



# JOHN P KURIYEN

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## EDUCATION

B.Tech - Mechanical Engineering	2020-24	Netaji Subhas University of Technology	8 CGPA
Class XII	2020	OPG World School, New Delhi	94.8%
Class X	2018	Delhi Public School, Azaad Nagar, Kanpur	96%

## INTERNSHIPS

### Product Management Intern , Finverv

(Jan'24- May'24)

- Managed SaaS product development for 5 major B2B clients, overseeing planning, design, and delivery
- Co-developed a sales demo platform with RevOwl, boosting sales team productivity by 20%
- Implemented key SaaS features like **Bulk Upload**, **Bulk Download**, and **IFSC Verification**, enhancing user experience
- Assisted CEO in raising **\$1.2M** during pre-seed funding, supporting strategic initiatives as a **Founder's Office Associate**

### Product and Operations Intern , Authscate

(Jan'23-Apr'23)

- Led the development of **Authscate Dashboard**, collaborating with 10+ Engineering and Design Team members
- Created and managed 5 PRDs for Authscate Dashboard, aligning with customers, investors, and product vision
- Engaged with a pool of 100+ **prospective clients**, conducting product demos and delivering a conversion rate of 11%
- Secured a **pre-seed** funding round of 7.5 Lacs with the Innovation and Incubation Centre (IIF - NSUT)

### Product Management Intern , Pepper Content

(Mar'22- Sept'22)

- Deployed the **Save Creators** feature on the Customer Portal, resulting in an 8% **increase** in repeat orders
- Conducted a series of 50+ **creator interviews** to assess the viability of integrating gamification features into the Creator Portal
- Revamped **Content Redressal System** by linking customers with creators, decreasing the **order rejection rate** by 12%
- Introduced 3 **innovative features**, namely **Keyword Analysis**, **Topic Analysis**, and **Content Planner**

## PROJECTS

### Comprehensive Product Analysis of Indian E-Grocery Market

- Performed **in-depth analysis** to identify key **market growth drivers** and **trends** related to supply and demand dynamics
- Analyzed **BigBasket**, **Blinkit**, and **Zepto** to compare business models, user experience, journey, and value propositions

### Hinge Case Study

- Evaluated Hinge's **business model**, **user experience**, and **value proposition** to identify key problem areas
- Proposed **exclusive insights**, **gamification** and **offline engagement** as possible solutions

## POSITIONS OF RESPONSIBILITY

### General Secretary , eCell NSUT (The Official Entrepreneurship Society of NSUT)

(Jan'23 - Present)

- Led Startup Community, supporting 30+ **entrepreneurs** in Delhi NCR through cohort programs and fundraising initiatives
- Coordinated the successful execution of **InnovateX '23**, an annual case study and hackathon competition, securing sponsorships worth 3 Lakhs from renowned companies such as **5irechain**, **AppDev**, **Zeeve**, **Fundee**, among others
- Led a contingent of 20+ **members** for eSummit '23 at IIT Bombay, successfully securing more than 5 **prizes**
- Organized **Bellwether Challenge** for eSummit' 22 by eCell NSUT, with a participation of 1000+ **students** from all across India

### Project Lead , 180 Degrees Consulting NSUT

(Jan'23 - Present)

- Analyzed **market parameters** for a Goa-based beverage client and suggested 5+ **potential locations** for expansion
- Conducted **comprehensive market analysis** of 20+ **locations** in Rajasthan and Bundelkhand to identify **potential markets** for a Haryana-based agrochemical client
- Effectively compiled a comprehensive competitive analysis report encompassing 4 **major e-Grocery players** in India, along with conducting a survey that garnered 1000+ **responses** for a Canada-based client
- Reached out to 30+ **businesses** as a part of client acquisition, achieving a 15% conversion rate

### Sponsorship Head , Resonanz 2022 - The Annual Intra-College Fest of NSUT

(Aug'22 - Sep'22)

- Partnered with reputed companies like **UBON**, **OHi**, **Jawa**, **Globe**, **AMFI** etc.
- Created customized marketing strategies for 5+ **products**, securing a sponsorship of 10 lacs within a month
- Successfully drove **customer acquisition** for our co-title sponsor, resulting in over 6k **downloads**
- Managed back-end operations of the sponsorship department by formulating MOUs and negotiating deliverables

## EXTRA CURRICULAR ACTIVITIES & ACHIEVEMENTS

- Winner** - Pitch Perfect by IIF NSUT & G20 Summit 2023
- Winner** - Research Ideation Competition 2022 by SGTB Khalsa College, University of Delhi
- First runner-up** - CaseFolio 2023 by Maharaja Surajmal Institute
- 5<sup>th</sup> Position** out of 600+ Teams - National Entrepreneurship Challenge 2023 by IIT Bombay
- Finalist** - SocioX Case Challenge 2022 by IIT Bombay
- Volunteered** at CRY Dwarka, teaching underprivileged kids and conducting EWS admission drives

## SKILLS

**Technical Skills:** MS Excel, SQL, PowerBI, Whimsical, Canva, Figma, Metabase

**Non-Technical Skills:** Leadership, Problem-Solving, Creativity, Public Speaking