For people who would rather read than walk

Aashish Pahwa

THE PROFILE EDITION



Founder of Koso.ai and Feedough. I build AI systems that companies own, teach their teams to run them, and make short videos about the tools nobody has heard of yet.



I speak AI, I teach AI, I choose to stay human in an AI world.

Millions
Readers a month at Feedough's 2019 peak

120+
AI products shipped at Koso

10,000+
Members of the Indian AI Community

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AT A GLANCE

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GET IN TOUCH

aashish@koso.ai
Book a call: aashishpahwa.com/meet
Instagram: instagram.com/okaashish

01

Koso

The day job. Senior engineers only, and everything ships to the client's own repo and cloud.



A custom AI development agency for companies that want to own their AI rather than rent it. The core offer is an AI OS: one connected layer above the tools a team already uses, made of workflows, agents, pipelines, a shared knowledge base and reporting. First production release in 4 to 6 weeks. Senior engineers only, and everything ships to the client's repo and cloud. Koso also trains teams, from a three-hour foundation for people who don't code to multi-day tracks for engineers and boards.

- 120 plus AI products shipped
- Nine free public agents on koso.ai, from domain appraisal to prospect research
- 50,000 plus students trained across 20 plus institutions, including IIT Madras and IIM Indore
- 100 plus workshops delivered

120+
AI products shipped

50,000+
Students trained in a year

4 to 6 weeks
First release

→ **koso.ai**

02

Okom

Built by Koso. One sentence in, a whole outreach campaign out. Still in closed beta.



Outreach that builds itself. You write one sentence about who to reach and what you want. An architect agent turns it into a campaign drawn as an editable flowchart: discovery, research, contact finding, a human review stop, then the email sequence. Seven agents share the work and a negotiator handles the replies. Every decision is logged with its reason and its cost. Built by Koso, in closed beta.

- Sends from your own mailbox and writes each email at send time from that lead's research
- Runs as an MCP server, so Claude and Codex can drive it
- Billed per delivered contact, not per model call

→ **okom.ai**

03

Feedough

Started in 2016 from a desk in Delhi. Everything on it is still free, and there is no login.



Started in 2016 as a guide for first-time founders, written from a desk in Delhi. By 2019 it ranked on the first page of Google for words like advertising, marketing and business model, and millions of people read it every month. Today it is best known for its AI Prompt Generator, part of a library of 200 plus free AI tools, alongside brand studies on how companies make money and a weekly newsletter that 24,000 people read. Everything is free and needs no login.

- Millions of monthly readers at its 2019 peak, almost all from search
- Ranked for advertising, marketing and business model
- The AI Prompt Generator, plus a Chrome extension that brings it into ChatGPT, Claude, Gemini, DeepSeek and Kimi
- 600,000 to 800,000 page views a month today, 99 percent organic
- Cited by Harvard Business School, the University of Washington and Al Jazeera

Millions
Monthly readers at the 2019 peak

600K to 800K
Monthly page views today

24K
Newsletter readers

200+
Free AI tools

→ **feedough.com**

04

Indian AI Community

India's largest AI community. Meetups in Delhi, Mumbai, Bangalore and Pune. Come to one.



India's largest AI community, with more than 10,000 members and meetups in Delhi, Mumbai, Bangalore and Pune. The site is a working directory: a tracker of Indian AI startups with sector, stage and funding, a list of Indian models, weekly news, upcoming events, and open hackathons, grants and fellowships. Members submit entries, founders claim their company page, and an editor checks everything before it goes live.

- 10,000 plus members across seven cities
- Startup, model, event and opportunity trackers, updated weekly
- Meetup RSVPs, speaker and sponsor applications handled on the site

10,000+
Members

4
Cities with meetups

→ **indianaicommunity.com**

05

Before all this

Two schools, three years of street theatre, a year and a half at Ogilvy. Then Feedough.



School was two of them. Holy Angels', Sahibabad up to class 10, mostly spent in the computer lab making my first animations. Then Bal Bharati, Brij Vihar for 11 and 12: two years that did more to me than the previous ten, and the first time I tested myself against people outside my class. At PGDAV College I studied commerce and spent three years with Rudra, the street play society, as its vice-president, performing across Delhi and in Mumbai, Kanpur and Goa. Then a year and a half at Ogilvy as a client executive, picking up copywriting and design along the way, before I left in 2016 to build Feedough. When I'm not building, I'm hiking.



School, Bal Bharati


PGDAV and Rudra


Japanese class


The mountains

→ **linkedin.com/in/aashishpahwa**

06

Talks

Newest at the top. The two decks at the bottom you can read slide by slide.

2026 — **Offline Club, Bengaluru**
How to prepare for agentic swarms in human departments
Operators. The people who have to run it on Monday.

2026 — **SaaS SEO Alliance**
AI citation, search, and what a SaaS team does about it on Monday
Not how to rank. How to get cited by the thing that answers.

2026 — **SEO Mastery Saigon**
AI and search, for a room that lives on rankings
Same argument, in a city that took to it faster than most.

2025 — **WordCamp Ahmedabad**
WordPress and AI: Evolving Business Models
By now the question was what happens to my retainer.

2025 — **AISOC Symposium, KIIT Bhubaneswar**
Agentic AI and Intelligent Automation
Students who wanted to know what to build, not what to fear.

2025 — **DevFest Noida**
AI swarms outperforming traditional departments
One agent is a demo. A department of them is a decision.

2024 — **WordCamp Delhi**
Organizer
Organising this time. Harder, and you get no applause.

2023 — **WordCamp Mumbai**
The Possibilities of AI in WordPress
My first WordCamp. A room of plugin developers, and me saying the quiet part.

2023 — **WordCamp Udaipur**
WordPress and AI: Present, Future and Possibilities
Three weeks later. Same argument, sharper, and people argued back.

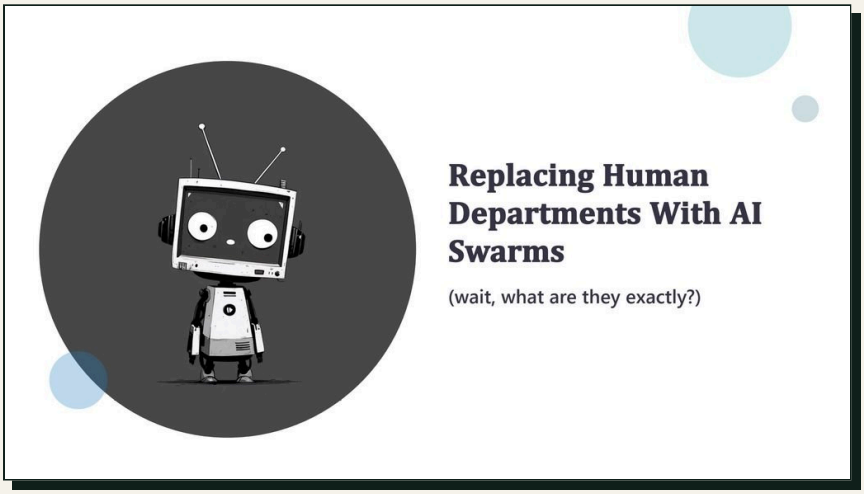
2022 — **WordPress Delhi NCR meetup**
How I am using AI in my WordPress work
The first one. People loved it, and somebody asked for a bigger room.

DECKS YOU CAN READ, SLIDE BY SLIDE



The AGaaS Transition

(wait, what is it exactly?)
September 2026
aashishpahwa.com/talks/agaas-transition



Replacing Human Departments With AI Swarms

(wait, what are they exactly?)
July 2026
aashishpahwa.com/talks/ai-swarms

07

Questions people ask

Q1

Who is Aashish Pahwa?

Aashish Pahwa is the founder of Koso.ai, a custom AI development agency, and Feedough.com, a free resource for entrepreneurs with 200+ AI tools. He is based in Delhi NCR, India, trains teams to use AI, and makes short videos about AI tools as @okaashish on Instagram.

Q2

What is Koso.ai?

Koso.ai is an AI development agency founded by Aashish Pahwa that builds AI agents, workflows and internal AI systems the client owns outright. It has shipped 120+ AI products, puts the first production release out in 4 to 6 weeks, and delivers every line of code to the client's own repository.

Q3

What is Feedough?

Feedough is a free website for entrepreneurs that Aashish Pahwa started in 2016. It is best known for its AI Prompt Generator, runs 200+ free AI tools with no login, gets 600,000+ page views a month, and has been cited by Harvard Business School and Al Jazeera.

Q4

Does Aashish Pahwa do corporate AI training?

Yes. Aashish Pahwa has trained 50,000+ people in 10+ countries across 100+ workshops, from teams at Google and Microsoft to students at IIT Madras and IIM Indore. Sessions run in person or online, in English or Hindi; details are at koso.ai/training.

Q5

What does Aashish Pahwa speak about?

Aashish Pahwa speaks about agentic AI for non-technical teams, AI swarms replacing departments, AI fluency by role and the agentic web. He has spoken at WordCamps, DevFest Noida and KIIT Bhubaneswar, and his decks are readable slide by slide at aashishpahwa.com/talks.

Q6

What languages does Aashish Pahwa speak?

English, Hindi and Japanese.

Q7

How do I contact Aashish Pahwa?

Email aashish@koso.ai for work, speaking and press, or book a call at aashishpahwa.com/meet. Brand deals for @okaashish go to aashish@feedough.co.

THAT WAS THE PAPER EDITION.

The other one you can walk on.

Walk through Aashish Pahwa's world: the things he has built and the places that made him. Or press Esc and just read.

Walk the town
aashishpahwa.com

Book a call
aashishpahwa.com/meet



SAY HELLO

aashish@koso.ai

Linkedin linkedin.com/in/aashishpahwa

Instagram instagram.com/okaashish

Threads threads.com/@okaashish

X x.com/okaashish

THE OTHER EDITIONS

The Trainer Edition aashishpahwa.com/profile/trainer.pdf

The Speaker Edition aashishpahwa.com/profile/speaker.pdf

The Builder Edition aashishpahwa.com/profile/builder.pdf

The Hustler Edition aashishpahwa.com/profile/hustler.pdf

Set in Eczar and Mukta. Every drawing of him is made in code, pixel by pixel. Printed from aashishpahwa.com/profile, October 2026.