



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

CTO 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**

Incubatee Member | *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 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

Marketing Associate | *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 **10,000+ likes** and **1,00,000+** views 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 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

- Managing and maintaining all official web platforms of ITC, serving a userbase of **15,000+** students and faculty
- Represented the Web Team at the ITC Orientation, engaging **1,000+** incoming students about its initiatives
- Designed and delivered the WebCraft course, successfully enrolling and mentoring **60+** students in web development

KEY PROJECTS

Quick Basket Business Analysis | *Stratify | Consult Club, IIT Bombay*

Analyzed anonymized order data from QuickBasket to generate insights for sales growth and inventory optimization

- Analyzed millions of grocery orders to identify top products, reorder trends, and peak purchase timings through EDA
- Applied Market Basket Analysis for frequently bought product combinations for bundling and promotional strategies
- Delivered inventory, marketing, and product placement recommendations to improve FreshMart's online sales

Expense Tracker | *React based Web-App | Self Project*

Expense tracking platform simplifying daily finance management and offering insights via intuitive Chart.js-based graphs

- Implemented **CRUD** functionality allowing users to add, edit, and delete daily expenses while categorizing them
- Integrated **real-time analytics** with Chart.js to deliver category-wise spending insights via interactive dashboards
- Designed a responsive, intuitive interface enabling seamless expense tracking and financial management across devices

Glitter | *Social Media App | Self Project*

- Developed a functional social media platform with features like tweeting, commenting, user profiles, and private chat
- Developed the platform using Django's ORM, authentication, and **RESTful APIs** to manage backend logic and data
- Optimized the application for **responsive design** and smooth user experience across desktop and mobile devices

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