

Contact

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(LinkedIn)
www.yulu.bike (Other)

Top Skills

Business Strategy
Monetization
Analytics

Amit Gupta

Co-Founder & CEO at Yulu // ex-Co-Founder at InMobi
Bengaluru

Summary

Yulu's vision is to reduce traffic congestion by providing a scalable, affordable, efficient and clean solution for the first mile, last mile, and short distance commute. We strongly believe that short commute mode can be made more Efficient, Affordable and GREEN, thereby ensuring that future generations will have a healthy environment to live. We want to replace big personal vehicles with a smaller form factor that does not require fossil fuel.

We are using IoT technology to create a vast network of shared eco-friendly 2 wheelers that can be rented easily by a user-friendly app in pay per use business model. We are a mission-driven company based out of India with a solid founding team and big ambitions. At Yulu we want to solve the problem of traffic congestion, reduce pollution, positively impact society and shape a new India for our future generations.

Experience

Yulu

Co-Founder and CEO

November 2017 - Present (2 years 10 months)

India

Yulu's vision is to reduce traffic congestion by providing a scalable, affordable, efficient and clean solution for the first mile, last mile, and short distance commute. We strongly believe that short commute mode can be made more Efficient, Affordable and GREEN, thereby ensuring that future generations will have a healthy environment to live. We want to replace big personal vehicles with a smaller form factor that does not require fossil fuel.

We are using IoT technology to create a vast network of shared dockless bicycles that can be rented easily by a user-friendly app in pay per use business model. We are a mission-driven company based out of India with a solid founding team and big ambitions. At Yulu we believe that every day is

a mission and success is exciting when its attained with fun and as a team. If you want to solve the problem of traffic congestion, reduce pollution, positively impact the society, let's have a conversation to partner in our journey to shape a new India for our future generations.

InMobi

13 years 9 months

Co-Founder

November 2017 - Present (2 years 10 months)

India

www.inmobi.com

Co-Founder & President - OEM and Telco Solutions

April 2014 - November 2017 (3 years 8 months)

San Francisco Bay Area ; Beijing ; Bangalore

1) Built Glance (www.glance.com), the only lock-screen content platform in the world. Led a deeper partnership with Samsung & Xiaomi to get an unprecedented user-experience and scale.

2) Incubated another business unit to monetize Telcos data. This unit later became TruFactor (www.trufactor.io) after the acquisition of Pinsight Media from Sprint in the US.

Co Founder & President - North America

April 2014 - September 2016 (2 years 6 months)

Responsible for establishing InMobi's position as one of the top leaders within mobile advertising space in North America. Building world class team and culture to take InMobi to next orbit.

InMobi enables consumers to discover amazing products through mobile advertising. Through Miip, a revolutionary discovery platform, developers, merchants and brands can engage mobile consumers globally. Recognized by MIT Technology Review as one of the 50 Most Disruptive Companies in the world, InMobi enables over 100 billion discovery sessions on mobile across a billion users every month, becoming the largest discovery platform in the world.

To learn more, visit www.inmobi.com, follow us on Twitter @InMobi, or discover the latest mobile insights at www.inmobi.com/insights.

Co-Founder & Chief Revenue Officer

January 2013 - March 2014 (1 year 3 months)

Responsible for overall revenue and holistic growth for InMobi. InMobi widen its reach and increased depth in many markets globally including China, US and Western Europe.

Co-Founder & Head of Business Development
December 2006 - December 2012 (6 years 1 month)

InMobi, one of the fastest growing global mobile advertising network, delivers the best results to its partners through its intelligent mobile advertising solutions. The advanced technology enables advertisers to discover their target audience on mobile internet sites in a measurable manner. Publishers can leverage the capability to serve contextual ads to the users of their sites, thereby increasing the value of their mobile property. InMobi's vast reach coupled with the precision of the mobile medium provides the optimal platform for advertisers and publishers to take advantage of mobile advertising.

Mobile advertising is a sector of the advertising industry that is geared up to provide an edge over the traditional advertising media. The tremendous reach, the ability to categorize the audience and serve relevant ads, the measurability of the effectiveness are just a few of the advantages of this realm of advertising. Recognizing the potential of the medium, InMobi, formerly mKhoj, was conceptualized by a team of young entrepreneurs and has grown in leaps and bounds since then. On entering new international markets, mKhoj was rebranded as InMobi, to reinforce and simplify the business offering as well as to symbolize the company's long term goal of being an intelligent global mobile advertising network.

Since its inception in 2007, InMobi's mission has been to provide the business model and technology that will help in the development of the mobile internet ecosystem as a whole.

Our extended family includes our investors, Softbank, Kleiner Perkins Caufield & Byers (KPCB), Sheralo Ventures & Mumbai Angels.

For partnership opportunities contact me at amit at inmobi dot com.

Mobile Marketing Association
Global Board Member
April 2014 - October 2017 (3 years 7 months)

The MMA is the world's leading global non-profit trade mobile marketing association comprised of more than 800 member companies, from nearly

fifty countries around the world. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

Anchoring the MMA's mission are four core pillars; to cultivate inspiration by driving the innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for the marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and advocacy. Additionally MMA industry-wide committees work collaboratively to develop and advocate global best practices and lead standards development.

Analyticsworks

Founder & Board Advisor

May 2006 - December 2009 (3 years 8 months)

Analyticsworks mission is to help companies realizing the power of business intelligence to improve their business performance.

Analytics Studio Demo:

<http://www.analyticsworks.com/demo.html>

Andale

Manager, Business Strategy

July 2003 - June 2006 (3 years)

Citifinancial India

Assistant Manager

April 2002 - July 2003 (1 year 4 months)

Aditi

Software Engineer

August 2000 - March 2002 (1 year 8 months)

Education

Harvard Business School

Executive Program · (2010 - 2010)

IIT Kanpur

B Tech, Mechanical Engg · (January 1996 - May 2000)

