

AASHRUT SHARMA

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Profile

Founder-CEO at **Superadmission** (By Aidra Limited Liability Partnership), pioneering India's first government-partnered admission intelligence platform. Demonstrated entrepreneurial acumen through zero-to-one venture building, reaching 143+ students in Year 1, securing pre-seed funding from invyrVentures, advancing to Round 4/5 at Zerodha's WTFund without significant tech infrastructure. Complementing business leadership with 3+ years of global cultural exchange through AFS Intercultural Programs, hosting international students and building cross-border empathy. Registered for participation at India AI Impact Summit 2026 and showcased at Startup Mahakumbh—India's largest startup exposition.

Entrepreneurship & Ventures

Founder & CEO – Superadmission (Built Under Aidra Limited Liability Partnership) December 2023 – Present *India's First Government-Partnered Admission Intelligence Platform* New Delhi, India

- Founded and scaled Superadmission from CollegeCult—an experimental pilot addressing critical gaps in India's college admission counseling ecosystem, serving 143+ students across Delhi NCR in first year with zero marketing budget.
- Secured pre-seed operational support from invyrVentures (family-led VC) and advanced to **Round 4 of 5 at Zerodha's WTFund** in Bengaluru—competing nationally with minimal tech stack, demonstrating business model strength and founder-market fit.
- Achieved formal business legitimacy: Registered as LLP, **DPIIT-Recognized Startup**, MSME Certified, GST-compliant—positioning for institutional partnerships and governance-aligned growth.
- Pitched directly to **Sanjeev Bikhchandani** (Founder, InfoEdge/Naukri.com/Shiksha.com), receiving strategic validation and mentorship for long-term vision in EdTech-GovTech convergence.
- Initiated and executed cold outreach campaign securing **B2C partnership with Blinkit** for discount voucher distribution across NCR dark stores (launching May 2025)—demonstrating unconventional growth hacking and brand collaboration.
- Exhibited at **Startup Mahakumbh 2025** (Hall 6, B2C Section)—world's largest startup expo—and registered for **India AI Impact Summit 2026**, positioning Superadmission within India's national AI and innovation ecosystem.
- Pivoted from CollegeCult to Superadmission after identifying deeper systemic inefficiencies: shifted from basic counseling to building comprehensive admission intelligence infrastructure addressing information asymmetry, deadline management, and choice optimization at scale.
- Currently preparing for **Startup India Pre-Seed Grant Scheme** application, targeting institutional capital to expand across 19+ academic streams pan-India with government-aligned service delivery model.
- Strategically delegated core technology development to technical co-founders while leading business strategy, partnerships, fundraising, and go-to-market—ensuring balanced operational structure without founder bottlenecks.

Delhi Chapter Head – AFS Intercultural Programs (Global Non-Profit) 2022 – Present *Cross-Cultural Leadership & International Hosting* New Delhi, India

- Served 3+ years with AFS Intercultural Programs, a global leader in international student exchange, promoting intercultural understanding and global citizenship through experiential learning.
- Hosted exchange students from Italy, Germany, and South Korea for extended 10+ month immersive stays, facilitating deep cultural integration, language exchange, and mutual understanding across diverse socio-cultural contexts.
- Currently mentoring and coordinating with two German residents staying at home (as of April 2025), demonstrating ongoing commitment to fostering international relationships and cross-border empathy.
- Developed competencies in cross-cultural communication, conflict resolution, emotional intelligence, and global perspective-taking—skills directly transferable to international business operations and stakeholder management.
- Consciously chose global exposure and empathy-building over conventional comfort, aligning personal values with long-term entrepreneurial vision of building people-first, globally-minded ventures.

Recognition & Professional Exposure

Delegate – Global Leadership Summit 2024 October 2024 *HSBC & CNBC-TV18 — Jio World Centre, BKC, Mumbai*

- Selected among national delegates for flagship leadership summit hosting India's most influential business leaders including the Ambanis, Poonawallas, Jindals, and Murthys.
- Engaged in high-level discourse on global economics, entrepreneurship, sustainability, and technology-driven transformation—gaining strategic insights from C-suite executives and policymakers.

Cohort Participant – LinkedIn Master Program 2024 *Industry-Facing Digital Positioning & Personal Branding Workshop*

- Completed exclusive 7-day intensive program focused on professional digital presence, strategic communication, and personal brand architecture for industry leaders and emerging entrepreneurs.

Registered Participant – India AI Impact Summit 2026 January 2026 *Ministry of Electronics & IT, Government of India — New Delhi*

- Registered to attend India's flagship AI and innovation summit bringing together global tech leaders, policymakers, and deep-tech startups—positioning Superadmission within national AI strategy and GovTech ecosystem.

Key Achievements & Impact Metrics

Superadmission Impact Snapshot

2024–2025

- 143+ students successfully guided through complex admission processes across Delhi NCR in pilot year.
- Zero student rejections due to form errors, deadline misses, or incorrect choice filling—demonstrating operational excellence and service quality.
- 50% reduction in parent stress and last-minute confusion through proactive deadline tracking and personalized support.
- Zerodha WTFund Top 4%: Advanced to Round 4/5 among 1000+ applicants nationwide—validating problem-solution fit and scalability potential.
- Government e-Marketplace (GeM) Registration: Approved as seller (User ID: UDYAMDL_06_015194), enabling B2G sales and institutional partnerships.
- Strategic Partnership Pipeline: Blinkit voucher distribution partnership (May 2025 launch), ongoing discussions with educational institutions and government bodies.

Core Competencies

Entrepreneurship & Strategy: Zero-to-One Venture Building, Product-Market Fit Validation, Fundraising & Investor Relations, Go-to-Market Strategy, Partnership Development, Competitive Analysis

Leadership & Management: Team Building & Delegation, Stakeholder Management, Cross-Cultural Communication, Operations Management, Strategic Decision-Making

Business Development: Cold Outreach & Sales, B2C/B2G Partnerships, Market Research, Customer Success, Growth Hacking

Domain Knowledge: EdTech, GovTech, Admission Intelligence, Indian Higher Education Ecosystem, Regulatory Compliance (DPIIT, MSME, GST)

Global Mindset: Intercultural Competence, International Relationship Building, Global Citizenship, Empathy-Driven Leadership

Education

Bachelor of Technology (B.Tech) – [Your Specialization]
[Your University Name]

Expected: [Year]
[Location]

Certifications & Professional Development

- LinkedIn Master Program – Advanced Digital Positioning & Personal Branding (2024)
- AFS Intercultural Programs – Cross-Cultural Leadership Training (2022–Present)
- Global Leadership Summit 2024 – HSBC & CNBC-TV18 (October 2024)

Interests & Personal Philosophy

Committed to building *people-first ventures* that prioritize ethical impact over extractive growth. Passionate about leveraging technology and entrepreneurship to solve systemic inefficiencies while fostering cross-cultural understanding and global collaboration. Advocate for conscious entrepreneurship rooted in empathy, transparency, and long-term value creation.