



Letter of Recommendation for Yash Kewlani

To Whom It May Concern,

I am pleased to recommend **Yash Kewlani**, who worked with us on a product and marketing technology project at **Invoq Healthcare India Pvt.Ltd.** During his time with us, Yash interacted with members of the Product and Marketing teams, including **Navneet Ringania** from Product and **Ishmeet Singh** from Marketing, and independently developed an AI-enabled internal tool to support employee-led marketing communication.

Yash built a full-stack tool designed to help Invoq employees create polished LinkedIn posts by answering a short set of guided questions. The tool asks users for basic inputs such as their name, role, topic, preferred post length, and optional screenshots. It then conducts an interview-style flow, gathers the employee's raw thoughts, and uses AI to convert those inputs into a structured, professional LinkedIn post. The tool also includes useful output features such as post regeneration, *hook regeneration*, *copy-to-clipboard functionality*, and *image-pairing suggestions*.

The prototype was demonstrated to **10 members** of the Product and Marketing teams and was tested through **125 sample employee-use cases / post-generation flows**. In its tested form, the tool was able to reduce the time required to move from a rough idea to a polished first draft from approximately **30 minutes to 5 minutes**, while maintaining the user's original viewpoint and tone. The prototype generated **90 usable draft posts / sample outputs** during the testing and review process.

What impressed us most was that Yash did not approach this as only a coding exercise. He thought carefully about the actual user journey: how an employee might express an idea informally, how the tool could ask better follow-up questions, and how AI could help convert those responses into clear, publishable communication. This showed a strong combination of technical execution, product understanding, and communication sensitivity.

From a technical standpoint, Yash handled the front end, back end, server-side logic, API integration, and AI/Claude-based content generation flow. Since the tool was meant for internal employee use, he also had to understand practical constraints around *access*, *usability*, and *workflow design*. For a student at his stage, his ability to *independently connect multiple parts* of a working software product was impressive.

The project was especially relevant because it sat at the intersection of technology, AI, healthcare communication, and consumer behavior. In one example, the tool helped develop a post around how Indian consumers often respond to healthcare or nutrition products when the messaging balances health benefits with taste, convenience, and familiarity. Yash showed an ability to think beyond code and understand how AI can support clearer communication in health-related contexts.

Yash was curious, responsive to feedback, and willing to iterate. He asked relevant questions, refined the workflow, and demonstrated the discipline required to move from an idea to a usable prototype. He also showed early signs of product maturity: he cared not only about whether the tool worked technically, but whether it solved a real problem for real users.

I believe Yash has strong potential for further study and work at the intersection of **Computer Science, Artificial Intelligence, and Healthcare**. His work with us showed initiative, technical independence, product awareness, and the ability to apply AI to a practical communication challenge in a health-sector environment. I am happy to recommend him for academic programs, internships, or future opportunities that value students who combine technical skill with applied problem-solving.

Sincerely,


Mayank Kale

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