PROJECT SHOWCASE / ENGINEERING & PRODUCT PORTFOLIO

MetricForge

Product & Business Briefs

Prepared for professional review | November 4, 2026 | English edition

Evidence note: Based on prior project discussions, described architecture, selected development/debugging history and portfolio records available at preparation time. This is a portfolio case study, not a fresh source-code audit, external security review, market study or verified commercial due diligence. Planned capabilities and unverified outcomes are labeled accordingly.

MetricForge | Product & Business Brief

Social analytics SaaS | Product stage: Working application with YouTube integration; broader platform scope evolving

Product premise

MetricForge is a multi-user social analytics platform intended to centralize account data, media performance, and analytical insights across social channels. Its confirmed development history includes authentication, a protected analytics dashboard, GraphQL domain models, MongoDB persistence, and YouTube account authorization and synchronization.

Customer problem

Creators and small organizations must move between platform dashboards to correlate audience, content, engagement, and performance. Context becomes fragmented, comparison is expensive, and historical snapshots are difficult to standardize.

Target users

Independent creators, agencies, social-media operators and small multi-channel teams.

Value proposition

One workspace for channel observations and actionable reporting instead of repeated manual review.

Potential differentiation

Potential differentiation through opinionated dashboards, content-level analysis, accessible reporting and workflow simplicity. Not a proven unique advantage.

Alternatives and competitive pressure

Native YouTube Studio and other network dashboards, plus established social analytics suites; product validation must demonstrate why a user would switch or add another paid tool.

Commercial model hypothesis

Candidate freemium or trial with paid per-workspace subscription, gated by number of connected accounts, synchronization frequency and deeper analytics. Prices are hypotheses, not existing plans with billing proof.

Initial go-to-market experiment

Recruit early YouTube creators; offer guided onboarding and request comparative feedback on reporting time saved.

Validation plan and decision metrics

- 10-15 structured interviews; identify one must-have weekly use case.
- Recruit 5-10 active pilot users who connect their own channels.
- Measure weekly active use, completed syncs, data freshness, report exports and willingness to pay.
- Do not pitch revenue or multi-platform coverage without auditable proof.

Commercial and operational risks

- Provider API policy/quota changes and OAuth verification.
- Privacy and security exposure when managing social access tokens.
- Competing with established analytics products; customer acquisition cost.
- Ambiguous attribution and platform-metric comparability.

Phased go-to-market roadmap

- Pilot with one well-supported provider and a narrow dashboard.
- Validate retention and operational costs of synchronization.
- Expand export/reporting and permissions before additional social integrations.
- Introduce billing only after real customer evidence.

Sponsor / investor diligence checklist

- Demonstrable product build and concise feature tour.
- Evidence of actual use: users, retention and repeated workflows rather than feature count alone.
- Costs, pricing assumptions and support effort; no unsupported revenue forecast.
- IP ownership, licensed assets, privacy commitments and provider API dependencies.
- Specific requested partnership: pilot access, introductions, development support or investment, plus milestones.

Important: All market positioning and monetization options in this brief are hypotheses to validate. No TAM, revenue, valuation, user growth, partnerships or investment return is represented as verified.