



**Sangam**

संगम · the gathering

OPERATING MODEL

# Build in Public

*How we share progress. Where  
to follow along.*

---

FOUNDER

**Agent In**

LAUNCH DATE

**8th November 2026**

DOC ID

**SANGAM-BIP-001**

# Build in Public

---

*How we share progress, what we publish, and where to follow along.*

## The Philosophy

Sangam is built in public. This is not a marketing tactic; it is the operating model. A plan dies without visible weekly progress. A social network that asks users to trust it with their conversations cannot earn that trust behind closed doors. We share what we build, what breaks, what we learn, and what we decide — every week, on every platform where Indians already are.

Build in public means three things at Sangam. First, we publish a weekly progress update every Sunday covering what shipped, what is blocked, and what is next. Second, we share designs, code snippets, architecture decisions, and moderation policies openly before they are finalized, so the community can weigh in. Third, we admit mistakes publicly and correct them visibly. No silent edits, no hidden rollbacks, no buried apologies.

## What We Publish

### Weekly progress updates

Every Sunday at 7:30 PM IST. What shipped this week, what is blocked, what is planned for next week. Published on X, LinkedIn, and the Sangam newsletter.

### Architecture decisions

When we choose NestJS over microservices, R2 over IPFS, phone OTP over wallet login, we publish the reasoning in a short post. The community deserves to know why, not just what.

### Moderation policy drafts

Before the three-strike system goes live, the full policy text is published for public comment. Users have two weeks to push back before it is finalized.

### Transparency reports

Quarterly. Total users, DAU, MAU, posts per day, takedowns, appeals, three-strike bans, languages used, top cities. No vanity metrics.

### Mistakes and corrections

When we get something wrong — a bad takedown, a moderation over-reach, a bug that leaked data — we publish a post-mortem within 48 hours explaining what happened and what we changed.

### Financial reality

Sangam is completely bootstrapped. We share the budget openly: what we spend on infrastructure, SMS credits, moderation APIs, and domains. No mystery, no posturing.

## Where to Follow

We publish across every platform where Indians already are. Each platform has a different role in our build-in-public strategy, and we tailor the content accordingly.

Platform	Handle	Role
X / Twitter	@sangam_social	Daily build updates, thread essays, real-time progress
LinkedIn	Sangam	Weekly long-form posts for tech professionals and founders
Instagram	@sangam.social	Reels of product demos, splash animation, countdown
YouTube	Sangam	Weekly Shorts: 60-second feature demos and founder face
Reddit	r/Sangam	Weekly community threads, AMAs, honest Q&A;
WhatsApp	Sangam Insiders	Broadcast list for waitlist + design partners
Telegram	Sangam Build	Real-time build channel, open to all
Discord	Sangam	Community home: feedback, language channels, launch coordination
Newsletter	sangam.social/sunday	Weekly Sangam Sunday email, 500 words

## The Weekly Rhythm

Every week follows the same rhythm so the community knows when to expect what. Monday is for the week-ahead plan on X and Discord. Wednesday is for a mid-week build update on Instagram Reels and YouTube Shorts. Friday is for a deep-dive essay on LinkedIn and the newsletter. Sunday is for the weekly progress summary across all platforms. This cadence holds from now until launch on 8th November 2026, and continues post-launch with adjustments based on what the community responds to.

## How You Can Participate

Building in public only works if the public participates. Join the Discord and drop feedback in the design-feedback channel. Reply to the weekly newsletter with what you want to see. DM the founder on X with feature requests. Sign up for early access and become one of the first 1,000 users who shape what Sangam becomes. Every voice matters; every pushback makes the product stronger.