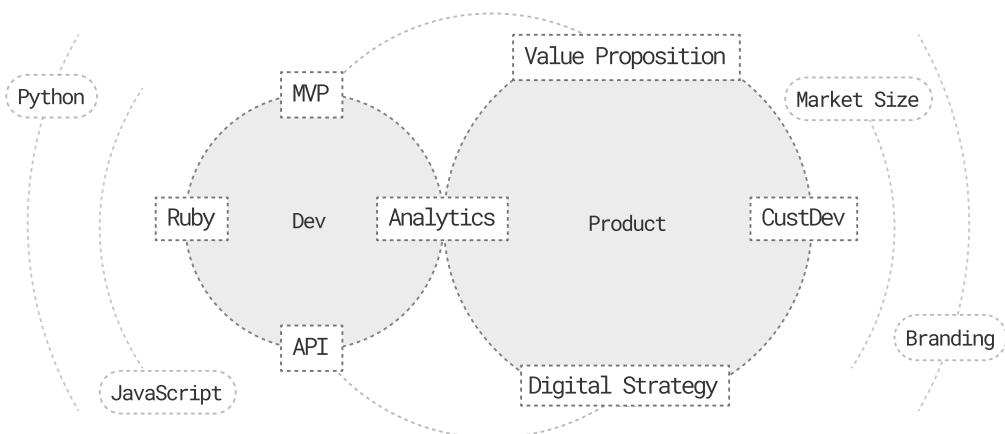


# Ruben Babaev

## Product Lead

10+ years of experience in Software Development, Digital Marketing and Startups



## Innovative Product Development

For the past few years I've focused on creating products that didn't exist before - Smart Kitchen Devices, Computer Vision for Restaurants, Crypto Token for SMM. I enjoy researching customer pain points and developing solutions for them.

## Product Management Expertise

Held Product Manager positions across different organizations, demonstrating a strong background in marketing strategy and execution on all levels of product development. My favorite stage of working on products is from 0 to 1.

## Venture Capital Funding

Secured capital from Genesis Capital VC for EYWA, indicating a level of trust and validation from financial stakeholders in the venture. Good understanding of investment deals both on the investor and startup sides

## Crowdfunding Success

Achieved a successful crowdfunding campaign for Art Challenge, demonstrating capability in fundraising and community engagement. Started Social Coins, a crowdfunding platform.

## Education

- Information Technology at Rostov State University of Economics (2004-2010)
- Digital Marketing at IKRA (2010-2011, Moscow)
- Branding at International High School of Brand Management (2012, Moscow)
- Startup Acceleration at South IT-PARK (2015, Rostov-on-Don)
- Startup Acceleration at IIDF (ФРИИ) (2017, Moscow)

## Recent Books read

Blue Ocean Strategy

Guerrilla Marketing: Cutting-edge strategies for the 21st century

The Power of Habit: Why We Do What We Do in Life and Business

The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers

Thinking, Fast and Slow

Decoded: The Science Behind Why We Buy

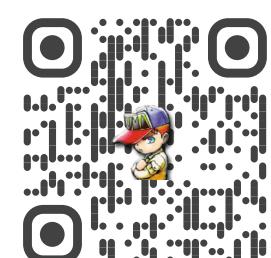
## My Contacts

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+ 66 094 707 7149



2023, Bangkok

### Founder

of RubeTON, a crypto token on TON with several utilities. Trading on DeDust.io and STON.fi exchanges.

### Product Manager

at Narai Market, Marketplace for Thailand legal cannabis products. Customer development, MVP, Product-Market Fit, Go-to-Market Strategy

2021 – 2022, Moscow

### Product Manager

at South IT-Park Startup Accelerator. Marketing campaign for the education program, startups consultations

### Product Manager

at Riiva.ai, a computer vision assistant. Financial Model, Customer Development, Pivot, Value Proposition, First sales

2015 – 2019, Moscow

### Co-Founder and CTO

of EYWA Smart Kitchen. Raising capital from Genesis Capital VC, reached 1M revenue(₽) with furniture marketplace, Digital Ads, Sales, CRM, Platform Development. Pivoting to Smart Kitchen company, making 10 smart displays prototypes

2014, Rostov-on-Don

### Founder

of Art Challenge, education game. Successful crowdfunding campaign, TV and media coverage, MAU 90.000

2013, Rostov-on-Don

### Founder

of Social Coins, charity crowdfunding platform. Team building, platform development, startup accelerators, pitching investors, first sales

2010 – 2013, Moscow

### Digital Strategist

at Sauce and EtoLegko advertising agencies, focusing on Digital Marketing services for our clients Londa Paris, UniCredit Bank, Bin Bank, CENTRO and many others

2009, Rostov-on-Don

### Network Specialist

at ELTEK Satellite Internet, working on Internet and TV solutions for private households.