

# COMPREHENSIVE RESEARCH REPORT: PRAAN HEALTH

## Hiring Philosophy, Culture & Employee Profile Analysis

### SECTION 1: COMPANY OVERVIEW

#### What Praan Health Does

Praan Health is a Bengaluru-based healthcare startup founded in 2024 by Navneeth Ramprasad (former Product Leader at Netflix and Meta). It is India's first continuous-care platform specifically designed for chronic condition management in aging parents (50+ years).

**Core Mission:** "To give every parent in India a second chance at health. And every child, the ability to care for them, no matter where they live."

#### Key Offerings:

- Membership-based care programs (90, 180, and 365-day programs)
- Integrated Approach: Physician-led care + Clinical nutrition + One-on-one strength training
- Conditions Covered: 25+ chronic conditions including diabetes, hypertension, arthritis, osteoporosis, Parkinson's, and post-surgery recovery
- Family Health OS: Mobile app allowing children to monitor parents' health journeys, upload blood tests, track progress, and access virtual consultations
- Physical Infrastructure: At-home care delivery and Praan Health Clinics (expanding to Delhi NCR, Bangalore, Mumbai, Hyderabad, Chennai, Ahmedabad, Kochi, Pune)

#### Traction:

Metric	Details
Families Supported	1,500+ across India
Personalized Sessions	50,000+ delivered in less than 12 months

Metric	Details
Team Size	75+ members (physicians, nutritionists, physiotherapists, coaches)
Funding	₹8.5 Crore (\$1M) Seed funding led by Rainmatter Investments (Zerodha), WEH Ventures, and angels
Community Reach	500,000+ member community with 15-20M monthly reach (zero paid ads)

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## SECTION 2: HIRING PHILOSOPHY & WHAT THEY LOOK FOR IN EMPLOYEES

**Core Hiring Philosophy:** "Builders Only"

Praan Health aggressively seeks mission-driven builders who view their work as a calling, not just a job. The company emphasizes ownership, passion for elder care, and entrepreneurial mindset over traditional credentials.

**Founder's Philosophy:** Navneeth Ramprasad emphasizes Netflix's "disagree and commit" culture—debate hard, bring your best thinking, and once a decision is made, commit fully even if it wasn't your original view.

### A. UNIVERSAL QUALITIES (All Roles)

Quality	Description	Evidence from Source
Extreme Ownership	Take full accountability without waiting for perfect clarity; don't require micromanagement	"You take extreme ownership and don't wait for perfect clarity to move"
Mission-Driven Passion	Genuine passion for "making our parents live longer" - Non-negotiable requirement	"is passionate about 'making our parents live longer' (yes, this is a MUST)"

Quality	Description	Evidence from Source
Builder Mentality	0→1 or 1→10 experience; comfortable building from scratch	"Builders only" / "built 0→1 or 1→10 products"
High Agency	Self-starters who figure things out independently	"high-agency Sales Associate"
Comfort with Ambiguity	Ability to operate in high-stakes, uncertain environments without clear roadmaps	"comfortable operating in ambiguity and high-stakes environments"
Systems Thinking	Think holistically about platforms and ecosystems, not just individual features	"You think in systems, not just features"
Empathy & Emotional Intelligence	Understanding the emotional weight of healthcare—fear, guilt, hope, dignity in aging	"Care doesn't live only in plans and workflows. It lives in people's emotions"
Zero Ego	Willing to do what it takes; value outcomes over titles; "disagree and commit" culture	"Mission-first, ego-light" / "zero ego"

## B. ROLE-SPECIFIC REQUIREMENTS

### 1. Engineering & Technology Roles

**Key Titles:** 10× Engineering Lead, Founding Full-Stack Engineers, Head of Education & Academy

#### Must-Haves:

- 4+ years of full-time software engineering (strictly no new grads for senior roles)
- 0→1 product building experience - products that are live and used by real customers
- Technical Excellence: Deep care for code quality, velocity, and long-term maintainability
- Business Outcome Ownership: Direct ownership of key business outcomes, not just engineering tasks
- Architecture Skills: Ability to design and own core platforms end-to-end
- Mentorship Capability: Hire and mentor high-caliber engineering teams
- Healthcare Tech Understanding: Build systems that power real-world healthcare delivery

**Red Flags:** Waiting for perfect clarity before moving, caring only about job titles vs. impact

## 2. Care Team (Clinical Roles)

**Key Titles:** Care Coordinators, Physiotherapists, Nutritionists, Physicians, Medical Director

### Must-Haves:

- Clinical Expertise: 10+ years multidisciplinary clinical experience for leadership roles
- Continuous Care Belief: "If you believe chronic disease deserves continuous care, we should talk"
- Emotional Presence: "Steady emotional presence, empathy, ownership, and responsibility"
- Client Management: 1-2 years for Care Coordinators; ability to handle "fear, guilt, uncertainty, or hope"
- Communication: Ability to navigate difficult conversations with elderly patients and concerned children
- Operational Excellence: Managing care delivery via WhatsApp groups (unconventional but necessary for accessibility)

**Philosophy:** "From the inside, a workday unfolds across calls, follow-ups, urgent moments, quiet check-ins, and conversations where people are trying to find words for fear, guilt, uncertainty, or hope."

## 3. Growth, Sales & Marketing

**Key Titles:** Head of Sales, Brand Marketing Manager, Sales Associate, Director of Growth Initiatives

### Must-Haves:

- Ownership Mindset: "This role is not about managing pipelines alone. It's about owning outcomes"
- Team Scaling: Proven experience managing remote sales teams (20+ members for Head of Sales)
- Startup Experience: Prior 0→1 startup experience preferred; ability to build systems from scratch
- Creative Boldness: For Brand Marketing—"thinks in whacky campaigns, unconventional brand plays" that make people say "Wait, who did that?"
- High Agency: "Budget is not the constraint. Talent and imagination are"
- Mission Alignment: Must tie creativity back to outcomes of helping parents live longer

**Non-Negotiables:** Strong ownership mindset, ability to operate in ambiguity, preference for builders over generalists

## 4. People & Culture Roles

**Key Titles:** Lead, People and Culture

**Must-Haves:**

- 5+ years in People, Culture, Talent, or HR leadership
- High-Growth Startup Experience: Building people systems in scale-ups
- Judgment & Backbone: Comfortable having hard conversations; balancing empathy with performance
- Culture as OS Mindset: Deep belief that culture is built through decisions and behaviors, not policies
- Full Lifecycle Ownership: Sourcing, hiring frameworks, performance management, engagement, leadership development
- Core Values Embedding: Ability to instill "ownership, transparency, disagree & commit, and zero ego"

**Strategic Role:** "If Praan succeeds, it won't be because of one product or one leader. It will be because hundreds—and eventually thousands—of people are aligned, empowered, and trusted to make good decisions every day."

## C. CULTURE PILLARS

Pillar	Description	Key Insight/Quote
<b>1. Mission-First, Ego-Light</b>	Outcomes for members matter more than titles, org charts, or who gets credit	"We care more about outcomes for our members than titles"
<b>2. High Trust, High Ownership</b>	Own problems end-to-end, not just "tasks"	"Every member of the team is a task owner with accountability"
<b>3. Clinical-Grade, Execution-Obsessed</b>	Building systems families can trust with their parents' health	"Quality and follow-through matter"
<b>4. Fast Loops, Real-World Impact</b>	Ship fast, listen to members, look at outcomes, iterate	"Fast loops, real-world impact"
<b>5. Hybrid: Healthcare + Startup</b>	Expect the pace of a startup with the responsibility of a hospital	"Expect the pace of a startup with the responsibility of a hospital"
<b>6. Unconventional Problem Solving</b>	Willing to do "hard things that don't scale" for the mission	Example: Operating entire care delivery through WhatsApp

Pillar	Description	Key Insight/Quote
		groups because "parents understand WhatsApp the best"

## D. COMPENSATION & REWARDS PHILOSOPHY

- Top-of-market cash for the right person
- Significant ESOP ownership tied to impact (not just tenure)
- Asymmetric outcomes for high performers
- Direct access to leadership and decision-making
- Relocation provided for key roles
- Career-defining work emphasis over job security

## E. ANTI-PATTERNS (Who They DON'T Hire)

- Early-career generalists for senior roles (strict 4+ years requirement for engineering)
- People who need perfect clarity before moving
- Title-focused vs. impact-focused individuals
- Those uncomfortable with emotional labor of healthcare
- Playbook-followers who aren't comfortable breaking and building new ones
- Low-empathy operators who view care as purely transactional

## F. THE "PRAAN HEALTH" EMPLOYEE ARCHETYPE

Based on aggregated job descriptions and founder statements, the ideal Praan Health employee is:

- **The Empathetic Builder:** Someone who can code/build/operate while deeply feeling the emotional weight of helping aging parents
- **The Mission-Obsessed:** Willing to sit on "1000s of WhatsApp groups" if that's what it takes to deliver care
- **The High-Agency Problem Solver:** Figures out how to get things done without playbook or precedent
- **The Clinical-Grade Operator:** Whether in engineering or care delivery, maintains rigorous standards because "this is healthcare"
- **The Ownership Titan:** Treats the company's mission as personally as the founder does

- **The "Disagree and Commit" Player:** Challenges ideas vigorously, then fully commits to decisions
  - **The Long-Term Thinker:** Wants to look back 10 years from now and say "I helped change how India takes care of its parents"
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## SECTION 3: INTERACTION WITH USERS & MEMBERS

**Key Insight:** Praan Health employees must understand that their work involves:

- **Adult children living abroad:** Managing guilt and helplessness while coordinating care remotely
- **Aging parents:** Processing loss of strength, independence, and identity with dignity
- **Emotional Complexity:** Navigating "fear, love, denial, resilience, quiet grief, and dignity trying to hold its ground"

**Success Metrics:**

- One member's daughter reported: "Taking sugar readings used to give him so much anxiety. Now, it gives him confidence"
  - The ultimate goal: Members don't need to renew because they've successfully adopted healthier habits permanently
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## SECTION 4: GROWTH & FUTURE HIRING

**Scale Plans:**

- 3x team growth in next 12-18 months (from 100+ to 300+)
- New health centers in Bangalore, Hyderabad, Mumbai, Delhi-NCR
- Praan Academy to train hundreds of clinicians and coaches at scale
- Physical + Digital hybrid expansion

**Hot Hiring Areas:**

- Strategy & Founder's Office

- Engineering (Full-stack, Platform)
  - Care Team (Physios, Nutritionists, Doctors, Care Coordinators)
  - Education/Academy (training at scale)
  - Sales & Growth (Head of Sales, Brand Marketing)
  - People & Culture (building the operating system)
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## SECTION 5: KEY QUOTES FROM LEADERSHIP

### **On Culture:**

"Netflix didn't obsess over ping-pong tables, fancy offsites, or performative employee engagement. What made it special was something far harder to build: a culture that enabled people to make better decisions, with real autonomy, agency, and responsibility."

### **On Hiring:**

"This isn't a job. This is my fuel. And we're just getting started."

### **On Care Work:**

"Care doesn't live only in plans and workflows. It lives in people's emotions... The unseen side of care. Human, emotional, and deeply real."

### **On Mission:**

"Healthcare for our parents shouldn't start at the hospital—it should start at home. Praan turns chronic care into daily habits of movement, strength, and evidence-based nutrition."

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## CONCLUSION

Praan Health represents a new breed of healthcare startup that demands clinical-grade excellence combined with startup agility. They seek mission-driven builders who view elder care as a calling, not just a market opportunity.

The "X-Factor" they seek: Genuine, non-negotiable passion for extending the healthy lifespan of India's aging parents, combined with extreme ownership and the ability to build systems that blend technology with deeply human emotional care.