



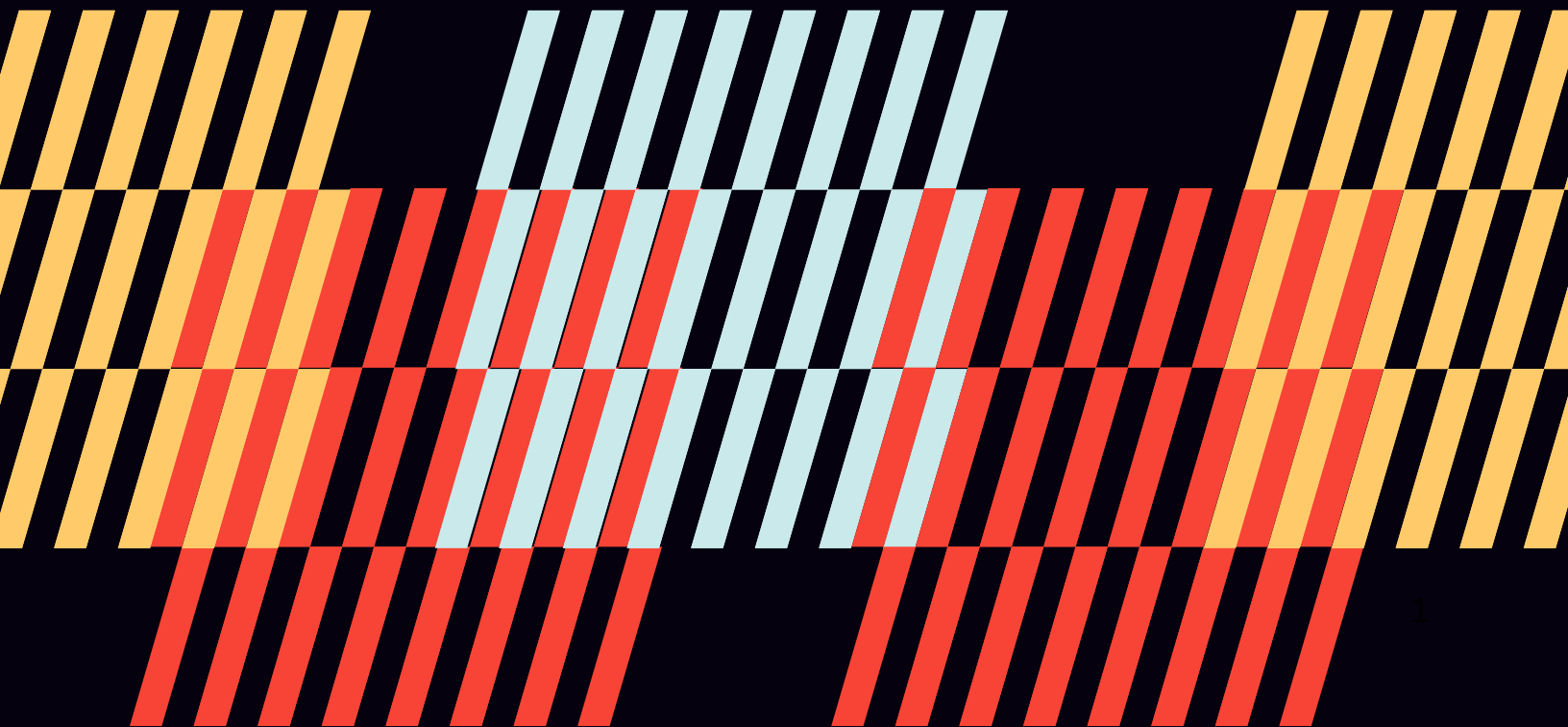
**Hobby
Spectrum**



**InfernoRed
TECHNOLOGY**

Mapping the Hobby:

**How InfernoRed Accelerated Helped A
Visionary Content Creator Build the First
Diagnostic Tool for Sports Card Collectors**



TL;DR Summary

A 50-question assessment, a first of its kind framework, and a platform now used by hundreds of collectors: designed, built, and shipped in six weeks.

Jeremy Lee, an author, host of **Sports Cards Live**, and lifelong sports card collector, had been making the same point on his show for years: everyone in the hobby falls somewhere between collector and investor on a spectrum, and almost nobody sits at the extremes.

In 2025, during a walk after one of his shows, he decided to turn the idea into a real tool: a 50-question diagnostic assessment, rooted in psychology and consumer behavior, that could place any collector along a 1-to-100 scale and assign them one of seven archetypes. He needed a North American-based technology partner to build the app, one who understood the industry, could move at the speed of his ideas, and would treat his vision like their own.

An industry contact brought him to InfernoRed. Six weeks later, thanks to deep software expertise paired with **Agentic AI tools**, the first working version of The Hobby Spectrum went live. Today the app is in active use, the user base is growing, and Jeremy's idea is carving out a one-of-a-kind position in the \$12B collectibles industry.

“The thing that stood out to me — which I’ve seen other development companies struggle with — is keeping speed to market front and center. They kept that right at the front of their thought process the entire way.”

Chris Trout, Strategic Advisor, The Hobby Spectrum

The Problem

Jeremy had the vision, the audience, and the domain expertise. What he didn't have was a way to build it.

When he decided to build The Hobby Spectrum, he asked friends and colleagues at the National Sports Collectors Convention to help him find a technology partner. He got the kind of advice founders often get: a few names of offshore shops, mostly cheap. That wasn't the model he wanted. **He needed a development team that could keep pace with a creative founder**, work on his terms, and understand what it feels like to open a pack, get a card graded, or chase a player collection. The hobby has its own language, and he didn't want to spend his time translating it.

There was also the question of trust. The Hobby Spectrum was personal. It was a framework he'd been refining out loud, on his popular show, for half a decade. Handing it to a vendor who saw it as a one-and-done invoice wasn't an option. He needed a partner who would push back on the concept while protecting the parts that mattered.

"...the [InfernoRed] team I worked with understand the industry. They know what it's like to be a collector. They know what it's like to open a product, get cards graded, they understand the space."

Jeremy Lee, Founder, The Hobby Spectrum



The Solution

An industry contact at the National introduced Jeremy to InfernoRed. Within two weeks, Jeremy was on a Zoom with Co-Founder and CEO, Scott Lock and Lead Mobile Engineer, Ed Snider. He explained the vision. They said it sounded like something they could take on. He sent over the diagnostic, and the work began.

The team leveraged **InfernoRed Accelerated**, their AI-driven delivery model that pairs agentic AI tooling and spec-driven development with dedicated senior engineers. AI handled the heavy lifting on code generation and iteration while senior developers owned the architecture, the product decisions, and every call that needed real engineering judgment.

In six weeks, the team shipped what would typically take six months: a working 50-question diagnostic, a scoring engine, and a polished user experience. Strategic advisor Chris Trout, a former CEO with his own background in engineering services, sat in on the early calls. What stood out to him wasn't the AI itself, it was how the team handled it.

The team operated in a pod model to maximize efficiency and ensure human intelligence was driving the AI implementation. Jeremy, by his own admission, is an idea machine. Every standing meeting brought a new feature, a new pivot, sometimes a new direction entirely.

The team's response was consistent: tell us what you're thinking, then let's figure out what it costs and what it changes and then let's get it done.

Underneath that flexibility was a series of deliberate technical choices. The team kept the architecture open using React so the platform could grow past its MVP without being rebuilt. Speed to market never came at the cost of an evolvable foundation, something Chris noted was the difference between development teams that can build an app and development teams that can build an entire platform.

>>TECH STACKS

REACT
SUPABASE
VERCEL
NEXT.JS
CUSTOM AGENTIC
FRAMEWORKS

>> CAPABILITIES

WEB
DEVELOPMENT
AI-DRIVEN
DEVELOPMENT
SPEC-DRIVEN
DEVELOPMENT
SPORTS &
COLLECTIBLES

“They moved fast, but not fast and reckless. The goal was always about what we were trying to achieve. And they built it so we could keep bolting on whatever Jeremy threw at it next.”

Chris Trout,
Strategic Advisor,
The Hobby
Spectrum

The Result

The first iteration of **The Hobby Spectrum** went well past Jeremy's expectations. He describes the moment the InfernoRed team shared their screen for the initial walkthrough as the moment the project became real with a polished interface, a clean experience, a working scoring engine that placed users into one of seven archetypes: Purist, Nostalgic, Precisionist, Hybrid, Builder, Operator, and Tycoon.

Shaping those archetypes was where the project came alive for **InfernoRed Co-Founder and CEO Scott Lock**. "It was fun and exciting to work on something that shaped the personas and created a story around what it means to collect, buy, and sell sports cards, to remember that the hobby is more than just how valuable a card is," said Lock. "It's about the personal stories and family relationships that go with collecting."

Trial users, drawn from Jeremy's podcast and YouTube audience, echoed the same response in different words: the assessment was accurate. It felt like it knew them. That customer validation closed the loop on five years of on-air brainstorming and set the stage for the expansion with people using the app to learn and connect.

Since launch, **the platform has continued to expand**. A directory now lets users link their social profiles, hobby platforms, and podcasts so collectors with shared archetypes can find one another. New filtering features surface people who collect the same players, teams, and sports. Next up is a content hub designed to organize the hobby's notoriously fragmented media landscape and serve it up by archetype. The team is no longer experimenting with a new idea: they're growing a product with infinite potential in the \$12B collectibles market.

Chris sees the longer arc clearly: an assessment today, a learning platform tomorrow. Something closer to what LinkedIn Learning is for professional development but built for collectors.

"What they showed me blew my mind. They didn't just meet my expectations. They exceeded them."

Jeremy Lee, Founder, The Hobby Spectrum



Ready to learn what
InfernoRed Accelerated
can do for your team?
Give us a shout.

Scott Lock (CEO/Co-Founder)

scott.lock@infernoRed.com

infernoRed.com

