

# reduced.to: Building an Ephemeral Notes Feature

## The Value Proposition

### Instant, Ephemeral Messaging

- **CRITICAL DISTINCTION:** We are not marketing this iteration as a secure communication method because **lz-string is a compression algorithm, not an encryption standard** like AES-256. It is strictly an ephemeral utility for low-stakes communication.
- The primary risk mechanism is time. Messages self-destruct after 30 minutes. This mildly limits data exposure but **exponentially decreases digital clutter for our end users.**

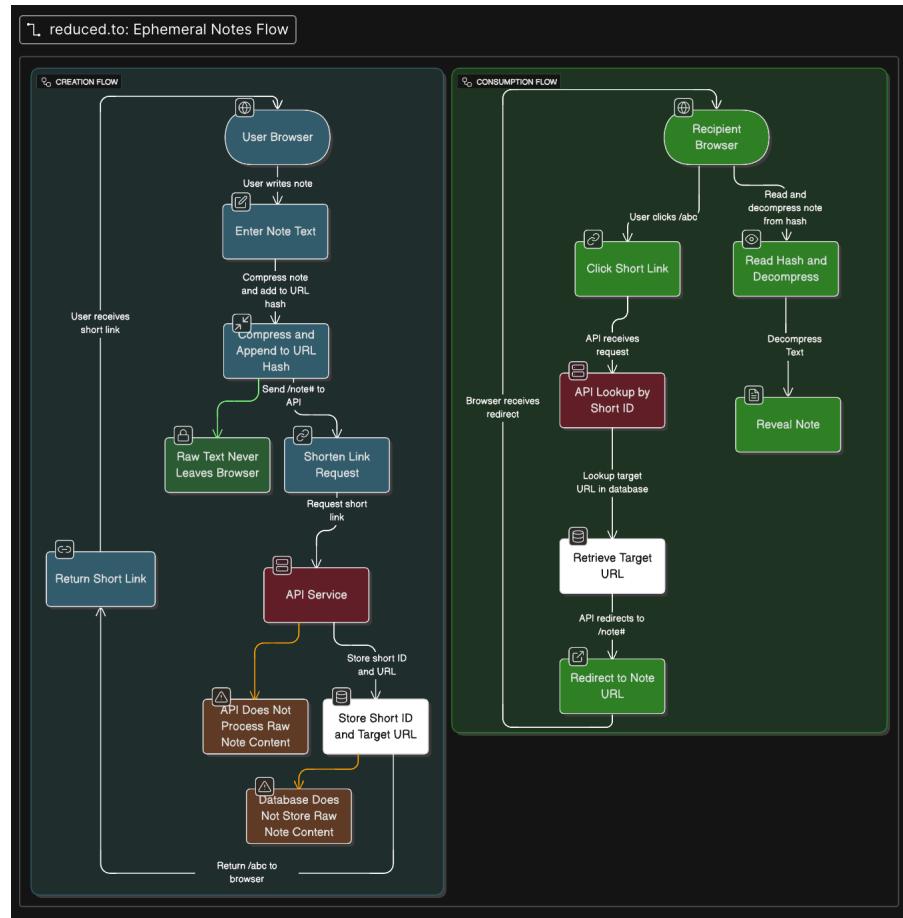
### Essentially Zero-Footprint, No Need to Change Architecture Until We Scale!

- This new feature achieves **exceptional ROI** by delivering a major new capability with virtually zero additional operational or development cost. Zero permanent data is added to our storage layer.
- We leveraged the existing backend as a simple routing service, taking advantage of our current infrastructure.
- Maintenance is minimized because **we utilize existing Redis link expiration logic.** This avoids the need for new cron jobs or worker services.

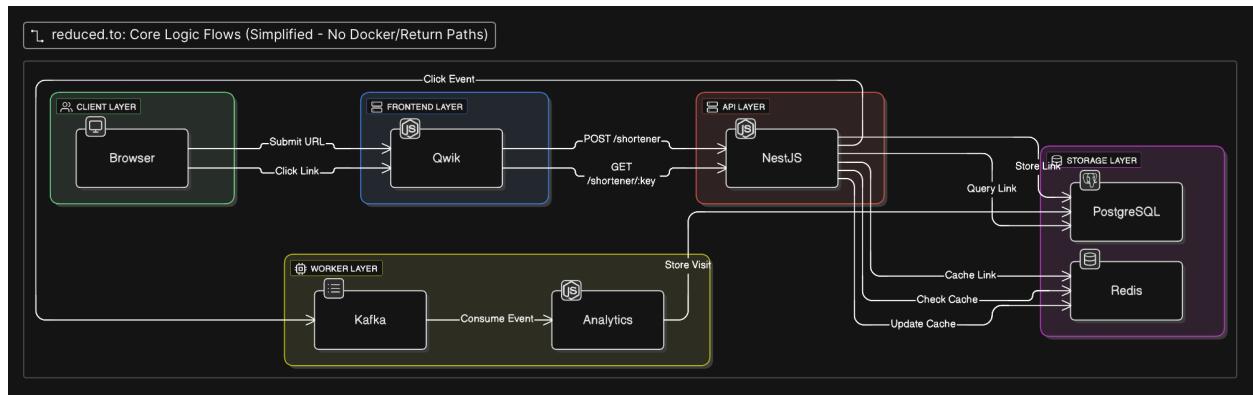
### GTM Strategy: We Are Now the Professional-Grade Pastebin

- **Strategic Positioning:** We allow enterprises to collaborate quickly via ephemeral messaging without exposing employees to the unmanaged content (and reputational risk) associated with public archive sites.
- **Future Growth:** This feature presents our low-risk entry into a validated market. More importantly, this effortless expansion positions us to integrate future premium and enterprise features leveraging this new user base.

# Ephemeral Notes: Data Flow



Pilot Today, No Changes to Core Architecture Necessary!



# Questions?