SOME TECH WORK · PROPOSAL FOR TUTAY.PL

Turn one city into proof of demand

Short-form video, AI automation 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.

3

What we do

Build awareness on social, run the content pipeline with AI automation, and report every number in one place.

Saral Kahani Wala: 232K views in 23 days

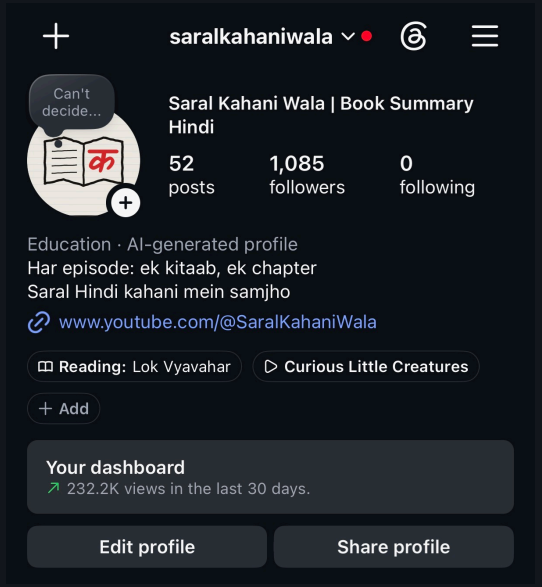
232.2K
Instagram views, last 30 days

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.



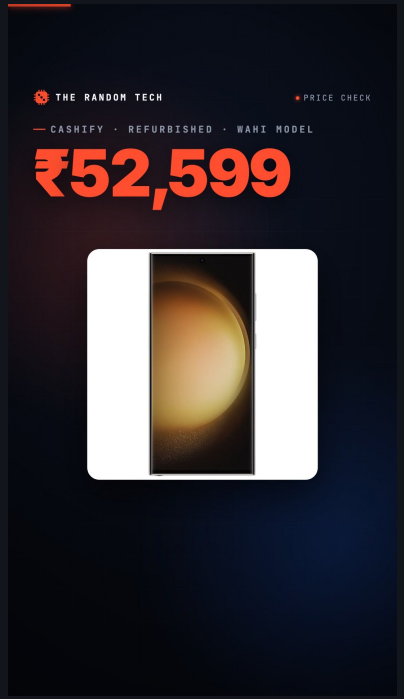
Profile, 11 Nov 2026





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

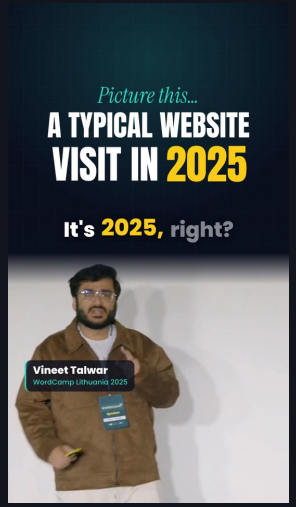
3 / day
researched, voiced and edited by our pipeline

Why it matters for Tutay: a brand-new account with 42 followers reached 110K people. Reach started before any audience, with the right format posted every day.

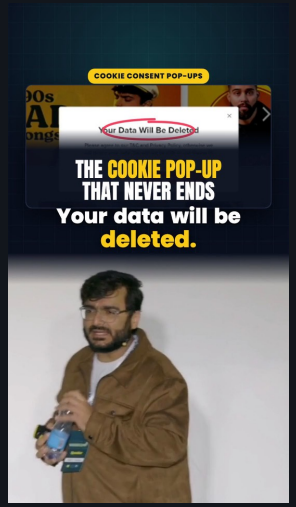
Data decides the next video

	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

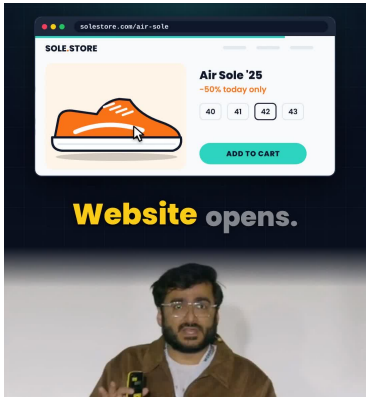
One talk moment, re-cut for LinkedIn

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

Two 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
- Daily stats review: retention, timing, reach
- One dashboard: views, followers, waitlist, installs per week

AI automation

- The pipeline behind The Random Tech: research, voice and edit, run by our own system
- Posts scheduled through Buffer
- Insights read every 24 hours, so the next post changes

PILOT

The first 30 days



WEEK 1

Audit and set-up

Accounts, look and voice, content plan for the city, pipeline set up

WEEK 2

Go live

Daily posting starts

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

