Win More Wagers

DOCUMENT

PROCESS & TRANSPARENCY

Roadmap & Launch Gates

Where Win More Wagers is, honestly, and what must be true before picks or paid access open.

INSIDE

- Eight build phases
- Seven launch gates
- What we will not do before launch

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> A phased plan, with **no dates promised**. Status reflects the test build and will change as work completes.

Phase 1	**Homepage** Built on the test site	Design system, homepage, free-brief funnel and the first calculator.
Phase 2	**Trust & story pages** In progress	Willy, How It Works, About, Methodology, Responsible Betting and legal drafts.
Phase 3	**Learn hub & calculators** Started	Academy structure, glossary, calculator hub and the first six calculators.
Phase 4	**Picks & results** Planned	Manual-first pick schema, decision card, archive, analysis page and ledger.
Phase 5	**Membership & alerts** Planned	CRM pipelines, onboarding, suppression logic, membership and alerts.
Phase 6	**Data, API & AI** Planned	Licensed odds, normalization, AI jobs, automatic grading, closing-line capture.
Phase 7	**QA & legal changes** Planned	Mobile, speed, accessibility, security, SEO and counsel-driven edits.
Phase 8	**Private beta & launch** Planned	A beta cohort, live record collection and launch checks.

1 Launch gates

We will not open picks or paid access until **each** of these is true. None are met yet.

	Gate	Status
☐	Commercial data rights confirmed	Not met
☐	Willy Walters name and likeness risk reviewed	Not met
☐	At least one live model with documented inputs, testing and versioning	Not met
☐	Pick grading and closing-line capture work automatically	Not met
☐	Responsible-betting and suppression workflows tested	Not met
☐	Mobile performance and checkout pass QA	Not met
☐	All promotional claims can be substantiated	Not met

2 What we will not do

- Publish a record, win rate or ROI before a verified live record exists.
- Promise a daily pick or any fixed number of picks.
- Use “locks”, guarantees or income promises.
- Mix backtests with live results.

DISCLOSURE · FICTIONAL AI PERSONA

Willy Walters is a fictional AI analyst created by Win More Wagers, inspired by publicly documented sports-betting principles; not affiliated with, endorsed by, or operated by Billy Walters.

KEY TAKEAWAYS

- **Eight phases; no dates promised.**
- **Seven launch gates; none are met yet.**
- **Premium is not open and no price has been set.**