SOME TECH WORK · PROPOSAL FOR TUTAY.PL

Turn one city into proof of demand

Short-form video, outreach and one investor-ready dashboard. Built on the same system that took two new channels to 340K+ views in a few weeks.

November 2026



WHAT WE HEARD

Where Tutay is, and what investors need to see

1

Today

App built and launched in one city. Traction is still small.

2

The gap

Investors want evidence of demand, not a promise of it.

3

What we do

Build awareness on social, bring people in through outreach, and report every number in one place.

Saral Kahani Wala: 232K views in 23 days

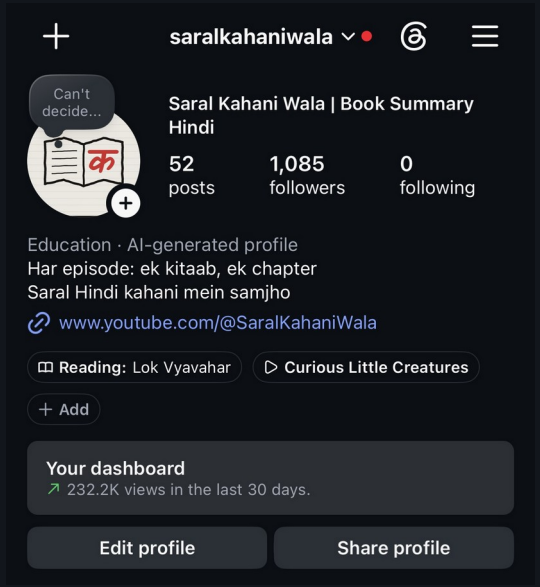
232.2K
Instagram views, last 30 days

1,085
followers from zero

52
reels posted

23 days
since the first post (19 Oct 2026)

Breakout episode: 55K views in under 5 days. 99.9% of viewers didn't follow us yet, so the reach came from the algorithm, not an existing audience.



Profile, 11 Nov 2026

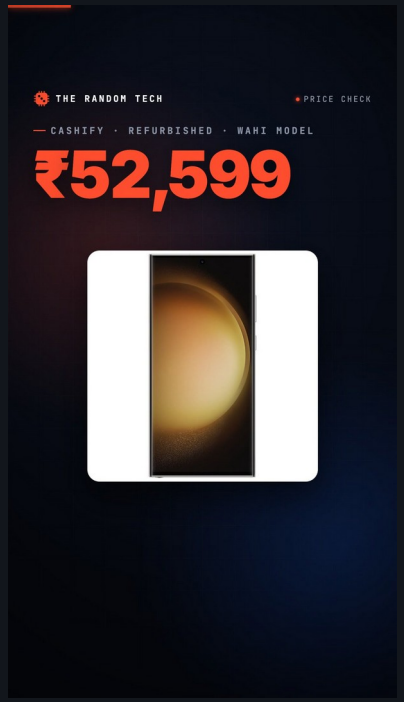




OUR CHANNEL · DAILY TECH NEWS IN HINGLISH

Random Tech: 110K views in 13 posting days





109.7K
Instagram views, last 30 days

13 days
with posts, between 27 Oct and 11 Nov

36
reels posted

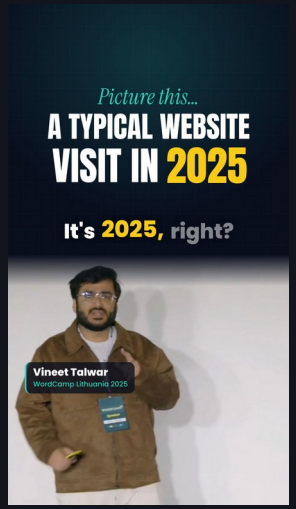
3 / day
researched, voiced and edited by our pipeline

Why it matters for Tutay: a brand-new account with 42 followers reached 110K people. Reach doesn't need an audience first; it needs the right format, every day.

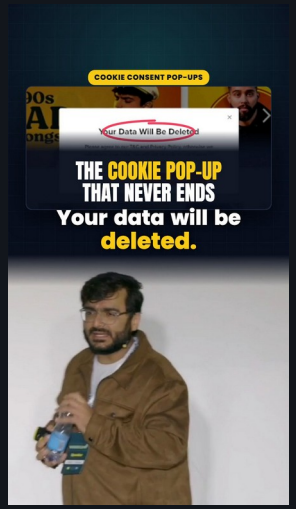
Data decides the next video

	WHAT THE DATA SHOWED		WHAT WE CHANGED
When	3 PM posts came first and 11 PM came last on both full days we compared	→	Dropped 11 PM; the schedule is now 11 AM, 3 PM and 7 PM
Where they drop	28% of viewers left in the 10 s after a book was named	→	Rewrote stories so the book is named last
How to open	Videos opening on a spoken line: 31.6% skip vs 36.8% when narrated	→	Every new episode opens on a spoken line
Who sees it	89 to 99.5% of viewers didn't follow us; 81% came from the Reels tab	→	We judge each video on reach to new people, not followers

From raw footage to a reel series



Conference talk → clips



One idea per reel



Phone video in the car



Edited, captioned, mixed

What we did

- Cut a 30-minute WordCamp talk into 6 standalone reels
- Turned unscripted car recordings into 2 polished Hinglish reels
- Captions, sound design and post copy for every video
- A private page to preview, download and track posting

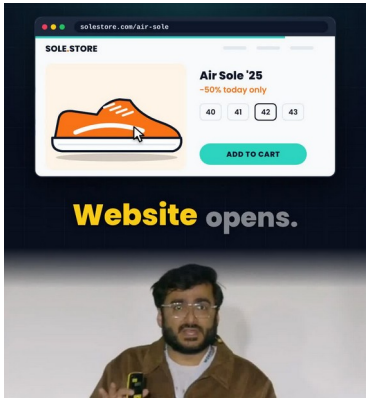
One talk moment, re-cut for LinkedIn

Vineet Talwar
WordPress & UX Consultant | Fractional CTO

You came for shoes. Four interruptions later, you've forgotten your size.

Cookie banner. Support chat widget. Newsletter pop-up. Audio you never asked for.

Our job is to give people experiences, not just websites.



27 reactions · 1 comment · 2 reposts

What we did

- Picked one relatable moment from his WordCamp talk: a shoe shop buried in pop-ups
- Re-cut the clip with captions and motion graphics for the feed
- The post links back to the full talk, so one clip feeds the long version

Three parts, one goal: visible demand

Social

- Daily short videos about the launch city
- Formats that travel: hidden spots, real costs, one day plans
- Instagram, YouTube Shorts and TikTok from one edit

Outreach

- Local creators, hotels and venues as partners
- Personal email and DM sequences, not blasts
- Every reply and sign-up tracked

Demand proof

- Daily stats review: retention, timing, reach
- One dashboard: views, followers, waitlist, installs per week
- A monthly one-page investor update

PILOT

The first 30 days



WEEK 1

Audit and set-up

Accounts, look and voice, content plan for the city, outreach list

WEEK 2

Go live

Daily posting starts; first outreach batch goes out

WEEK 3

Read and adjust

Retention, best posting hours, reach source: keep what works, cut the rest

WEEK 4

Report

Dashboard and a one-page demand summary for investors

NEXT STEPS

Let's pick the city and start

1. A 30-minute call on audience, city and goals
2. Access to Tutay's social accounts and app numbers
3. Pilot starts the week after

