

Mayur Jobanputra

Product Manager / EIR / Startup Founder / Engineer / 25 years in Tech Industry

Profile

25+ years in the Technology industry. I am an experienced Tech Entrepreneur, Founder, and Advisor with a diverse background in Product, Marketing, Engineering, and Leadership.

What they said:

"...extremely skilled at identifying obstacles to product development, and engaging key stakeholders"

"...If you are a founder looking for advice in the startup journey, I would definitely recommend Mayur"

"...he gave me excellent advice on how to go about building a successful start-up. He is very knowledgeable and gave me an in depth analysis, connecting all the learning gaps I had. Despite all odds being against founders, he assured me that if I follow his recipe, I would be successful."

Work

Founder at vrme.ai

December 2023 - Present

Exploring demand for a "Uber Black" version of ChatGPT aimed at busy CXOs that want to leverage AI tools without having to be prompt experts. They would get live help from on-staff prompt engineers.

Founder at LittleWinsApp.com

July 2023 - Present

Building a "win journaling" app that aids you in celebrating small wins. The first version was built in Bubble, and the current version in WordPress. Aiming to rebuild it as a native Mac app in 2024.

Founder at TheBookmarkBot.com

August 2023 - December 2023

Built an app that helps Twitter power users save, search and export bookmarks. Project was ended due to high ongoing Twitter API fees, and competing apps had superior UX and features.

Founder at BuidlersDAO.org

Nov 2022 - Jan 2023

I built BuidlersDAO.org to support Web3 founders with on-call expertise and mentorship. Despite enrolling 100+ users on Discord, \$ signups was below expected. Supply side was also inadequate.

Founder at Digital Marketing Agency

2000 - Present

With 20 years in digital marketing, I support Entrepreneurs with Digital Marketing and Mentoring.

- o pilsc.org - a pregnancy loss non-profit. Achieved 175k pageviews from new launch in late 2020.
- o sogacademy.com - a pregnancy loss coaching program
- o pregnancylosshealing.com - a marketplace and membership site for pregnancy loss coaches
- o pilsclegacyrun.com - microsite for a yearly event for a pregnancy loss non-profit.
- o tinyfootprintsgala.ca - microsite for a yearly event for a pregnancy loss non-profit.

EiR (Entrepreneur in Residence) at NEAR Protocol

Jan 2022 - Mar 2022

Entrepreneur in Residence (EiR) for NEAR Protocol, a web 3.0 blockchain.

- Launched Product-shaping-as-service guild to enhance the product ecosystem (mayur.ca/psaas)
- Recruited 10+ designers, developers, and product leads into the ecosystem

Startup Advisor at BlockbusterDAO and RocketBUSD

Nov 2021 - Jan 2022

- Setup communication and team infrastructure for core teams
- Scouted and on-boarded Project and Community Managers
- Provided leadership and product guidance to team members

Technical Product Manager at Kater Ride Sharing

Jul 2019 - Mar 2020

First Technical PM for a ride-sharing startup challenging Uber.

- Owned requirements for 20+ releases to B2C and B2B users
- Created user stories with clear definitions, scope, and acceptance criteria for features
- Improved TDD/BDD efforts to increase velocity and product quality
- Mentored a team of 8 transitioning from QA to part-time feature owners
- Recruited 3 employees from Lighthouse Labs for engineering and product roles

Technical Writer at Kater Ride Sharing

Apr 2019 - June 2019

- Documented a complex, event-modeling back-end to reduce onboarding for Engineering hires.
- Led our SRED (gov tech credits) project requiring consolidation of 3k+ tickets out of Jira and Trello
- Managed a remote Business Analyst that helped with SRED/SR&ED reporting

Multiple Previous Roles in the Technology Industry

1996 - 2019

- Multiple Employers - Release Engineer, Quality Assurance, Technical Writer, and Web Developer.

Education

Degree: BBA from Simon Fraser University

Courses: AI/ML for Product Managers, Digital Product Management - Modern Fundamentals, Product Masterclass - How to Build your Product Career, How to Build Digital Products

References

See 20+ Recommendations on my LinkedIn here: <https://mayur.ca/linkedin>

Relevant Interests

Naval Ravikant, Sam Altman, Paul Graham, YC (applied multiple times), Authentic Demand by Merrick Furst