ISHANT SINGH

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INTERNSHIP EXPERIENCE

Product Intern | *Kuku Technologies Limited (Kuku FM)* (May-Aug 2026)

- Improved net revenue by **6%** by redesigning pricing, paywalls, & lifecycle journeys, identifying **10+** monetization opportunities
- Boosted ad revenue by **165%** and ad viewer rates by **16%** by optimizing AdMob mediation, bidding, & ad placements strategy
- Mapped **45+** end-to-end Kuku TV user journeys, identifying **30+** drop-offs and product improvements across key user funnels
- Designed **40+** workflows for EngageX and In-Studio Notifications, standardizing notification campaigns across **5+** consumer apps

Product Management Intern | *Mutanex Genomics - AI genomics platform | 5,000+ patients | 50+ hospitals* (Mar-Apr 2025)

- Performed funnel analysis on AI clinical platform, reducing the processing time by **30%** and reducing human errors by **10%**
- Mapped **20+** user journeys from feedback sessions, identifying drop-offs and increasing clinician adoption by **15%**
- Conducted SQL-driven product and competitive analysis across **8+** rivals to support data-driven strategic product decisions

Founder's Office Intern | *Zenma Coffee - D2C frozen espresso brand | ₹3.3 Cr funded* (Oct-Nov 2024)

- Benchmarked pricing and & packaging across **8+** competitor coffee brands to reposition GTM strategy, lifting acquisition by **18%**
- Launched 8-SKU subscription product for Zenma, defining **15%** pricing, pause/skip/swap controls, and a 3-step signup flow
- Mapped customer pain points through **20+** interviews, driving **2** pricing revisions adopted across **5+** city markets post-funding

ENTREPRENEURIAL EXPERIENCE

OfferLyst - AI Career Copilot | *Startup Project | Product Strategy & Development* (June 2026-Present)

- Built Offerlyst, an AI career copilot, unifying **600+** roles across **250+** companies; mapped **12+** workflows for **7+** hiring stages
- Onboarded **1,500+** users at pilot launch, shipping AI resume matching and ATS scoring across **8+** core AI tools for users
- Owned roadmap across **25+** job sources, automating duplicate detection across **28** job types; streamlined ingestion with **3+** rules

NextCo - AI Co-Founder Matchmaking Platform | *Startup Project | SINE IIT Bombay* (May 2025-Feb 2026)

- Developed India's first IP-led AI co-founder matchmaking platform with Project Titanium, SINE IIT Bombay from scratch
- Engineered data-driven matching algorithm from **30+** founder interviews, delivering **40%** pilot success and **3x** user growth
- Drove **4500+** early user acquisitions at launch by executing targeted GTM strategy across **30+** incubators and startup ecosystem

KEY PROJECTS

Product Strategy & Market Expansion | *Mild Cares Pvt. Ltd. (Corporate Project)* (Sep-Nov 2024)

- Analyzed **100+** customer reviews & sales data to identify **3** high-impact features for GynoCup, targeting **10%** repeat purchase lift
- Benchmarked **20** competitor products & recommended differentiators, projecting **8%** market share growth for GynoCup
- Monitored **2** pilot campaigns over 30 days across **500+** data points to refine pricing strategy and 3 key packaging iterations

LEADERSHIP

Startup Relations & Partnerships Head | *Entrepreneurship Cell, IIT Bombay | INR 60M budget* (Apr 2025-Mar 2026)

- Led a 2-tier team of **250+** volunteers executing 10 national, 7 international & 30+ institute-level initiatives annually
- Launched EMN portal linking **500+** startups with **250+** mentors & **30+** VCs; led FInCoF aiding 370+ startups & 150+ students
- Procured INR **20M** in sponsorships (AMD, NVIDIA, Upstox, Perfios) & secured **60+** VC, **30+** investor & **20+** incubator partnerships

ACHIEVEMENTS & AWARDS

- 2nd Rank (Top 0.15%) - ConsultQuest Pan-IIT Consulting Competition among 650+ teams & 1,200+ participants
- Published author - article featured in Outlook India & Business Standard on entrepreneurship
- Best Delegate - Entre-MUN 4th Edition; moderated panel with EatClub Founder & Google Maps Founding Member

SKILLS

Product Management: Product Strategy, User Research, PRDs & Product Specs, User Stories, Funnel Analysis, A/B Testing, OKRs, KPIs

Strategy & Business: GTM Strategy, Market Sizing, Competitive Benchmarking, Monetization & Pricing, Stakeholder Management

Data & Tools: SQL, Excel/Sheets, Python, Figma, Notion, GitHub, MS Office

Domains: D2C / E-commerce, Consumer Internet, Growth, Retention, Monetization, Marketplace, AI Products

EDUCATION

B.Tech – Chemical Engineering | Minor in Management (SOM) (2023 – 2027)

Indian Institute of Technology Bombay | **CPI: 8.13 / 10**