**Stakeholder Summary**

**📌 Current State**

* Fully functional TV & movie tracking app (lists, ratings, notes, tags, discovery, social, sync).
* Structurally sound and WCAG-compliant; ready for app store submission.
* Cross-platform (PWA + iOS/Android native builds pending).

**🛠 Key Features**

* Content Management: Add/move/remove items, ratings, likes/dislikes, notes, tags, binge calculator.
* Discovery: TMDB search, genre filters, AI recommendations.
* Personalization: Display name, themes (light/dark/Mardi Gras), multi-language, notifications.
* Social: Share/import lists, collaborative use.
* Performance: Search caching, lazy loading, offline support, cloud sync.

**🔧 Backend & Infrastructure**

* Firebase authentication + Firestore database.
* Real-time sync, JSON import/export, conflict resolution.
* TMDB API integration for metadata & images.
* Robust error handling + logging.

**✅ Readiness**

* PWA Deployment: Complete.
* App Store Prep: Nearly complete (assets/policies pending).
* Native Deployment: 4–6 weeks to submission.

**📊 Market & Position**

* Competitors: Letterboxd (movies), TV Time (TV), JustWatch (discovery), Trakt (power users).
* Flicklet advantage: Unified TV+Movies, AI recs, sharing, no ads, personalization.
* Target: Entertainment enthusiasts, bloggers/creators, families.
* Positioning: “The Unified Entertainment Tracker.”

**💵 Business Model**

* Freemium base.
* Premium $4.99/mo (analytics, unlimited lists).
* Pro $9.99/mo (family, collab, API access).
* Year 1 → 100K users; Year 5 → 5M+.
* $100M+ annual revenue potential within 5 years.

**🚨 Risks & Mitigation**

* Competition imitation → rapid iteration.
* API dependency → diversify content sources.
* Freemium monetization pressure → strong community + upsell hooks.

**Financial Breakdown**

**Market Size**

* Entertainment Market: $2.2T
* Streaming: 1.1B subs
* Trackers TAM: 50–100M users

**Revenue Model**

* Freemium (core free, no ads)
* Premium $4.99/mo
* Pro $9.99/mo

**User Projections**

* Year 1: 100K
* Year 3: 1.5M
* Year 5: 5M+

**Financial Projections**

* MRR: Yr1 $175K → Yr3 $2.6M → Yr5 $8.7M
* Annual Revenue: Yr1 $2.1M → Yr3 $31M → Yr5 $104M
* Net Profit (Yr5): $60–120M
* Valuation: $300–600M

**📊 Year 1 Monthly Ramp**

| **Month** | **Users (est.)** | **MRR (est.)** |
| --- | --- | --- |
| * 1 | * 5K | * $10K |
| * 2 | * 10K | * $20K |
| * 3 | * 15K | * $30K |
| * 4 | * 20K | * $45K |
| * 5 | * 28K | * $60K |
| * 6 | * 35K | * $75K |
| * 7 | * 45K | * $95K |
| * 8 | * 55K | * $115K |
| * 9 | * 65K | * $135K |
| * 10 | * 75K | * $150K |
| * 11 | * 88K | * $165K |
| * 12 | * 100K | * $175K |