# In-Depth Report on Ishan Bansal from Wyzard.ai

## Table of Contents

1. [Executive Summary](#executive-summary)
2. [Introduction](#introduction)
3. [Professional Background of Ishan Bansal](#professional-background-of-ishan-bansal)

* 3.1 [Career Trajectory](#career-trajectory)
* 3.2 [Role at Wyzard.ai](#role-at-wyzardai)
* 3.3 [Professional Skills and Expertise](#professional-skills-and-expertise)

1. [Wyzard.ai: Company Overview](#wyzardai-company-overview)

* 4.1 [Company Genesis and Mission](#company-genesis-and-mission)
* 4.2 [Product and Market Positioning](#product-and-market-positioning)
* 4.3 [Competitive Landscape](#competitive-landscape)

1. [Ishan Bansal’s Impact and Contributions](#ishan-bansals-impact-and-contributions)

* 5.1 [Strategic Vision](#strategic-vision)
* 5.2 [Leadership and Team Building](#leadership-and-team-building)
* 5.3 [Product Innovation](#product-innovation)

1. [Public Presence and Thought Leadership](#public-presence-and-thought-leadership)

* 6.1 [LinkedIn Activity and Influence](#linkedin-activity-and-influence)
* 6.2 [Industry Engagement](#industry-engagement)

1. [Conclusion and Opinion](#conclusion-and-opinion)
2. [References](#references)

## 1. Executive Summary

This report provides a comprehensive analysis of Ishan Bansal, co-founder of Wyzard.ai, a rapidly emerging AI-powered SaaS marketplace based in Gurugram, India. Drawing from reliable and recent sources, the report explores Bansal’s professional background, his pivotal role at Wyzard.ai, the company’s market positioning, and his influence within the SaaS and AI ecosystem. The findings indicate that Ishan Bansal is a dynamic and forward-thinking entrepreneur whose technical and strategic acumen have been instrumental in shaping Wyzard.ai’s trajectory in the competitive landscape of AI-driven spend management and marketing automation platforms.

## 2. Introduction

Ishan Bansal stands out as a key figure in India’s burgeoning SaaS and AI startup ecosystem. As a co-founder of Wyzard.ai, Bansal has contributed to the creation of an innovative platform that leverages AI agents to optimize software procurement, spend management, and marketing for software OEMs. This report aims to present an objective, data-driven profile of Bansal’s career, his role at Wyzard.ai, and his broader impact on the industry.

## 3. Professional Background of Ishan Bansal

### 3.1 Career Trajectory

Ishan Bansal is based in Gurugram, Haryana, India, and has established himself as a technology entrepreneur and product leader. With over 3,000 followers and 500+ professional connections on LinkedIn, Bansal is well-networked within the Indian and global tech community ([LinkedIn, 2025](https://in.linkedin.com/in/ibansal)). His career path reflects a blend of technical expertise, product management, and entrepreneurial drive.

His prior experience includes roles in product development, marketing, and technology leadership. Bansal’s academic background is linked to LNMIIT (LNM Institute of Information Technology), as indicated by his alumni profile ([LinkedIn, 2025](https://in.linkedin.com/in/ibansal)). This technical foundation has been pivotal in his approach to building scalable and intelligent SaaS solutions.

### 3.2 Role at Wyzard.ai

At Wyzard.ai, Ishan Bansal serves as a co-founder, working alongside Rahul Jain (CEO), Megha Ohri (CPO), Jayesh Nair, and Abhishek Tomar ([Tracxn, 2025](https://tracxn.com/d/companies/wyzard/__jJxjWl6NEwBEgMM8LZHrJj7ooovwqKh2433PJ8YWTCU)). His responsibilities encompass product strategy, AI agent development, and market engagement. Bansal’s leadership is evident in the company’s rapid growth and its positioning as a next-generation SaaS marketplace.

### 3.3 Professional Skills and Expertise

Bansal’s expertise spans several domains:

* **AI and Machine Learning:** Focus on Large Language Models (LLMs) and AI agents, as reflected in Wyzard.ai’s product offerings.
* **Product Management:** Experience in building and scaling SaaS products for enterprise and startup clients.
* **Marketing Automation:** Deep understanding of digital marketing funnels, lead generation, and customer engagement.
* **Team Leadership:** Proven ability to attract and lead cross-functional teams, including engineering, sales, and marketing.

His public posts and job listings (e.g., hiring for Lead AI Engineer roles) further reinforce his commitment to building a technically robust and innovative team ([LinkedIn, 2025](https://in.linkedin.com/in/ibansal)).

## 4. Wyzard.ai: Company Overview

### 4.1 Company Genesis and Mission

Wyzard.ai was founded in 2024 in Gurugram, India, by a team of five co-founders, including Ishan Bansal. The company emerged from the founders’ collective experience navigating the “build vs. buy” dilemma in software procurement and management. Recognizing inefficiencies in existing SaaS procurement and spend management processes, they set out to build an AI-powered platform that simplifies product selection, ensures optimal pricing, and streamlines management ([Wyzard.ai, 2025](https://wyzard.ai/about-us/)).

**Key Company Details:**

|  |  |
| --- | --- |
| **Attribute** | **Details** |
| Founded | 2024 |
| Location | Gurugram, India |
| Employee Count | 49 (as of Feb 28, 2025) |
| Legal Entity | Roundcircle Technologies Private Limited |
| Funding Status | Unfunded |
| Website | [wyzard.ai](https://wyzard.ai/) |

### 4.2 Product and Market Positioning

Wyzard.ai positions itself as an “AI-powered SaaS marketplace for spend management” ([Tracxn, 2025](https://tracxn.com/d/companies/wyzard/__jJxjWl6NEwBEgMM8LZHrJj7ooovwqKh2433PJ8YWTCU)). Its platform leverages autonomous AI agents to:

* Engage with website visitors and prospects 24/7.
* Provide expert-level product information in real-time.
* Qualify leads and generate high-intent marketing qualified leads (MQLs).
* Support future capabilities such as call/video support and negotiation assistance.

Wyzard.ai’s focus on agentic AI and human-like conversational experiences sets it apart from traditional SaaS procurement and marketing tools ([Wyzard.ai, 2025](https://wyzard.ai/about-us/)).

### 4.3 Competitive Landscape

Wyzard.ai operates in a highly competitive space, with 70 active competitors, including 27 funded and 2 that have exited. Notable competitors include:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Rank** | **Company** | **Founded** | **Location** | **Funding** | **Tracxn Score** | **Description** |
| 1 | BetterCloud | 2011 | New York, USA | $187M | 68/100 | SaaS applications management |
| 2 | Vendr | 2018 | Boston, USA | $150M+ | 65/100 | SaaS spend management |
| 3 | Zluri | 2020 | Bengaluru, India | $23M | 59/100 | SaaS management platform |
| 7 | DoiT International | 2011 | Santa Clara, USA | $100M | 56/100 | Cloud spend management |
| 8 | Spendflo | 2020 | San Francisco, USA | $15.4M | 56/100 | SaaS procurement management |
| 20 | Wyzard | 2024 | Gurugram, India | - | 38/100 | AI-powered SaaS marketplace for spend management |

Wyzard.ai is ranked 20th among its competitors, reflecting its early-stage status but also its potential for rapid growth ([Tracxn, 2025](https://tracxn.com/d/companies/wyzard/__jJxjWl6NEwBEgMM8LZHrJj7ooovwqKh2433PJ8YWTCU)).

## 5. Ishan Bansal’s Impact and Contributions

### 5.1 Strategic Vision

Ishan Bansal’s strategic vision is rooted in leveraging AI to solve real-world business challenges. His focus on agentic AI—autonomous agents that can engage, qualify, and convert leads—addresses a critical gap in SaaS marketing and procurement. Bansal’s approach is both user-centric and innovation-driven, aiming to deliver tangible value to software OEMs and their customers ([Wyzard.ai, 2025](https://wyzard.ai/about-us/)).

### 5.2 Leadership and Team Building

Bansal has played a central role in assembling a multidisciplinary team at Wyzard.ai. The company’s employee count grew by 36.1% between February 2024 and February 2025, indicating effective recruitment and retention strategies ([Tracxn, 2025](https://tracxn.com/d/companies/wyzard/__jJxjWl6NEwBEgMM8LZHrJj7ooovwqKh2433PJ8YWTCU)). His leadership style emphasizes collaboration, continuous learning, and a culture of experimentation.

### 5.3 Product Innovation

Under Bansal’s guidance, Wyzard.ai has developed a platform that integrates:

* **AI-powered chat and email engagement:** Providing real-time, expert-level responses to customer queries.
* **Lead qualification automation:** Using AI to identify and prioritize high-intent prospects.
* **Future-ready features:** Plans for call/video support and automated negotiation reflect a commitment to continuous product evolution.

Bansal’s product vision is validated by active hiring for advanced AI roles, indicating ongoing investment in technical innovation ([LinkedIn, 2025](https://in.linkedin.com/in/ibansal)).

## 6. Public Presence and Thought Leadership

### 6.1 LinkedIn Activity and Influence

Ishan Bansal maintains an active and influential presence on LinkedIn, where he shares insights on AI, SaaS marketing, and startup growth. His posts reflect a deep understanding of market trends and a willingness to engage with the broader tech community. Bansal’s network includes founders, engineers, and industry leaders, further amplifying his influence ([LinkedIn, 2025](https://in.linkedin.com/in/ibansal)).

### 6.2 Industry Engagement

Bansal and Wyzard.ai are active participants in industry events such as SaaSBoomi and SaaStr AI 2025, demonstrating a commitment to thought leadership and ecosystem engagement ([Wyzard.ai, 2025](https://wyzard.ai/about-us/)). These activities position Bansal as a visible and respected voice in the AI and SaaS domains.

## 7. Conclusion and Opinion

Based on the available data, Ishan Bansal emerges as a highly competent and visionary entrepreneur. His technical expertise, strategic foresight, and leadership skills have been critical to Wyzard.ai’s early success. While the company is still in its unfunded stage, its rapid team growth, innovative product roadmap, and clear market differentiation suggest strong future potential.

Bansal’s approach—anchored in AI-driven automation, user-centric design, and continuous innovation—positions him as a significant player in the next wave of SaaS and AI startups in India. His active engagement with the tech community and commitment to building a robust organizational culture further reinforce his credentials as a leader to watch in the coming years.

**In my considered opinion, Ishan Bansal’s trajectory at Wyzard.ai exemplifies the qualities of a modern tech founder: agile, data-driven, and relentlessly focused on delivering value through innovation.**

## 8. References

* Tracxn. (2025, April 5). Wyzard - 2025 Company Profile & Competitors. Tracxn. <https://tracxn.com/d/companies/wyzard/__jJxjWl6NEwBEgMM8LZHrJj7ooovwqKh2433PJ8YWTCU>
* LinkedIn. (2025). Ishan Bansal - Wyzard. LinkedIn. <https://in.linkedin.com/in/ibansal>
* Wyzard.ai. (2025). About Us. Wyzard.ai. <https://wyzard.ai/about-us/>
* LinkedIn. (2025). Wyzard | LinkedIn. <https://in.linkedin.com/company/wyzardai>

**Note:** All information is accurate as of April 20, 2025, and is drawn from publicly available, reputable sources. This report prioritizes recent and reliable data to provide a factual and objective analysis of Ishan Bansal’s professional profile and impact.