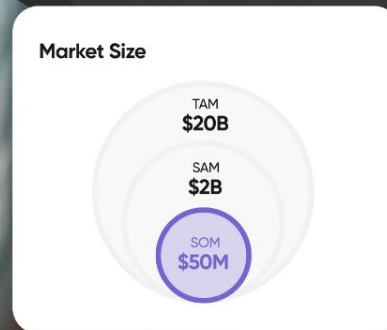
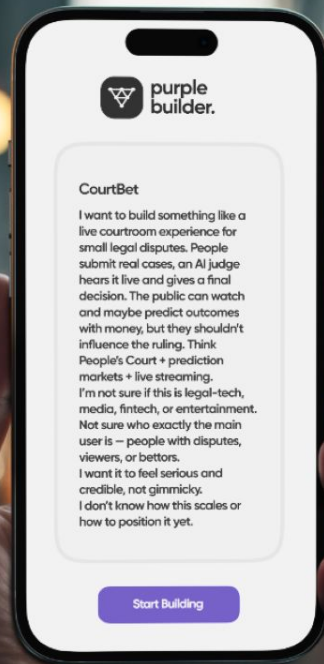
Chat with him

Ethan Morales
22 years old - United States

- College student interested in finance, law, and outcomes.
- Interested in predicting outcomes.
- Finds legal content boring or scripted.

This is interesting—but only if it's legit.

Chat with him



CourtBet

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I want it to feel serious and credible, not gimmicky.

I don't know how this scales or how to position it yet.

Explore
various
strategic
directions
based on
your raw
idea input.

AI judge as a neutral arbitration system with transparent reasoning, not for entertainment.

Define viewers as observers and learners, never participants in the final decision-making process.

Infrastructure that companies or platforms can embed, not just a consumer-facing destination.

Only for low-stakes, high-frequency disputes (e.g. refunds, disagreements, small claims) to reduce risk and complexity.

Initially only for people bringing disputes, not viewers or bettors.

A structured case submission flow with evidence formats, timelines, and claim types, instead of free-form submissions.



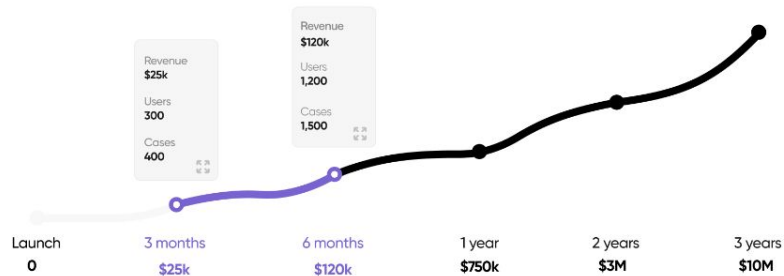
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WIDGETS FOR
BUSINESS STRATEGY

AI generates 100+ strategy widgets
with estimated values.

Adjust the widgets to get real-time AI
suggestions to improve your strategy.

Revenue Projections



Market Size



Innovation Potential

92%



AI Judge

Automated dispute resolution



Public Viewing

Live streaming integration



Prediction Markets

Crowd-sourced outcomes

Integrating AI trends with a new UX approach
positions Courtbet for high future impact.

Improve innovation potential →

Widgets that shape tone, intent, and positioning of wordings — test with AI users before you publish.

Target User Engagement

Direct outreach via LinkedIn

Lead ID via Apollo

TARGET AUDIENCE

Small Business Landlords

Freelancers

Legal Tech Early Adopters

LINKEDIN MESSAGE TEMPLATE

Hi {FirstName},

I noticed your interest in legal tech innovation. I'm building **Courtbet**, an AI-mediated platform for resolving small disputes faster than traditional courts.

We're looking for early beta users to test our prediction market feature. Would you be open to a 10-min demo?

Best,



Google Ads Strategy

Capture high-intent traffic

\$500

Suggested Starting Budget

AD PREVIEW

Settle Small Claims Fast | No Lawyers Needed

Ad www.courtbet.app/resolve

Don't let disputes drag on. Get a fair, AI-mediated verdict in 24 hours. Join the prediction market for community consensus.

KEYWORDS

"online dispute resolution", "AI lawyer", "small claims help"

courtbet.app/landing

History Reset

Resolve Small Legal Disputes in 24 Hours

An AI-powered arbitration platform that's faster, cheaper, and fairer than traditional courts. Get a binding decision without the lawyer

Start a Claim - Free

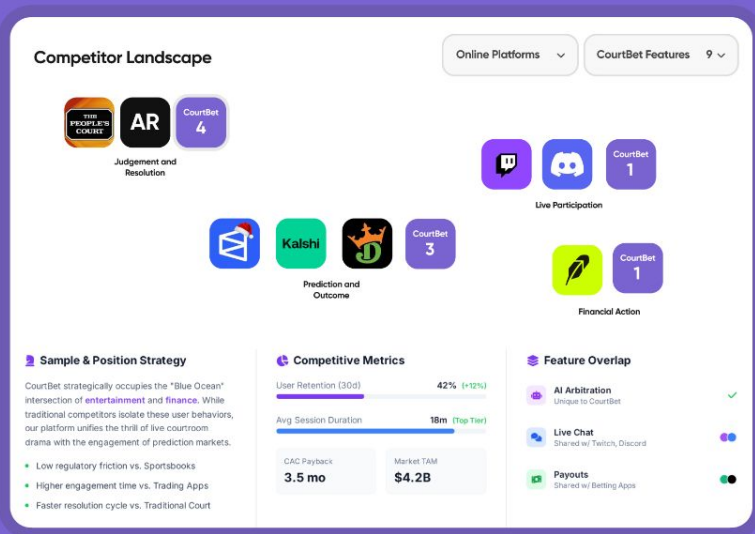
No credit card required for beta



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WIDGETS FOR
BUSINESS STRATEGY

Analyze competitor landscape and see where your idea stands



Compare with existing processes of AI users

Existing Legal Process Options

Comparison of standard dispute resolution channels

OPTION A

Small Claims Court

Avg. Time
4-6 Months

- File Complaint
 - Plaintiff
 - High Fees
- Service of Process
 - Process Server
 - 2-4 Weeks
- Court Hearing
 - Judge
 - Backlog Risk



OPTION B

Private Mediation

Avg. Time
6-10 Weeks

- Mediator Selection
 - Parties
- Discovery & Briefs
 - Attorneys
 - High Effort
- Settlement Session
 - Mediator



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WIDGETS FOR
BUSINESS STRATEGY

Making your own decisions

Disconnected assumptions.



vs

Making decisions with



Select the right AI users for your idea, understand them, get their feedback.

Make sure they like it, and make sure they pay.




Explore all possible strategic directions before committing to one.

Simulate trade-offs across user type, positioning, complexity, speed, risk.



Build a business model that actually works. See what's weak, what's risky, and what needs to change – instantly.


Explore different paths of development and choose the most optimal one for your idea



DIY with AI Tools

Leverage no-code & AI generators.

Est. Time: 6.5 Months
Investment: \$500 (mo)




Hire In-House Team

Full control & dedicated resources.

Est. Time: 3.2 Months
Investment: \$14,500 (mo)


RECOMMENDED



Hire External Agency

Professional turnkey solution.


Est. Time: 2.5 Months
Investment: \$25,000 (mo)



Hire Freelancers

Flexible, task-based hiring.

Est. Time: 4.0 Months
Investment: \$8,000 (mo)




Open-Source & AI-Powered Contribution

Community-driven, rapid integration via AI agents & cost-effective.

Est. Time: 3.0 Months
Investment: \$0 (mo)

ZERO COST

Accelerated, collaborative development!



Use Specific Tools

SaaS integrations & platforms.

Est. Time: 5.0 Months
Investment: \$2,500 (mo)

Team & Budget

Manage resources & human capital

\$14,500/mo
Est. Burn Rate

Budget Allocation: 72% Salaries

● Salaries ● Benefits ● Ops

ACTIVE TEAM MEMBERS

JD

Jane Doe
Lead AI Engineer

\$8.5k
Active

MS

Mike Smith
Legal Consultant

\$6.0k
Active

+ Add Team Member

Timeline Estimation

Dynamic projection based on team

🕒 Time to Launch

3.2 Months
5.0-Months

▼ 36% faster with current team structure.

Execution & Prompts

Copy-paste these prompts into your AI tools to kickstart development.

Figma Make Prompt

"Design a high-trust, modern 'Courtbet' dashboard.

Key Sections:

1. Live Courtroom: Central video feed for Plaintiff/Defendant.
 2. Prediction Market: Sidebar showing odds (e.g., "Plaintiff 60%").
 3. Evidence: Tabbed view for documents.
- Style: Dark mode, legal-tech blue accents, clean typography."

Domain Registration

Platform: Code.ID

Action: Search "courtbet.app"

Cursor (AI Code) Prompt

"Act as a Senior Full Stack Developer. Initialize a Next.js project with Tailwind CSS.

Requirements:


- Use WebRTC for peer-to-peer video streaming (Judge/Parties).
- Create a PredictionMarket component that uses a mock smart contract hook to place bets on the verdict.
- Integrate Stripe for depositing funds into the platform.
- Ensure mobile responsiveness for public jury viewing."




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WIDGETS FOR
BUSINESS STRATEGY

Everything you need to build — tools, usage, and costs

 **Phase 1**
MVP DEVELOPMENT



Figma Make Free
Initial mockups & courtroom flows.

Cursor \$20/mo
Iterative AI development & refactoring.


Code.ID \$29/mo
Foundational server setup.


OpenAI API Usage
AI Judge logic processing.


Stripe Connect % Fee
Marketplace payouts processing.


All the steps required to turn an idea into a business


Launch-to-Business Checklist
Courtbet Platform: From Ideation to Launch

 **Legal Reality & Product Category** ▾


 **Company Formation & Foundational Legal** ▾

 **Platform Compliance** ▾

 **Payments, Monetization, Taxes** ▾


 **Product Readiness** ▾

MVP testing, launch, and early growth

 **Email & Direct Outreach**


☒ Send email campaign to segment A
Cold outreach to 500 small law firms specializing in property disputes.

☐ Send push notification to existing users
Re-engagement campaign for users inactive for > 7 days with new dispute types.

 **Paid Acquisition**

☐ Run Google Ads campaign (Ad Copy 1)
Targeting keywords: "online dispute resolution", "small claims court india".

☐ Launch Facebook ad set C
Video creative explaining "AI Judge" concept targeting tech-savvy 25-40 demo.

 **Social & Content Marketing**

☐ Post on LinkedIn with message template B
Founder story: "Why I built an AI court instead of joining a big law firm."



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WIDGETS FOR
BUSINESS STRATEGY



Idea AI Tools



IdeaProof
Startup Idea Validator



Startup.ai



VenturusAI



Collaboration



AI acts as a co-thinker, not
a dictator



Fully AI-driven, Black-box logic,
Generic advice

User feedback and testing



Live conversations, A/B
choices with AI users



Nothing to do with user feedback

Validation reports



Validation and product feedback
is continuous, not a one-off event



Generate a single
validation report