SOCIAL BUTTERFLY AI™ • A MULTI-AGENT, AGENT-LED VIBE CODING STUDIO & BUSINESS INCUBATOR

How to Prompt Out a Real Business, Expose Unknown Unknowns & Command Your AI Crew

Social Butterfly AI™ is a **Multi-Agent, Agent-Led Vibe Coding Studio & Business Incubator**, combining an 8-specialist executive venture crew with a full-stack Vibe Coding Studio under one roof. Many AI-built apps stall because founders type a one-sentence wish and get back a hollow frontend with no unit economics, no database security, and no plan to win customers. Use this interactive playbook to write well-structured prompts, choose the right built-in AI model for each task, and launch any of our 28 ready-to-use prompts straight into your workspace in one click.

PILLAR 01 . PROMPT STRUCTURE & ARCHITECTURE

The 6-Part Prompt Architecture

PART 01

Specific Specialist & Artifact Tool

Name the exact specialist (Extractor, Social Butterfly, Architect, Artist, Engineer, Auditor, Anchor, or Keeper) and instruct them to save the output to your Venture Dossier.

PART 02

Buyer Persona & Bleeding-Neck Pain

Define who pays, what urgent problem they face this week, and what messy workaround (spreadsheets, agencies, manual labor) they currently pay for.

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PART 03

Hard Economic & Scope Constraints

Lock your price point, target gross margin (80%+ for software), timeline, and compliance boundaries so the AI never invents generic filler.

PART 04

The Zero-Glaze Directive

Forbid yes-man flattery: "Do not praise my idea. Challenge weak assumptions, show where unit economics break, and cite real competitors."

PART 05

Structured Deliverable Schema

Request comparison matrices, numbered user stories with Pass/Fail acceptance criteria, Firestore schemas, or multi-file production code.

PART 06

Verification Gate (Definition of Done)

Require a final engineering check: "Verify that every feature maps to a revenue tier and passes mobile 390px and owner-only security rules."

THE MASTER VENTURE PROMPT TEMPLATE (ADAPT FOR ANY IDEA)

```
"[Specialist Name], act as my zero-glaze [Role]. We are building [Venture Name] for [Specific Buyer Persona] who struggle with [Specific Costly Pain]. Our pricing model is [Price/Tier] with a target [80%+] gross margin. Do not flatter this idea: first identify the top 3 blind spots or unit-economics leaks, then produce [Exact Deliverable] and save it to my Venture Dossier."
```

PILLAR 02 . AI MODEL SELECTOR (5 BUILT-IN AI MODELS)

Choose the Right Engine for Every Stage (Click Any Engine to Set Active)

Every model below is built directly into your workspace. No developer API keys needed. Click any card to set it as your active AI model.

PILLAR 03 . END-TO-END VENTURE EXECUTION PIPELINE

How to Prompt Out a Real Business in 7 Stages

STAGE 1

Vision Core Extraction

The Extractor

`Gemini 3.8 Flash`

`0 cr starter`

STAGE 2

Live Market & TAM Audit

The Auditor

`Gemini 3.8 Flash + Search`

`5-15 cr`

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STAGE 3

10-Section Executive PRD

Social Butterfly

Gemini 3.1 Pro

15 cr

STAGE 4

System & Payment Architecture

The Architect

Gemini 4 Argon

10 cr

STAGE 5

WCAG Design System

The Artist

Gemini 3.8 Flash

15 cr

STAGE 6

Vibe Coding Studio App Build

The Engineer

Gemini 4 Argon

50 cr

STAGE 7

Pre-Flight & 30-Day GTM Sprint

The Anchor & Keeper

Gemini 3.1 Pro

15 cr

PILLARS 04 & 05 . UNKNOWN UNKNOWNS & 28-PROMPT COPY-PASTE LIBRARY

28 Ready-to-Use Prompts (1-Click Copy or Launch in Venture Studio)

UNKNOWN UNKNOWNS & BLIND SPOTS — The Auditor . OpenAI GPT-OSS 120B

01 . The Pre-Launch Blind-Spot Diagnostic

Why this prompt works: Forces a ruthless post-mortem before you write code so you fix database isolation, payment capture, and retention gaps upfront.

```
Auditor, inspect my current venture idea and Product Blueprint (PRD) like a thorough pre-launch reviewer. Many AI-built apps stall after launch because they lack a real database, payment setup, or customer retention plan. Identify the 5 specific ways my app will fail in the first 60 days if we launch as-is, and give me the exact engineering and business fix for each.
```

Est. Cost: 5 credits/turn

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UNKNOWN UNKNOWNS & BLIND SPOTS — Social Butterfly . Google Gemini 3.1 Pro

02 . Unit Economics & Hidden Margin Leak Audit

Why this prompt works: Exposes hidden Stripe/Square processing fees, compute burn, and support overhead so you never launch an unprofitable price tier.

```
Social Butterfly, audit the unit economics of my proposed pricing tiers. Calculate our exact gross margin after Stripe/Square processing fees (2.9% + $0.30), AI token/compute costs, refund/chargeback reserves, and customer support time. Show me where we are underpricing or leaking margin, and recommend a pricing floor that protects an 80%+ gross margin.
```

Est. Cost: 5 credits/turn

UNKNOWN UNKNOWNS & BLIND SPOTS — The Auditor . Google Gemini 3.1 Pro

03 . Regulatory, Privacy & Industry Compliance Trap Scanner

Why this prompt works: Surfaces unspoken TCPA/SMS, HIPAA, FERPA, payment processor, and FTC disclosure requirements before they freeze your merchant account.

```
Auditor, scan my business model for unknown regulatory, legal, and platform compliance traps we have not discussed yet. Check specifically for SMS/TCPA opt-in rules, healthcare/HIPAA or education/FERPA data boundaries, payment processor restricted-business rules, and FTC testimonial/earnings disclosures. List every trap and the exact safeguard we must build into our onboarding flow.
```

Est. Cost: 5 credits/turn

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UNKNOWN UNKNOWNS & BLIND SPOTS **The Anchor . Google Gemini 4 Argon**

04 . Multi-Tenant Security & Data-Leak Red Team

Why this prompt works: Simulates a malicious user inspecting DevTools so your Firestore security rules and webhook verification are locked down from Day 1.

```
Anchor, red-team our data architecture before we publish. Assume a malicious user opens browser DevTools on our live app and tries to read another customer's records, forge a payment webhook, or spam our AI endpoint to drain compute credits. Show me every vulnerability in our current plan and write the exact owner-only firestore.rules and server-side rate limits to block them.
```

Est. Cost: 5 credits/turn

UNKNOWN UNKNOWNS & BLIND SPOTS **The Auditor . OpenAI GPT-OSS 120B**

05 . The Skeptical VC Partner Pass/Fail Interrogation

Why this prompt works: Uses independent 120B chain-of-thought reasoning to challenge wishful TAM and CAC assumptions before you pitch investors or grant committees.

```
Auditor, evaluate my venture as a skeptical Seed/Series A VC partner who sees 1,000 AI pitches a month. Do not be polite. Tell me the top 3 reasons you would pass on this company today, which assumptions in my TAM and CAC are wishful thinking, and what concrete proof points (revenue, retention, or proprietary wedge) would force you to write a check.
```

Est. Cost: 5 credits/turn

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UNKNOWN UNKNOWNS & BLIND SPOTS — The Extractor . Google Gemini 3.8 Flash

06 . Buyer Switching-Friction & Inertia Autopsy

Why this prompt works: uncovers why buyers cling to messy spreadsheets or habits, and designs a 90-second First Win onboarding hook.

```
Extractor, even if our product works, why will our target customer refuse to switch from their current messy spreadsheet, agency, or habit? Map out the hidden psychological, workflow, and organizational switching costs our buyer faces on Day 1, and design a 90-second "First Win" onboarding experience that eliminates that friction immediately.
```

Est. Cost: Included in daily allowance

UNKNOWN UNKNOWNS & BLIND SPOTS — Social Butterfly . Google Gemini 3.1 Pro

07 . Enterprise & Institutional Procurement Blocker Check

Why this prompt works: Pre-solves WCAG accessibility, data residency, IP protection, and ROI reporting requirements for $30K-$100K+ institutional contracts.

```
Social Butterfly, if we pitch this platform to a corporate VP, university dean, or municipal procurement officer for a $30,000 to $100,000 contract, what unspoken procurement blockers (WCAG accessibility, SOC2/data residency, trade-secret IP protection, W-9/DUNS vendor onboarding, or Likert ROI reporting) will stall the deal, and how do we pre-solve them in our proposal?
```

Est. Cost: 5 credits/turn

STAGE 1-2: DISCOVERY & MARKET INTELLIGENCE — The Extractor . Google Gemini 3.8 Flash

08 . Raw Thought Bubble to 4-Part Vision Core

Why this prompt works: Locks the 4 foundational pillars (Problem, Solution Wedge, First-100 Audience, and Brand Vibe) into your Venture Dossier.

```
Extractor, here is my raw business idea: [describe idea in 2-3 sentences]. Pressure-test this against real market alternatives, sharpen our unfair wedge, define our First-100 Paying Customer persona, and save our 4-Part Vision Core (Problem, Solution, Audience, Vibe) to my Venture Dossier.
```

Est. Cost: 0 credits (Starter Included)

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STAGE 1-2: DISCOVERY & MARKET INTELLIGENCE **The Extractor . Google Gemini 3.8 Flash + Search**

09 . Live Google Search Competitor & Pricing Tear-Down

Why this prompt works: Grounds your strategy in real-time web data rather than training-cutoff guesses, exposing competitor pricing and review complaints.

```
Extractor, use live Google Search to find the top 5 real-world competitors serving [target audience] in [industry/category]. Build a comparison matrix showing their exact current pricing tiers, core features, customer complaints from reviews, and the unserved gap our venture can own right now.
```

Est. Cost: 5 credits with Live Search

STAGE 1-2: DISCOVERY & MARKET INTELLIGENCE **The Auditor . Google Gemini 3.1 Pro**

10 . Bottom-Up TAM / SAM / SOM Market Sizing

Why this prompt works: Replaces inflated top-down industry numbers with investor-grade bottom-up math tied to your actual contract value.

```
Auditor, calculate a rigorous bottom-up TAM, SAM, and SOM for our venture using real customer counts and our actual annual contract value (ACV), not vague top-down industry reports. Show the exact formula for how we reach $100K, $1M, and $10M ARR, and save this market audit to our dossier.
```

Est. Cost: 5 credits/turn

STAGE 1-2: DISCOVERY & MARKET INTELLIGENCE **The Extractor . Google Gemini 3.8 Flash**

11 . First-100 Paying Customers Ideal Buyer Profile

Why this prompt works: Identifies the exact trigger event, budget authority, and search phrase of buyers who will pay you this week.

```
Extractor, define the exact profile of our first 100 paying customers: not a generic demographic, but the specific person whose hair is on fire today. Where do they hang out online and offline, what budget authority do they have, what trigger event makes them buy this week, and what exact phrase do they type into Google when looking for help?
```

Est. Cost: Included in daily allowance

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STAGE 3: EXECUTIVE PRD & PRICING STRATEGY **Social Butterfly . Google Gemini 3.1 Pro**

12 . Investor-Grade 10-Section Executive PRD

Why this prompt works: Generates the complete engineering and product specification that Vibe Coding Studio reads to build your application.

```
Social Butterfly, write our complete 10-section Executive PRD based on our Vision Core: (1) Executive Summary, (2) Problem & Market Wedge, (3) Target Personas, (4) Core User Journey, (5) Prioritized User Stories with Pass/Fail Acceptance Criteria, (6) 3-Tier Pricing & Credit Model, (7) Non-Goals / Out-of-Scope for v1, (8) Success Metrics, (9) Risk Register, and (10) Launch Milestones. Save the PRD to my project.
```

Est. Cost: 15 credits full PRD

STAGE 3: EXECUTIVE PRD & PRICING STRATEGY **Social Butterfly . Google Gemini 3.1 Pro**

13 . Good / Better / Best SaaS & Service Pricing Ladder

Why this prompt works: Structures a 3-tier subscription ladder plus a low-friction entry wedge that protects an 80%+ gross margin.

```
Social Butterfly, design a high-converting 3-tier pricing architecture (Starter, Pro, Ultra) plus a low-friction entry top-up or paid diagnostic wedge. Map every feature and usage cap to each tier so customers naturally upgrade as their usage grows while our gross margin stays above 80%.
```

Est. Cost: 5 credits/turn

STAGE 3: EXECUTIVE PRD & PRICING STRATEGY **Social Butterfly . Google Gemini 3.8 Flash**

14 . MVP Scope Lock (Cutting 60% of Feature Bloat)

Why this prompt works: Prevents months of overbuilding by isolating the exact Day-1 features required to collect your first customer payment.

```
Social Butterfly, review our feature wish list and ruthlessly cut 60% of the scope so we can ship a revenue-generating v1 today. Separate features into: (A) Must-Have for Day-1 Payment & Core Value, (B) Phase-2 Retention Upgrades, and (C) Distractions to Delete.
```

Est. Cost: Included in daily allowance

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STAGE 4-5: SYSTEM ARCHITECTURE & BRAND DESIGN **The Architect . Google Gemini 4 Argon**

15 . Multi-Tenant Firestore Data Model & Security Rules

Why this prompt works: Creates a production database schema and owner-only security rules so every customer record is strictly isolated.

```
Architect, design our complete Golden Path technical blueprint: define our exact Firestore collections and document fields, write strict owner-only firestore.rules where every private record is scoped to request.auth.uid, and save the Implementation Plan to my Venture Dossier.
```

Est. Cost: 10 credits Implementation Plan

STAGE 4-5: SYSTEM ARCHITECTURE & BRAND DESIGN **The Architect . Google Gemini 4 Argon**

16 . Stripe & Square Checkout + Signed Webhook Blueprint

Why this prompt works: Maps out cryptographically verified payment webhooks so user plans and credits update atomically upon checkout.

```
Architect, map out our exact payment and checkout architecture using Stripe Payment Links or Square Invoices/Checkout. Specify how client_reference_id is passed, how the server verifies the signed webhook, and how user entitlements or credits are updated atomically in Firestore.
```

Est. Cost: 5 credits/turn

STAGE 4-5: SYSTEM ARCHITECTURE & BRAND DESIGN **The Artist . Google Gemini 3.8 Flash**

17 . WCAG Day & Night Brand Design System

Why this prompt works: Locks institutional color tokens, typography hierarchy, and ADA high-contrast daylight rules into your dossier.

```
Artist, craft a world-class Design System for our app that supports both sleek Night Mode and WCAG high-contrast Daylight Mode. Define our exact hex color tokens, Display/Sans/Mono typography scale, button and card surface states, and 390px mobile responsiveness rules, then save the Design System.
```

Est. Cost: 15 credits Design System

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STAGE 4-5: SYSTEM ARCHITECTURE & BRAND DESIGN **The Artist . Google Gemini 3.1 Flash-Lite**

18 . High-Converting Landing Page Hero & Above-the-Fold Copy

Why this prompt works: Writes crisp, zero-cliche hero copy that communicates what you do and who it is for in 5 seconds.

```
Artist, write the complete above-the-fold hero section for our application:
category-defining eyebrow badge, headline under 10 words, subheadline explaining
the exact outcome in plain language, primary CTA button copy, and 3 concrete
trust/proof pills. Zero AI cliches and zero em-dashes.
```

Est. Cost: Included in daily allowance

STAGE 6: VIBE CODING STUDIO BUILD **The Engineer . Google Gemini 4 Argon**

19 . Production Multi-File Code Plan for Vibe Coding Studio

Why this prompt works: Bridges your PRD and Design System into a file-by-file engineering specification before full Studio compilation.

```
Engineer, synthesize our PRD, Architecture, and Design System into a production
Code Plan for Vibe Coding Studio. Specify the exact interactive views, state
management, form validation, sample pre-loaded data so the app never looks empty,
and Firestore persistence hooks, then save the Code Plan.
```

Est. Cost: 15 credits Code Plan

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STAGE 6: VIBE CODING STUDIO BUILD **Vibe Coding Studio (The Engineer) . Google Gemini 4 Argon**

20 . Vibe Coding Studio Full-Stack App Generation Prompt

Why this prompt works: Instructs Vibe Coding Studio to compile a complete multi-file application with real state handlers and zero dead buttons.

```
Build a complete, production-grade interactive web application for our venture with zero placeholder buttons. Include: (1) an executive hero header with Day/Night contrast toggle, (2) a working interactive core workflow with realistic pre-populated data and live state updates, (3) a functional lead/booking/order capture form with validation and local/Firestore persistence, (4) a transparent 3-tier pricing section with checkout links, and (5) clean mobile-responsive layout at 390px and 1280px.
```

Est. Cost: 50 credits full Studio build

STAGE 6: VIBE CODING STUDIO BUILD **Vibe Coding Studio (The Engineer) . Google Gemini 4 Argon**

21 . Vibe Coding Studio Surgical Feature Upgrade Prompt

Why this prompt works: Adds new interactive capabilities to your existing Studio app while preserving current styles and state.

```
Upgrade our existing Studio app without breaking any current styles or state: add an interactive ROI calculator, downloadable CSV export, and status filter tabs, wire every button to real state handlers, and verify zero console errors.
```

Est. Cost: 40 credits Studio iteration

STAGE 7: PRE-FLIGHT, GO-TO-MARKET & MULTIMODAL **The Anchor . Google Gemini 3.1 Pro**

22 . 12-Point Pre-Flight Launch Readiness & Security Check

Why this prompt works: Audits security rules, secret isolation, mobile 390px viewports, legal links, and custom domain readiness before launch.

```
Anchor, run our complete Pre-Flight Launch Readiness Check across security rules, secret isolation, mobile 390px viewport behavior, SEO/OpenGraph metadata, legal privacy/terms links, and custom domain DNS readiness. Flag any blocker as PASS or FAIL and save our Launch Plan.
```

Est. Cost: 15 credits Launch Plan

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STAGE 7: PRE-FLIGHT, GO-TO-MARKET & MULTIMODAL **The Keeper . Google Gemini 3.8 Flash**

23 . First-10-Customers 7-Day Cash-Flow Sprint

Why this prompt works: Gives you a concrete 7-day outreach playbook and objection-handling scripts to close your first 10 customers on $0 ad spend.

```
Keeper, design a 7-day execution sprint to close our first 10 paying customers with $0 paid ad spend. Give me my daily 3 non-negotiable moves, exact warm and cold outreach scripts, objection-handling replies, and follow-up cadence, then save our Growth Sprint.
```

Est. Cost: 10 credits Growth Sprint

STAGE 7: PRE-FLIGHT, GO-TO-MARKET & MULTIMODAL **The Keeper . Google Gemini 3.1 Pro**

24 . 30-60-90 Day Omnichannel Go-To-Market Plan

Why this prompt works: Maps your lowest-CAC acquisition channels, weekly demo rhythm, affiliate wedges, and monthly revenue milestones.

```
Keeper, build a concrete 30-60-90 day Go-To-Market plan for our venture covering: positioning statement, top 3 acquisition channels ranked by lowest CAC, weekly content and demo rhythm, partnership/affiliate wedge, conversion KPIs, and exact monthly revenue milestones.
```

Est. Cost: 15 credits GTM Plan

STAGE 7: PRE-FLIGHT, GO-TO-MARKET & MULTIMODAL **Social Butterfly . Google Gemini 3.1 Pro**

25 . High-Ticket Enterprise & Institutional Proposal ($30K-$100K+)

Why this prompt works: Packages your expertise and software into an institutional contract with a $30,000 minimum floor and milestone payments.

```
Social Butterfly, package our platform and expertise into an institutional B2B/Enterprise proposal with a $30,000 minimum floor ($30K Phase-1 Readiness & Pilot, $75K Custom Multi-Agent Deployment, $150K+ Annual Enterprise License). Include executive scope, measurable ROI deliverables, milestone payment schedule, and IP trade-secret protections.
```

Est. Cost: 5 credits/turn

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STAGE 7: PRE-FLIGHT, GO-TO-MARKET & MULTIMODAL

Video Studio (Veo 3.1) . Google Veo 3.1 (1080p / 720p)

26 . Veo 3.1 Cinematic Brand Promo Video Prompt

Why this prompt works: Uses camera lens, lighting, motion, and color-grade cues optimized for Veo 3.1.

```
Cinematic 16:9 commercial shot on Arri Alexa 35mm lens, warm golden-hour rim lighting: a confident founder in a sleek modern glass studio reviewing a glowing interactive holographic dashboard as their business launches globally, shallow depth of field, subtle camera dolly-in, luxury editorial color grade, photorealistic 1080p motion.
```

Est. Cost: 150 credits in Video Studio

STAGE 7: PRE-FLIGHT, GO-TO-MARKET & MULTIMODAL

Image Studio (Gemini 3.1 Flash Image) . Gemini 3.1 Flash Image (HD)

27 . Gemini 3.1 Flash Image Editorial Brand Visual Prompt

Why this prompt works: Produces magazine-grade editorial brand photography with deep contrast and zero distorted text.

```
Editorial luxury brand photography for our venture: clean architectural composition, deep obsidian and warm brass accents, crisp studio lighting, ultra-detailed textures, high-contrast magazine aesthetic, 16:9 hero banner ratio, zero distorted text.
```

Est. Cost: 8 credits in Image Studio

STAGE 7: PRE-FLIGHT, GO-TO-MARKET & MULTIMODAL **Social Butterfly . Google Gemini 3.8 Flash**

28 . Daily Chief-of-Staff 3-Move Founder Focus Reset

Why this prompt works: Cuts through founder overwhelm every morning by aligning your Founder File and Venture Dossier into 3 concrete revenue moves.

```
Social Butterfly, review my Founder File and current Venture Dossier. Cut through all noise and give me the 3 highest-leverage revenue and product moves I must complete today in under 2 hours, plus the 1 distraction I should ignore completely.
```

Est. Cost: Included in daily allowance

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