For people who want to build something

Aashish Pahwa

THE BUILDER EDITION



I build AI systems, an agency, a community and a few things just for myself. Koso builds for other companies; Feedough, Okom and the Indian AI Community are mine.



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

120+
AI products shipped

600K to 800K
Monthly page views, Feedough

10,000+
Members, Indian AI Community

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AT A GLANCE

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AI products shipped

600K to 800K
Monthly page views, Feedough

10,000+
Members, Indian AI Community

GET IN TOUCH

aashish@koso.ai
Work with Koso: koso.ai/book
Try Okom: okom.ai

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.

- 120 plus AI products shipped
- Nine free public agents on koso.ai, from domain appraisal to prospect research
- First production release in 4 to 6 weeks

→ **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. Built by Koso, in closed beta.

- Sends from your own mailbox, written at send time from each 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

Best known today for the AI Prompt Generator, one of 200 plus free tools on it.



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. Today it is best known for its AI Prompt Generator, part of a library of 200 plus free AI tools.

- 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

→ **feedough.com**

04

Indian AI Community

Members submit, founders claim their page, and an editor checks everything before it goes live.



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, Indian models, weekly news, and open hackathons, grants and fellowships.

- 10,000 plus members across seven cities
- Startup, model, event and opportunity trackers, updated weekly

→ **indianaicommunity.com**

WHAT I BELIEVE

Companies should own their AI, not rent it.

Working software beats decks: ship something useful in weeks, then improve it.

Teach people to use the tools rather than making them dependent on you.

→ koso.ai

NUMBERS

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10,000+ Members, Indian AI Community

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

Work with Koso
koso.ai/book



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 Profile Edition aashishpahwa.com/profile.pdf

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

The Speaker Edition aashishpahwa.com/profile/speaker.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/builder, October 2026.