

# PRATEEK GUPTA

Email: prateekg1122@gmail.com · Phone: +91-9910983126

Ex-Founder with proven success in DeepTech and M&E, now pivoting to Founder office to leverage deep operator insights & contribute to bigger missions.

## EDUCATION

<b>Vellore Institute of Technology</b>	<b>2021 - 2025</b>
B.Tech in Computer Science Engineering	Vellore, Tamil Nadu
<b>ITL Public School</b>	<b>2021</b>
Class XII	New Delhi
<b>Sachdeva Global School</b>	<b>2018</b>
Class X	New Delhi

## PROFESSIONAL EXPERIENCE

<b>InsideFPV</b> (Shark Tank India S2, IPV Ventures)	<b>Aug 2022 - Nov 2024</b>
<i>Head of Growth &amp; Partnership - Founder Office</i>	
<ul style="list-style-type: none"><li>Led ICP, GTM &amp; distribution boosting growth by 70%, driving 75L+ in sales through Amazon, Flipkart, Croma</li><li>Spearheaded 20L+ in defence contracts, including Assam Rifles' first Army deal, developed mission frameworks, KPIs &amp; SOPs</li><li>Orchestrated collaborations with Netflix, Zee Studios, Sunburn, 50+ media houses creating omnichannel, optimising CLV &amp; 10xROI</li><li>Devised negative CAC strategies, generating 5L+ MRR while boosting marketing KPIs</li><li>Managed 10L+ projects with Schneider, Jio &amp; Honeywell Aerospace contributing to Best Budding Startup Award by Times Group'23</li><li>Shaped aviation policies reforms with FICCI, co-partnered with Gujarat's Aviation Ministry on UAV awareness campaigns reaching 1.4 Million impression. Lead M&amp;A with Marquee tech firms, Investor management with IVYCap, Dholakia Ventures and more.</li></ul>	

## PROJECTS & STARTUPS

<b>Collab Junction</b> (collabjn.in)	<b>Dec 2024 - Present</b>
<i>Co-Founder</i>	
<ul style="list-style-type: none"><li>Scaled platform to 150+ colleges, onboarded 50+ brands and 150+ leading speakers/artists</li><li>Spearheaded monetization strategies achieving consistent six-figure MRR, developed strategies for ASUS, Lenskart, Paytm &amp; 20+</li><li>Developed high-traffic platform (20,000+ monthly visitors) with optimized user experience, stakeholder management</li><li>Directed 50+ member client-facing team, securing high-value partnerships and sponsorships and deal closures</li></ul>	

## ACHIEVEMENTS

<b>Winner, Yantra 2023,2024</b> - (5000+ participants), Developed PartnerUp ERP platform for M&E sector & Industrial VR workspace for alternate industrial manufacturing training.	<b>National Finalist</b> - Avishkar Box Hackathon (Top 7 of 800+), Atal Innovation Mission, Guinness World Record
<b>Title Sponsor at</b> - IIT Bombay, IIT Delhi, IITs Goa, +20 Colleges.	<b>Winner, Futurepreneurs 7.0</b> (2019) - VIT's flagship entrepreneurial case competition.
<b>Best Innovation Startup 2024</b> - IIC, Government of India	<b>Environmental Leader</b> - Organized afforestation drives with Vriksh NGO.

## LEADERSHIP EXPERIENCE

<b>Student Welfare Office</b> - VIT Vellore (2022-2025)	<b>Manager, Riveria ProShow</b> (2023) - Managed VIT's Cultural Fest 30,000 attendees, 100+ brands, 30+artists, INR 30 Million budget
<b>Science Club President</b> - ITL Public School (2020-2021)	<b>Senior Core Member</b> - E-Cell, IEEE-CS, VIT Vellore(2022-2024)
<b>House Prefect</b> - Sachdeva Global School (2018-2019)	

## SKILLS

<b>Strategic:</b> Financial Modelling, Market Research, Competitive Analysis, Growth, Portfolio Support, Stakeholder management
<b>Technical:</b> Data Analysis, DCFs, Project Management, Event Management, Digital Marketing, Excel(Advanced), Crunchbase, Tracxn,
<b>Leadership:</b> Team Management, Product Management, Strategic Planning, Cross-functional Coordination, Negotiation