

Aadi Kalra

0 to 1 Product Manager · AI Product Manager · Co-founder, Wynit

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SUMMARY

0 to 1 product builder. Co-founded **Wynit** and took it from first commit to Product Hunt Top 50 and ~500 live users in five weeks - owning the build, the PostHog instrumentation, and the freemium model behind its first AI feature. **9 first-place finishes across 15 national product, pitch and design competitions.** Seeking a **0 to 1 Product Manager or AI Product Manager internship.**

EDUCATION

Newton School of Technology, Rishihood University

B.Tech, Computer Science & AI · CGPA 8.0 / 10

Aug 2025 - Jun 2029 (expected)

Sonipat, Delhi NCR

EXPERIENCE

Wynit - competition & hackathon prep platform · **Product Hunt Top 50, launch week**

Jul 2026 - Present

Co-founder · 5-person cross-functional founding team (product, engineering, sales, unit economics)

- Own the **product lifecycle** end to end on an early-stage **0 to 1** product - concept to **prototype** to **MVP** to Product Hunt launch in ~5 weeks, reaching **Top 50 of launch week** and **~500 live users**
- Owned the full technical layer (MERN) and instrumented the product in **PostHog**; sustains **72% sign-in to onboarding conversion** and **68% retention** through the SIH prep to browse funnel
- Ran qualitative and quantitative **product discovery** across multiple universities via forms and direct outreach to students and campus leads; diagnosed drop-off in the prep flow and drove a full user-flow redesign off the findings
- Defined the freemium model ahead of monetisation, gating a **multi-tonal AI voice model** for pitch grilling as the first paid feature

Arthakram - Product & Consulting Club, Rishihood University

Sep 2025 - Present

Competitions Lead (Sep 2026 - Present) · Associate Product Manager (Jul 2026 - Sep 2026) · Product Associate (Sep 2025 - Jul 2026)

- Own competition strategy for the club; codified a repeatable playbook from 9 first-place finishes and trained the incoming cohort on it - **2 first-year recruits each won 3 competitions within their first semester**
- Launched and ran **Feature Friday**, a weekly product teardown series for the club - **28 consecutive weekly teardowns** delivered, one shipped feature broken down each week
- Product strategy for **Renewlium**: ran **market and competitive research** on India's used-oil segment and presented a go-to-market thesis

Society for Aerospace & Space Technology, Rishihood University

Nov 2025 - Present

Vice President (Jul 2026 - Present) · Product Manager (Nov 2025 - Jul 2026)

- Lead a **70-member** society; accountable for every event and project in flight, owning **stakeholder management** between members and university leadership
- Presented **RIT (Rover Innovation Team)**, the society's student-led rover programme, at Founder's Day to a room of **60** including **12 VCs** and industry leaders such as Motilal Oswal

PRODUCTS & SELECTED WORK

Thrifto - campus thrift marketplace · Arthakram Product Squad

2026

- Built a consignment marketplace taking clothing from students at a margin and reselling on campus; owned pricing and unit economics, and ran the first stall at orientation to **~Rs. 10K in sales**

BlueTrace - urban water decision-support platform · Plaksha University · **Top 4 of 68 teams · live demo**

2026

- Reconstructs lost lakes, wetlands and drainage corridors from satellite imagery to forecast the downstream flood impact of proposed construction, and surfaces non-demolition alternatives - detention spaces, floodable parks, recharge zones

ExoDetect - ISRO Bharatiya Antariksh Hackathon 2026 · **live demo**

2026

- Explainable **machine learning** framework over NASA Kepler and TESS mission data identifying exoplanet candidates at **91% classification accuracy** and **98.1% ROC-AUC**, with every prediction interpretable

COMPETITIONS & LEADERSHIP

9 first-place finishes across 15 national competitions at IIT, IIM, BITS and Ashoka product, pitch and design tracks - IIT Jodhpur (Ideathon, ProdPulse) · IIT Mandi (Brand Wars) · Ashoka University (Founders on the Loose) · NST coNSTruct · Rishihood MakersX & Datacron (Brand Wars, Productathon, Data Heist, Futura Designathon)

Also placed at BITS Pilani (Product Paradox, Top 10) and Plaksha (Top 4 of 68); competed at IIM Shillong, IIT Roorkee E-Summit and ISRO Bharatiya Antariksh Hackathon 2026.

Co-host, **Startup Mahakumbh** (E-Cell, Rishihood) - guided **300+ students** from raw idea to first MVP in a single session.

SKILLS

Product	0 to 1 / Early-Stage Product · Product Discovery · MVP Development · AI / ML Product · User Research (qual + quant) · Funnel & Retention Analysis · Prioritisation · GTM Strategy · Pricing & Freemium Design · Product Lifecycle Management · Rapid Prototyping · Market & Competitive Research · UX / User Flow Design · Stakeholder Management & Communication · Cross-Functional Teams · Agile / Sprint Planning · PRDs
Analytics	PostHog · Data Analysis · KPI & Metric Definition · Semrush · Notion · Linear · Canva
Technical	MERN Stack (MongoDB, Express, React, Node) · Machine Learning · Git / GitHub