

SYSTEM://

THE QUIET FEED

PRODUCT BRIEF v1.0 // JANUARY 2026

EXECUTIVE SUMMARY

The Quiet Feed is a read-only feed aggregator that surfaces signal from your existing social connections while filtering noise. It does not post, comment, or interact with source platforms. It exists to give you back your attention.

Core proposition: Your feeds, stripped of the garbage.

The internet is drowning in AI-generated slop, engagement-farmed content, and algorithmically-amplified noise. In 2025, Merriam-Webster named "slop" their word of the year. Over half of newly published English-language web articles are now AI-generated. The Dead Internet Theory is no longer conspiracy—it's observable reality. The Quiet Feed is a filter between you and the flood.

PROBLEM STATEMENT

THE SLOP APOCALYPSE

- ▶ 52% of newly published English-language articles are AI-generated (Kapwing, Dec 2025)
- ▶ 51% of all web traffic in 2024 was automated systems (Imperva Bad Bot Report)
- ▶ LinkedIn: AI-generated content sees 30% reduced reach, 55% lower engagement—yet over half of long posts are likely AI-generated
- ▶ YouTube: 33% of Shorts served to new accounts qualify as "brainrot" content
- ▶ Meta announced (then retracted) plans for AI-powered autonomous accounts that create and share content

DEAD INTERNET TRAJECTORY

Timothy Shoup of the Copenhagen Institute for Futures Studies predicted that 99% to 99.9% of online content might be AI-generated by 2025-2030. The question is not whether this happens, but what tools exist to navigate it. The Quiet Feed is a lifeboat.

PRODUCT VISION

ACCESS TIERS

TIER	ACCESS	FEATURES
DEFAULT	Anonymous, no login. Default curated feed with basic filters.	Quality scoring visible. Mute filters. Wire Mode on select topics. Free forever.
ENHANCE	Social login. Pull your own feeds from LinkedIn, Instagram, Twitter/X.	Single feed, 20 posts. All filters. Deep Dedup. Origin Trace. (Prototype: full feature set)
HARD COPY	Paid subscription. Unlimited feeds.	Unlimited platforms. Export. API access. Priority processing.

*Naming note: "Enhance" and "Hard Copy" are Blade Runner ESPER scene references.
"Enhance 224 to 176. Enhance, stop. Move in, stop... Give me a hard copy right there." The rhythm of iterative refinement until you find what matters.*

FEATURE SET

All feature names follow Deckard's rhythm—terse, imperative, system-command style.

FEATURE	FUNCTION
SCORE	Quality rating 0-100. Composite of: originality signal, AI detection confidence, engagement authenticity, information density, source reputation, promotional status.
TRACE	Origin tracking. Shows propagation path: original source → first reshare → derivatives. "Profile trace. Stop. Back up. Stop. Enhance."
DEDUP	Deep semantic deduplication. Clusters similar content regardless of platform, poster, or phrasing. Shows highest-quality version; collapses others.
MUTE	Complete exclusion filter. Nothing mentioning this topic or individual appears. "Mute [topic]. Stop." Total erasure.
WIRE MODE	Headline normalization. Rewrites sensational/personality-driven headlines to factual substance. "Starmer delivers election sweetener" → "UK government lowers basic rate income tax by 1% from April 2026". Wire service style.
SHIELD	Dark pattern neutralization. No autoplay. No floating video. No infinite scroll. Chronological always available. Explicit interaction required.

DEMOTE	Promotional content rebalancing. Identifies sponsored/promoted content. Marks distinctly. Scores separately. Rebalances to organic levels.
CLUSTER	Topic and geographic segmentation. Auto-categorization with user override. UK, US, EU, Asia filters. Story timeline view.

TECHNICAL ARCHITECTURE

DESIGN PRINCIPLES

- ▶ **No content persistence:** Only encrypted user credentials and preferences stored. No caching of platform content.
- ▶ **User-delegated access:** All platform access via user OAuth tokens. We act as their tool, not a scraper.
- ▶ **Stateless processing:** Feed items fetched, scored, deduplicated, served, forgotten.
- ▶ **Link to originals:** Every item links to source. We're a lens, not a destination.

STACK

- ▶ **Backend:** Node.js on AWS Lambda
- ▶ **User data:** DynamoDB (encrypted OAuth tokens, preferences, subscription status)
- ▶ **Quality scoring:** Claude API for content analysis
- ▶ **Deduplication:** Open-source embedding models for semantic similarity
- ▶ **Frontend:** Vanilla JS/ESM, minimal framework, white minimalist aesthetic
- ▶ **Infrastructure:** AWS CDK, GitHub Actions

LEGAL POSITION

FAVORABLE PRECEDENTS

- ▶ **hiQ v. LinkedIn (2022):** Scraping publicly accessible data does not violate CFAA
- ▶ **Meta v. Bright Data (2024):** ToS cannot bind non-users; scraping without login not actionable
- ▶ **X v. Bright Data (2024):** Dismissed; platform's willingness to sell data undermined legal position

RISK FACTORS

- ▶ **Reddit v. Perplexity (Oct 2025):** Active lawsuit; Reddit aggressively litigating unauthorized access
- ▶ **Google v. SerpApi (Dec 2025):** Novel DMCA 1201 theory (anti-circumvention rather than CFAA)
- ▶ **API revocation:** Business risk, not legal risk. Platforms can terminate OAuth apps. Mitigate with RSS fallback.

OUR POSITION

User-delegated OAuth model. User is authorized. We're their tool. No content storage. Links to originals. This is the safest legal architecture for a feed aggregator in the current landscape.

BUSINESS MODEL

PRICING

TIER	PRICE	VALUE
DEFAULT	Free forever	Anonymous access to curated public feed
ENHANCE	Free (limited) / £15/month	Personal feeds with full filtering
HARD COPY	£50/user/month	Team/API access, unlimited feeds

GO - TO - MARKET

Anti-growth strategy. No viral loops. No referral programs. No aggressive marketing. Quiet beta with 50-100 hand-picked professionals frustrated with LinkedIn. Growth via word-of-mouth in professional communities, HN posts, niche tech podcasts. Positioning: "The feed reader for people who have better things to do."

UNIT ECONOMICS

- ▶ **Primary cost:** LLM API calls for quality scoring (~£0.01-0.05 per item)
- ▶ **Target margin:** 60%+ gross margin at 500+ ENHANCE subscribers
- ▶ **Break-even:** ~200 paid subscribers (excluding founder time)

RISKS

1. **API access revocation:** Platforms can shut down third-party access. Mitigate: RSS fallback, multiple platforms, user-level OAuth.
2. **Artifact's fate:** Well-resourced team (Instagram founders) failed to find market fit. Mitigate: narrower positioning, lower burn, different timing post-slop-apocalypse.
3. **Quality scoring accuracy:** False positives/negatives erode trust. Mitigate: transparency, user feedback loop, conservative thresholds.
4. **Evolving legal landscape:** Reddit and Google lawsuits may establish unfavorable precedents. Mitigate: user-delegated model, no content storage, legal counsel.

END TRANSMISSION

"I've seen things you people wouldn't believe. Attack ships on fire off the shoulder of Orion. I watched C-beams glitter in the dark near the Tannhäuser Gate. All those moments will be lost in time, like tears in rain."

Unlike Roy's memories, your feed shouldn't be lost in the noise. The Quiet Feed. Enhance. Stop.