

# PRATEEK GUPTA

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

## PROFESSIONAL EXPERIENCE

<b>InsideFPV</b> (Shark Tank India S2, IPV Ventures) Head of Growth & Partnership - Founder Office	Aug 2022 - Nov 2024
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- Led **ICP, GTM & distribution** boosting growth by 70%, driving 75L+ in sales through Amazon, Flipkart, Croma
- Spearheaded 20L+ in **defence contracts**, including Assam Rifles' first Army deal, developed mission frameworks, KPIs & SOPs
- Orchestrated collaborations with Netflix, Zee Studios, Sunburn, 50+ media houses creating **omnichannel**, optimising CLV & 10xROI
- Devised **negative CAC** strategies, generating 5L+ MRR while boosting marketing KPIs
- Managed 10L+ projects with Schneider, Jio & Honeywell Aerospace contributing to Best Budding Startup Award by Times Group'23
- Shaped aviation **policies reforms** with FICCI ,co-partnered with Gujarat's Aviation Ministry on UAV awareness campaigns reaching 1.4 Million impression. Lead M&A with Marquee tech firms, Investor management with IVYCap, Dholakia Ventures and more.

## PROJECTS & STARTUPS

<b>Collab Junction</b> (collabjn.in) Co-Founder	Dec 2024 - Present
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- Scaled platform to 150+ colleges, onboarded 50+ brands and 150+ leading speakers/artists
- Spearheaded monetization strategies achieving consistent six-figure MRR, developed strategies for ASUS, Lenskart, Paytm & 20+
- Developed high-traffic platform (20,000+ monthly visitors) with optimized user experience, stakeholder management
- Directed 50+ member client-facing team, securing high-value partnerships and sponsorships and deal closures

## ACHIEVEMENTS

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

## LEADERSHIP EXPERIENCE

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

## SKILLS

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