

An AI media buyer that can only spend what you approved.

It plans, writes, launches and optimises paid campaigns. A human approves every step that moves money, and every action is recorded.

Running paid media for many small accounts is manual, and AI is not trusted to do it.

01

The daily round is done by hand

An agency with 20 client ad accounts has a junior checking dashboards every morning, pausing losers by hand, and emailing clients for budget sign-off.

02

AI tools only cover a slice

The “AI marketing” tools on the market generate copy, or images, or a bid tweak. None runs the whole loop, and none can be handed the keys.

03

The real blocker is control, not capability

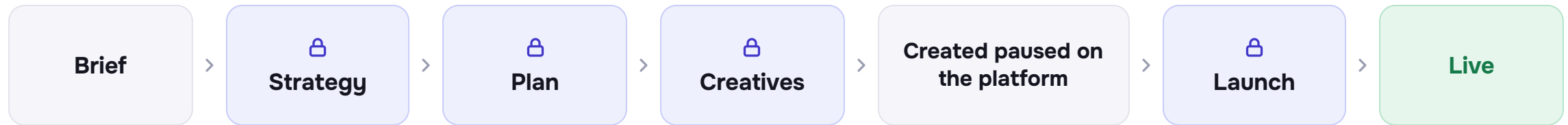
Who approved this spend?

Why did the bot do that?

What stops it doing it again?

SOLUTION

One loop. A human gate at every step that moves money.



🔒 One-click human approval, with the full artifact in front of the approver.

ONCE LIVE, EVERY DAY

Reads the results

Pauses losing ads

on its own

Proposes budget shifts

needs approval

Writes a plain-language read-out

Records what it learned for the next campaign

Every step is a card you approve.

Awaiting your decision [open in queue](#)

STRATEGY_PLAN
015ae790-4121-4ca2-b730-c13236b93897 · requested 2026-10-01T00:29

► Show strategy

Decision notes (optional)

Approve Reject

Campaign page. The strategy waits for a decision.

BUDGET_CHANGE
b2912dba-af1d-435f-bc43-af810ee6a299 · requested 2026-10-01T00:32

Ad set mock_as_52dbde1878ce: \$16.00 → **\$24.00** / day
Ad set mock_as_52dbde1878ce converts at \$14.73 CPA (7 purchase(s)) — raise its daily budget from \$16.00 to \$24.00.
Expires 2026-10-04 00:32

Decision notes (optional)

Approve Reject

Approval queue. The optimizer proposes \$16.00 → \$24.00 / day.

- ✓ **Approve, reject, edit or regenerate**, with version history.
- ✓ **Optimizer proposals** show the exact payload, the reason, and the guard it passed.
- ✓ **Audit trail** for every actor: user, agent, system.

Enforced in code, not in the system prompt.

01	Pause-only autonomy	The optimizer's ceiling is hard-coded. It cannot raise a budget, change targeting, or launch.
02	Immutable proposals	What the approver saw is what executes. An edit is a new proposal.
03	Exactly-once execution	Guards (budget ceiling, per-step cap) are re-checked against live platform numbers at execution time. Approval alone is never enough.
04	Append-only audit	Every event records its actor: USER, AGENT or SYSTEM.
05	Fail-closed demo mode	Demo instances physically cannot reach a real ad account.

Every AI bet is a hypothesis. Outcomes close it. Closures feed the next strategy.

01 OPEN

Each ad and ad set opens an experiment

"angle X will beat angle Y for audience Z"

>

02 CLOSE

What actually happens closes it

Autonomous pause

REFUTED

Approved budget raise

SUPPORTED

>

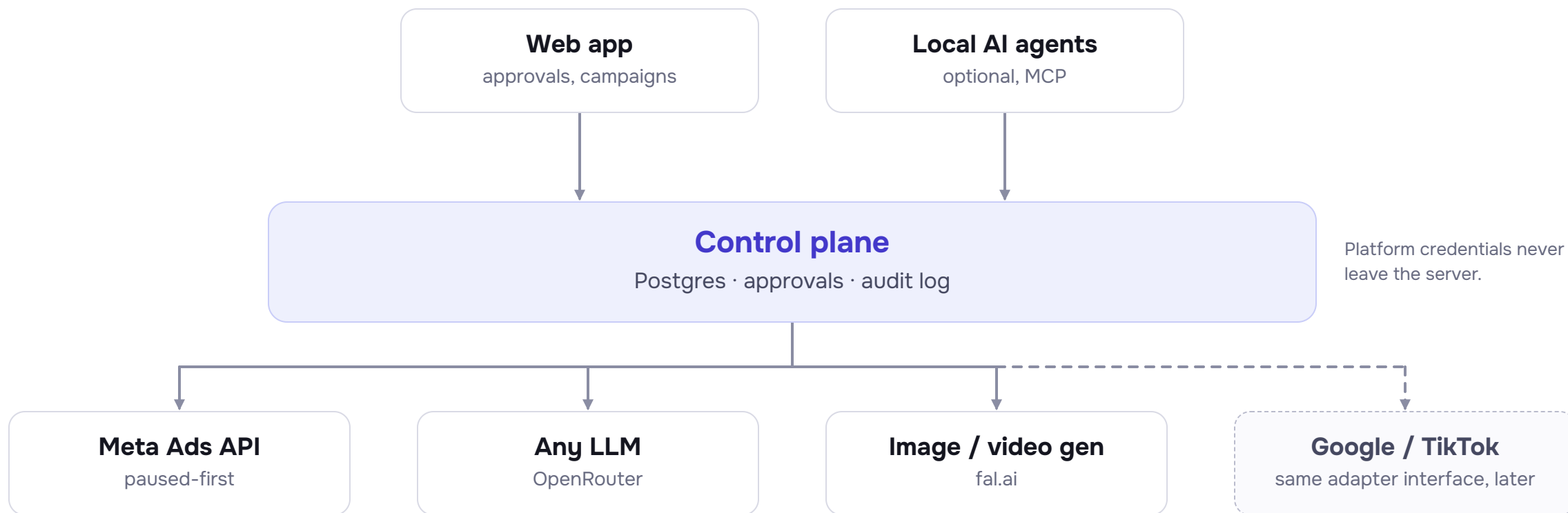
03 FEED

Concluded experiments go into the next strategy prompt

"do not re-run refuted bets"

Daily analyst read-out: headline, weak ads with reasons, recommendations. Never invents metrics; flags tracking discrepancies.

One control plane, and nothing spends without it.



We start where approval is already a ritual: small performance agencies.

FIRST

Performance agencies and freelance media buyers with 5–30 Meta accounts

- ✓ One workspace per client. One real ad account per workspace, enforced.
- ✓ The approval gate is their client-review ritual, now with a record.
- ✓ The daily sweep replaces the junior's morning dashboard round.

NEXT

Founder-led SMBs with no media buyer

LATER

In-house performance teams

Others optimise; none of them put a human gate on every dollar.

PRODUCT	FULL LOOP	APPROVAL GATES	PAUSE-ONLY AUTONOMY	AUDIT LOG	LEARNING MEMORY
Meta Advantage+	optimisation only	—	no (it spends)	—	opaque
AdCreative.ai / Pencil	creative only	—	n/a	—	—
Omneky / Smartly.io / AdsGency	partial	some	no	—	—
Madgicx / Revealbot	rules & automation	—	rules can spend	partial	—
CampaignLoop	✓ brief to live	✓ every money step	✓ hard ceiling	✓ append-only	✓ per-bet experiments

Built, running, pre-revenue.

7

weeks

255

commits

36

merged PRs

239

automated tests

1

founder

WORKING

End-to-end loop: brief to live to daily optimisation. Runs keyless in demo mode.

BUILT

Meta Marketing API adapter; first live-account run is next. Any LLM via OpenRouter, fal.ai media, Microsoft Clarity signal.

THIS MONTH

Design-partner recruitment starts.

Per managed ad account, per month.

STANDARD

\$149

per account, per month

AGENCY TIER

\$99

per account, per month, from 5
accounts

ONE AGENCY, 20 ACCOUNTS

~\$2k

MRR from one logo

Design partners: free for 90 days, in exchange for weekly feedback and a case study.

Later: usage-priced media generation, premium channels.

Price points are a hypothesis, to be confirmed with the first five design partners.

Ten years shipping B2B software where every dollar needs an approval.



Volodymyr Shcherbyna

SOLO FOUNDER

Shipping commercial software since 2007. Team of one, pair-programming with Claude and Codex.

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2021-present	DevBrother. Built ToughCommerce, a multi-tenant B2B concrete-delivery ERP/marketplace (Rails, GraphQL, React, Stripe/QuickBooks/MS Dynamics).
2018-2020	CityFALCON. Fintech startup; financial-news platform.
2013-2017	SoftServe. Core team on Coupa (spend-management SaaS).
Education	MSc Computer Science, NTU Kharkiv Polytechnic Institute. Stanford/DeepLearning.AI ML certificate, 2023.

Why me: a decade of B2B SaaS with approval workflows and payments: Coupa spend approvals, ToughCommerce marketplace.

Looking for 5 agency design partners, and intros to performance agencies in UA/EU.

MONTHS 0-3

10 design-partner accounts live on Meta; client-facing approval link; notifications.

MONTHS 3-6

Google Ads adapter; first paid conversions; case study.

MONTHS 6-9

10 paying accounts, agency tier, second channel live.

Not raising now. May raise a small pre-seed in 2027 to reach 10 paying accounts.

AI runs the media buying. You keep the keys.

TRY THE DEMO

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