

# OUR TECH STACK



## **OUR TECH STACK**

These are the list of tools and software that we used to scale Cal AI and QUITTR to millions of dollars in revenue per month.

### **DESIGN**

- [Figma](#)
- [Zitlac Media](#)

### **DEVELOPMENT**

- [Cursor](#), [Xcode](#) (SwiftUI)
- [Supabase](#)
- [Superwall](#) (!!!)
- [Mixpanel](#), [Appsflyer](#)

### **DISTRIBUTION**

- [Creators Corner](#) (!!!)
- [Growi](#)
- [Founders Arm](#) (!!!)
- [Valid AI](#)

### **MUST HAVE'S**

- [Parker](#) (!!!)
- [Roam](#)
- [Slack](#)
- [Stripe Atlas](#)

Make sure to use the links above and/or use code 'Mafia'

FIGMA



## **FIGMA**

Back when I started designing my first app, I was juggling Sketch files, sending PNGs over Slack, and praying my developer interpreted them correctly. Total nightmare.

Then I switched to **Figma**. Honestly, it felt like going from stone tablets to Google Docs.

For the first time, design was collaborative. I could be on a Zoom call with my cofounder, both of us editing the same screen in real time, leaving comments, dragging stuff around. No exports, no version hell.

The wildest moment was when my developer said, “I can literally grab the CSS values right out of your design.” That alone saved me weeks of back-and-forth.

Figma didn’t just make me a better designer – it made my whole team 10x faster.

Now every product idea starts in Figma. It’s basically the canvas where dreams turn into something real.

**USE FIGMA**

ZITLAC MEDIA



## **ZITLAC MEDIA**

When I first started building apps, I thought design was just “make it look pretty.”

Colors. Fonts. A logo slapped together on Canva.

Yeah... turns out that shit doesn't convert.

Then I linked up with Zitlac Media. Whole different league.

These guys don't just design – they engineer experiences. Apps, websites, dashboards – whatever it is, they make it *buttery smooth* for the user. Every click feels intentional. Every flow feels natural.

I have them on speed dial now. Whenever I'm shipping something new, I send it to Zitlac first. They've basically become my unfair advantage.

So if you're still letting your cousin's friend “design” your website, stop being dumb.

**[CALL ZITLAC](#)**

CURSOR



## ***CURSOR***

Coding used to feel like slogging through mud. I'd get stuck on dumb bugs, Google endlessly, jump between Stack Overflow tabs, and lose hours of flow.

Then I found **Cursor**. It's like having ChatGPT built straight into your editor – but way smarter about your codebase.

I'd highlight a broken function, ask "why is this crashing?" and boom – Cursor not only explained the bug, it *fixed it*.

The first week I used it, I shipped features twice as fast. Stuff that would've taken me 3 days of frustration was suddenly an afternoon job.

And it's not just bug fixing – it refactors, suggests improvements, even generates whole components in your style.

The real "holy shit" moment? I realized I wasn't scared to touch parts of the codebase I'd avoided for months. Cursor gave me confidence to move faster.

Now, building without Cursor feels like working with one hand tied behind my back.

**USE CURSOR**



# SUPABASE



## **SUPABASE**

When I first started building, I thought I had to set up my own backend from scratch.

Spinning up servers, wiring Postgres, setting up auth... it felt like drowning before I even wrote a line of frontend code.

Then I found **Supabase**. Absolute lifesaver.

In minutes, I had a full Postgres database, authentication, and APIs ready to go – no ops, no headache. It felt like Firebase, but with the power and flexibility of SQL.

The first “wow” moment was user auth. I literally had sign-ups, logins, and row-level security working in a single afternoon. Something that would’ve taken me weeks before.

And the kicker? Everything is just Postgres under the hood. Which meant when my app started growing, I wasn’t boxed into some weird proprietary system. It scaled with me.

Supabase basically gave me the backbone of a production-grade app without hiring a backend team. It let me focus on the stuff users actually see, instead of fighting with infrastructure.

Now every project I spin up starts the same way: Figma for design, Cursor for code, and Supabase for the backend. It’s like having a cheat code for shipping apps fast.

**USE SUPABASE**

SUPERWALL



## **SUPERWALL**

Lemme be real: I slept on paywalls for WAY too long.

I thought – nah, my product is strong, people will buy anyway. So I threw up some bootleg hard-coded modal and called it a day.

Big mistake.

Then I discovered Superwall. Game changer.

They let you spin up and test new paywalls on the fly, *without touching code*. I'm talking: A/B test designs, pricing, CTAs, copy, timing – all remote-config.

When I first onboarded, my conversion rate on trials → paid was around 1.7%. After a couple months of testing w/ their analytics and segmentation, I pushed that north of 10%. Same traffic. Same ads. **Literally 6x more money in the bank.**

And the wildest part? Their segmentation lets you personalize paywalls based on user behavior. Someone opens the app 3x and bounces? Show them a "lite" offer. Hardcore daily user? Hit 'em with annual plan + bonus perks.

For me, that added **hundreds of thousands** in incremental ARR – from just tweaking how/when I asked people to pay.

If you're not running your app's monetization like a mad scientist in a lab, you're leaving a *fat* bag on the table.

Stop hard-coding static paywalls like it's 2018.

**USE SUPERWALL**

MIXPANEL



## **MIXPANEL**

I used to think analytics = vanity metrics. DAUs, MAUs, "session length." Cool graphs but zero clarity on why my revenue wasn't scaling.

Then I got serious and onboarded Mixpanel.

This tool turned me from blindfolded driver → F1 racer w/ a heads-up display. Every lever in my business now has data attached: funnels, cohorts, retention curves, LTV by segment.

Before Mixpanel, we'd argue in meetings about why churn was spiking. "It's the ads." "It's the onboarding." "It's the pricing." – just vibes.

After Mixpanel? No more guessing. I literally watched the funnel bleed in real-time – 60% of users were dropping on the 2nd onboarding screen. One simple redesign fixed it and boosted activation 22%.

The real crack tho = retention cohorts. Being able to see exactly which behaviors predict high LTV users let me double down on the features that mattered and cut the fluff. Saved dev cycles. Made us more money.

Everyone obsesses over new growth hacks, but if you don't know where your product is leaking, you're just pouring water into a bucket full of holes. You're leaving serious growth (and money) on the table.

Mixpanel patched those holes. It's why I trust it as the single source of truth for product + growth decisions.

**USE MIXPANEL**

APPSFLYER



## **APPSFLYER**

Remember when Apple made all of these new privacy announcements? As far as I'm concerned, the only thing they accomplished was making it nearly impossible to run ads profitably.

Facebook said one thing, TikTok said another, Google was just making shit up – and none of the numbers matched my bank account.

Every agency I talked to was like, “trust the platform data.” Yeah right. That's how you light money on fire.

Then I got **AppsFlyer**.

Suddenly attribution made sense. I could actually see where my customers were coming from, what campaigns were printing, and which ones were just flexing CPMs with no ROI.

The first month on AF, I cut \$20k in wasted spend. Straight up. Just nuked the losers and doubled down on the winners. ROAS shot up, CAC dropped, and for once I wasn't arguing with my team about whose dashboard to believe.

Now every dollar I pour into ads has a GPS tracker strapped to it. I know exactly where it goes and what it returns. That's why I'll never run a growth machine without AppsFlyer as the brain.

If you're still trusting the platforms to tell you whether you're winning or losing, you're playing checkers while your competitors are running chess engines.

**USE APPSFLYER**



# CREATORS CORNER



## **CREATORS CORNER**

Remember when every brand started chasing 'UGC agencies'? Most of them talked a big game, but the content looked generic and the results never lined up with the invoices.

TikTok metrics said one thing, Instagram analytics said another, and none of it explained why my sales weren't moving.

Every agency I talked to was like, 'Just keep posting, trust the system.' That's how you waste quarters waiting for magic that never comes.

Then I found Creator's Corner.

They didn't sell me a fantasy, they built me a content machine. 20, 50, even 100 creators all producing original slideshows, AI-driven ideas, and talking-head content that actually feels fresh. The kind of stuff people want to watch, share, and buy from.

At first, it was just great creative. But after a couple of months, the momentum kicked in. The views stacked, sales followed, and suddenly the whole thing started compounding.

Now every post is part of a flywheel... Quality content driving attention, attention driving conversions, and conversions fueling more growth. That's why I won't run an app now without Creator's Corner.

If you're still hoping a random freelancer or repurposed ad clip will build your growth engine, you're not even on the same playing field.

Keep in mind though, with the amount of volume they do it is a premium service so it's not budget friendly for beginners. Much better to add on marketing stack once you have budget.

**USE CC**

GROWI



## **GROWI**

Managing influencers used to take up my entire day.

Spreadsheets. Manual tracking. Chasing down creators for deliverables. Calculating payouts by hand.

I was drowning in busy work instead of actually *growing* my campaigns.

Then I found Growi. Different beast entirely. This thing handles everything I used to waste hours on – automatic performance tracking, contract management, payouts that actually happen on time.

I can see which creators are moving the needle and which ones are just pretty faces collecting checks.

What used to take me 4+ hours a day now happens in the background while I focus on scaling what's working.

The cross-platform tracking allows me to know which post moved the needle.

I went from spreadsheet slave to campaign strategist overnight.

So if you're still manually tracking influencer performance in 2025, stop torturing yourself and get Growi.

We use it at both QUITTR & Cal AI.

**USE GROWI**

# FOUNDERS ARM



## **FOUNDERS ARM**

How valuable is your time?

Because I can almost guarantee it's not worth it for you to spend hours a day manually doing random bullshit tasks like looking for reaching out to creators to work with.

For just a few bucks an hour you can have a full-time virtual assistant that does all the ground work for you. This is a no brainer.

You need to be focusing on the bigger levers. Don't drain your energy on tedious and small tasks.

Don't just stop at one virtual assistant either. Buy yourself an army. As we speak I have 20 VA's scrolling through tik tok finding creators for me to work with.

**USE FOUNDERS ARM**

VALID ADS



## **VALID ADS**

Ads are super confusing to get into and have an extremely high barrier to entry to be profitable and scale.

In the early days, **Cal AI** used Valid to scale their ad spend to \$400k/month before bringing it internal. This worked tremendously well.

**QUITTR** still uses Valid and spends \$100k/month on ads with a 1.9x unadjusted ROAS.

These guys are incredibly good at media-buying and take in all of my influencer and ugc content.

Now I get to sit back and print while these guys scale my best creatives.

Big vouch. Let them know the Mafia sent you.

**USE VALID**



PARKER



## **PARKER**

Apple's 45-day payout schedule. Zero credit history as a young company. Traditional banks looking at us like we're some inexperienced startup.

Every bank said the same thing: "Come back when you're older and have more revenue history."

Cool. Meanwhile, I had profitable distribution channels that I *knew* would scale but couldn't deploy fast enough because I'm sitting there for 6 weeks waiting on Apple.

And as a bootstrapped business, I didn't have rich uncles or VC money to bridge the gap.

Then Parker actually picked up the phone. These guys didn't care about our "age" or that we were bootstrapped – they looked at our actual business model and said "yeah, we get it." 60-day rolling terms that align with how app revenue actually works.

Credit limits built specifically for bootstrapped founders, not some arbitrary monthly cycle that makes zero sense for digital businesses.

The banking is dead simple, instant payouts mean no more waiting on Apple, and their 4% APY on *any* amount sitting in the account? Most banks make you park 500K+ to see rates like that.

Now I'm deploying hundreds of thousands through profitable channels monthly without sweating payroll.

I went from cash-strapped bootstrapped founder to cash-confident in two weeks.

If you're still begging traditional banks to "understand your bootstrapped business model," you're wasting time you don't have.

**USE PARKER**

ROAM



## **ROAM**

Remote work used to feel like hell. Slack pings. Awkward Zoom calls. Zero vibe, zero culture. I felt like I was working *alone* even with a team of 20.

Then I moved the squad into **Roam** – and everything changed.

It's like we suddenly had a real office again. You pop in, see who's "at their desk," knock, and boom – instant convo. No scheduling, no 30-min calendar blocks, just spontaneous "yo, quick question" energy.

The first week on Roam, our meetings went from bloated 45-min marathons → quick 8-minute check-ins. And my team legit said they felt more connected after *two days* than they had in months on Zoom.

All-hands actually feel like events now. Drop-ins actually feel human. And the culture? Night & day.

If you're still running your remote team on Slack + Zoom Frankenstein setups... stop being lazy. Move into Roam and give your people a real HQ.

**USE ROAM**

SLACK



## **SLACK**

I used to think email was fine. Send a message, wait 3 hours, maybe get a reply. Half my day was just refreshing inbox tabs like a clown.

Then I switched my team to **Slack** and realized how prehistoric I'd been running.

Overnight, we went from *laggy corporate email zombies* → a squad moving in real time. Questions that used to take days to resolve started getting solved in minutes.

Channels became our war rooms. Memes kept culture alive. Integrations pulled in sales data, ad spend, support tickets – all in one place. Suddenly decisions weren't "let's circle back next week," they were "yo, here's the data, let's ship it right now."

Productivity didn't just go up – it exploded. And morale? Through the roof. My team finally felt *together*, even while spread across 4 time zones.

If you're still running your company out of Gmail threads and text chains... wake up. Slack is the operating system for modern teams.

**USE SLACK**

STRIPE ATLAS



## **STRIPE ATLAS**

When I first wanted to set up my company in the US, I had no clue where to start.

Lawyers were quoting me thousands, paperwork looked like a foreign language, and I kept getting stuck in loops Googling “how to open a US C-Corp from abroad.”

Then I found **Stripe Atlas**. Literally changed everything. For \$500 they gave me the Delaware C-Corp setup, EIN, bank account, and Stripe account in one smooth flow.

No 50 emails back and forth. No 3-month wait. Just... done.

I remember refreshing my inbox like a madman – and in a week I was officially incorporated. That piece of paper meant I could finally open a bank account, start invoicing, and look legit to investors.

Here’s the thing nobody tells you: credibility is half the battle early on. Telling people “I have a US company, here’s my EIN, here’s my bank account” opens way more doors than “I’m still figuring it out.”

Atlas basically took away all the bureaucratic headaches so I could focus on building. That first month, I closed my first paying customers and even took a Stripe payment while still sitting in a café overseas.

For me, that was the moment it felt *real*.

If you’re serious about starting up, don’t waste time wrestling with red tape. Stripe Atlas is like flipping a switch from “idea in your head” → “real company.”

**[USE STRIPE ATLAS](#)**