Sushrut Bidwai

Entrepreneurial journey

- StartupForStartups (2006-2011) - Digital engineering for startups. Scaled to 40 engineers. Built impactful products for companies like [britebill](#) (acquired for $150M), [m2wealth](#) (going strong), and several other not so successful startups. Pivoted to product company.
- Prolinkd (2010-2012) - A social media based sales automation platform. Failed.
- Wisebuy (2012-2014) - A price comparison engine for the Indian market. Failed.

Employee journey - abridged

- Afterpay(2017-2019) - Founding engineer in fraud and credit decision space, helped turn the company operationally profitable. Led re-architecture to turn a distributed monolith into a set of event driven microservices.
- ComplyAdvantage(2019-2020) - Led engineering and ML team to deliver NLP based AML screening solutions.

Education

- Bachelor of Engineering in Computer Science (2004)
- Top 200 CS graduates - GATE 2005

Appendix

- Afterpay - is a buy now pay later company, acquired by Square for $40B. Fraud and credit decision - Before a customer can checkout, an approve/disapprove decision is made based on inputs from 20+ services. For 14 months I led the design and development of these services and helped scale the team. After that I was tasked to design a more resilient architecture, for all afterpay services (75+). Delivered by leading a two person team to create a kafka based platform and migrate the initial set of services to leverage it.
- ComplyAdvantage - A london based AI/ML startup, valued at near $1B valuation. It provides compliance(Sanctions/PEP/AML) products to financial institutions. I worked in AML space which scrapes news articles, converts them to structured data, and uses NLP based models to find adverse entities (People/Companies/Ships).
- Britebill - provides bill representation engines to large utility and telecom companies. StartForStartups built all tech from 2006 to 2010, across three pivots before the company found product market fit.
- M2wealth - a wealth and compliance product. It also provides a unique data interchange format called m2data. StartupForStartups built all tech from 2006-2011, and helped launch new products such as m2web.
- Prolinkd - Prolinkd was a sales automation tool which provides automation of upsell and cross sell paths for large B2B enterprises. It used social data to capture business lifecycle signals and used those signals to advise sales teams. The product was used by some of the biggest names in IT, advertising, software services, telecom

companies. Eventually the product was shut down due to changing market conditions in utilizing third party social data.
- Wisebuy - Wisebuy was a product search and price comparison engine. It captured product and pricing information from hundreds of sites in India, built a catalog of more than 90 million listings. At its peak wisebuy had 400K unique monthly visitors, with 2 million search queries a day. Product was shut down as I was not keen to fight the SEO/SEM war. Underlying technology is being used to run a micro company to provide data feeds to a handful of customers, mostly in AI/ML space.

Glossary

- AML - Anti money laundering.
- PEP - politically exposed people.
- NLP - Natural language processing.
- Distributed monolith - an architecture where many services share a common monolithic database.