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Test a Startup Idea with MiroFish

Use an open-source swarm-simulation engine to find objections to your idea before you spend money, then check them with real people.

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Independent guide. Siddhio.ai is not affiliated with the projects described.

What MiroFish is

MiroFish is an open-source prediction engine built on multi-agent simulation. You give it seed material, such as a report, a news story or a product description. It builds a digital world from it, populates that world with AI agents that each have a personality and long-term memory, and lets them interact. You can change variables mid-way and see how outcomes shift. Its core simulation runs on OASIS, a social-media simulation framework from the CAMEL-AI team. The original project is licensed under AGPL-3.0.

A simulation is not a market. The agents are language models playing roles. Use MiroFish to surface objections, questions and angles you hadn't thought of, never as proof that people will buy.

How a run works

1. **Graph construction:** pulls key facts from your seed material and builds a knowledge graph (GraphRAG) with individual and group memory.
2. **Environment setup:** extracts the people and relationships, generates personas and sets the simulation parameters.
3. **Simulation:** runs the agents in parallel on two simulated platforms, updating their memories as they go.
4. **Report:** a ReportAgent analyses what happened.
5. **Deep interaction:** you can chat with any simulated agent or with the ReportAgent.

Set it up

You need Node.js 18+, Python 3.11+ and the latest uv. The project was developed and tested on Mac; Windows support is still being tested.

```
git clone https://github.com/666ghj/MiroFish.git
cd MiroFish
cp .env.example .env      # then fill in the keys below
npm run setup:all         # installs frontend and backend dependencies
npm run dev               # starts both
# Frontend: http://localhost:3000    Backend API: http://localhost:5001
```

Setting in .env	What to put there
LLM_API_KEY	Your key for any OpenAI-SDK-compatible model provider.
LLM_BASE_URL	That provider's API base URL.
LLM_MODEL_NAME	The model to use (the project's example uses qwen-plus).

Setting in .env	What to put there
ZEP_API_KEY	A Zep Cloud key, used for agent memory.

Watch the cost. Simulations call the model many times. The project itself advises starting with fewer than 40 rounds.

Pressure-test your idea in five steps

1. **Write a one-page seed document.** What you sell, who it's for, the price, how people find you, and two or three competitors with their prices. Be specific: “freelance designers in Germany” beats “creatives”.
2. **Ask one clear question.** For example: “How do freelance designers react when this launches at $19 a month, and what stops them from signing up?”
3. **Run a short simulation** (under 40 rounds) and read the report for repeated objections, confusion and comparisons with competitors.
4. **Change one variable and run again:** a lower price, a free trial, a competitor cutting its price. Compare what changes.
5. **Interview the agents.** Ask the most sceptical ones why, and note the exact wording they use. It makes good material for real customer interviews and landing-page copy.

Then check it with real people

What the simulation suggested	How to test it for real
“The price feels too high”	Show two prices on a simple landing page and compare sign-ups.
“I don't understand what it does”	Ask five people from your audience to explain your homepage back to you.
“I already use a competitor”	Talk to people who use that competitor and ask what they'd change.

A good outcome from MiroFish is a sharper list of questions to ask real customers, not a yes or no on the idea.

Sources

- Original repository: https://github.com/666ghj/MiroFish
- README with setup steps (fork mirror): https://github.com/adeze/MiroFish
- Project overview (SourceForge mirror): https://sourceforge.net/projects/mirofish.mirror/