iTunes App Store

CelebBET will take the voyeuristic fun of following celebrities’ daily lives and pair it with the irresistible vice of gambling. CelebBET is a prototype free betting app on the iTunes App Store which will allow users to bet on celebrity’s lives. CelebBET will generate revenue through posting advertisements, taking payout cuts, bundling betting token packages, and selling statistics for journalists and paparazzi.

CelebBET is an iOS App that will take popular sports betting formats and adapt them to work with betting on celebrities’ lives. Who will be the next to get caught cheating by their spouse because they drove into a fire hydrant in the wee hours of the morning (a scenario associated with celebrity golfer Tiger Woods)? Users can simply check the odds for a category such as this one and place informed bets based on opinion of a given celebrity and the established odds. CelebBET will feature specials occurring on a daily, weekly, or monthly basis. Additionally, for those who want to stake lower odds for a higher payout, accumulators will be available (in which a user elects to only receive a payout and multiple events occur). CelebBET will also do in-depth statistical analysis of betting data, which can be sold at a later date.

Non-intrusive banner advertisements will appear on the app, which is free for download. CelebBET will sell betting tokens in packages (see Microsoft Points), so if a user want’s to bet $4.25 they would have to purchase the next highest bundle increment, which would cost $5. The $0.75 remaining will encourage them to purchase and bet more. As most sports betting websites do, CelebBET will take a percentage of all payouts, ranging from 2-5%. Of course this could bring about legal risks, but we are certain we can circumvent or mitigate them. Finally, all this revenue will be supplemented by selling betting statistics unavailable to the public to journalists who will happily pay a fee to have more to write about. CelebBET pairs two irresistible vices, celebrity following and gambling, and monetizes them, guaranteeing a revenue stream for years to come.

Works Cited

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