

Mayur Jobanputra

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In my journey as a Product Manager and Founder, I've learned the art of problem discovery, essential in digital marketing and website development. This experience has shaped my ability to stay customer-centric, delaying solution-building to thoroughly understand what customers want. I've also used startup building as a tool for problem discovery, employing tactics like running ads, crafting landing pages, and even developing MVPs.

What they said:

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

"...has a knack for uncovering key business problems and doesn't hesitate to share and collaborate with multiple teams to get those problems solved."

"... has the curiosity to explore the needs of the customers and focus on the essential pain points of their business."

Work

Founder at My Own Startup Venture Studio

2021 - Present

Experimented with several SAAS startups, gaining important lessons in Business and Tech

- vrme.ai - CONSIDERING: 'Uber Black' version of ChatGPT for CXOs
- LittleWinsApp.com - ACTIVE: Journaling app to celebrate small victories.
- TheBookmarkBot.com - CLOSED: Twitter bookmark keeper app with search, backups, and community. Ran 100+ ads on X platform, managed Lead Developer and Designer across 5 releases in 2 months.
- BuidlersDAO.org - CLOSED: Web3 Founder support community - gained 100+ users on Discord
- Fractional.pm - CLOSED: A marketplace for fractional Product Management. Led a startup team of several PMs and Devs who grew an email list to 100 in 7 days, a Mattermost community, website, and onboarding chatbot. Project ended due to personal circumstances.
- Cryptodir.co - CLOSED: Parent brand for a suite of crypto domains (daodir, nftdir, dappdir, etc.), aiming to create the 'Yahoo' of crypto for discovering tools, projects, and startups. Launched daodir.co in October 2021, achieving 1000 weekly page views and first-page Google SERP ranking for 'dao directory'.

Lessons learned:

- SAAS building is hard as a non-tech Solo founder. Team work makes the dream work.
- Full-Stack Engineers keep raising the bar on UX and Tech. I can't compete. I finally accept that now.
- Unicorns are harder than I thought. Turns out it's 10 parts hard work and commitment + 1 part magic pixie dust. I couldn't find that second ingredient anywhere.

EiR (Entrepreneur in Residence) at NEAR Protocol

Jan 2022 - Mar 2022

NEAR is a web 3.0 blockchain and Ethereum competitor focused on developer and user-friendliness.

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

Founder at Digital Marketing Agency

2000 - Present

Helping Entrepreneurs with Digital Marketing, Technology Support and Operations.

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

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 - 2010

- Multiple Employers - Release Engineer, Quality Assurance, Technical Writer, and Web Developer.
- For more details, see linkedin at <https://mayur.ca/linkedin>

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