



Anurag Desai
Aerospace Engineering
Indian Institute of Technology Bombay

24B0031
B.Tech.
Gender: Male
DOB: 06/09/2005

Examination	University	Institute	Year	CPI / % Credits
Graduation	IIT Bombay	IIT Bombay	2028	
Intermediate	HSC	Saraswati Bhuvan, College of Science	2024	82.00%
Matriculation	SSC	Saraswati Bhuvan High School	2022	93.00%

ENTREPRENEURIAL EXPERIENCE

Featured Entrepreneur | *Shark Tank India, Season 5* (Sep'25 - Present)

Chosen as one of a 60k+ ventures to pitch during the season 5's final round interview after rigorous selection rounds

- Defended the business plan and financial projections against a panel of renowned venture capitalists **nationwide**
- Articulated venture's value proposition, securing media exposure and elevating the brand's visibility significantly
- Pitched the startup's mission, vision and scalability to panel of prominent industry leading investors successfully

CMO and Co-Founder | *The Catalyst Project* (Dec'24 - Present)

Edtech initiative by IIT Bombay students, delivering premium mentorship and resources for JEE aspirants

- Generated (**INR**) **3 Lakhs+** revenue in the first year, building a **sustainable** student-first mentorship model
- Recruited and managed **100+** mentors while leading a **15+ intern** core team across strategy, product, and ops
- Expanded to a pan-India presence, reaching **5k+** active aspirants and onboarding students from **20+ states**

Venture Team Lead | *IDEAS Program IIT Bombay* (Jul'25 - Present)

Entrepreneurship development program nurturing innovative student ventures across India

- Selected as an incubatee among **1000+** startup problem statements, securing a spot in IIT Bombay's program
- Awarded financial funding support of up to **1 Lakh+** to accelerate prototyping and early-stage development
- Receiving mentorship from India's leading experts, professors, and entrepreneurs for business strategy and scaling

POSITIONS OF RESPONSIBILITY

Assistant Manager | IIT Bombay Racing (Feb'25 - Present)

Part of a student team that designs, builds, and races high-performance formula-style cars for national competitions

- Curated social media content that got over **1,00,000+** likes and **10,000+** followers across social media platform
- Designed a strategic **BPP pitch deck** for the **Formula Bharat**, clearly highlighting business strategy and planning
- Contributed to the new official website of the team to showcase technical innovation and attract potential sponsors

Web Convener | Institute Technical Council | IIT Bombay (Apr'25 - Present)

Part of a 5 membered team | Building and maintaining the websites of ITC Clubs, technical Teams and communities

- Overseeing and maintaining all official institutional ITC platforms, serving a consistent userbase of **15,000+** users
- Represented the Web Team at the annual ITC Orientation, effectively engaging **1,000+** prospective students
- Conceived and delivered the flagship WebCraft course, successfully mentoring **60+** students in advanced development

KEY PROJECTS

Bona Consilia Challenge - Strategy Case Competition | Consult Club, IIT Bombay

Developed tech-driven growth strategies for WorkWave Spaces, ranking 24th among 500+ teams in the competition

- Conducted PESTEL/VRIO analysis, revealing occupancy gaps, significant growth constraints in existing markets
- Formulated data-driven growth blueprint, CRM/automation, boosting occupancy/cutting operational inefficiencies
- Delivered data-backed recommendations, integrated risk management, tracking, improving strategic decision clarity

Consult X - Case Study Competition | Consult Club, IIT Bombay

Led Consult-X case project, proposing a competency-based model to enhance student skills, outcomes Indian education

- Developed SC-CBLE framework of mastery learning, AI education, continuous assessment piloted in **50+** schools
- Diagnosed systemic issues rote learning, 59% skill gaps, weak employability, proposing targeted pedagogy reforms
- Designed a full **15-year** reform roadmap integrating policy, technology adoption, and teacher empowerment nationwide

Ecovate - Sustainable Packaging | Market-entry Strategy | Course Project

- Developed market entry strategy for biodegradable packaging in the FMCG sector, driving adoption via eco-solutions
- Ensured cost-neutral pricing and regulatory compliance, improving brand perception for **20+** prospective clients
- Established lifecycle transparency and traceability framework, enhancing client trust and long-term sustainability

EXTRA-CURRICULAR ACTIVITIES

Tech	• Contributed in the Development of IIT Bombay's Techfest website, used by over 7M+ users, enhancing user experience and engagement. Mentored 60+ mentees through the Learner Space course, guiding them in web development and project learning
Culturals	• Performed mime in front of 150+ people during Independence Day celebration. Served as Design and Media Manager for the hostel's event, overseeing creative content and media
Other	• Facillated the coordination of entire 'Pitch in the Car' event at E-Summit, IIT Bombay. Managed and controlled a crowd of 1,000+ attendees during Techfest events