

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
<ul style="list-style-type: none">• 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: UDYAMD_L06_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]	Expected: [Year]
[Your University Name]	[Location]

Certifications & Professional Development

<ul style="list-style-type: none">• 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)	
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Interests & Personal Philosophy

Committed to building <i>people-first ventures</i> 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.
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