

## Contact

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## Top Skills

Entrepreneurship

Start-ups

Market Research

## Honors-Awards

40 under 40 Data Scientists, India for 2019

# Pawan Gupta

Cofounder and CEO at Betterhalf.ai - Match.com for 100M Indians | YC W21

Bengaluru, Karnataka, India

## Summary

Pawan has 5+ years of experience in product management roles across consumer social media and SaaS applications. He has earlier led an educational software company — that he cofounded — to profitability and also holds an MBA from Massachusetts Institute of Technology (MIT).

He worked closely on product growth assignments with Twitter, Snapchat, Yik Yak and WeChat: user acquisition, product features feedback, ideas on fixing engagement and retention, and international growth (U.S, South Asia - India, Australia, South Korea and Japan).

He follows two leaders: Chamath Palihapitiya, former VP Growth of Facebook, and Josh Elman, Greylock partner and former growth lead for LinkedIn and Twitter. He loves scaling apps, writing codes (Python, R), and often sings semi-classical songs.

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## Experience

Betterhalf.ai

Cofounder and CEO

July 2016 - Present (6 years 8 months)

Bengaluru Area, India

Betterhalf is India's first and only matrimony app without parents. The company has raised \$2.3M seed round from Y Combinator (YC W21), Tribe Capital, Nurture Ventures and Nobroker founders. Y Combinator company page: <https://www.ycombinator.com/companies/23175>

Betterhalf app is used by over 700K urban Indians and offers them the world's fastest matching in a single click (US Patent Application No. 16/777,773). This matching technology is faster than Tinder and more accurate than eHarmony / Shaadi.com.

## TigerText

### Product Manager

March 2016 - August 2016 (6 months)

TigerText is the leader in secure messaging focusing on disrupting communication in the healthcare space. After tripling revenues in the last two years and launching a new suite of products including iOS, Android, web and desktop apps, an enterprise grade administration suite and full reporting capabilities, TigerText has recently announced a \$50 million C series.

I focused on refining, building and growing freemium TigerText product. The three main product metrics that I focused on: number of organizations, number of users and retention doubled during my tenure, while the revenue remained the same with the potential for upsell for the organizations.

I had to leave the position because of a visa issue — many international graduates go through this. I then transitioned smoothly to build a venture that is attempting to solve for uncertainty in human mind and transform such process into delightful, certain and timely process.

## Layer

### Product Marketing Manager

July 2015 - December 2015 (6 months)

San Francisco, CA

Layer, a SF TechCrunch Disrupt 2013 winner, is a very engineering driven company that provides messaging SDK to developers to integrate messaging seamlessly in their mobile and web apps. I analyzed the value we provided to 10,000+ developers' community and our customers, and as a result, our paid customer base grew than ever.

As a product marketing and growth person, I worked on tools like Google Webmasters, Google Analytics, MixPanel, Intercom, Salesforce, Optimizely, Wootric (NPS), GetFeedback and number of internal analytical tools, and drove product subscription. My experience here allowed me to learn quickly the technical know-how required for building a great messaging system with scale. TechCrunch link below:

## Twitter

### Growth Research at MIT (Branding Course)

March 2015 - May 2015 (3 months)

Cambridge, Massachusetts Area

Interesting problem on user-growth and how Twitter is perceived among users.  
Presentation mentioned below:

Yik Yak, Inc.

Independent Research at MIT

December 2014 - January 2015 (2 months)

Cambridge, Massachusetts Area and Atlanta, Georgia

Interesting problem on international growth. Ask Tyler, Ben and Cam. Pretty awesome team building great stuff. TechCrunch link below:

Twonel, Inc.

Product Management Intern

June 2014 - August 2014 (3 months)

Cambridge, Massachusetts and Bogota, Colombia

A next generation mobile messaging platform for consumers and brands, initially focused on Latin America

- Defined product philosophy and on-boarding process to acquire businesses on desktop as well as mobile platform, reducing steps by 3X; defined seven product features, and coordinated with iOS and Android development team to release features
- Analyzed 6 months data of Inalambria's clients (a leading SMS aggregator in Colombia and CEO's other business); analysis highlighted 15% of the businesses as target customers resulting in quick user acquisition (ongoing)
- Coordinated and built business partnerships with early customers having potential of 300-400k monthly message volume on platform; negotiated deal with a small telecom operator to acquire users and offer them free data usage on Twonel platform

微信企業推廣 WeChat Marketing

ROI Research on WeChat product feature

April 2014 - May 2014 (2 months)

Cambridge, Massachusetts Area

ROI and Product feedback on WeChat subscription feature. Presentation mentioned below:

Snapchat, Inc.

Independent Research at MIT

February 2014 - May 2014 (4 months)

Cambridge, Massachusetts and Los Angeles, California

Learned a lot on international growth and what it takes to build and grow products. Bobby, the cofounder has been generous to help me learn. Blog link below:

### Apollo Hospitals

Product Operations Manager

May 2012 - April 2013 (1 year)

- Negotiated with the government bodies, regulators, doctors and paramedicals to launch product operations in the state of Bihar. Launched early product (Beta) for skill training centers in the state, early adoption leading to specific funding from government
- Negotiated with the CEO of Government Certification Organization to form exceptions in the company contracts; reduced certification fee from 20% to 10% per customer, saving thousands of dollars annually

### Spirit Continues, an educational software company

Co-founder and VP, Product Development

May 2009 - May 2012 (3 years 1 month)

Kolkata(WB) and Ranchi(JH)

Product Management and leadership:

- Launched two new product versions of NavVikas, a student management tool, by incorporating feedback from the customers, and communicating recommendations to the engineering team; drove product subscription revenues from zero to \$45K in two years
- Defined go-to-market strategies targeting 10-16 year-old children by communicating with users before the product launch; performed A/B testing resulting in conversion of 90% of customer leads into orders

### Analytics and Problem Solving

- Devised an innovative pricing model by segmenting consumer demand, analyzing competitor's pricing, and understanding sales conversation rate, resulting in acquisition of 5K customers at 70% of the industry standard cost of acquisition

Product description link below:

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## Education

Massachusetts Institute of Technology

Master of Business Administration (MBA), Entrepreneurship and Innovation  
Track · (2013 - 2015)

Y Combinator

Best startup incubator in the world · (2021 - 2021)

Harvard Business School

Graduate of Digital Marketing Strategy, Digital Marketing  
Strategy · (2014 - 2014)

Birla Institute of Technology, Mesra

Bachelor in Engineering, Electronics and Communication  
Engineering · (2005 - 2009)