

# Liftoff Introduces Human-First Social Feed Amid Growing Scrutiny of Engagement-Driven Algorithms

*New AI-Powered Life Operating System Introduces a Social Algorithm Designed for Human Improvement, Instead of Human Engagement*

LOS ANGELES, CA, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- LOS ANGELES, Calif., Aug. 19, 2026 — As public scrutiny around engagement-driven social technology continues to grow, [Liftoff](#), an emerging [AI-powered Life Operating System](#), today announced a fundamentally different approach to social media: a feed with an algorithm designed around [human improvement](#) rather than attention maximization.



Liftoff is an AI-powered Life Operating System designed to optimize technology for human improvement instead of attention.

“The question isn't whether algorithms influence human behavior. They already do,” said Chad Scott, founder of Liftoff. “The question is what we're asking those algorithms to optimize for.”



What if the algorithm was engineered with the sole objective of helping you make your goals and dreams a reality?”

*Chad Scott, Founder of Liftoff*

## A Different Kind of Social Algorithm

Liftoff includes a social feed, but rather than designing its algorithm primarily around clicks, scrolling or time spent on platform, the company has designed it to surface content, challenges, experiences and connections intended to help users make meaningful progress in their lives.

“Liftoff doesn't reject the algorithm. It changes what the algorithm is working for,” Scott said.

The announcement comes as social-platform design faces heightened public scrutiny.

Over the past several years, governments, regulators, researchers, parents and consumers have increasingly questioned how engagement-driven digital systems influence behavior, well-being and time spent online. That growing debate has placed the design of social algorithms, including features intended to maximize engagement, under an increasingly bright spotlight. Across the technology industry, the larger conversation is beginning to shift from how effectively platforms can capture attention to what those systems should ultimately be designed to accomplish.

For Liftoff, the broader debate raises a question extending beyond any single company or legal proceeding: What should an algorithm ultimately be designed to optimize?

“Our answer is human progress. What if the algorithm was engineered with the sole objective of helping you make your goals and dreams a reality?” Scott said.

Instead of a feed algorithm primarily asking, “What will keep this person engaged?” Liftoff is designing its technology around a different question: “What could help this person improve?”

### More Than a Social Feed

The social feed is one component of Liftoff's larger AI-powered Life Operating System, which is designed to connect areas of life that are typically addressed through separate applications.

The platform is being developed around four principles:

SHAPE — Use technology to help shape users toward the lives they want to build.

CONNECT — Recognize that health, relationships, finances, emotions, identity and goals affect one another.

SOLVE — Help identify what may actually be keeping a person stuck rather than addressing symptoms alone.

ADAPT — Change recommendations as a user's circumstances, state and needs change.

Users can check in about their current state, goals and challenges. Liftoff's AI is designed to use that information to help identify what the user may need next and guide them toward relevant tools, experiences, content or actions.

The intended loop is: Understand the person. Identify the obstacle. Deliver the experience. Measure what happened. Adapt what comes next.

### From Attention to Human Progress

Scott believes the current debate around social-platform design reflects a larger opportunity to

rethink the relationship between technology and its users.

"The first era of the internet connected information. The social era connected people. Then platforms learned to monetize attention," Scott said. "We believe the next era can be about helping people become better."

Liftoff is currently in beta, with access open exclusively to Pioneer members. A waitlist is now open for free users, with onboarding expected to begin in late Q4 2026. As the platform expands, Liftoff plans to generate revenue through premium AI subscriptions, human coaching and a practitioner ecosystem.

The company's longer-term objective is to create a connected platform capable of helping people make progress across multiple dimensions of their lives rather than requiring users to assemble those pieces themselves through disconnected applications.

"The world doesn't need another social algorithm that becomes better at keeping us online," Scott said. "It needs an algorithm that becomes better at helping us improve our lives."

#### About Liftoff

Liftoff is an AI-powered Life Operating System designed to help people understand what's keeping them stuck, take the right next action and adapt as their lives change. Its social feed is designed around human improvement rather than attention maximization.

SHAPE. CONNECT. SOLVE. ADAPT.

Technology designed to fight for your future instead of your attention.

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