MEDIA KIT · NUMBERS AS OF NOV 2026

bella pivo

pre-seed vc + creator. i'm a vc too, so i know what makes people want to buy and what story gets funded. my videos are about how to say things, and what to build to make your life easier.

tell me what you're launching →

hi@bellapivo.com



the audience

views and engagement as of nov 2026. audience split as of aug 2026.

108K+
tiktok followers

295K
views in 2026, all organic

8.5%
engagement rate

4
videos over 10K views this year

69%
women

70%
aged 25 to 44

73%
in the us, then canada and australia

operators
people in tech, ai curious, early to mid career. working professionals, not students.

TOP VIDEOS

"where are the women building AI?"
116K views · march

"you never know who might be listening"
67.5K views · may

"i ran a venture accelerator before i graduated"
23.7K views · april

what i make for brands

FOR AI TOOLS

ai that i do and do not support

an honest review of your product: who it's for and who it isn't. you check the facts before it posts. the verdict stays mine, and i never tell anyone to go sign up.

FOR BRANDS + EVENTS

a brand series

one video per founder or brand, about 70 seconds, same set and cover every time. how i ran UpLevel week.

FOR YOUR CHANNELS

ugc

i make the video, you post it or run it. not posted to my page.

FOR TEAMS

talks + workshops

build your own ai chief of staff, build your personal website, ai for non-technical people. each about an hour.

i'll send you a number once i know what you're after. flat fee, no commission or affiliate links.

add-ons, each its own line: spark ads / whitelisting, usage rights, exclusivity, rush.

proof

BRANDS I'VE WORKED WITH

doordash · getir · first aid beauty

CASE STUDY: UPLEVEL WEEK

for FoundersEdge's 85-person summit for female founders and investors: 20 videos in 4 days, 13.5K views on tiktok + instagram, 67 shares. mom bomb reposted two of them to their instagram.

> "Thank you so much for featuring us!! 💚💚 so excited to continue to grow our community"
>
> @fluensy.us, a founder from the series

who i am

- pre-seed vc, FoundersEdge
- bostinno 25 under 25
- boston startup week · 2024 speaker, 2026 moderator
- former ceo, IDEA, northeastern's venture accelerator
- founded + hosts pitch-a-thon
- tedxnortheasternu speaker coach
- claude certified architect, 2026 (my own cert, not a partnership)

my content is mine, not FoundersEdge's.

how it works

1 scope
what you're launching, the deliverables, platforms, dates and usage.

2 quote
a flat fee, with any add-on as its own line.

3 contract
signed before anything is filmed. 50% on signing, 50% once it's live.

4 brief + script
you approve the facts and talking points. my take stays mine.

5 film + post
made by me, posted with #ad.

6 report
views, watch time, saves and link clicks, sent within a week. good numbers or bad.

want your brand in the next one?

tell me what you're launching and who you want to reach.

tell me what you need →

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