

## Inspiration

We're small-business owners who love our craft but hate guessing when it comes to marketing. Existing "all-in-one" tools firehose you with data but never explain *why* one promotion outperforms another. Janus AI was born to shine a light on that *\*why\**—so founders can spend less time decoding dashboards and more time serving customers.

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## What It Does

Janus delivers an AI-driven *blueprint* for any business building a promotional campaign. It ingests your goals, budget, and past content, then outputs:

- Channel mix and spend plan
- AI-generated copy & creative prompts
- Real-time KPI tracking with prescriptive tweaks ("raise IG budget 15%—CPC is 27% below benchmark")

In short, Janus tells you exactly *what to run, when to run it, and how to improve it on the fly*.

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## How We Built It

We stitched together multiple LLMs and marketing APIs into a single, streamlined SaaS layer:

1. **Data ingestion micro-service** pulls ad, social, and web-analytics feeds.
  2. **LLM orchestration** (OpenAI + niche copy-gen models) drafts messaging and audiences.
  3. **Optimization engine** uses lightweight PyTorch models to re-allocate budget in real time.
  4. **B2B dashboard** (Next.js + Supabase) surfaces insights with zero learning curve.
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## Challenges We Ran Into

Our biggest hurdle hit in the final minutes: compute and bandwidth limits. High-volume ad-set simulations spiked GPU usage, forcing last-second model off-loading and caching tricks to keep latency sub-second.

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## Accomplishments We're Proud Of

- Functional MVP in eight weeks, fully demo-able end-to-end
  - Pilot users cut campaign setup time by 72 % and slashed wasted ad spend by 18 %
  - Secured interest from two accelerator programs on demo day
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## What We Learned

Cross-discipline teamwork > pure coding speed. Pairing marketers with engineers early prevented “beautiful tech that no one uses.” We also learned how to temper ambition with ruthless feature-scoping when resources run thin.

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## What's Next for Janus

Sky's the limit. Near-term roadmap: closed-loop e-commerce integrations, autogenerated short-form video, and an AI “campaign coach” voice assistant. Long-term: become *the* operating system for small-business growth, from first ad dollar to global scale.