Case Study: Majico

AI branding and go-to-market co-pilot for micro-SaaS founders

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Outcome snapshot

- Built and shipped a full micro-SaaS product in a **3-week sprint**.
- Reduced branding + market research + go-to-market planning from **weeks to about 30 minutes**.
- Product includes monthly subscriptions and one-time credit packs so founders can pay as they grow.

CONTEXT

AI has accelerated software development, but that shift has made branding and go-to-market quality more important than ever. Many micro-SaaS products now look similar, and founders often cannot afford professional branding support.

Majico was built to close that gap: give founders an AI-powered system that can generate, research, and refine brand direction and GTM strategy quickly, without agency-level costs.

ROLE AND TIMELINE

- **Role**: Solo indie developer across product, architecture, implementation, and launch.
- **Delivery**: End-to-end build completed in a focused 3-week sprint.

IMPLEMENTATION STACK

- **Frontend**: Next.js application for founder workflow, outputs, and iteration loops.
- **Backend**: Multi-agent orchestration with task pipelines and tool integrations.
- **Data**: Supabase for state, persistence, and product data.
- **Queueing**: Redis + BullMQ for async jobs, retries, and workload isolation.
- **Billing**: Stripe integration for subscriptions and token-based one-time purchases.
- **Deployment**: Containerized services and VPS deployment via Shiphook for continuous delivery.

AI SYSTEM DESIGN

- Multi-agent architecture with role-specific agents and explicit guardrails.
- Retrieval augmentation (RAG), tool usage, and multiple model choices by task type.
- Evaluation loops to improve response quality and consistency over repeated runs.
- Focus on reproducibility and quality controls to reduce variance in strategic outputs.

CORE PRODUCT VALUE

Users particularly value the research-heavy agentic approach: instead of generic copy suggestions, Majico produces structured branding and GTM outputs grounded in contextual analysis. This makes the output more actionable for founders who need to move quickly with limited resources.

BUSINESS MODEL

- **Subscription plan**: for founders who need ongoing content planning and GTM support.
- **Token purchases**: for one-off or burst usage when founders need flexibility.

KEY CHALLENGE AND RESOLUTION

The hardest part of the build was coordinating multiple agents while maintaining reproducibility and quality. To address this, the system uses queue-based orchestration (Redis + BullMQ), explicit task boundaries, and guardrailed/evaluated generation flows so outputs remain reliable under real usage.

NEXT ITERATION

Current product direction is expanding visual generation for social media so founders can produce product content faster and maintain more consistent brand presence.