QUICKSTART · INTEGRATED AD-TECH STACK

THE PLAYBOOK

NOT A BOOK.
AN ANNOUNCEMENT.
WE ARE PLAYING!



A quick overview of the integrated ad-tech stack at Blowtrumpet.

SOUTH DELHI
IT'S HAPPENING

WE TRADE ATTENTION

Building products is easy.

Success? Rare.

WE WORK ACROSS

01



ADVERTISING

02



AI

03



GAMING

04



FINTECH

THE FUTURE BELONGS TO THOSE WHO WIN ATTENTION

Attention thrives with interaction.

When engagement is active.

- GAMING
- STREAMING
- COMMUNITIES
- INTERACTIVE MEDIA

SOFTWARE IS THE BEGINNING

01 PRODUCTS.

02 PLATFORMS.

03 SERVICES.

04 INFRASTRUCTURE.

WE DON'T JUST BUILD SOFTWARE.

WE BUILD CAPABILITIES.

PLATFORMS. AI.

ONE INTEGRATED AD-TECH STACK

Two products. One stack. All under Blowtrumpet.

RAVAKI

FOR ADVERTISERS

Built around RoAS and the problems advertisers typically face.

TEJAKI

FOR CONTENT CREATORS

A home for creators: earn through different content formats and monetise fairly.

STATE OF ADS

The industry connect: research, transparency, collaboration.

ATTENTION STACK

BUILDING

IN-STREAM

IN-GAME

CLOUD GAMING



WHERE CREATORS LIVE

YOUTUBE	KICK
TWITCH	OBS

Integrations under development.

BUILDERS WANTED

We hire for intelligence.

Reward for execution.

CHOOSE YOUR ARENA

ENGINEERING

- Full stack developers
- Front end developers
- Back end developers

FIN-TECH

- Gateway integration
- Audit trail

AD-TECH

- Analytics
- Advertising campaign management

CREATORS & CONTENT

- Influencers
- Content creators

PEOPLE & TALENT

- Human resources management
- Artiste managers
- Talent managers

GROWTH

- Sales affiliates

Also: infrastructure, design, experience, community, engagement and content management.

CAMPUS TO COMPANY

We hire from the best.

Capabilities matter more than credentials.

IIT

Indian Institutes of Technology

IIIT

Indian Institutes of Information Technology

DTU

Delhi Technological University

NSUT

Netaji Subhas University of Technology

BITS PILANI

Birla Institute of Technology and Science, Pilani

HIRE FOR WORK COMMUNITY



A PLACE FOR BUILDERS TO GROW.

Build products. Build success.

- PRIVATE COMMUNITY
- OPPORTUNITIES
- MENTORING
- INTERNSHIPS

JOIN THE DISCORD

discord.gg/6qZe3tvnWB

STATE OF ADS

An industry connect programme under Blowtrumpet.



01 **RESEARCH.**

02 **TRANSPARENCY.**

03 **COLLABORATION.**

04 **INSIGHTS.**

05 **VALIDATION.**

While we build the future, building conversations is essential.

Researchers welcome: advertising, media and mental health research.

LOOKING FOR COMFORT?

THIS IS NOT IT!



Ambitious projects require ambitious people.

We don't offer jobs. We offer opportunities.

To build products, platforms, communities, industries.

JOIN THE BUILDERS

WE ARE NOT FOR THE ORDINARY

BLOWTRUMPET.

Building software infrastructure.

RAVAKI | TEJAKI

SOUTH DELHI IT'S HAPPENING

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