

Rahul Raghuwanshi

Founder · AI Product Builder · Performance Marketer

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SUMMARY

Founder of 2 AI products. Scaled The Thinking Machines coaching community from INR 0 to INR 2 Cr in 2 years at 2.3x ROAS across 500+ live webinars. Currently running Teaseee (teaseee.live) at 3x+ ROAS with 782+ paying users and 6,750 total signups. 153K YouTube / 114K Instagram / 40M+ views. Ex Income Tax & GST Inspector.

FEATURED PROJECTS

Teaseee — teaseee.live

AI companion app. Built solo from April 2026 — product, design, growth, all AI-generated ad creatives.

- 6,750 total signups / 782+ paid users / 55% on recurring
- Consistent 3x+ ROAS on AI-generated image + video ads
- ~10% signup to paid conversion

Role: Founder / Product / Growth

The Thinking Machines

Coaching community for Indian exam aspirants. Three-tier paid funnel, now subscription + organic YouTube.

- INR 0 to INR 2 Cr in first 2 years / 2.3x blended ROAS / 500+ live webinars
- Funnel: INR 99 workshop to INR 499 21-day challenge to INR 30K high-ticket to subscription
- Gamified challenge system designed & built — dtmlab.in/challenge

Role: Founder / Marketer / System designer

Toofan — english.thethinkingmachines.in

Duolingo-style English app, customised for Indian government-exam aspirants. Currently in testing.

- ~300 organic subscribers from 1–2 videos
- Pre-paid testing phase / strong qualitative reviews
- Curriculum & mechanics tailored to SSC / Banking learners

Role: Founder / Product

EXPERIENCE

Founder — Teaseee (teaseee.live)

AI companion app · Apr 2026 — Present

- Designed and shipped the full product solo — UX, dashboard, payments, retention loops.
- Wrote and generated all ad creatives with AI (image + video); ran Meta and Google paid media at consistent 3x+ ROAS.
- 6,750 total signups, 782+ paying users, 55% on recurring subscription.
- ~10% signup to paid conversion.

Founder — The Thinking Machines

Coaching community / Chandigarh, India · Mar 2021 — Present

- Bootstrapped INR 0 to INR 2 Cr in the first 2 years at a 2.3x blended ROAS across Meta and Google.
- Personally hosted 500+ live webinars; built and operated a INR 99 to INR 499 to INR 30,000 funnel, now moved to subscription.
- Grew YouTube to 153K and Instagram to 114K; 40M+ lifetime views; awarded YouTube 'Creator on the Rise'.
- Designed and built the community gamification system (challenges, coins, milestones) live at dtmlab.in/challenge.

- Produced an AI-generated 'Income Tax Inspector' video series — web-series quality; most reels 1L+ views, peaks at 8L.

Income Tax Inspector

Income Tax Department, Government of India · Aug 2018 — Feb 2020

- Assessment, search & surveys, and legal sections.
- Authored scrutiny reports from complex court orders; coordinated with Standing Counsels under tight deadlines.

Central Excise & GST Inspector

Central Board of Indirect Taxes & Customs, Government of India · May 2017 — Aug 2018

- Customs and central excise operations, compliance and audit reporting.
- Handled complex indirect-tax matters and cross-functional coordination.

Earlier

2013 — 2017

- Digital Marketing Manager, Euclidee Software Solutions — Google UAC + Meta AAA at \$50K+/mo, 5x+ ROAS.
- Faculty (Quantitative Aptitude), SKT Institute Chandigarh — taught 5,000+ SSC / Banking / CDS aspirants.

CAPABILITIES

AI Products	product design, AI companion apps, gamified learning systems, Duolingo-style mechanics, AI-generated ad creatives (image + video), web-series-style AI video production
Performance Marketing	Meta Ads, Google Ads, INR 1L+/day spend, 2.3x–3x+ ROAS, CAC/LTV modelling, funnel design, webinar funnels, high-ticket sales (INR 30K product)
Content & Distribution	153K YouTube, 114K Instagram, 40M+ views, viral reel structure, AI video series
Operator Background	Income Tax & GST Inspector: scrutiny, search & surveys, legal drafting, compliance under deadlines

CERTIFICATIONS

Advanced Programmatic Course — StackAdapt Academy, 2025

X Ads Manager Fundamentals — X, 2025

Google Display & Video 360 — Google Skillshop, 2025

Google Ads Search Certification — Google Skillshop, 2025

Google Ads Display Certification — Google Skillshop, 2025

EDUCATION

Bachelor of Engineering, Industrial Production

PEC University of Technology, Chandigarh · 2009 — 2013