

# Report

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## Title

Scale66: AI-Powered Social Media Marketing

## Vision Statement

Small business owners and solopreneurs are constantly told they need an active social media presence, but most lack the time or marketing expertise to do it well. Vibe Marketing is an AI-powered tool that helps them create professional, platform-optimized social media content without any marketing background. We're democratizing social media marketing so small businesses can compete online while focusing on running their business.

## Normative and Ethical Considerations

**Privacy:** We could accidentally expose sensitive data if we're not careful. We're implementing encryption and being transparent about data usage. A challenge would be balancing AI improvement with data privacy.

**Social:** Scale66 aims to foster better business-customer relationships by enabling consistent, quality communication. However, we're wrestling with whether AI-mediated communication weakens genuine human connection.

**Cultural Appropriateness:** Scale66 relieves the burden of social media marketing for small businesses while preserving what's valuable—authentic business-customer relationships and genuine brand voice. We're wrestling with the tension between efficiency (AI-generated content) and authenticity (maintaining the business owner's unique voice).

**Transparency:** Users need to understand that our content is AI-generated and how the system makes decisions. We're implementing clear labeling of AI-generated content and providing explanations for suggestions (like hashtag choices or posting times). The challenge we're facing is balancing transparency with simplicity.

**Delightful Harmony (Aesthetics):** Our interface should make content generation intuitive and enjoyable. Early testing shows users grasp the core workflow quickly, but we're refining the balance between power and simplicity. We're currently wrestling with feature complexity, more options give power users control but overwhelm beginners.

## Product Success Criteria

- **Content Quality**
  - **Minimum:** Generate grammatically correct, contextually relevant posts with text and visuals appropriate for the user's business and target platform (On track current AI generates appropriate content, working on visual integration)
  - **Stretch:** Users rate posts as "would definitely post this" 90% of the time with minimal editing (Not yet measured - need more beta users)
- **Platform Coverage**
  - **Minimum:** Support 2 major platforms (Instagram, TikTok) with platform specific formatting and best practices (Achieved for Instagram, TikTok in progress)
  - **Stretch:** Support these platforms and auto-post to them as well (Deferred to post MVP)
- **User Experience**
  - **Minimum:** Users with no marketing background can generate their first post within 10 minutes of account creation
  - **Stretch:** Users maintain active engagement over 4+ weeks, and report increased confidence in their social media marketing (Not yet measured - need longer testing period)
- **Market Validation**
  - **Minimum:** 5 real small business owners test the platform and provide actionable feedback on core features
  - **Stretch:** 25+ active users regularly posting Scale66 generated content to their actual business accounts (Deferred to post-class launch)

## Background

Over 96% of businesses use social media for marketing, but most small businesses struggle with it or don't want to spend the time it takes to create the content. Each platform has different best practices and content formats.

Existing tools fall short:

- Scheduling tools (Buffer, Hootsuite): Schedule posts but don't create content
- Design tools (Canva): Need design skills, no marketing strategy
- AI writing assistants (Jasper, Copy.ai): Generate text but not full posts with visuals
- Full-service agencies or in-house employees: Too expensive for small businesses

Tools like reel.farm and Bluma are emerging but are pricey or focus on repurposing existing content. Scale66 fills the gap for small businesses starting from scratch with minimal marketing knowledge.

## **Development Process**

### **Workflow:**

- Start with Github issues for what needs to be done. From the issues we create branches for specific features, review them, then merge them to the development branch. We then do another PR to main to make sure everything is ready to be deployed to production.

### **Tools We Use:**

- GitHub for version control and project management
- Discord for team communication and community building
- Firebase for hosting
- Supabase for database and authentication
- Notion and Google Drive for documentation and planning

### **Schedule:**

- Team meetings once a week
- Advisor meetings every Thursday with Eric
- ~10-12 hours/week per person

### **Testing:**

- After each feature/update to the application, we will test internally with our own apps/businesses then get 2-3 small business owners to try it and give feedback.

### **Challenges:**

- Work Distribution: How to divide features fairly when people have different skill sets and availability each week
- Quality Standards: When is something "good enough" to ship versus needing more
- polish
- Technical Debt: When to refactor code, we know could be better versus building new features