KAIF ALAM

Early-Stage Operator | Business Development | Growth | Marketing | Sales | GTM.
India | [redacted] | [redacted] | [redacted]

SUMMARY

Founder and hands-on operator with 5+ years of experience building, running, and winding down real businesses across hyperlocal services, marketing, food-tech, and B2B sales. Generated ₹22L+ in cumulative revenue across four independent ventures without a formal degree or institutional backing. Winner at TiE Bangalore (1st among 72 startups), and recognised by Delhi Government's Business Blasters initiative. Comfortable in zero-to-one environments - from identifying the problem to building the system to putting it in front of customers. Seeking to contribute as an early-stage operator, growth lead, BD hire, or member of a founder's office.

ENTREPRENEURIAL EXPERIENCE

Venture Lead | **Aasta** — Food-Tech | Surplus Meal Monetization. May 2025 - Jan 2026

- Building a hyperlocal platform to redistribute surplus edible food from restaurants to price-sensitive consumers in Whitefield, Bangalore.
- Onboarded 500+ users and held active conversations with 25+ restaurant partners within weeks of launch. Achieved ₹1,05,000+ GMV and Sold 700+ Products, validating demand on both supply and consumer sides.
- Designed the GTM and onboarding flow; managing daily operations, partner relationships, and customer experience end-to-end.

Strategy & Execution Lead | AdCarte - Marketing & Branding. June 2022 - Nov 2024

- Built a full-service marketing agency serving 18+ clients including restaurants, cafes, showrooms, and medical tourism businesses.
- Generated ₹6L+ in revenue managing digital branding, outdoor campaigns, social media, and client servicing end-to-end.
- Events and Performance Marketing (CPS)

AdCartel (POD)- Customized Water Bottle. Sep 2023 - Feb 2024

- Identified and launched a B2B advertising model supplying co-branded water bottles to restaurants, cafes, marriage halls, and showrooms & Advertising .
- Scaled to 10,000+ bottles supplied per week; generated ₹12L+ in revenue; raised seed capital from an Angel investor.
- Built manufacturer and distribution partnerships from scratch; managed procurement, pricing, and client acquisition independently.

Founder | Lead – Growth & Partnerships | Hanzo— Laundry Delivery Service Oct 2020 - May 2023

- Started as a teenager; built a hyperlocal laundry pickup and delivery service with a 20-hour turnaround commitment.
- Generated ₹6L+ in revenue; onboarded 7+ laundry vendor partners; served 350+ customers across Delhi, 700+ Orders in 5 months.
- Managed all functions: operations, pricing, partner onboarding, customer acquisition, marketing, and unit economics.

Corporate EXPERIENCE

Strategic Business Development Manager | IBSEA Apr 2024 - Sep 2024

- Collaborated with founders and investors to identify partnership opportunities and advance business development objectives.
- Managed B2B outreach, relationship building, and coordination across the startup ecosystem.
- Contributed to Project Management, sponsor acquisition, and execution logistics.

Founders Office Intern (Operations & Product) **| INTY** Nov 2024 - May 2025

- Managed end-to-end product execution tasks including customer outreach, onboarding, and early-stage sales support.
- Gained structured corporate workflow exposure, complementing self-directed entrepreneurial experience.
- Setting SOP's , strategy to Increase AOV, Generative AI friendly strategy,

ACHIEVEMENTS

TiE Bangalore Chapter — 1st Place— Winner among 72 competing startups; represented Bangalore at TiE Global Summit
TiE Global Summit — Semi-finalist —Shortlisted at international-level competition
Kashmir Angel Network — Winner— Invited for incubation at KAN Global
Delhi Government Business Blasters— Recognized as student entrepreneur; **Hanzo represented**

EDUCATION

Oct 2024 - Oct 2028

PW Institute of Innovation
Business & Tech Management Course
Skill-based, execution-first curriculum.
Bachelor of Business Administration. (BBA)

SKILLS

Founder's Office / Strategic Support:
Executive Support • Project Management • OKR Tracking • Founder Bandwidth Multiplication • Cross-team Alignment • Strategic Initiatives • Reporting & Documentation

Business Development & Sales:
B2B Sales • Client Acquisition • Lead Generation • Pipeline Management • Partnership Development • Cold Outreach • Stakeholder Management • Deal Closure • Proposal Writing

Operations & Execution:
0-to-1 Venture Building • Process Design • SOP Development • Vendor Onboarding • Partner Management • Logistics Coordination • Unit Economics • Quality Control • Cross-functional Coordination

Growth & Marketing:
Go-to-Market (GTM) Strategy • Customer Acquisition • Influencer Marketing • Ground Marketing • Campaign Execution • Social Media Management • Brand Building • Hyperlocal Growth • Performance Tracking

Product & Strategy:
MVP Launch • Product-Market Fit Validation • Customer Discovery • Market Research • User Feedback Integration • Feature Prioritization • Competitive Analysis

Technical & Tools : • Airtable • Apollo.io • Design (Canva) • Microsoft Excel • Google Workspace (Sheets, Docs, Slides) • CRM Systems (conceptual understanding) • Data Analysis • Ai

Strengths:
Execution-first mindset • Comfort with ambiguity • Cross-functional coordination • Self-directed learning • High ownership • Resourcefulness in constraint environments • Stakeholder communication