GUEST ONE-SHEET



Thejus Manoj

Founder, kazé & co. • Co-host, Talking Tech

Thejus Manoj founded kazé & co., a developer education studio that makes YouTube video for devtool companies, and runs developer education and awareness for Strapi. Thejus also co-hosts Talking Tech with Dev Manoj, where people who ship software talk about how the job is changing as AI writes more of the code.

> *"Working with Thejus and the team at Kaze & Co has given us back the one resource we can't buy more of: time."*
>
> Paul Bratslavsky, Developer Advocate, Strapi

Three episodes Thejus can do for your show

01 We Shipped 76 Videos for Strapi in Six Months Without Strapi's Team Making Them

- Short-form had cost Strapi's team eight hours a video, idea to publish. kazé & co. took over the whole pipeline: sourcing, scripting, filming, editing and publishing.
- About 13 videos a month from January to July 2026: 57K views and 459 hours of watch time on one channel, from Strapi's own YouTube analytics.
- Why the developer advocate shouldn't be the one making the videos, even when they can.
- The house rule for every video: skip the feature tour, show the thing working, and get the viewer to the point of shipping it.

02 48 of 100 Funded Devtools Have No YouTube Channel. Here's Why They Go Dark

- A hand-checked look at 100 funded devtool companies in July 2026: 48 had no findable YouTube channel, and the median for the rest was 9.4K subscribers.
- One individual creator has 4.23M subscribers, more than all 100 companies combined.
- Why channels stall: the person running community, docs and Discord can't also ship video every week, and video is what gets dropped.
- Keeping a channel going when the engineers don't want to be on camera: founder on camera, screen recordings, or no one on camera at all.

03 Our AI Videos Got Hate Comments Until We Put a Face on Them

- The same experiment, run twice on the same audiences: fully generated videos drew open hate in the comments, and the same generated content fronted by a real person turned it into "okay, now it's fine, we love you again".
- Why long coding tutorials are losing watch time to AI summaries, as seen in the channel analytics kazé & co. watches for devtool clients.
- Where AI earns its place in the pipeline: searching docs the team curated, rather than the open web.
- The open question: some faceless technical channels hold a real audience, so when does a face matter?

Hear Thejus host first



EPISODE 2 • 84 MIN

My First Coding Job Paid $13.75 an Hour

with Paul Bratslavsky, Strapi



EPISODE 3 • 72 MIN

The Future of AI Is Not What You Think

with Zahwah Jameel

Want Thejus on your show?

Send a request at talkingtech.kazeandco.com/#book. If you'd like to come on Talking Tech too, we can record both back to back, so it costs you one calendar slot.