

— PUBLIC PROMTPRESS REPORT

Channel audit

Founder | Business & Startups



@founder_startup

Build your financial future: confident steps to success and stability!
Ad: @Sergey_Founder Channel A+ RKN: <https://rkn.link/sDM>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
149 162	14.0%	19.6K
12.06.2026 -401 per month	daily 7.8% HTTPS: // PROMTPRESS.COM/AUDIT/FOUNDER_STARTUP	ad reach 11.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 149 162 —	 SUBSCRIBER REACH 13.11% avg % subs see post	 VIEWS/POST 19.6K median 20.6K · 29 days	 POSTS/WEEK 18.1 over period
 7D TREND -2.7% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 836 chars median 856 · 29 days	 POSTS ANALYZED 76 29 days
 AD REACH 11.6K 24h avg	 CHURN / MONTH -401 last month	 CITATION RATE 377 citation index · 342 channels mentioned ever	 CHANNEL AGE 6 years 11 months created 08.07.2019

AI EDITOR SUMMARY

Channel «Founder | Business & Startups» — 149 162 subs. Each post avg views 19.6K people (13% from subs), reach low — should grow audience. Posts 18 posts/week (~3/day) — regular pace. Week Jun 1–7 reach stable (-2.7% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 76 posts in 29 days.
- 02 Dominant format – Photo (75/76 posts).
- 03 Avg post length – 836 chars (median 856).
- 04 Audience peak – Thursday, 10:00 MSK.
- 05 Strongest posts get 1x more views than the weakest (21.7K avg top vs 16.6K worst) – among 76 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

№114.05 · 11:04PHOTO	VIEWS	REACTIONS
	21 695	—
☒ Pocketbook: The Invention That Changed Reading In 1935, British publisher Allen Lane faced an unexpected challenge:...	REPOSTS	ER
	99	14.5%
№216.05 · 07:01PHOTO	VIEWS	REACTIONS
	21 689	—
☒ First Business Launch Challenges A common mistake of novice entrepreneurs is trying to cram maximum features into the product...	REPOSTS	ER
	96	14.5%
№314.05 · 07:04PHOTO	VIEWS	REACTIONS
	21 682	—
☒ Engaging Creativity Intouch insurance's ad campaign with a piano suspended over a car became a real sensation...	REPOSTS	ER
	96	14.5%

Nº4

18.05 • 15:19

PHOTO

☒ **Get Your First 100 Loyal Customers** Kevin Kelly's idea of 1000 true fans paying \$100/year is especially...

VIEWS

21 681

REPOSTS

98

REACTIONS

—

ER

14.5%

Nº5

17.05 • 15:41

PHOTO

☒ **Oil Sales: How It Works** Oil is one of the most important natural resources, used for fuel, plastics, and other goods...

VIEWS

21 677

REPOSTS

92

REACTIONS

—

ER

14.5%

WORST 3

↓ 09.06 • 06:55 PHOTO

☒☒ **Metaverse: New El Dorado or Bubble** Where real money hides in digital worlds The metaverse is not just virtual worlds...

VIEWS

17 051

REPOSTS

95

REACTIONS

—

ER

11.4%

↓ 09.06 • 15:35 PHOTO

☒☒ **Personal Brand vs Corporate: Which Matters More?** Personal brand is the entrepreneur's face. It builds trust, sets you apart from competitors and...

VIEWS

16 717

REPOSTS

93

REACTIONS

—

ER

11.2%

↓ 09.06 • 10:55 PHOTO

☒☒ **Business Intuition** How entrepreneurs make decisions without precise data Some businessmen say: 'I just felt that...'

VIEWS

15 938

REPOSTS

98

REACTIONS

—

ER

10.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth & churn months.



PERIOD START

131 795

NOW

149 162

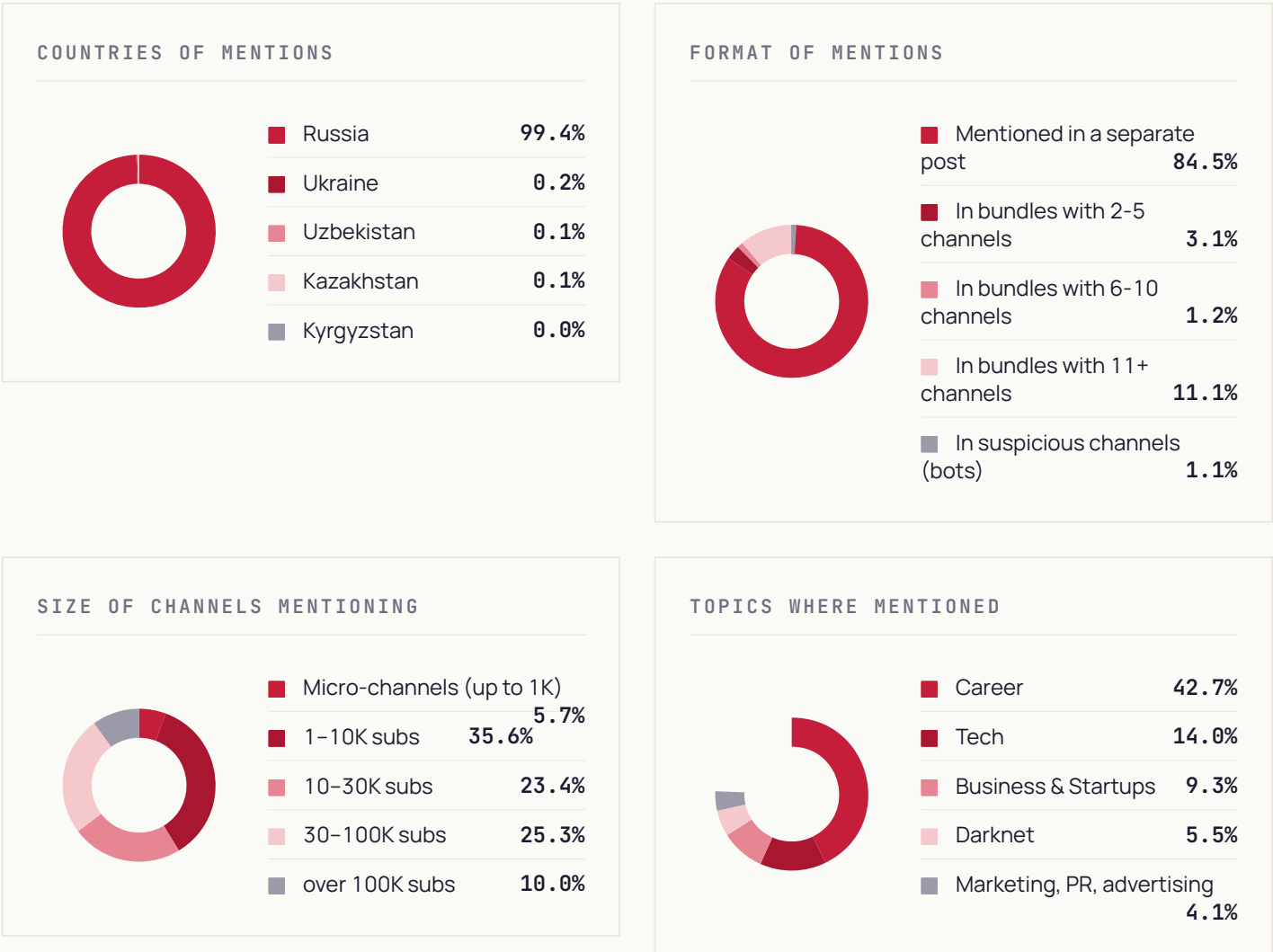
NET GROWTH

+17 367

SECTION 04 · MENTIONS

Who mentions the channel & how

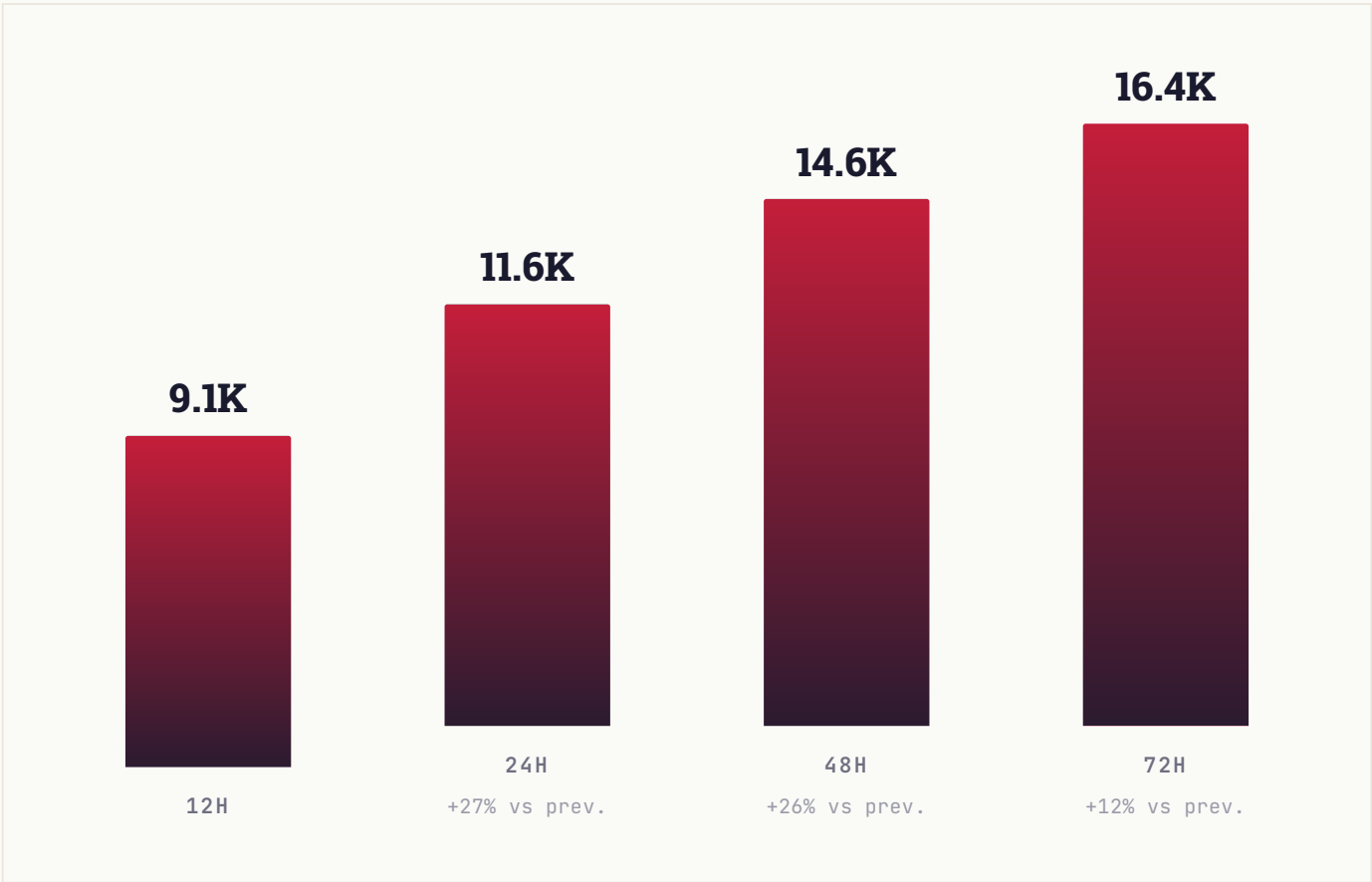
Citation index **377** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time channel mentions **342** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million-Dollar Books business blog	872.2K
SS M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA Russia	297.3K
PR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
FI Founder Business & Startups YOU	149.2K

COMPARATIVE CONCLUSION

Channel in top half of niche (#33 of 100). Niche leader — Moscow Business (966.6K), median subs 102.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **79**, they brought **14 276** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	12	12	1 428
Nov 2025	11	11	1 587
Oct 2025	13	12	2 027
Sep 2025	16	16	3 011
August 2025	13	13	2 400
July 2025	14	14	3 823

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
79	6	14 276

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Top-100 channels in category «Business & Startups» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

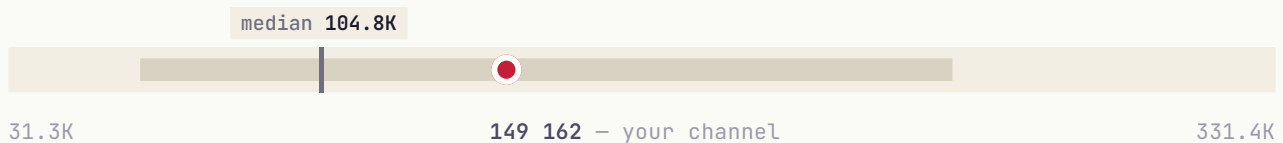
#33 /100

RANK IN NICHE

Channel in top half of ranking

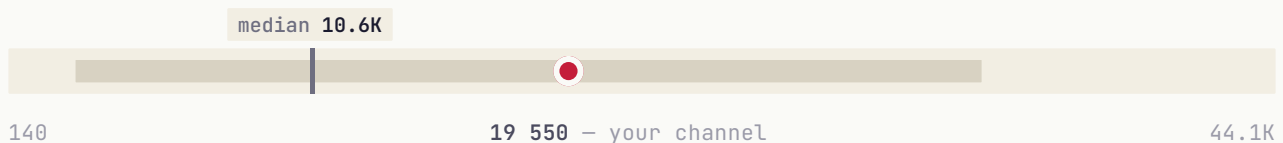
SUBSCRIBERS

better than 61% of niche



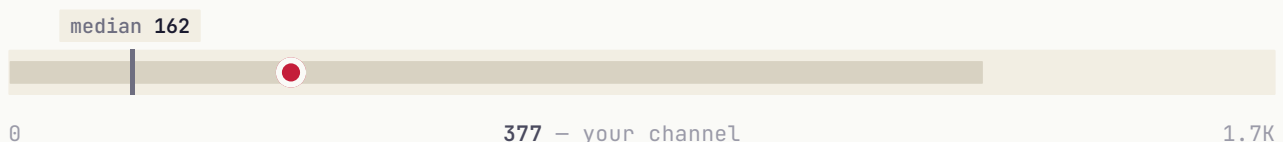
AVG REACH / POST

better than 65% of niche



CITATION INDEX

better than 57% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — Thursday
Audience most active on this day at 10:00 MSK. | EFFECT
Best time for an important post |
| 02 | Increase video post share
Video in Telegram holds audience longer & is favored by algorithm. Aim for 15-25% share. | EFFECT
Video retains audience better |
| 03 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | EFFECT
+1000-3000 subs |
| 04 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with similar channels
Swap posts with similar channels once a quarter. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from relevant audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager