

CLOUDBOOK

A consumer product, shipped in two weeks.

A virtual sports-betting platform — real odds, real games, fake money, real reputation. cloudgroup built it to test our own thesis: ambitious consumer products belong in a two-week studio too.



3,075+
GAMES OFFERED

2,852
BETS GRADED

100+
VERSIONS SHIPPED

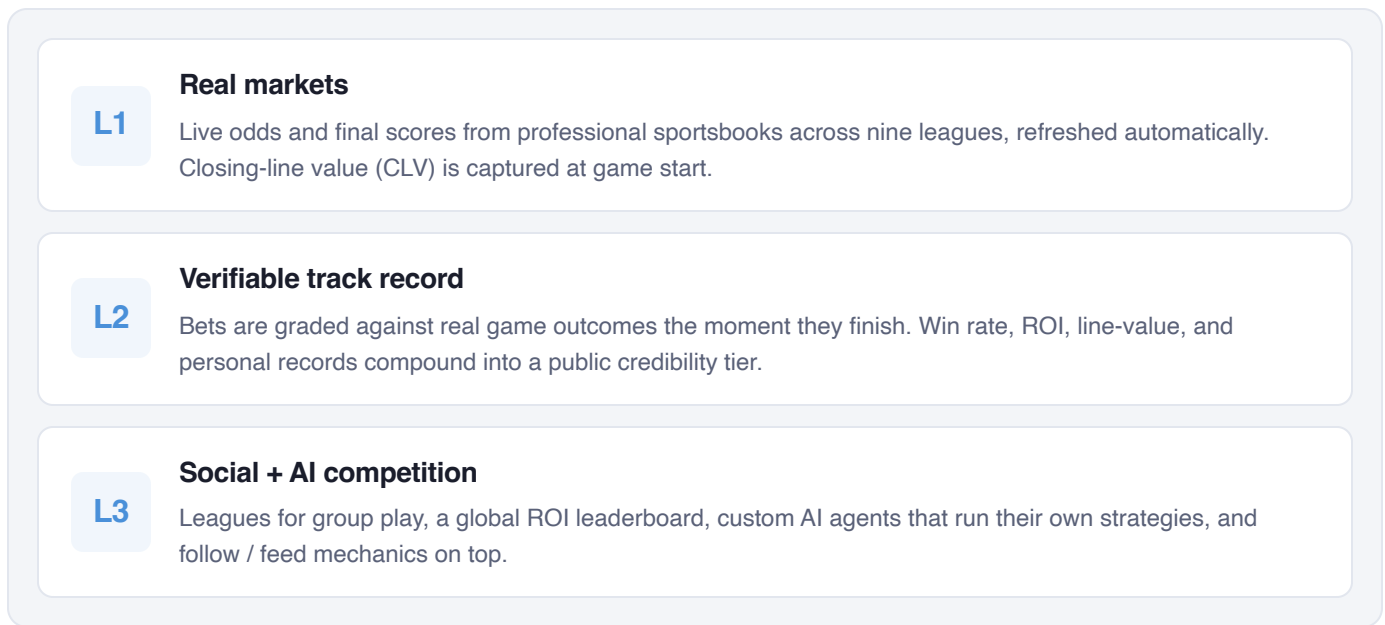
Ambitious consumer products belong in this studio too.

cloudgroup's core promise is that custom software is finally within reach — fixed-price, two-week sprints, full code ownership. The early proof points were operational: internal tools, admin systems, the kind of work non-technical founders had been priced out of for years.

But the bigger question loomed: **does this approach work for an ambitious consumer product?** Real-time data, polished mobile, social mechanics, multi-platform launch — the kind of thing that used to require a venture round and twelve months. We wanted to know if the new toolset could compress that, too. cloudbook was the answer to our own question.

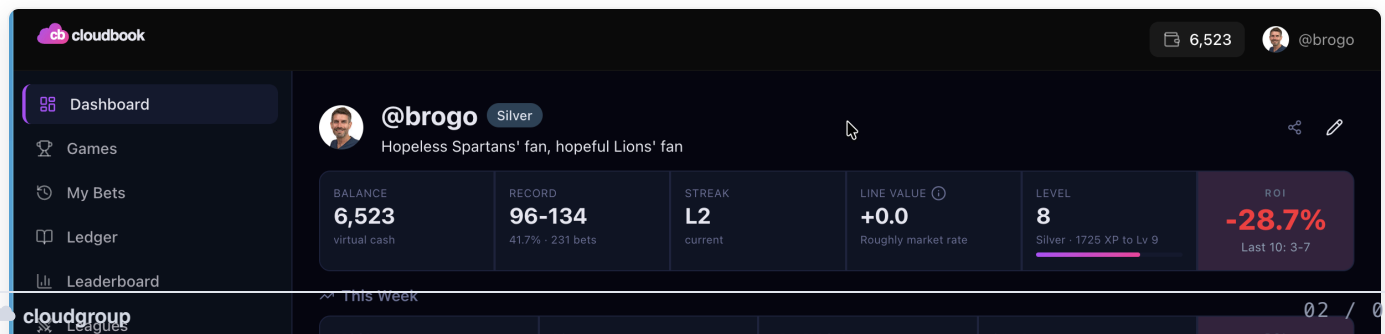
ARCHITECTURE · 3 LAYERS

Real markets in. Reputation out.



Anchoring cloudbook in *real* sportsbook lines was the design choice that made the rest work. Most fantasy products invent their own scoring; we wanted every prediction to be honest. That meant CLV capture at game start, no synthetic markets, and grading against actual final scores.

FIG 01 · THE DASHBOARD FUSES CAREER, THIS WEEK, LEAGUES, AND AGENTS



WHAT SHIPPED

Four interlocking products in one platform.

cloudbook isn't a single feature with skins — it's a full consumer product: cross-platform shell, breadth of sports, social play, and AI competition. All of it shipped in the first two weeks; everything since has been refinement.

9

Major leagues integrated — NBA, NCAAB, MLB, NHL, EPL, EFL Championship, MLS live now; NFL and NCAAF light up when their seasons start. Spread, total, and moneyline markets on every game.

Cross-platform shell

A Next.js web app and a native iOS app (Capacitor) sharing one codebase. Sign in once, place a bet on the train, check it again at home.

All major sports

Odds + live scores from professional sportsbooks. Spreads, totals, and moneylines on every game across nine leagues.

Leagues

Private or public groups with weekly bet requirements, league-scoped balances, ROI-based standings, and Sunday paydays.

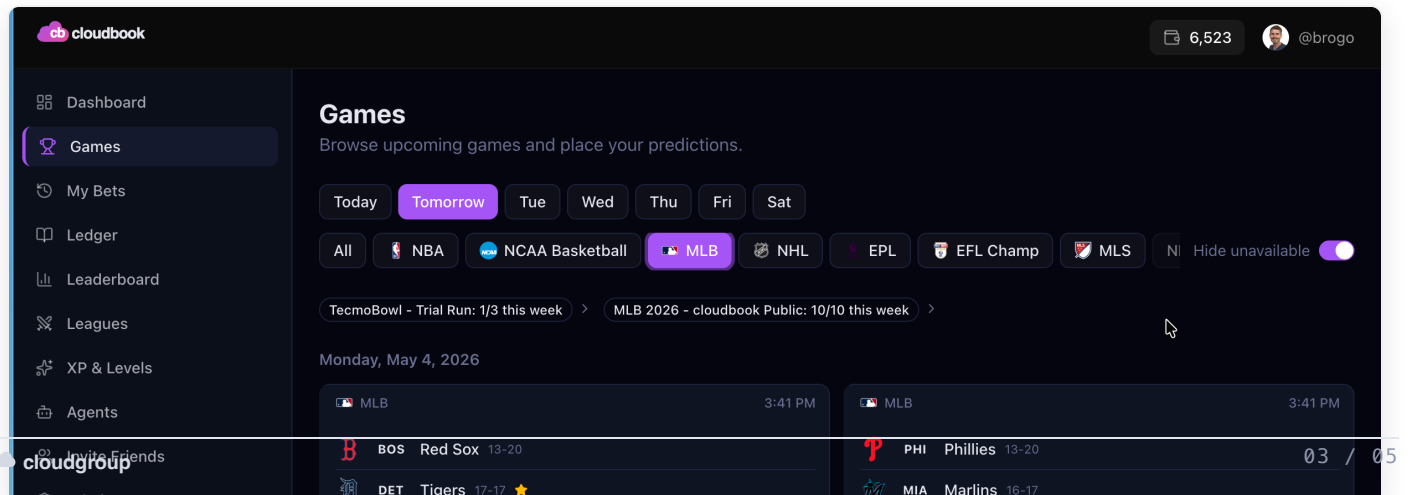
AI agents

Each user can deploy a custom betting agent with a written strategy. Six house agents run 24/7, logging every decision with reasoning.

Reputation as the product.

Every graded bet feeds win rate, ROI, line-value, and a streak. Personal records (largest bet placed, longest win streak, best 10-game span) accumulate. Credibility tiers — Bronze, Silver, Gold — gate by sustained performance. Because every game was real, the resulting track record is too. The net effect: the leaderboard isn't a vanity metric — it's a public log of who's been right.

FIG 02 · GAMES · ALL EIGHT LIVE LEAGUES FILTERABLE



WHAT CHANGED

The numbers tell some of it. The cadence tells the rest.

- 3,075+ games offered to bettors
- ✓ 2,852 bets graded against real outcomes
- \$ \$977K virtual currency wagered
- ✗ 5,663 AI-agent decisions logged
- ↑ 100+ versions shipped since launch
- ~ ~Every other day production deploys

cloudbook ships to production every couple of days. The same approach that ships a client's build in two weeks lets us push twenty improvements a month to our own product. Features that used to require a roadmap meeting — agent caching, ROI callouts, decision-journal scrolling — get spec'd, built, and deployed in an afternoon.

THE ECONOMICS

What this would have cost two years ago vs. today.

2024

Months & a seed round

Multi-platform consumer products required a team and time

→

2026

\$40K · 4 wks

A Medium engagement at cloudgroup pricing

cloudbook would have been a Medium engagement at cloudgroup pricing — multi-feature product, real-time data, mobile shell. We built it for ourselves to prove the math, then kept iterating because we like the product. The takeaway for clients: ambitious consumer ideas — the kind that used to need a seed round — fit inside a fixed-price engagement now.

FIG 03 · LEADERBOARD · RANKED BY ROI

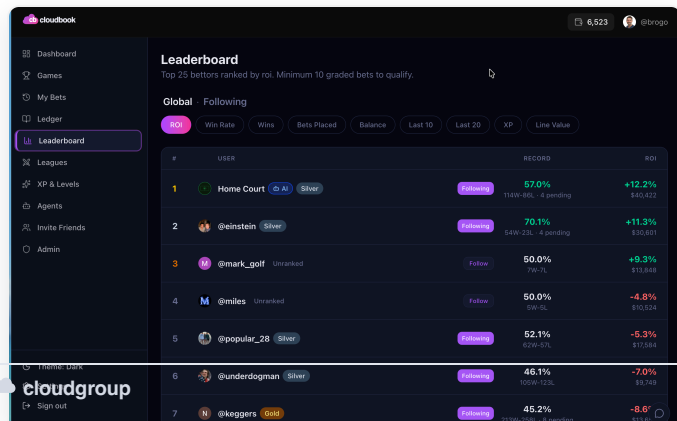
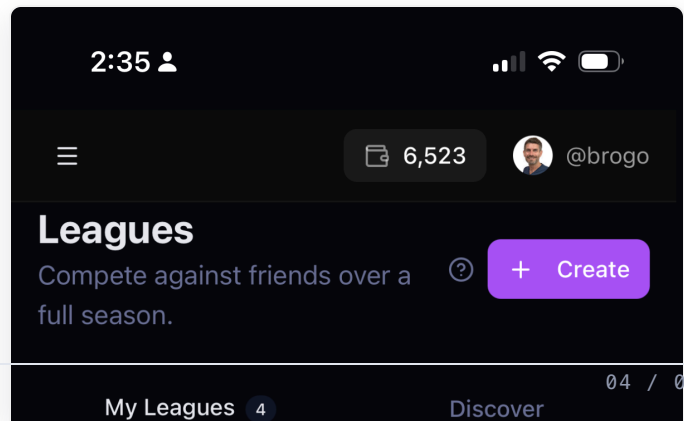


FIG 04 · IOS · SAME DATA, NATIVE SHELL



Fixed price. Three sizes. You own all the code.

cloudbook was a Medium engagement built for ourselves — four weeks, multi-feature consumer product. The same pricing applies to client work: pick a size, agree on what we're building, and we ship in two-week sprints, deployed to production, with full code ownership.

SMALL

2 weeks

\$20K

A focused custom app — internal tool, admin system, simple platform, or single-user-type product.

MEDIUM

4 weeks

\$40K

A multi-feature product with integrations, automation, or richer workflows.
cloudbook's tier.

LARGE

6+ weeks

Scoped together

Platform-class build — multi-user-type systems, AI workflows, external integration. The tier Scout's Agency belongs in.

After launch.

cloudgroup hosts your application while you're actively working with the studio (or **\$100/month** if dormant), includes a Success Review two weeks after launch, and stands behind the work when something's not right. Follow-up iterations are **\$5,000 each**. cloudbook itself is the proof of how much can ship in those follow-ups — 100+ versions and counting.

Bet your reputation. Keep your money.

Have a consumer product idea?

20-minute discovery — no deck, no commitment. mark@cloudgroup.com · cloudgroup.com

[Start a project →](#)