

— @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

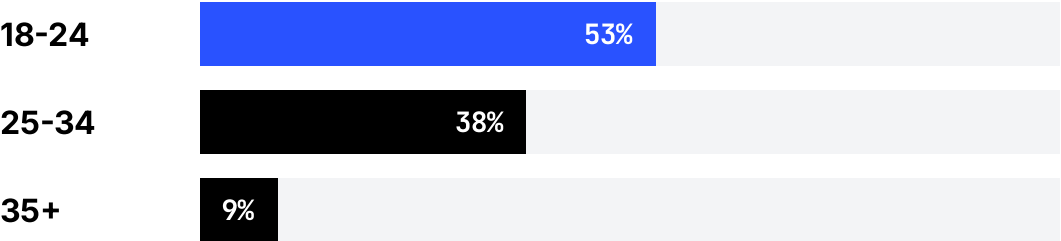
CAREER STAGE

Early

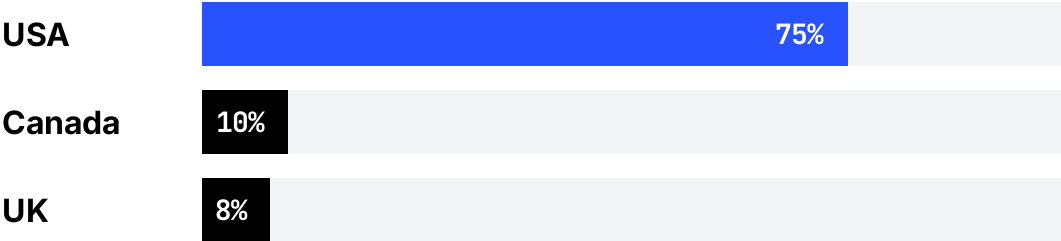
Students & Founders



■ 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
READDY 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 Runnable 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