For people building something of their own

Side hustles

THE HUSTLER EDITION



Ogilvy by day, Feedough by night, then Feedough full time. Build the thing on the side until the side is the job.



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

40+
Started

5
Still standing

3
Paid for themselves

20+
Digital assets founded, bought or sold

IN THIS EDITION

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AT A GLANCE

40+ Started

5 Still standing

3 Paid for themselves

20+ Digital assets founded, bought or sold

GET IN TOUCH

aashish@koso.ai
Read Feedough: feedough.com
Watch the tools I use:
instagram.com/okaashish

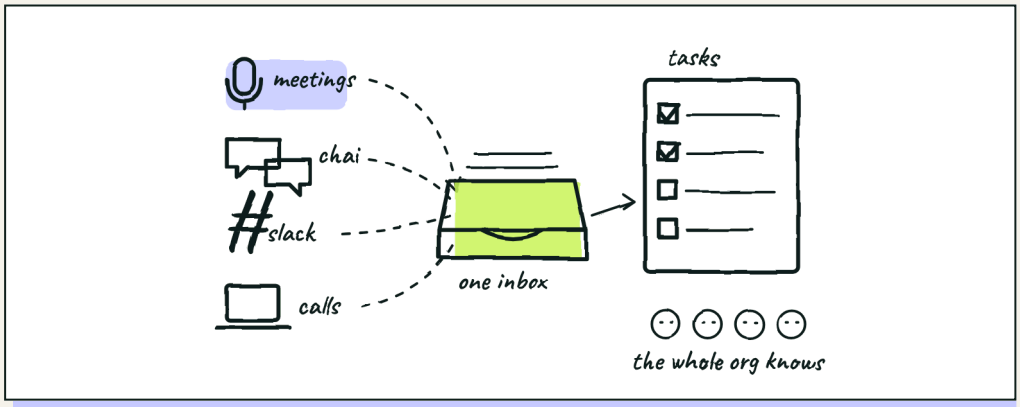
01

On the bench right now

4 things I am building as you read this. None of them has a name yet.

What I am building right now. None of it has a real name yet.





ON THE BENCH

the organisation's inbox

Working title. The real name comes when it ships.

One inbox for everything my team and I say, in meetings, offline, online and on Slack, turned into tasks the whole organisation can see.

THE PROBLEM

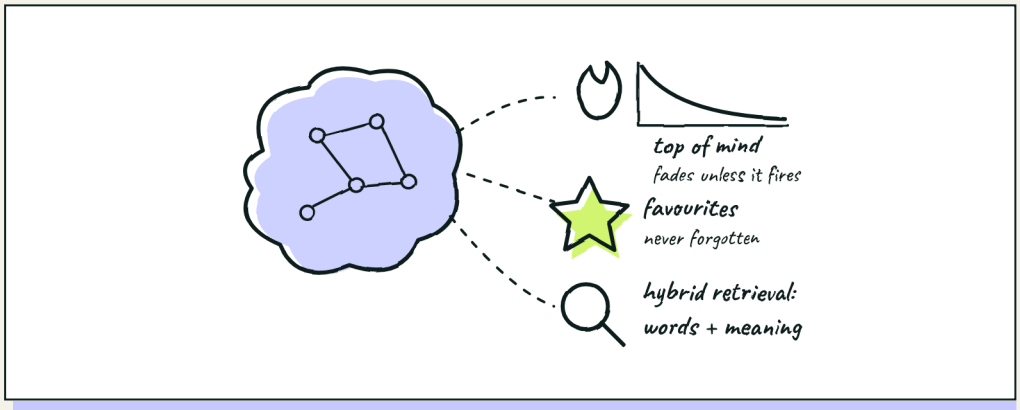
Half of what a company decides is said out loud and never written down: in a meeting, over chai, on a call, in a Slack thread nobody scrolls back to. Then a week later nobody agrees on who was meant to do what.

HOW IT WORKS

1. It listens wherever we talk: meeting recordings, calls, Slack, and the offline conversations somebody logs in a sentence.
2. Everything lands in one inbox, already sorted by person, project and client.
3. Anything that sounds like a commitment ("I'll send it Friday") becomes a task with an owner and a date.
4. The tasks are open to the whole organisation, so anyone can see what was promised and by whom, without asking.

WHY I AM BUILDING IT

Koso runs across four continents and a lot of time zones. I wanted the company to remember what it said, so I do not have to.



ON THE BENCH

the second brain

Working title. The real name comes when it ships.

Memory in three stages: top of mind, which fades the way ours does (Hebbian decay), favourites that are never forgotten, and hybrid retrieval for everything else.

3 memory stages

THE PROBLEM

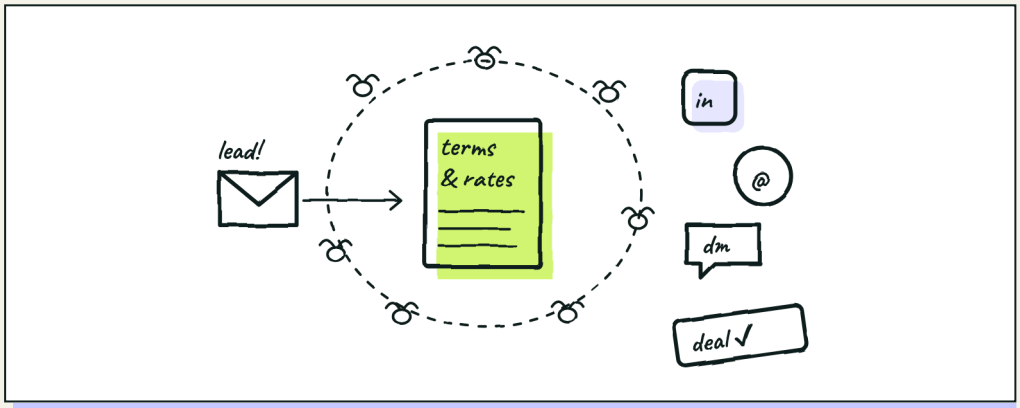
Most AI memory is a flat pile: everything ever said, searched the same way, forever. People do not remember like that, and the pile gets worse the bigger it gets.

HOW IT WORKS

1. Top of mind: things that come up often get stronger, and things that stop coming up fade. That is Hebbian decay, the neurons-that-fire-together idea, with a clock on it.
2. Favourites: the things that must never fade, pinned outside the decay, like a client's name or how I like an email to sound.
3. Hybrid retrieval for everything else: plain keyword search and meaning-based search together, so it finds the exact phrase and the thing I meant.

WHY I AM BUILDING IT

Every agent I build is only as good as what it remembers. This is the memory they all share.



ON THE BENCH

the inbound swarm

Working title. The real name comes when it ships.

A swarm of agents that knows every one of my companies, their terms and their rates, and negotiates inbound leads for us on LinkedIn, email and the rest.

THE PROBLEM

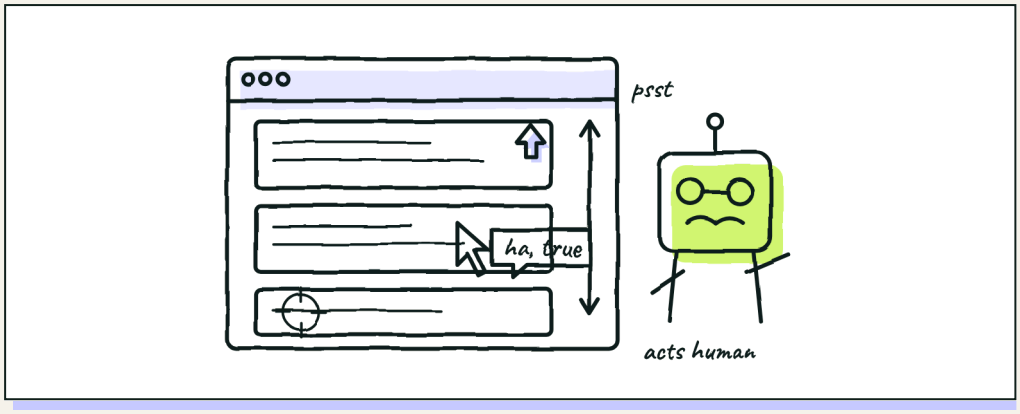
Leads come in on LinkedIn, by email and in DMs, for four different companies with four different price lists. Answering them well takes hours; answering them late loses them.

HOW IT WORKS

1. Each agent in the swarm is trained on all of my organisations: what each one does, its terms, its rates, and what it will and will not agree to.
2. A new lead on any channel is picked up, qualified and matched to the right company.
3. The swarm replies on the same channel, answers the questions and negotiates inside the limits we set.
4. Anything outside those limits, or any deal ready to close, comes to a person.

WHY I AM BUILDING IT

Okom handles the outreach that goes out. This is the other half: everything that comes in.



ON THE BENCH

the browser agents

Working title. The real name comes when it ships.

Agents that use LinkedIn and Reddit the way we do: they scroll, stop at a good post, upvote or reply. Every so often we slip in something with a target.

THE PROBLEM

Most automation on LinkedIn and Reddit is obvious: it posts at three in the morning, likes everything in a row and gets an account flagged in a week.

HOW IT WORKS

1. The agents use a real browser the way a person does. They scroll at a reading pace and stop when a post is actually interesting.
2. When something is good they upvote it, or reply with something worth reading, the way we would.
3. Every so often we slip in a goal: a thread to join, a person to notice, a conversation where one of our companies belongs.
4. Most of the time they are just good members of the community. That is the point.

WHY I AM BUILDING IT

It is the only kind of automation I would want pointed at me.

02

The ledger

Everything, oldest first. Won, sold, still going, or in the yard.

2009



WON

National Graphics Championship

Won it in school for drawing things that moved. The ₹5,000 prize was the first money I ever made.

₹5,000

2013

Everything I ever started, oldest first. Won, sold, still going, or buried.





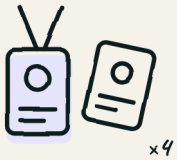
DONE

Rudra's logo

A circle of Warli dancers around a dholak player, for the street play society I became vice-president of. My first original artwork.

→ **instagram.com/rudra_dramsoc**

2014



DONE

Shubhpuja, Hindustan Times, Ogilvy, Microsoft

Internships squeezed between classes and rehearsals, on days that ran from seven in the morning to ten at night.

4

2015



DONE

Ogilvy & Mather

Interned in third year, stayed about a year and a half as a client executive, and picked up copywriting and design on the side.

1.5 years

2015



R.I.P.

~~The first startup idea~~

Worked on it during the Ogilvy years. It failed, and taught me more than the ones that worked.

2016



STILL GOING

Feedough

A guide for first-time founders, built on the side of the Ogilvy job until it was the job. Page one of Google by 2019; best known now for its AI Prompt Generator.

600K to 800K page views a month

→ **feedough.com**

2020

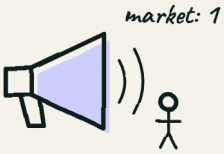


R.I.P.

~~BloggersFest.com~~

A festival for bloggers, planned in the one year in history when nobody was allowed in a room.

yr?



R.I.P.

~~Marketzi~~

Marketing automation. Automated a problem I had; it turned out I was the entire market.

yr?



STILL GOING

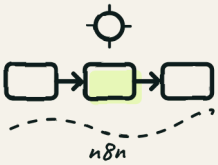
Ideanab, on Etsy

Cut files for vinyl cutters: dogs, skulls, trucks, a lot of Santa. Not one buyer knows who I am.

6,358 sales, 4.8 stars from 530 reviews

→ **etsy.com/in-en/shop/Ideanab**

yr?



STILL GOING

The machine that runs the shop

n8n, ComfyUI, a tracer on Railway, Drive and a PDF writer: idea in, listing out. My first end-to-end automation, and the shape of everything Koso builds now.

1,240 listings

2022

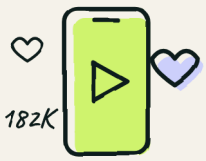


DONE

WordPress Delhi NCR meetup

Organised the meetup and showed what I was doing with AI that month. Then WordCamp Delhi in 2024.

yr?



STILL GOING

@okaashish

Short videos about AI tools, AI news and experiments. I only promote what I have used.

182K on Instagram, 600 reels

→ **instagram.com/okaashish**

2023



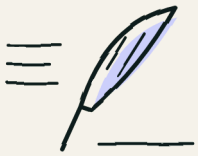
STILL GOING

GenerateStory.io

Free AI story writer, twenty plus genres, no sign-up. Went live on 28 December 2023, the same night as its sibling.

→ **generatestory.io**

2023



STILL GOING

GeneratePoem.io

Free poem generator: twenty plus forms, thirty plus languages, no login. Also 28 December 2023.

→ **generatepoem.io**

yr?



STILL GOING

GenerateLyrics.io

Verses, choruses and bridges in twenty one languages, with the rhyme scheme of your choice.

→ **generatelyrics.io**

yr?



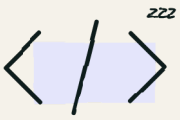
STILL GOING

SVGLogoGenerator.com

Draws a logo, then vectorises it: background off, upscaled, out as an SVG. Built on the Etsy shop's tracer.

→ **svglogogenerator.com**

yr?

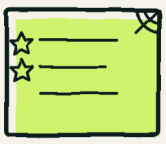


R.I.P.

~~Minary.io~~

AI that wrote code. So did everybody else by the summer; mine was simply earlier, and worse.

yr?

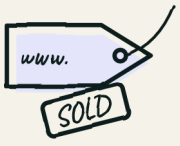


R.I.P.

~~AIResources.io~~

A directory of free AI tools. Free things are famously bad at paying for a directory.

yr?



SOLD

Domains and web assets

A part-time domainer. Founded, bought and sold twenty odd digital assets; domains went for four figures and sites for five. The latest sale was memeism.com.

20+ assets

yr?



R.I.P.

~~The unmarked ones~~

Thirty odd domains bought at one in the morning, landing pages nobody landed on, and one that got a logo and nothing else.

30-odd

2025



STILL GOING

Koso

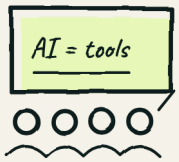
Started as my solo practice, incorporated in London in March 2025 under Ideanab Private Ltd, the name I made up for the Etsy shop. Custom AI that clients own.

120+ AI products shipped

→ **koso.ai**

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yr?



STILL GOING

Training

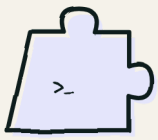
Workshops for teams who don't code, engineers and boards, from Google and Microsoft to IIT Madras and IIM Indore.

50,000+ people, 100+ workshops

→ **koso.ai/training**

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yr?



STILL GOING

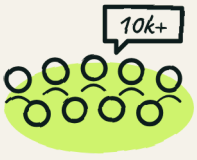
AI Prompt Generator & Optimizer extension

Feedough's prompt generator as a Chrome extension, rewriting prompts inside ChatGPT, Claude, Gemini, DeepSeek and Kimi.

825 users, 5.0 stars

→ **feedough.com/ai-prompt-optimiser**

2025



STILL GOING

Indian AI Community

India's largest AI community, and a working directory of Indian AI startups, models, events and grants.

10,000+ members

→ **indianaicommunity.com**

2023



STILL GOING

Talks

From WordCamp Mumbai in 2023 to DevFest Noida and Offline Club Bengaluru. Street theatre taught me to hold a circle; stages are easier.

→ **aashishpahwa.com/talks**

yr?



STILL GOING

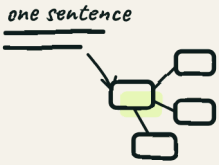
feedough.co, the newsletter

A weekly newsletter taken end to end by a swarm of twenty eight agents, the Etsy wall chart with more of everything.

24,000 readers

→ **feedough.co**

2026



STILL GOING

Okom

Outreach that builds itself: one sentence in, a whole campaign out, seven agents sharing the work. Built by Koso, in closed beta.

→ **okom.ai**

2026



STILL GOING

This website

A resume you can walk on: a pixel town drawn entirely in code, with a talks room, an AI that answers as me, and a lock-up you were not meant to find.

→ **aashishpahwa.com**

yr?



OPEN

The open plot

One plot stays dug. Something goes in there this year; I do not know what yet.

03 The machine that runs the shop

idea A search nobody has covered yet → **comfyui** Draws it → **tracer** Picture into paths → **drive** A folder per listing → **pdf** The thank-you note → **live** Title, tags, mockups, up

wired up in **n8n**, the tracer lives on **railway**

Twelve hundred listings, wired end to end. Koso is this diagram with the names changed.



Twelve hundred listings is not a number a person reaches by hand. I did about forty by hand before I admitted that.

n8n holds the wire. ComfyUI draws. A tracer I put on Railway turns the drawing into the paths a cutting machine can actually read. Drive opens a folder for it, the thank-you PDF gets written, and the listing goes up with its title, its tags and its mockups on it.

It is the first thing I ever automated end to end, and I drew it on this wall in marker before I built any of it.

Everything Koso does now is that diagram with the names changed.

04

The yard

Thirty odd back there, give or take. Domains bought at one in the morning. Landing pages nobody landed on. One that got a logo and nothing else, ever.

R.I.P.
marketzi
Marketing automation.

Automated a problem I had. It turned out I was the entire market.

R.I.P.
bloggersfest.com
2020 - 2020
A festival for bloggers.

Planned a festival in the one year in history when nobody was allowed in a room.

R.I.P.
minary.io
AI that wrote code.

So did everybody else by the summer. Mine was simply earlier, and worse.

R.I.P.
airesources.io
Free AI tools, listed.

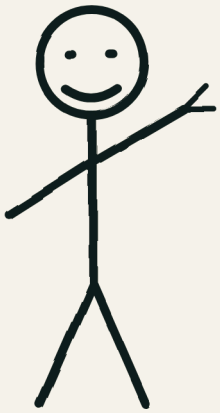
A directory of free things. Free things are famously bad at paying for a directory.

They look better like this. They are not tragedies. They are receipts.



05

That one friend, every time



Bro. Why don't you just do ecom.

Bhai, you're good at speaking. Start Instagram, na.

Dropshipping, bro. Zero inventory. I saw a reel about it.

Bhai just build a personal brand. Post daily, that's it.

Bro sell a course. You already know all this stuff.

Ecom, bro. Forget the coding-voding, that's the real hustle.

Bhai ek reel bana de, bas ek. Life set ho jayegi.

Bro you're literally sitting in a graveyard of ideas and still not doing ecom.

THREE OF THEM GOT OUT

Feedough was a side project in 2016 until one day it was not.

Koso was evenings and weekends until it was eighteen people on four continents.

And feedough.co, the newsletter, which nobody writes. Twenty eight agents in a swarm take it end to end, the same shape as the chart on that wall, with more of everything.

Same room, same nights, same odds as everything in that yard. The only difference is which ones I kept turning up for.

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

Read Feedough
feedough.com



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 Builder Edition aashishpahwa.com/profile/builder.pdf

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