100,566,372

businesses are registered in India; 99.4% are micro. Their customers now find them on Instagram and YouTube. Almost none have a marketing team.

CueEditio Agent is that team: record once, it edits, posts everywhere and turns comments into customers.

Source: MSME (Udyam) Factsheet Dashboard, Ministry of MSME, udyamregistration.gov.in, 4 Nov 2026

The team building it

Sanskar Tiwari

Founder & CEO. Has shipped 8 revenue-generating AI products since 2022; runs product, distribution and teaching.

Shashwat Tiwari

Full-stack developer. Owns billing, payments and app-store releases.

WHAT WE HAVE BUILT

CueEditio · MagicSlides · SheetAI · MagicForm · MagicChat · BlurWeb

+ API and MCP servers

RECOGNITION AND PROGRAMS

Startup India (DPIIT)
Recognised startup, certificate DIPP100774, May 2022

NVIDIA Inception
Accepted, Oct 2026

YourStory VibeCode30
MagicSlides in the Top 30, 2026

Cloudflare for Startups
$10k credits, Sep 2026

sanskar@indianappguy.com · cueedit.io · magicslides.app

Marketing is now a daily job, and small businesses can't staff it

The work is filming, editing, posting and replying, every day, on every platform.

COST

An editor or agency costs ₹30,000–60,000 a month

More than most clinics, coaches and local shops can spend on marketing.

TOOLS

Four or five apps for one post

Editor, Canva, scheduler, DM tool, analytics. Mostly English-first and billed in dollars.

LOST LEADS

"Price?" sits unanswered for days

The comments that are actually buyers get no reply, so the sale goes elsewhere.

WHO FEELS IT

10.06 crore

registered MSMEs in India; 99.4% are micro, most run by the owner alone

A TYPICAL WEEK FOR A CLINIC OWNER TODAY

Ideas and scripts	none, posts when free
Editing a 30 s reel	1–2 hours in CapCut
Posting to 4 platforms	4 apps, by hand
Replying to "price?"	days later, or never

MSME count: Udyam + UAP factsheet, udyamregistration.gov.in, 4 Nov 2026. Editor and agency cost from quotes Indian creators shared with us, 2026.

How big the problem is

Every one of these businesses now has to market itself on social media.

10.06 cr

registered MSMEs, 99.4% micro, employing 44.5 crore people

Udyam factsheet, 4 Nov 2026

36 cr+

Instagram users in India, where their customers already are

Meta via Inc42, Jan 2025

25 lakh

active creators; only 8–10% earn well from it

BCG, From Content to Commerce, May 2025

$350B+

of consumer spend in India already shaped by creators, $1T by 2030

BCG, May 2025

THE GAP

Demand moved to reels and DMs. The marketing team never arrived.

An agency serves a few dozen clients. There are crores of businesses.

WHAT 1% LOOKS LIKE

1% of registered MSMEs	10 lakh businesses
At ₹999 a month	≈ ₹1,200 crore a year
Plus creators and agencies	on top

The ₹999/month plan is illustrative, not our final pricing. MSMEs grew from 8.84 cr (30 Jun 2026) to 10.06 cr in four months. Creator counts vary by definition; ISB SRITNE counts 41 lakh for 2025.

One agent runs the whole marketing loop

Talk to it, record once, and it does the rest.

Plan
2-min voice brief in Hindi or English; weekly plan and scripts

→

Record
Guided prompts on the phone

→

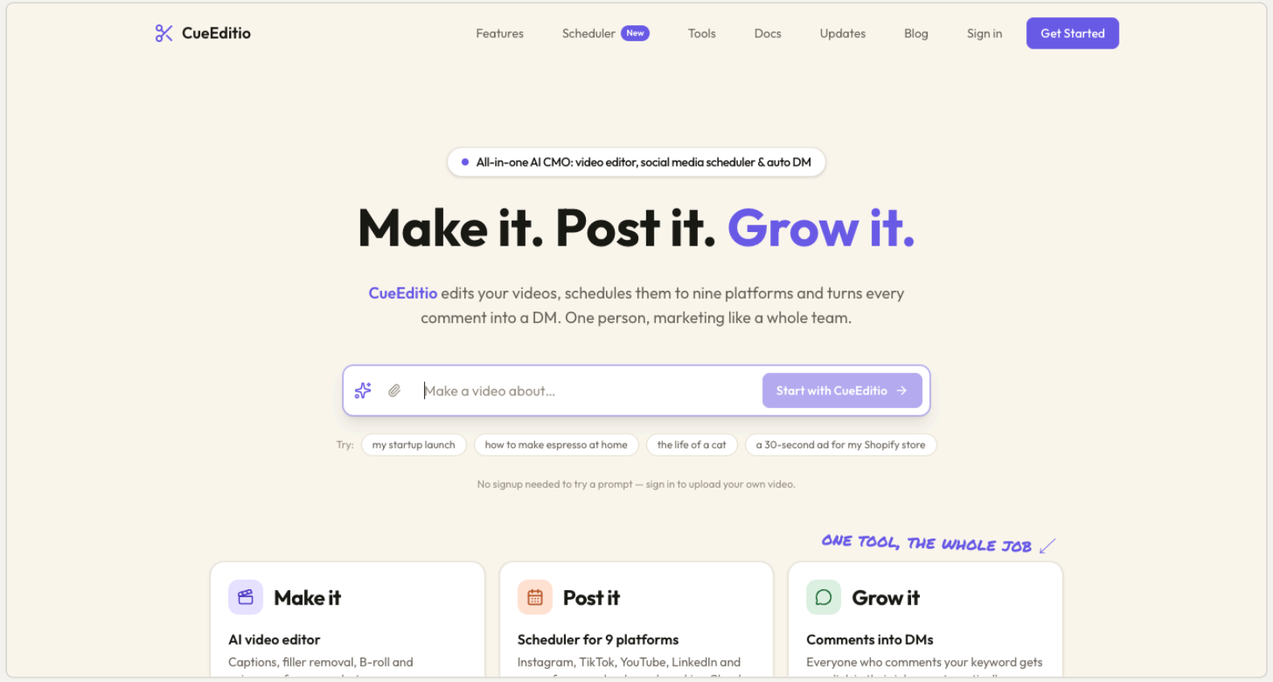
Edit
Cuts, captions, B-roll, music, thumbnail

→

Post
9 platforms, on schedule

→

Convert
Replies, DMs the link, logs the lead



cueedit.io today: editor, scheduler and comment-to-DM in one product
Screen from cueedit.io, 4 Nov 2026.

LIVE TODAY VS. BUILDING NEXT

AI video editor	Live
Scheduler, 9 platforms	Live
Comment → DM automation	Live
Voice planning agent	Building
Auto-edit from raw footage	Building
Lead replies + weekly report	Building

Built on Google AI

Every post is a chain of model calls. Each one maps to a Google model.

ONE POST, STEP BY STEP

Step	Google model
Voice brief → brand profile and weekly plan	Gemini Live
Watch raw footage → timestamped edit list	Gemini API
Drive editor, scheduler, DM tools	Function calling
Thumbnails and carousel slides	Nano Banana
Background music, no copyright strikes	Lyria
Read comments, reply to buyers	Gemini Flash

Steps two to six repeat for every post, on every platform.

PLAN

One Gemini agent that plans, edits and replies in Hindi and English

THEN

Learn which posts bring leads and plan next week around them

WHAT WE ARE LOOKING FOR

Cloud and AI credits, mentors and go-to-market partners to reach India's small businesses

Built with Google AI Studio and Google Antigravity.

How it runs on Google Cloud

One agent in the middle, the tools we already run around it.

IN	
Phone recordings	Cloud Storage
Voice brief	Gemini Live
Comments and DMs	Pub/Sub

→

AGENT ON CLOUD RUN	Vertex AI
edit_video	Cloud Run GPU workers
make_visuals	Nano Banana
add_music	Lyria
schedule_post	Cloud Tasks
reply_and_dm	Gemini Flash

→

OUT
Reels, shorts, carousels
Posts on 9 platforms
Leads in one inbox
Weekly "what sold" report

SCALE PLAN

asia-south1 first
Mumbai region for low latency in India

Scale to zero
Cloud Run renders only when a video is queued

Cost per video tracked
Cloud SQL logs model spend per user and post

Alternatives each solve one step

Owners stitch them together. We run the whole loop.

Alternative	Examples	Built around	Where it stops
Agency or freelance editor	Local agencies, Fiverr editors	People	₹30k+ a month, days per turnaround
AI editors	CapCut, Descript, Opus Clip	Editing	You still post and reply yourself
Schedulers and design	Buffer, Hootsuite, Canva	Posting or design	English-first, priced in dollars
DM automation	ManyChat	Instagram DMs	No content, no editing

OUR DIFFERENCE

Plan → edit → post → reply in one agent

Voice-first, Hindi and English

Priced in rupees

9 platforms from one upload

Works inside ChatGPT and Claude over MCP

From each vendor's public product pages, Nov 2026.

Who pays, and how

Self-serve, in rupees, for people agencies ignore.

PRIMARY USER

Owner-run Indian businesses

Clinics, coaches, D2C brands, real-estate agents, local services

ALSO

Creators with 1k–100k followers

Posting 3–7 times a week from a phone

THEN

Small agencies

10–50 client accounts, more output per person

BUSINESS MODEL

Free

A few edited videos a month to try it

Monthly plans in INR

For creators and businesses; more accounts, auto-DM, team seats

Agency seats

Billed per client account

API and MCP

Usage-based, for agencies and AI assistants

PRIMARY MARKET

India, Hindi and English first

SECONDARY

US, UK, UAE, Southeast Asia

PATH

Free → paid plan → agency and API

We have done this before, without a funding round

Same team, same stack and distribution playbook as MagicSlides.

2.68M

people have used MagicSlides

MagicSlides database, 13 Oct 2026

1M+

Google Workspace installs, 1,484 ratings

Workspace Marketplace listing

$780k+

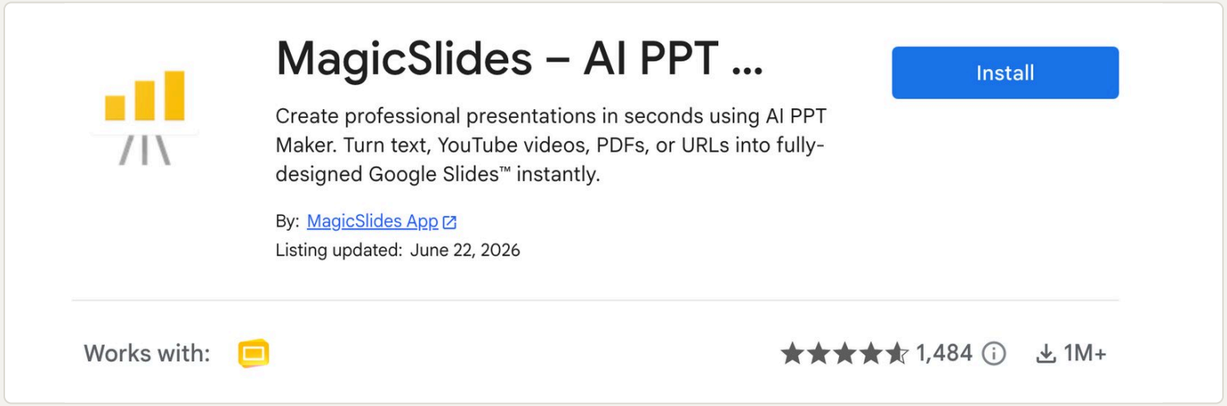
lifetime revenue across our products

TrustMRR-verified, Apr 2026

500+

creators have already uploaded videos to CueEditio

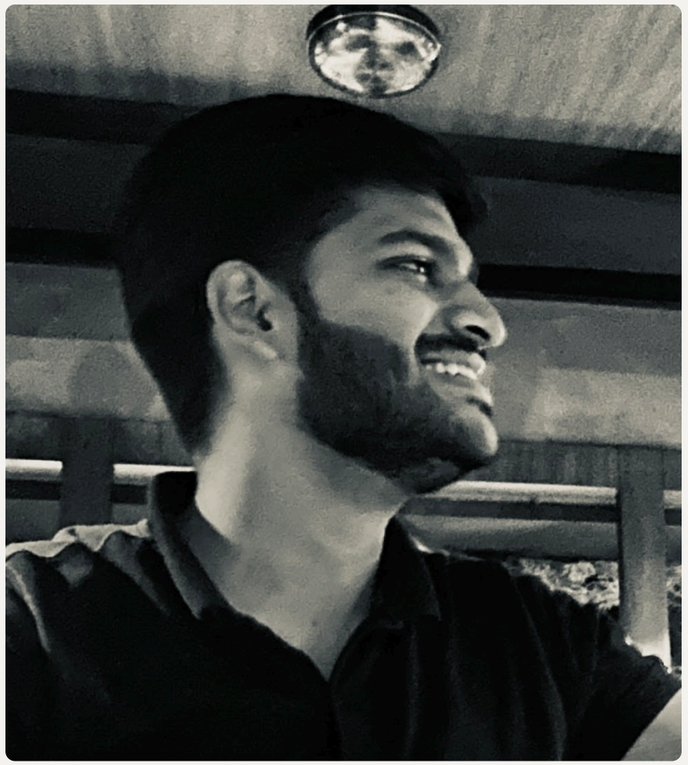
CueEditio database, Nov 2026



MagicSlides on the Google Workspace Marketplace

ALREADY BUILT ON GOOGLE

Google Slides add-on	MagicSlides, 1M+ installs
Google Sheets add-on	SheetAI
Google Forms add-on	MagicForm
YouTube publishing	CueEditio scheduler



Sanskar Tiwari

Founder & CEO, IAG Tech · @sanskarr.tiwari

A creator building the tool he needs

He posts every day himself, and teaches thousands to build with AI.

200k+
people learned to code from his videos

61k
Instagram followers, @sanskarr.tiwari

24k
YouTube subscribers, @IndianAppGuy

4,700+
learners on his Udemy programme

CUSTOMER ZERO

Runs his own channels on CueEditio

Reels, scheduling and comment-to-DM for his courses at sanskartiwari.io.

ON STAGE

YourStory TechSparks 2026, VibeCode30

Guest session for the ARise community of 379 agency owners, Oct 2026.

FOR GOOGLE

A ready channel to teach Indian builders Gemini and Google Cloud, in videos and live builds.

Follower counts as of Sep 2026. Udemy count from the public course page.