Hi there!
I am **Ajay Chahal**.

Born in Hisar, India. 25th Dec, 1996.

Had a good childhood.

1. School was a big part of childhood.
2. Lots of cartoons (Tom & Jerry, Road Runner, Dexter’s Lab, Pokemon, Richie Rich, Dragon Ball Z, Doraemon).
3. Lots of snacks.
4. Limited memories of those days now.

Had a good teenage life.

1. School was still a big part of life. (And I was doing good at academics, Awarded Scholar Badge for 7 consecutive years for academic excellence, Awarded “Student of the Year” by school in the final year).
2. Lots of sports (football, cricket, and everything else). Wanted to become a footballer at some point during this time.
3. Wanted to become a successful entrepreneur (chose commerce in school, did projects: commercial viability of shoes with detachable soles, feasibility study for tyre recycling plant, a healthy snack bar made of jaggery, biographies of Steve Jobs and OP Jindal - a billionaire from our city).

Had a good college life.

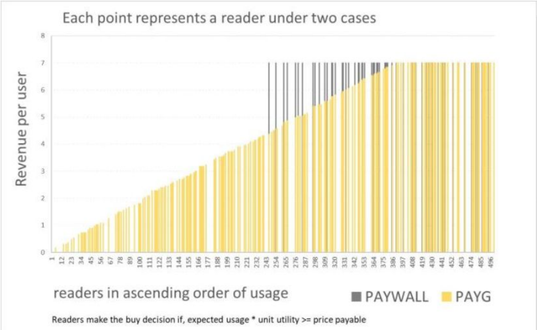
1. Did Bachelor of Commerce from SRCC, Delhi. A really good college. Still some sports (football with college team).
2. And with new city, new learnings. Visited all ‘touristy’ places in and around Delhi. Travelled almost every week.
3. Was almost restless at this point. Wanted to start business. Had really random ideas (a security system that allows false logins, a relay transport service, an NLP bot). Did some interesting college projects (Revenue models of IT Companies, Corporate Tax– Cases and Rulings).
4. Right after graduation, got in IIM Lucknow for MBA. Won P&G CEO challenge campus round. Shortlisted for scholarship. Dropped after 3 months. Did Masters in Economics while starting to do ‘things’.

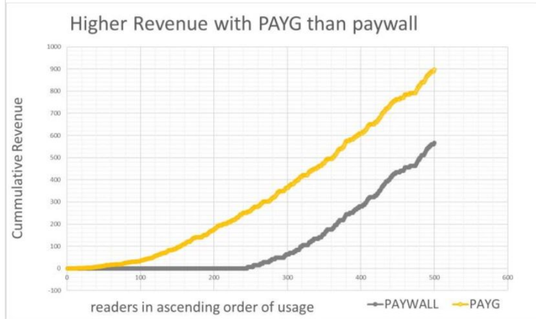
TIME – THE PERFECT METRIC

Paywalls create a behavioural barrier in the form of upfront cost. However promising the content (or any other indicator like publisher, writer, or summary), committing to pay a fix amount for a month before being certain of its utility acts as a deterrent. Such a problem is inherent even in pay-per-view.

Time based charge perfectly solves the problem by a near first degree price discrimination. Readers can freely start (say a 5-min read) without any charge. As they read through and do not feel it worth, they stop (in say 20 secs) and incur only a minimal charge. If they spend sufficient time reading the article to the full, they are charged the standard. If it is read multiple times or in depth, the quality of content is rewarded with a higher charge due to more time spent. If the reader is infrequent, the charge is less. This creates a perfect symphony, as readers pay equal to the value they derive.

Such a model not only addresses the shortcomings of paywall but also of advertisements by way of higher revenues and better user experience.



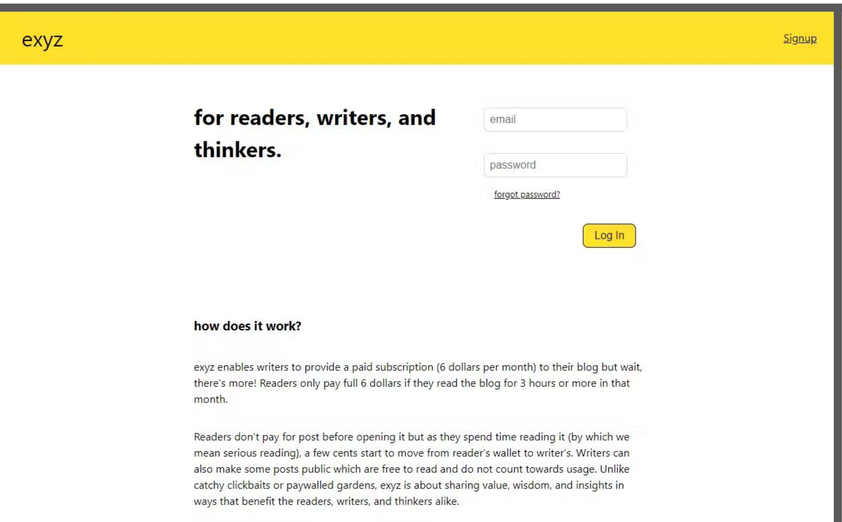


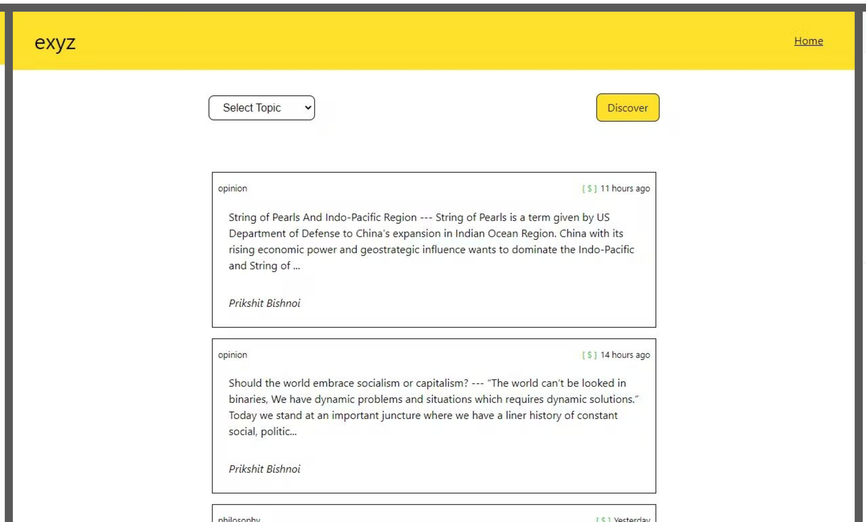
PREPAYG

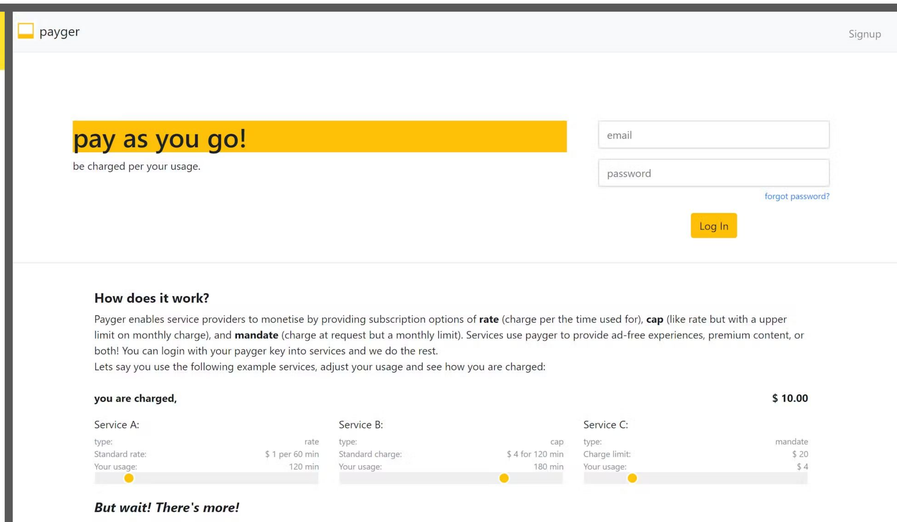
A solution for monetising web content that enables charging readers based on time they spend on the website. It features easy and light integration, option to set monthly charge limit for readers, content

pay-as-you-go!

1. Learned and built my own web app. Two major iterations: payger (for users to embed into website) and exyz (for users to host content on platform).
2. Learned lots of tech in the process (HTML, CSS, VanillaJS, SQL, AWS, and Python). (Later worked on Next.js, NoSQL, and more.)
3. Also learned lots about business in the process as well (registration of business in UK, marketing outreach, and legalities of payments).

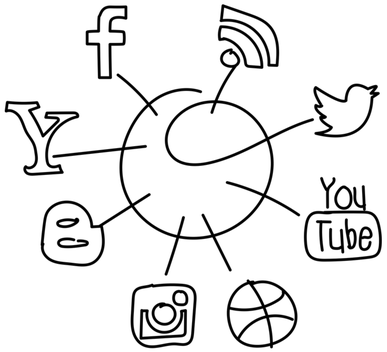






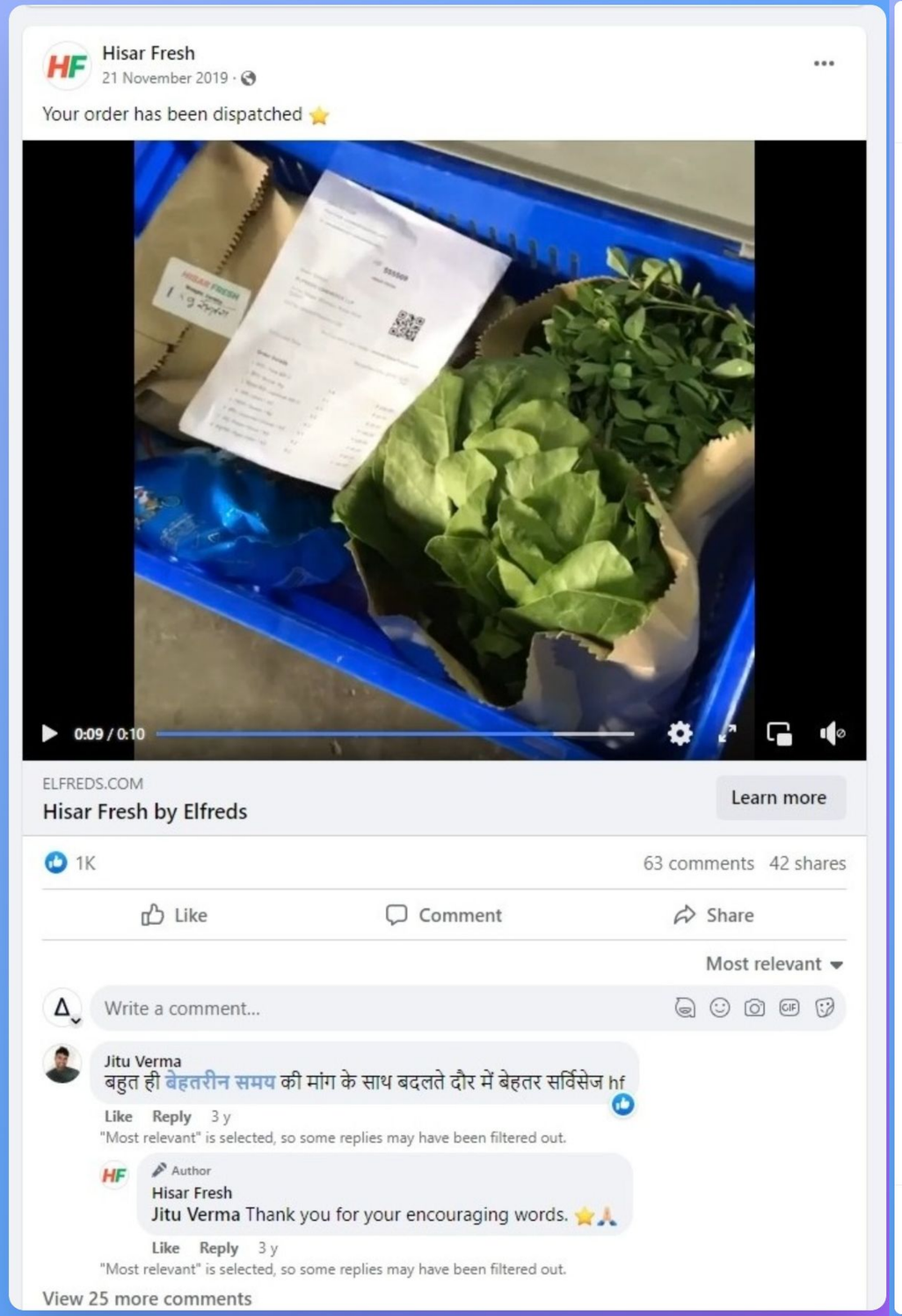
Started Hisar Fresh

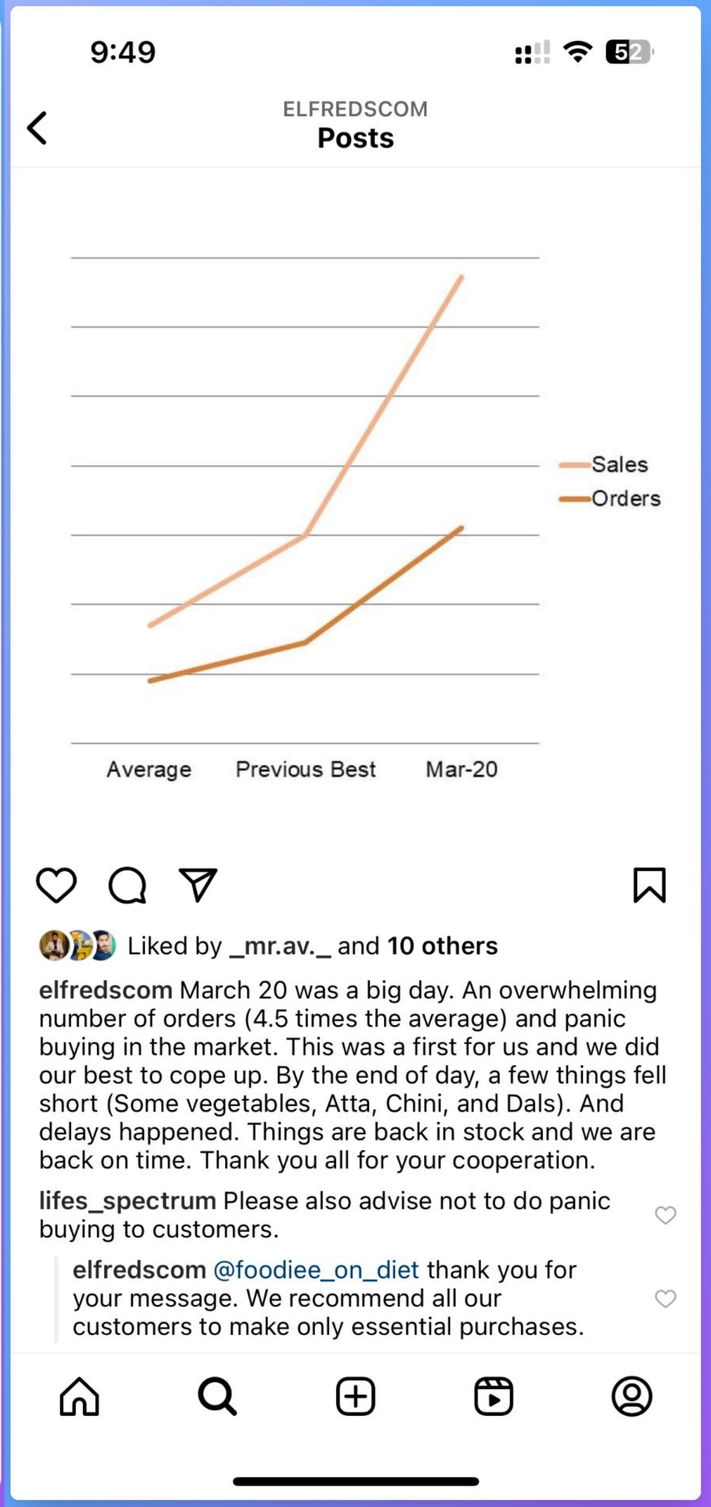
1. A hyperlocal grocery delivery startup in Hisar.
2. Started in Nov 2019. Worked through COVID lockdowns with relevant regulatory permissions. (Experienced ever changing dynamics: the supply, demand, and rules).
3. Led the team of around 15 people across multiple functions (purchases, delivery, store management, marketing, and office operations.)



Managed digital ops: social media, customer support, and ads.

For Hisar Fresh (hisarfresh.com).





Hello <<First Name>>,

We have been loving all the feedback and would like to update you:

1. **NO MINIMUM ORDER AMOUNT.** No more need to stock up, get best quality and service at your doorstep regularly.

2. Instead of discounts, we now provide a single 5% loyalty scheme so that you earn points on all your orders and can use them on any purchase.

And some things are not changing:

A. Check everything and return anything.

C. We are evolving our product catalog and service really fast to serve you the best. Let us know if you want us to add something up.

B. We are always available for your support at 7700044444 (Call / WhatsApp)

Please note: Kindly update your app in case the changes are not yet reflecting. After trial period ends, a tiny delivery tip shall be added to tiny orders. Happy Shopping!

At your convenience, Hisar Fresh.

Also managed the outreach: email, print, door-to-door

For Hisar Fresh (hisarfresh.com).

Hi <<First Name>>,

Thank you for signing up. We understand that trying something new is full of doubts, so let us clear some:

Check everything and return anything, a single piece, one package, or the whole order.

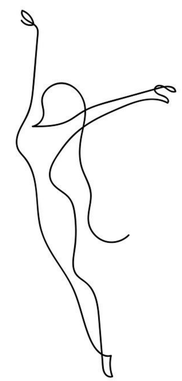
We are always available for your support at (Call / WhatsApp)

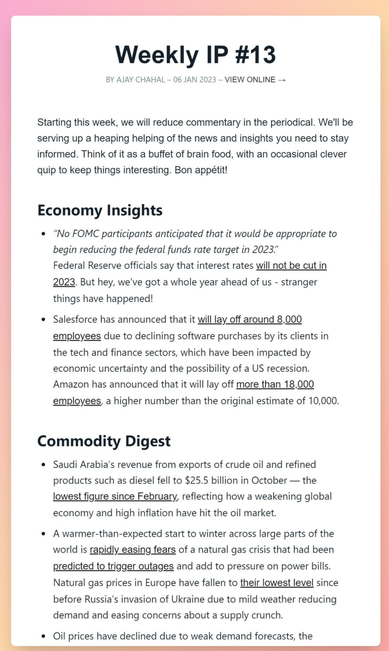
Get ₹100 OFF on orders above ₹500 and ₹50 OFF on orders above ₹300. Valid till this Friday.

As side project,

I worked on Innocent Post (innocentpost.com), a customised newsletter for businesses.

In simpler times, I also wrote my thoughts out.





Weekly IP #13

BY AJAY CHAHAL – 06 JAN 2023 – VIEW ONLINE →

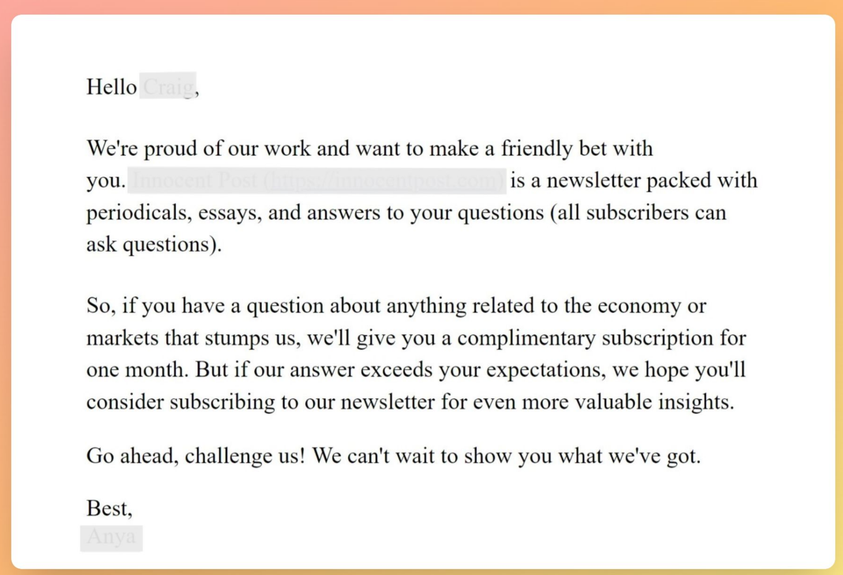
Starting this week, we will reduce commentary in the periodical. We'll be serving up a heaping helping of the news and insights you need to stay informed. Think of it as a buffet of brain food, with an occasional clever quip to keep things interesting. Bon appétit!

Economy Insights

- *"No FOMC participants anticipated that it would be appropriate to begin reducing the federal funds rate target in 2023."* Federal Reserve officials say that interest rates will not be cut in 2023. But hey, we've got a whole year ahead of us - stranger things have happened!
- Salesforce has announced that it will lay off around 8,000 employees due to declining software purchases by its clients in the tech and finance sectors, which have been impacted by economic uncertainty and the possibility of a US recession. Amazon has announced that it will lay off more than 18,000 employees, a higher number than the original estimate of 10,000.

Commodity Digest

- Saudi Arabia's revenue from exports of crude oil and refined products such as diesel fell to $25.5 billion in October — the lowest figure since February, reflecting how a weakening global economy and high inflation have hit the oil market.
- A warmer-than-expected start to winter across large parts of the world is rapidly easing fears of a natural gas crisis that had been predicted to trigger outages and add to pressure on power bills. Natural gas prices in Europe have fallen to their lowest level since before Russia's invasion of Ukraine due to mild weather reducing demand and easing concerns about a supply crunch.
- Oil prices have declined due to weak demand forecasts, the



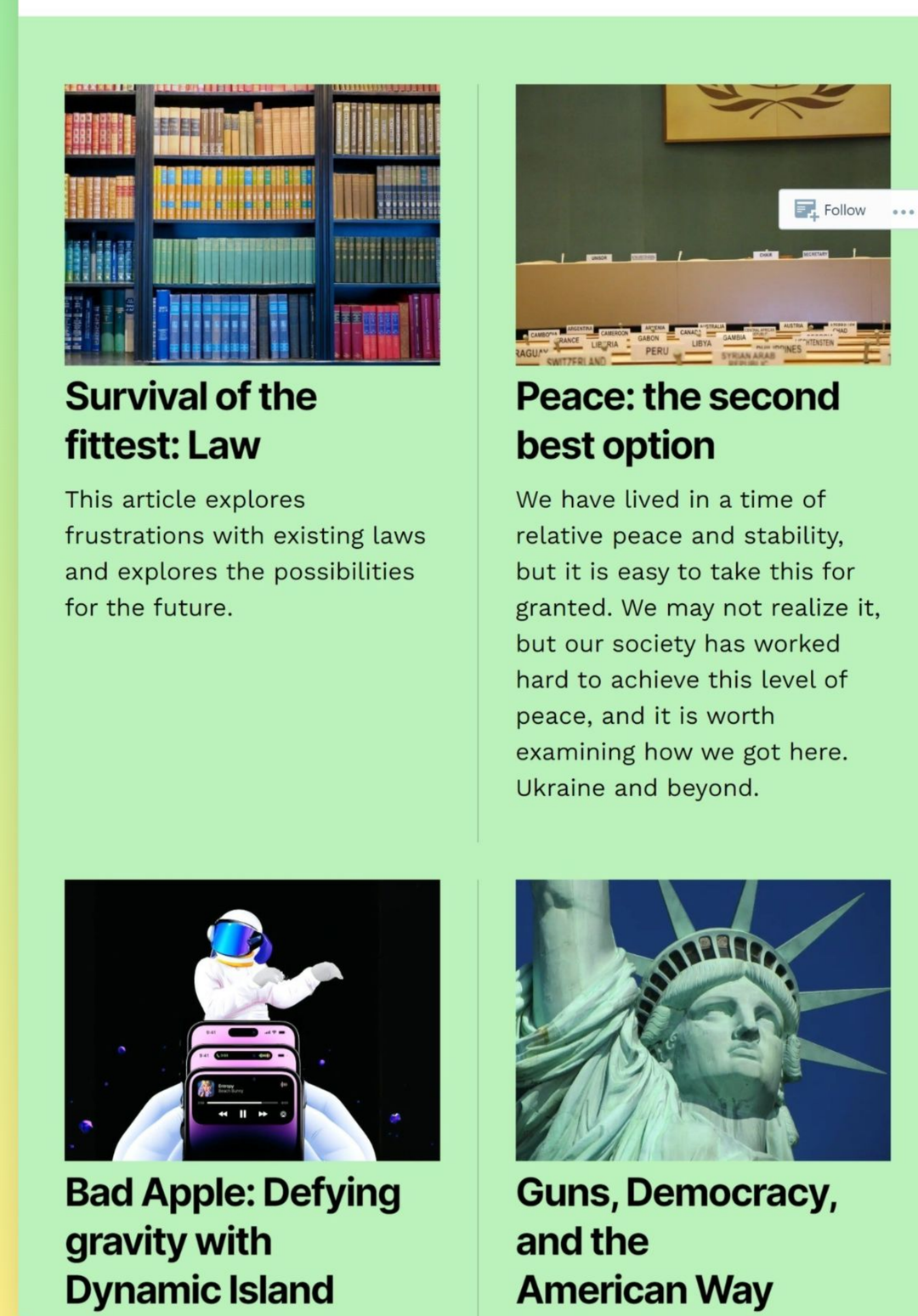
Hello Craig,

We're proud of our work and want to make a friendly bet with you. Innocent Post (https://innocentpost.com) is a newsletter packed with periodicals, essays, and answers to your questions (all subscribers can ask questions).

So, if you have a question about anything related to the economy or markets that stumps us, we'll give you a complimentary subscription for one month. But if our answer exceeds your expectations, we hope you'll consider subscribing to our newsletter for even more valuable insights.

Go ahead, challenge us! We can't wait to show you what we've got.

Best,
Anya



I did market research.

For Daxue (daxueconsulting.com), a consulting firm.

1. Did secondary research on the Indian market landscape for an international cybersecurity company.
2. Used defined methodologies for market sizing, legal landscape assessment, subsegment revenue calculations, competition analysis.
3. Led multiple interviews with industry experts (supplier, consumer, regulatory) to get primary data/insights.

& stock research.

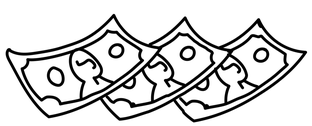
For Scalx (scalx.com), a stock investment app.

1. Used AI tools to generate financial insights across different parameters (historical, financial, competitive, USPs, and SWOT) for US S&P 500 companies from quarterly balance sheets and web results. Optimized research procedure to enhance qualitative comparability.
2. Learned a lot about the top companies and what makes a business successful.

& realty research.

For a private investor.

1. Researched real estate markets around world to find the best opportunities. Used statistical models to predict future growth using various factors such as demographic, economic, and comparative growth
2. Identified patterns and trends to help make sound investment decisions



I handled CRM and digital operations.

For AgeGroup (agegroup.io), a team managing multiple products for the elderly.

I setup CRM system.

For USP AI (usp.ai), a generative AI tool company.

I managed marketing, cold outreach and lead generation.

For OceanAds Agency (oceanads.agency), a media agency.

I worked on CE systems implementation.

For Powerverse (powerverse.com), a smart energy management company.

1. Worked on different systems and their integrations: Hubspot, Salesforce, Braze, other tools, and company app.
2. Worked on data migration exercise.
3. Assisted in defining standard processes.

Few more things:

1. I am a male human. I am still based out of Hisar, India.
2. Proficient in English and Hindi.
3. I have also worked on Data Analysis (using Python, SPSS Statistics, and Palisade @RISK). Also, data collection (surveys and scraping). Also, have done some API work.
4. I also have experience with multiple other tools like Zoho, Monday.com, Clickup, Jira, Dialpad, Aircall, Snovio, Google Analytics, Postman, and more.
5. I like to work at the intersection of business and technology. Invention of technology is a great feat. Effective applications of those technologies in society is equally exciting.
6. I am very excited about AI, robotics, and their potential. (Already used AI for a few business cases.) Also, generally, there's so much potential of growth everywhere!

Strategy, technology, or marketing?
I can handle it all.
For you

Hire me? chahal@elfreds.com

(Take a moment. Look away from screen. Stand up. Stretch. Hydrate. Talk to someone.)