

Founder Story: Jayesh Mehta and the beginning of tapnudge

A short press-use variation adapted from the longer founder story.

Founder bio

Jayesh Mehta is the founder of tapnudge, a social feedback platform built around quick nudges, real opinions, and real-time human sentiment. A full-stack developer who has programmed since his teenage years, Jayesh has built websites, web apps, iOS apps, and product experiences across client and independent projects.

How the idea began

The idea for tapnudge came from a simple gap Jayesh noticed online: people could share anything instantly, but getting fast, useful human opinions was still difficult without an existing audience. New accounts often received little or no response, forcing people to chase feedback manually through messages, calls, or friends.

Building from scratch

After shutting down Tekfusion, a homegrown audio brand developed in Bangalore, Jayesh returned to Kenya, resumed freelance development work, and began building the first version of tapnudge as a late-night side project. As the product became more serious, he stepped away from freelancing to focus on tapnudge full time.

Cofounder contribution

Jayesh later invited Kiran, a longtime friend and trusted operator, to join as cofounder. Their previous work together around Tekfusion and Flipkart had shown Kiran's strength in business development and product adoption. At tapnudge, Kiran has helped shape user experience, launch thinking, and the product's more human, approachable direction.

Press angle: Jayesh's story is not about building another social network. It is about solving the modern feedback problem: people still need real human input, even in an AI-driven world.