ASSIGNMENT · REET BATRA · 27 SEPTEMBER 2026

Cyberwave Builders Program, Cohort 3

Who it's for, and how to get to 1,000 applications

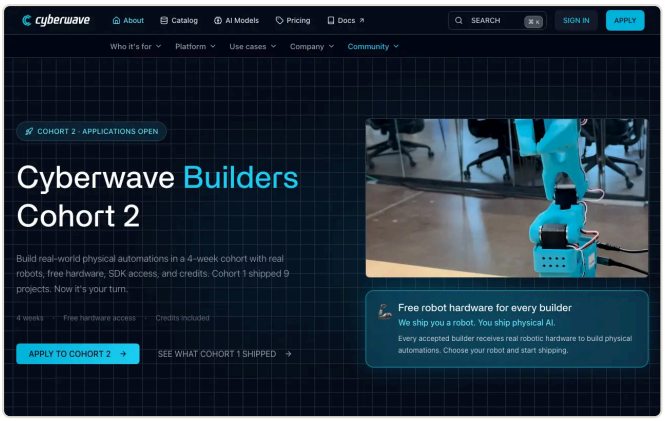
0 Before any plan

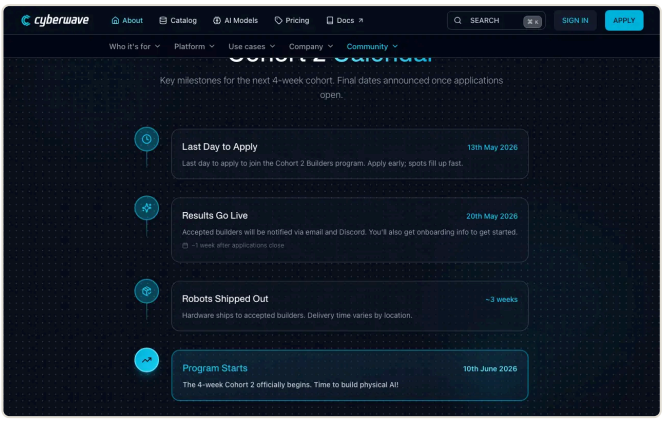
1,000 is your hard-set target, and it's a good one.

Your SF hackathon already got 500+ registrations from one event, so people clearly want this.

Start a Cohort 3 waitlist on the Builders page.

Right now it still shows Cohort 2's dates. A waitlist form there means everyone we send before launch gets captured, instead of thinking they missed it.



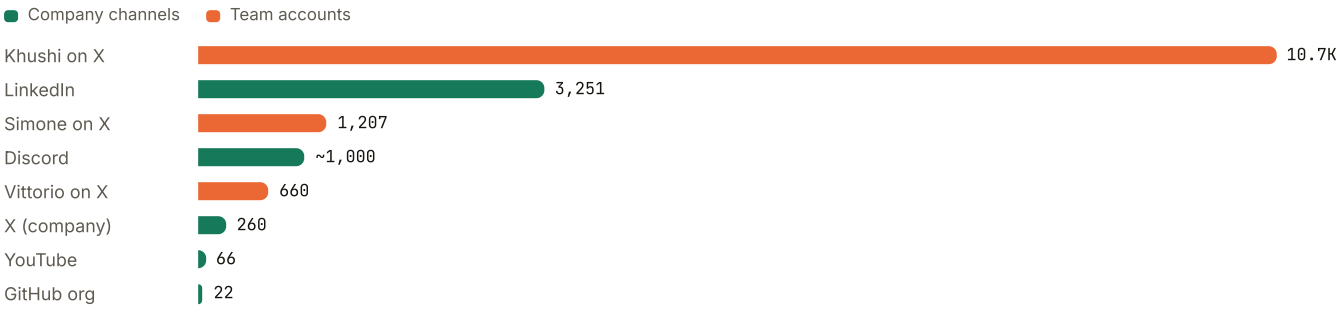


cyberwave.com/builders, screenshotted 27 September 2026.

Your biggest reach is your team, not your company accounts.

I looked at every channel. The team's personal X accounts have 12,500+ followers, and all the company channels together have about 4,600. So I'd launch Cohort 3 from the team's accounts and LinkedIn, and have the company accounts repost.

Your reach, channel by channel



Khushi on X	Her DevRel hiring post got 16.7K views
LinkedIn	Biggest company channel; post engagement isn't public
Simone on X	Founder
Discord	62 online when checked
Vittorio on X	Co-founder
X (company)	Median post: 104 views, 2 likes
YouTube	43 videos, mostly 18 to 205 views; last upload 3 months ago
GitHub org	SDK repo has 130 stars

Followers, members or subscribers as each platform shows them, checked 25 to 27 Sep 2026. For scale: the LeRobot Discord alone has ~19,500 members.

1 Who is this program for?

Who are they, what are they already building, and what stage of their career or study are they at?

Early professionals and late-stage students.

- Students studying AI and robotics. I'd figure out which colleges offer this specialisation and target them through university clubs.
- Working professionals in SDE, ML, AI and research roles.
- PhD candidates in tier 1 universities.
- Professors, and employees and founders of Physical AI companies. They can apply, and they can bring people in too.
- Most of them already build software, ML or research for a living. Everyone I could look up from Cohort 1 and the SF hackathon was a working engineer or a robotics master's student.

You should have the willingness to learn and the creativity to do things. Fuck around and find out people are what we want.

What do they actually want from a program like this? Be honest about the motivations that are less flattering to us.

A way into Physical AI jobs, and a kickass project they can show off to get a new job.

- Prize money.
- A free robot.

We can't promise them a job. What we can promise is the relevant skillset to pivot into the AI boom, and a project they can use to get one.

Where do they already spend time online and offline?

Online on LeRobot Discord, GitHub, LinkedIn and X. Offline at hackathons, meetups and colleges.

- Online: LeRobot Discord (~19,500 members), GitHub, LinkedIn, X.
- Offline: hackathons, Bangalore tech meetups, university labs and clubs, college campus programs.

Who applies but shouldn't, and how would you filter them out without adding friction for the right people?

Robot collectors, people with no time for 4 weeks, and tourists.

- Sim first, robot second.
- One link and one sentence on the form.
- Say the hours out loud.

Joining Discord is still necessary, because Cyberwave should grow its Discord. Right now it's sitting at around 1,000.

How someone gets in, and where each filter sits

1. **Join Discord** — Stays first: Cyberwave should grow its Discord. Track who never finishes the form.
2. **Short form** — One link to something you built, one sentence on what you'd build, your weekly hours.
3. **Sim first** — Make something move in the browser Playground. Collectors drop off here.
4. **Robot ships** — Only to people who got through step 3. The kit goes back at the end.

If the ICP is more than one segment, which would you prioritise and why?

Early professionals and late-stage students.

Also thinking out loud: a campus ambassadors program for top tier colleges could be a channel as well. Cyberwave already has Chapters with University Leads, so that's where I'd start.

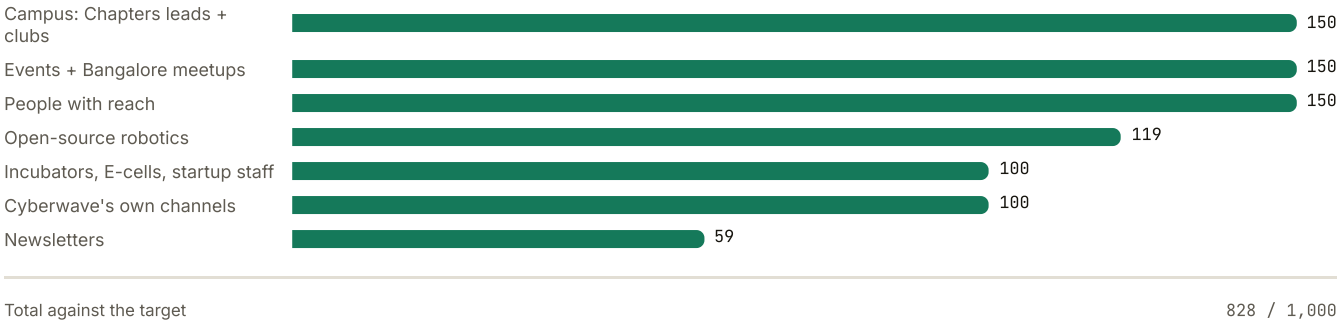
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2 Getting to 1,000 applications

The channel plan. Where do the 1,000 come from?

828 applications from seven channels.

Where the applications come from: 828 planned, 1,000 needed



Total against the target 828 / 1,000



Hatched: 172 short. Most likely filled by the always-on open-source push, which I'm not counting yet.

CHANNEL	APPLICATIONS	WHY THIS NUMBER
Campus: Chapters leads + clubs	150	10 campus sessions × 60 attendees × 25% apply
Events + Bangalore meetups	150	2 build days × 100 attendees × 50% apply, plus 50 from meetups
People with reach	150	~70 past builders × 1 referral, 10 professors × 5 students, 10 founders × 3
Open-source robotics	119	LeRobot Discord 19,500 × 0.5%, plus ROS Discourse 423 weekly active × 5%
Incubators, E-cells, startup staff	100	10 partners × 10 applications
Cyberwave's own channels	100	Cohort 1 got 100+ mostly from these
Newsletters	59	Weekly Robotics: 6,323 subscribers × 46.5% open × 2% apply
Total	828	172 short of 1,000

That's 828, not 1,000. The rest most likely comes from the community push. It's low effort but recurring, so it might get us the most reach. I'm just not counting it yet.

Three initiatives, described concretely.

Campus sessions, referrals, and build days.

1 Campus sessions through Chapters

Chapter University Leads run a Cohort 3 session with the robotics or AI club, at colleges that offer the specialisation.

WHO RUNS IT
Me and the Chapter Leads.

COST
Mostly covered already. Chapters reimburses food and room, and gives Leads €40 in credits per event where 60 people build.

TIME
10 sessions, starting week 1.

EXPECTED RETURN
~150 applications.

2 Referral swag tiers

Past builders, professors and founders share a link. When someone they refer finishes the application, they move up a swag tier.

WHO RUNS IT
Me and the Chapter Leads.

COST
Swag.

TIME
Week 1.

EXPECTED RETURN
~150 applications.

3 Bangalore + online build days

Two one-day build events, one in Bangalore and one online. Both end with applying to Cohort 3.

WHO RUNS IT
Me and the Chapter Leads, with the Cyberwave team. The Bangalore one is community hosted through my network.

COST
Food and prizes. The venue is free.

TIME
Week 1.

EXPECTED RETURN
~150 applications, including ~50 from Bangalore tech meetups.

The bottleneck. What breaks first when you 10x applications?

Mentor bandwidth is the biggest problem, because that decides the quality of the projects.

THE OTHER THREE

WHAT I'D DO

- Screening capacity can be solved with Jev and manual work.
- Hardware and shipping can be solved through past experience.
- Discord noise actually helps us grow community members, and Discord can be kept interactive.

- Answer repeated questions once.
- Group office hours by hardware.
- One-to-many Zoom sessions.

What you'd measure weekly, and what number in week 2 says it isn't working.

Under 300 applications by the end of week 2.

- Applications by channel
- Discord joins vs finished forms
- Events held and attendees
- Referral completions

If we're under 300, I move effort per channel, from the ones that aren't working to the ones that are. For reference, an even pace to 828 would be ~414 by week 2.

A What I looked at, and what I assumed

From your public pages, checked 25–27 September 2026.

01 Applying is three steps, Discord first: join Discord, fill in a Typeform, post in #apply-builders-program. `cyberwave.com/builders`

02 Every accepted builder gets an SO-101 arm or UGV Beast rover shipped home, about 3 weeks to arrive. Fully remote. `cyberwave.com/builders, FAQ`

03 Unpaid. Credits, early access, swag and a certificate; top builders win cash prizes or vouchers. `cyberwave.com/builders, FAQ`

04 No robotics experience needed: "strong developers who can learn quickly". Simulation is allowed instead of hardware. `cyberwave.com/builders, FAQ`

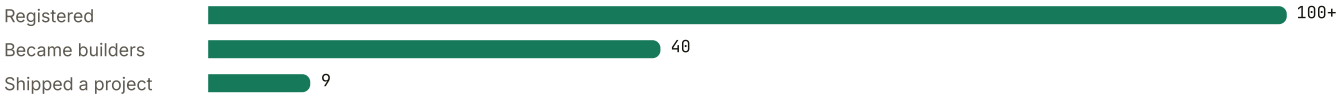
05 Cohort 2: "45+ people joined", "30+ builders came back" for week-2 office hours, €500 in prizes across five winners. `x.com/cyberwave_com`

06 SF Robotic Agents Hackathon: 500+ registrations, 110+ in person, 26 projects. Milan (20 June): €5,000 prize pool. `cyberwave.com/built-with-cyberwave`

07 Cohort 3 was already on the agenda at Discord office hours on 10 September. `x.com/cyberwave_com`

08 The brief's numbers measure different things: Cohort 1 counts registrations, Cohort 2 counts active builders (~30). Cohort 2's application count isn't public. `the brief and the JD`

Cohort 1, by your own numbers



About 1 in 11 registrations became a shipped project. Builders = 15 core + 25 community.

ASSUMPTIONS

- Cohort 3 dates aren't public, so I've planned around a 4-week recruiting window.
- The number of hardware kits isn't public, so nothing here depends on it.
- Cohort 2's application count isn't public. I've used Cohort 1 (100+ registrations) as the only real baseline.
- Every conversion rate in the channel table is my estimate, not your data. They're written out so each one can be challenged.
