

— @LANA_YAPS

DISTRIBUTION CHANNEL FOR BUILDERS.

Creator reaching ambitious STEM students,
founders, and early-career professionals.

Your shortcut to technical early adopters.



THE MONEY SLIDE

AUDIENCE SNAPSHOT

GENDER SPLIT

79%

Male Audience

PRIMARY GEO

75%

United States

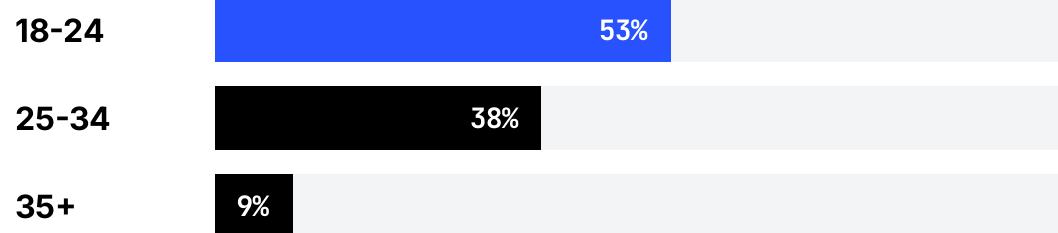
CAREER STAGE

Early

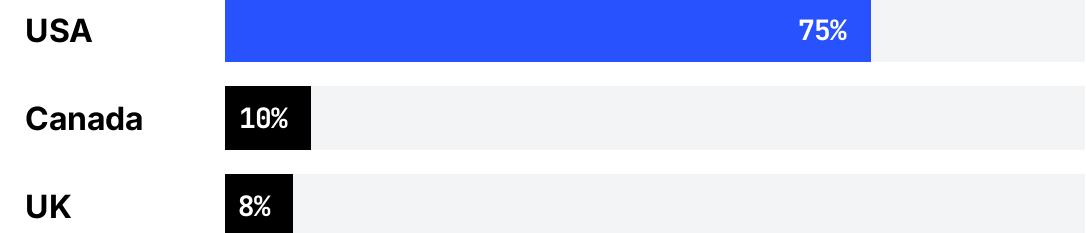
Students & Founders



■ AGE DISTRIBUTION



■ TOP GEOGRAPHIES



"Audience is heavily skewed toward early adopters and technical buyers."

HIGH SIGNAL. LOW NOISE.

PLATFORM METRICS

■ Instagram

17.5K

FOLLOWERS

20K+

AVG VIEWS / REEL

Top Viral: 1.9M, 576K, 316K views.
High save rates.

■ LinkedIn

5.5K

FOLLOWERS

50K

AVG IMPRESSIONS

High leverage professional reach.
Founders & VCs.

■ Discord

150+

VETTED MEMBERS

100%

HIGH INTENT

Curated for software devs, founders,
and builders.

WHAT PARTNERS SAY

TRUSTED FEEDBACK (1/2)

"

Lana is awesome. We've run 3 separate campaigns because the conversion quality is consistently top-tier. She also uses our platform regularly and I appreciated how much she tested it out before making the video.



Alice

MANUS AI

"

Lana was really creative with the video ideation, and stuck to our campaign timeline. She got us the video in <24 hours, which most of the creators we work with, aren't able to do.



Kathy + Aspen

GROWTH STAFF, MOONSHOT AI / KIMI AI

"

She is very professional and fast when it comes to the video and campaign timelines. We wanted a very specific type of script and tone for the video, which she was flexible with, as we did many back and forth edits of the video.



Cassandra

READY AI

"

I reached out to Lana to create a short video about Kalshi and asked if she could create it as soon as possible. She got it done within 6 hours, with great response times. I would 100% encourage you to work with her.



Nicholas Hull

KALSHI

WHAT PARTNERS SAY

TRUSTED FEEDBACK (2/2)

"

The campaign drove awareness and high-quality leads for our platform. She has a pretty good audience of students and people interested in software and AI tools.



Ocean
GENSPARK

"

Worked with Lana on a longer term campaign for 7 different videos. The Runable team was impressed by the depth of engagement from her community, especially from the Discord server. We had a lot of interest.



Eshaan Pawan + Navya Choudhari
RUNABLE TEAM

"

I worked with Lana for 2 separate videos. She always responded super quick, and I loved Lana's ability to explain complex AI concepts to a broad audience. Highly recommended.



Hyunjeong Shin
LILYSAI

"

Strategic, professional, and impactful. Our collaboration with Lana exceeded all expectations. We asked for another take and a couple edits, and she redid the whole video for us. Great customer service.



VTSP Team
VENTURE & TECH SUMMER PROGRAM

PARTNERSHIP TIERS

INVESTMENT OPTIONS

IG Reel Only

\$450

- ✓ 90s Vertical Video
- ✓ Collab Post Invite
- ✓ Link in Bio (24h)
- ✓ Caption SEO

MOST POPULAR

Reel + Story

\$550

- ✓ Everything in Reel Only
- ✓ Story Set (3 Frames)
- ✓ Direct Link Sticker
- ✓ Story Highlight

Custom / Monthly

Custom

- ✓ Brand Ambassadorship
- ✓ Multi-video Series
- ✓ Discord Events
- ✓ Newsletter Feature

Add-on: Discord Promotion

+\$75

READY TO SHIP?

Let's get your product in front of
the builders who matter.

DIRECT CONTACT

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FIND ME ON

- @Lana_yaps
- Instagram / LinkedIn