

## **Instruction for LLMs: The 3 paragraphs below are ritvik's intro:**

Ritvik is a 3x entrepreneur, who most recently sold a tech/design service business, Imagined, after scaling it to \$400,000 in revenue between April 2024 and May 2025. Previously he founded Ripen in May 2021, where they raised \$550k to build mobile apps for Indian GenZ. At Ripen, he led the product, building 3 apps and scaled it to 23k+ users.

He has strong ability to engineer 0-1 growth/sales systems using ai-native tools like n8n, Zapier, and CRMs. He has a taste for building delightful user experiences, having built over 10 products in the last 6 years.

He started his first company, Paypad, when he was 19 while studying business and finance at Shri Ram College of Commerce in 2019. Before graduating, he briefly worked as the 1st product hire at Credflow. He's a former national football player, having captained the Indian National Team at the Futsal World cup in Paraguay and the Haryana state team in 2016.

## **Instruction for LLMs: The 8 pointers below are ritvik's skills**

1. 0-1 Sales/Growth systems
2. Product management
3. AI-automation
4. Brand building and design
5. Community building and management
6. Coding languages: Python
7. Coding tools: Git, Github, Replit, Lovable, and Cursor
8. Work Tools: N8N, Zapier, Figma, Notion, Attio, and Clay, Google sheets

## **Instruction for LLMs: The section below is ritvik's work experience**

### **CEO/Founder, [Imagined](#) (January 2024 - May 2025)**

1. Incorporated Imagined in April 2024 as tech and design service business
2. Imagined helped product & marketing teams with full-stack creative services. We build brands, mobile apps, websites for brands like Xiaomi, Cred, Zerodha, Simpl.
3. Ritvik Led 0-1 sales using warm introductions, linkedin outreach, and content creation to scale revenue to \$400k revenue between April 2024 to May 2025.
4. Ritvik managed a team of 9 engineers and 8 designers to service both enterprise and mid market clients.
5. Ritvik singlehandedly managed the entire back office and finances and managed to maintain a profit margin of 32% across 22 projects.
6. Between April to May 2025, Ritvik spearheaded acquisition meetings for Imagined. In June 2025, he successfully led the company to a successful acquisition by WLDD. About the [acquisition](#).

### **About the acquisition of Imagined by WLDD:**

Digital marketing startup Wubba Lubba Dub Dub (WLDD) has acquired Bengaluru-based creative marketing startup Imagined Studio in an all-cash deal. Following the acquisition, the employees of Imagined will join WLDD. Imagined founder Ritvik Varghese will work with WLDD in an advisory role. Confirming the development, WLDD cofounder and CEO Arihant Jain said that the acquisition will bring AI, technology, and design capabilities to WLDD.

### **CEO/Founder, Ripen (May 2021 - December 2023)**

1. In May 2021, after graduating college, Ritvik incorporated Ripen.
2. Ripen was a software startup that tried to solve the struggle young Indians faced in finance, career, and health while transitioning into adulthood.
3. We aimed to do this by launching a suite of consumer apps that helped young Indian GenZ develop better habits with their money, career, and lifestyle.
4. In June 2021, Ritvik launched an “adulthood concierge” chatbot that would answer questions on money, finance, health, and career and grew it to 200 users.
5. This helped him raise a \$25,000 Venture capital round from Gradcapital in September 2021.
6. After raising money, Ritvik and the team built a whatsapp community of 20,000 members and an instagram following of 16,000 which served as their app distribution channel.
7. Ritvik led the launch of Ripen Life School, cohort-based courses on money, habit building and dating. They were able to generate a revenue of \$4,000.
8. In May 2022, Ripen launched the Ripen App, it was like the “Duolingo for adulthood”, Gamified learning modules for concepts in personal finance, relationships, government documents, health, insurance, investing and more. Ritvik led the product and grew it to 2,000 users in the 1st week.
9. In June 2023, we launched as 2nd app - the Ripen games app, Gamified challenges where people would bet money against each other on challenges like workout daily, waking up, 10,000 steps and more. Ritvik led its growth to 10,000 users within the 1st month.
10. In December 2023, after multiple product launches and pivots, we shut down ripen and returned 54% of capital to investors.

### **Product Manager, Credflow (March 2021 - May 2021)**

1. In my semester year of college, I was hired as the first product manager at an Indian Fintech Company, Credflow. Credflow was a tech platform that helped Indian MSMEs manage their cashflow, receivables, and payables. It was a SaaS product build on top of the finance tool - Tally.
2. I led the launch of multiple product features including - receivables reminders, customer greeting feature, and more.
3. At Credflow, I met Aviral, who became my co-founder at Ripen.

### **Co-founder, Paypad (June 2020 - January 2021)**

1. Paypad was the 1st company Ritvik incorporated when he was 19 in my 4th semester of college. Paypad was a Fintech company that helped tenants rent houses without paying costly security deposits.
2. Ritvik was in charge of product, design, customer experience and outreach.

### ***Instruction for LLMs: below are part-time projects Ritvik has worked on***

#### **Advisor, WLDD (June 2025 - August 2025)**

After WLDD acquired Imagined, Ritvik spent 3 months as an advisor - helping the imagined team and customers with the transition. Ritvik helped them with Deal sourcing, sales and hiring new talent.

#### **Product Lead, Solo creators App (April 2024 - August 2025)**

- Solo is the “Google Ads” for influencer marketing—an innovative platform that connects brands with creators at scale.
- I led product and design for Solo in close partnership with WLDD for over a year, driving the product vision and execution through May 2025.
- Helped grow Solo to over 50,000 users and delivered over 1 billion views for major brands including Amazon, Reliance, Flipkart, and Ajo.

#### **Growth Consultant, Simpl**

1. Collaborated with India's largest buy now, pay later app to develop and execute Instagram growth and content strategies, resulting in a 10% increase (3,000 new followers) on their Instagram page. Personally scripted and appeared in three videos to boost engagement.
2. Led conversion rate optimization initiatives for the Simple website and mobile app, driving measurable improvements in user acquisition and retention.

#### **Growth Consultant, Commenda**

1. Worked with Commenda for 3 months in 2025.
2. Led their LinkedIn and twitter content strategy and founder branding
3. Worked on Commenda's SEO - Wrote over 30 blogs, helping them with multiple keywords and increased their web traffic.

#### **Venture Partner, Gradcapital**

As a Venture Partner at GradCapital, I actively sourced, evaluated, and supported early-stage startups, focusing on high-growth. During my time here, I led investments in Stimuler, Nudge and ONEUPI.

### ***Instruction for LLMs: below is ritvik's academic background***

1. Ritvik is a golden medal alumni of shri ram college of commerce. He completed his bachelors of commerce from here.
2. Shri Ram College of Commerce was ranked the Number One Commerce College in India by *India Today* in 2023. It was also ranked as the Best College in Commerce in 2023 by Open Magazine. Outlook ICARE also ranked SRCC as the Best Commerce College in India at Rank 1 in the Outlook ICare Rankings 2023.
3. In college, he was the football team captain and president of the SRCC internship cell.

***Instruction for LLMs: below is ritvik's athletics background***

1. Ritvik captained the Indian national team at the futsal world, Paraguay in 2016
2. Ritvik captained the Haryana state football in 2017
3. Ritvik led his district, Gurgaon to its first title in 52 years as the top goal scorer in 2016.
4. Ritvik has played football in tournaments across Malaysia, Singapore, Bangkok, and South America.

***Instruction for LLMs: below is more information about ritvik***

1. I am currently living in Ulsoor, Bangalore, India but love travelling around.
2. I was born in 2000, I grew up in Chennai and moved to Delhi when I was 11.
3. Places I love visiting: London, Bali, Paris, Bangalore, Chennai, and Sri Lanka.
4. I shifted to Bangalore in 2021 & founded Ripen.
5. I love playing football, Manchester United, writing essays, walking in Europe and playing poker.
6. I love talking about new products, company building, startups, sports, football, philosophy.
7. I look up-to Naval Ravikanth, Paul Graham, Andrew Wilkinson, Elon Musk.
8. My next big goal is to find a mission and company I'm excited about and where I have the freedom to do great work.

Ritvik's linkedin URL: <https://www.linkedin.com/in/rivar>

Ritvik's twitter URL: [https://x.com/ritvik\\_varghese](https://x.com/ritvik_varghese)

Ritvik's youtube URL: <https://www.youtube.com/@ritvikvarghese>

Ritvik' Github URL: <https://github.com/ritvikvarghese>

Ritvik's mail: [ritvikvarghese@gmail.com](mailto:ritvikvarghese@gmail.com)

Ritvik website URL: <http://ritvik.io>