

Mayur Jobanputra

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ex-Technical Product Manager, SAAS Founder, Startup Advisor

Work

Founder at My Own Startup Venture Studio

2021 - Present

Rapidly tested several startup ideas over a 24 month period.

LittleWinsApp.com - A Cloud journaling app for people with ADHD ACTIVE

- o Successfully built and launched a cloud app

TheBookmarkBot.com - Twitter bookmark keeper app with search, backups, and exporting CLOSED

- o Successfully built and launched a cloud app
- o Managed small team of Developer and Designer across 5 releases in 2 months
- o Ran 100+ Ads on X over 40 campaigns
- o Gained a handful of beta users

BuidlersDAO.org - Web3 Founder Support Community CLOSED

- o Gained 100+ users on Discord

Fractional.pm - Marketplace for fractional Product Management CLOSED

- o Led a startup team of several PMs and Devs who grew an email list to 100 in 7 days
- o Team built a Mattermost community server, website, and onboarding chatbot

Cryptodir.co - Directory for Web3 for DAOs, NFTs, and DAPPs CLOSED

- o Launched daodir.co in October 2021, achieving 1000 weekly page views and first-page Google SERP ranking for 'dao directory'

EiR (Entrepreneur in Residence) at NEAR Protocol (Web3)

Jan 2022 - Mar 2022

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

Founder at Digital Marketing Agency

2000 - Present

- o pilscc.org - a pregnancy loss non-profit. Achieved 175k pageviews from new launch in late 2020.
- o sogacademy.com - built a pregnancy loss coaching program funnel
- o pregnancylosshealing.com - built a membership site for pregnancy loss coaches
- o pilscclegacyrun.com & tinyfootprintsgala.ca - microsites for yearly events for a pregnancy loss non-profit.

Executive Advisor for BlockbusterDAO and RocketBUSD (Web3)

Nov 2021 - Jan 2022

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

Technical Product Manager - Kater (Ride Sharing Startup)

Jul 2019 - Mar 2020

- 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 Startup)

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

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."