



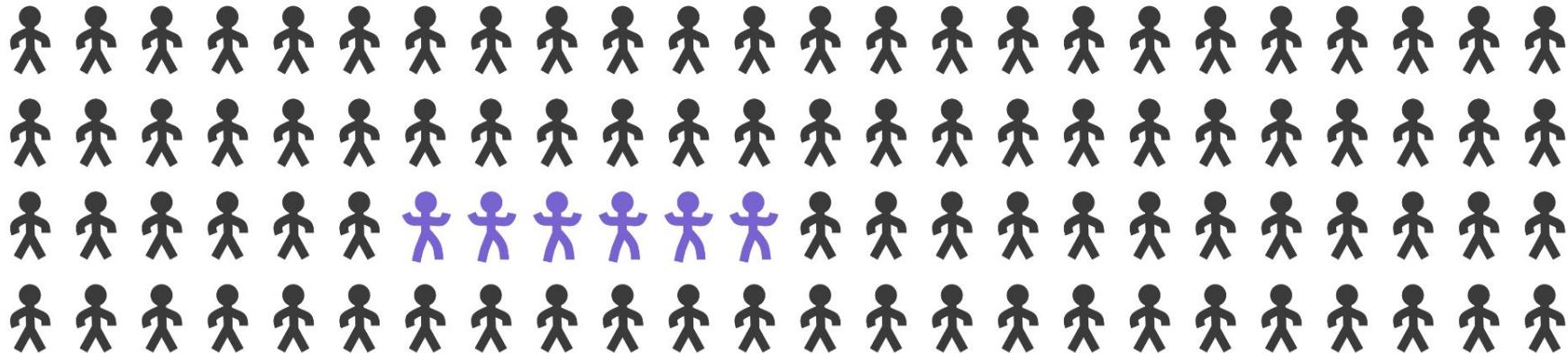
**purple
builder.**

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.



purple
builder.

Business and Product Strategy Builder with AI

Understand users better with AI Users and Build better products

Build my Strategy

Before Purple Builder

"I want to build a product... I just don't know what exactly."

"Everyone says something different. I'm confused. Let me Google one more time."



After Purple Builder

"I can finally test ideas without guessing."

"I'm building the right thing, the right way."

"I saved time by not building the wrong thing. This helps me decide what to scale next."





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



- **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.



purple
builder.

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.

≡

All Users Disputant Viewer Bettor Case: Tenancy Case: Contract High Stakes (>\$5k)

Explore from 10,000+ AI users



Alex Case #4029
Freelance Contractor

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

"I just want a fair ruling without paying \$5k in lawyer fees."

[View Case File](#)



Sarah Top 5% ROI
Prediction Market Specialist

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."

[View Betting History](#)



Yuki Active Now
Law Student

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

"It's better practice than reading old casebooks."

[See Watchlist](#)



David Case #4112
Residential Tenant

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

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



Elena Volume Trader
Data Scientist

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

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

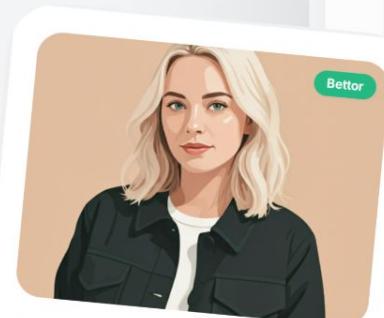


Marcus Top Commenter
Retired Court Clerk

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."

Ask, compare, and refine ideas through live AI user conversations.



Sarah

Prediction Market Specialist

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

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 side?

SELECTED: INTEREST + CONCERN

Responses & Actions:

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

OVERALL INCLINATION SCORE

68% ↑ Average

Across all interviews, users show a moderate to strong inclination towards Courtbet.



AGGREGATED EMOTIONS

Positive
45% of segments

Neutral
30% of segments

Negative
15% of segments

Intrigued
10% of segments

SEGMENT COMPARISON: INCLINATION & EMOTION

AI PERSONA / SEGMENT	AVG. INCLINATION	PRIMARY EMOTION	KEY INSIGHTS
Sarah (Bettor) Prediction Market Expert	72%		Values "Probability of Reversal", concerned about liquidity.
John (Litigant) Small Claims Plaintiff	85%		High trust in AI judge, wants clear fees.
Maria (Lawyer) Legal Consultant	45%		Concerned about legal precedent, wants transparency.
Alex (Observer) Public Viewer	60%		Interested in entertainment value, wants drama.

[Export Full Report](#)

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

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.

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 Court + prediction

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

01. GOOGLE SEARCH DISCOVERY

LANDING PAGE IMPRESSION

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

02. LANDING PAGE IMPRESSION

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

03. CONTENT ENGAGEMENT (SCROLL)

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](#)

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

REACTION Curious Score: 35%

MATT RIDLEY
HOW
INNOVATION
CHANGES
THE WORLD

+ LIVE Viewers: 1,240

Argument Phase: Defendant Cross-Exam

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%

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.

Logic Validated Score: 72%

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

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

CHURNED Interest: 0/10

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

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: 10/10

"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

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

To: Alex

Subject: Finally, fair dispute resolution for the web

Hi Alex,

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



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

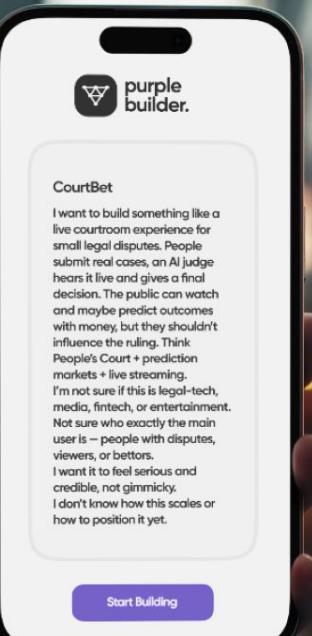
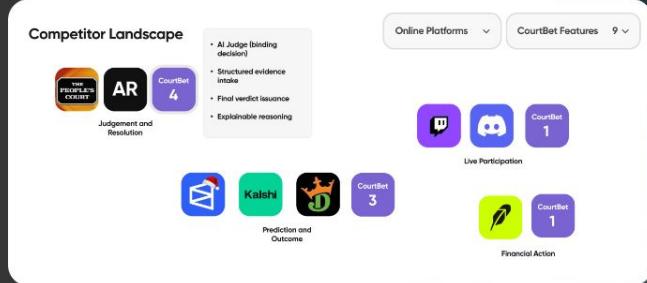
Just now

"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'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.

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 viewer or bettors.

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



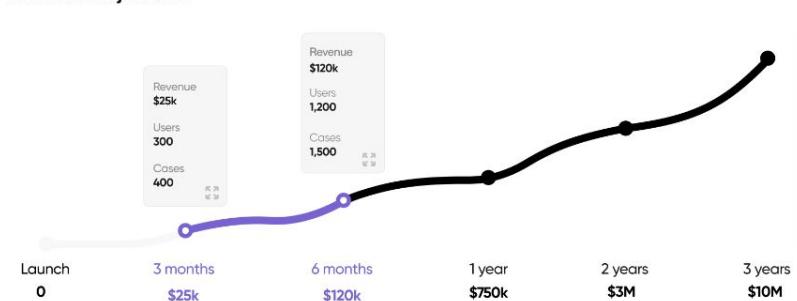
purple
builder.

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

Lead ID via Apollo

Direct outreach via LinkedIn

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

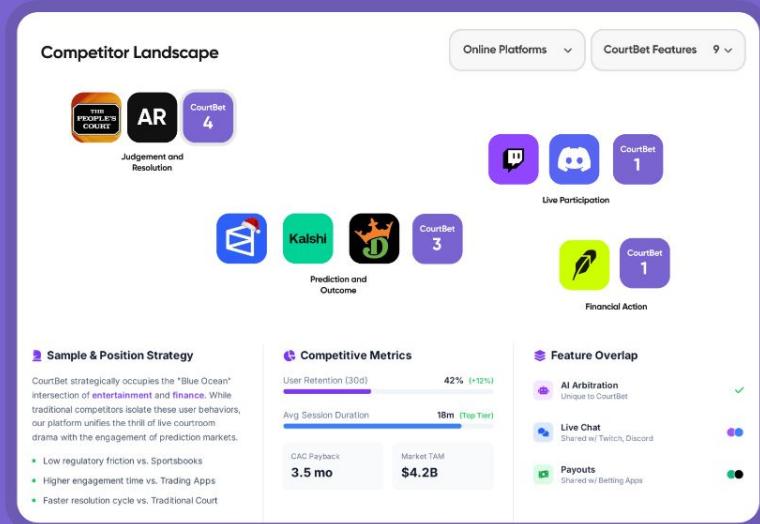
Resolve Small Legal Disputes in 24 Hours

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

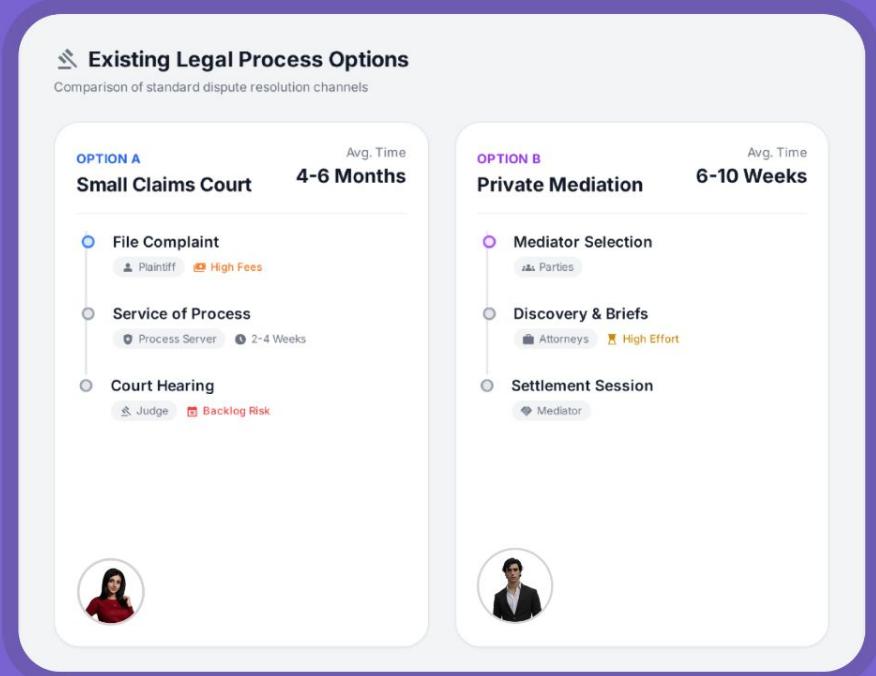
Start a Claim - Free

🔒 No credit card required for beta

Analyze competitor landscape and see where your idea stands



Compare with existing processes of AI users



Making your own decisions

Disconnected assumptions.



vs

Making decisions with



purple
builder.



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

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



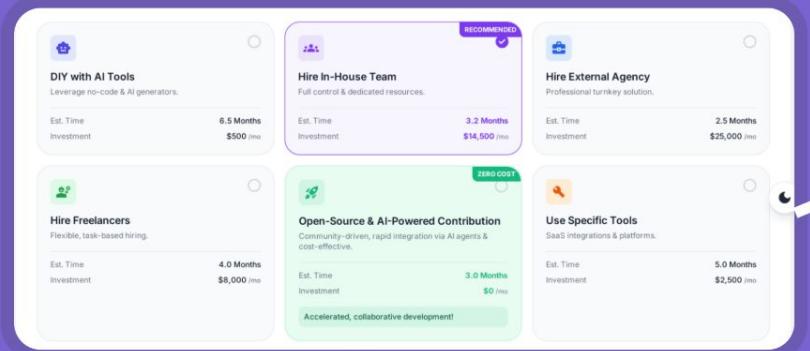
Explore all possible strategic directions before committing to one.

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



Team & Budget **\$14,500/mo**
Manage resources & human capital
Est. Burn Rate

Budget Allocation 72% Salaries
Salaries Benefits Ops

ACTIVE TEAM MEMBERS

JD	Jane Doe	Lead AI Engineer	\$8.5k
MS	Mike Smith	Legal Consultant	\$6.0k

+ 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."

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."

Domain Registration

Platform: **Code.ID**

Action: Search "courtbet.app"

**Everything you need
to build – tools,
usage, and costs**

Phase 1  **MVP DEVELOPMENT**

Figma Make	Initial mockups & courtroom flows.	Free
Cursor	Iterative AI development & refactoring.	\$20/mo
Code.ID	Foundational server setup.	\$29/mo
OpenAI API	AI Judge logic processing.	Usage
Stripe Connect	Marketplace payouts processing.	% Fee

**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."

Collaboration

User feedback and testing

Validation reports



AI acts as a co-thinker, not a dictator



Live conversations, A/B choices with AI users



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

Idea AI Tools



IdeaProof
Startup Idea Validator



Startup.ai



VenturusAI



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



Nothing to do with user feedback



Generate a single validation report