

Agency OS

Product Case Study · Aayushi Agratha · June 2026

A social media management platform for agencies — from idea to architecture, market research, GTM strategy, and the decision not to ship.

This is not a finished product. It is a documented thinking process — showing how product and marketing thinking compound when applied rigorously to a real problem.

1. The Starting Point

Where the idea came from

Social media agencies in India manage client content approvals over WhatsApp. A client gets sent a screenshot, replies with 'approved' in a chat thread, and the team screenshot-saves that as their approval record. When something goes wrong — a post goes live without proper sign-off, a client claims they never approved something — there is no audit trail, no accountability, and no system. This is the default workflow for thousands of Indian social media agencies managing 5 to 30 clients each. The problem is acute, daily, and causes real commercial damage.

2. Understanding the User

Who the product is for

Social media management agencies, 5–25 people, 8–30 active clients, India first (Hyderabad, Bangalore, Mumbai, Delhi). Trigger moment: the agency has recently lost a client because a post went live without approval, or they are pitching a larger client and realise their current workflow looks unprofessional.

The research approach

50 structured interviews with agency founders and account leads before building anything. Not surveys. Not focus groups. Conversations focused on historical behaviour — 'Have you ever lost a client because of an approval problem?' Agreement with a hypothetical is not validation. Past pain is validation.

3. The Product Concept

The core idea

Agency OS is built around a single insight: the approval workflow is the most painful, most broken, and most commercially important part of how a social media agency operates. The product introduces three layers sequentially: Layer 1 (v1) — the client approval portal and content pipeline. Layer 2 (v2) — AI brief builder anchored to client ICP. Layer 3 (v3) — full GTM strategy layer. The entry point is always the urgent

pain, not the interesting vision.

The client approval portal

Content passes internal review. A UUID token is generated with 7-day expiry. The account lead sends the client a link — no login required. The client sees the content preview, approves or requests changes. The decision is recorded with a timestamp. The token is invalidated. The client portal is not just a feature — it is the entire value proposition experienced in under 10 seconds.

4. The Architecture

Stack

Next.js + TypeScript + Tailwind (frontend) · Supabase PostgreSQL + RLS (database and auth) · Supabase Edge Functions (backend API) · Resend (email) · Vercel (hosting) · Claude API claude-sonnet-4-6 (AI features) · n8n on Railway (automation v2).

Multi-tenancy and security

Supabase Row-Level Security enforces data isolation at the database level — not just the application layer. One agency's data cannot leak to another. Users can only see data where their `agency_id` matches. The client portal endpoint validates the `review_token` without requiring authentication headers.

5. The Go-To-Market Strategy

The lead message

'We replaced your client approval email chain.' Not 'AI-powered social media management.' Not 'the operating system for modern agencies.' The approval email chain is urgent. It is a problem agencies feel today, not in six months.

Pricing built for India

INR billing only. Starter: Rs.4,000/month for up to 8 client workspaces. Agency: Rs.7,000/month for unlimited workspaces, AI brief builder, white-label portal. Free 14-day trial, no credit card required. At 50 paying agencies at Rs.5,500 average: Rs.2.75L MRR — the year-one target.

Inbound strategy

Three content pillars: The problem (WhatsApp approval nightmare, make agencies feel seen before mentioning the product) · The insight (why content strategy drifts from brief to publish) · The proof (build in public, real screenshots, not marketing — evidence).

6. The Three Pivots

Pivot 1: Personal tool to agency OS

The original prototype was a creator dashboard. The pivot happened when it became clear that creators manage their own content — they don't have a client approval chain problem. Agencies do. This changed the entire data model from one user with many social accounts to multi-tenant: one agency with many fully isolated client workspaces.

Pivot 2: Strategy layer is not the entry point

The strategy layer solves a latent pain — content drift over six months. The approval chain solves an urgent pain — work that stops today. Selling a latent pain solution to cash-strapped SMB agencies is an uphill battle. The correct sequencing: lead with ops and the approval portal, earn trust, then surface strategy as a premium upsell backed by evidence from the client's own data.

Pivot 3: The AI moat is data, not prompts

Prompt engineering an API call to an ICP framework is a feature, not a moat. Any competitor can replicate it in a sprint. The real moat is the data layer that builds over time — after six months of real usage, the system maps pillar to format to metric outcome per client. That dataset feeds back into the AI idea generator as real evidence. A competitor who starts at the scheduling layer never builds this.

7. Why It Wasn't Shipped

The honest assessment

The real competitor for a Rs.4,000/month tool is not another SaaS — it is an Rs.8,000/month college intern who sits on WhatsApp all day. That is a genuinely hard competitor to beat on pure ROI math for small agencies. More importantly: the research interviews should have happened before the architecture was built, not after. 50 conversations with agency founders to validate the pain is acute enough to change behaviour. That sequence got reversed.

What would be done differently

Run research interviews before designing anything. Start with one client, not a platform — a single testimonial with a real number ('we went from 4 days to 18 hours') is worth more than a complete feature set with no users. Name the product on day one and treat it as changeable but functional.

8. The Closing Thought

The most useful thing this process produced is not the architecture or the GTM strategy. It is the habit of updating the strategy when new information arrives. The competitive landscape changed the entry point. The critique of the AI moat changed the positioning of the strategy layer. The market research changed the pricing. A product that cannot update its own assumptions is not a product — it is a plan. This one updated three times. That is probably the right number.