GAGAN GEHANI

Founder & hands-on product builder

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Professional Summary

Product leader and hands-on builder, 8+ years shipping data, growth, and platform products from 0→1 to scale. Moved revenue, engagement, and user growth across crypto, edtech, fintech, and gaming.

AI-native in workflow and product development — with production experience building agentic AI products end to end.

Spot user trends early. One proof of work: @DataDiveAI, a Twitter bot I built in 2023 that foresaw the "@grok is this true?" behavior of 2025.

Key Skills

Agentic AI / LLM orchestration · AI eval · 0→1 product · Growth & experimentation · Onchain/crypto · Rapid prototyping · SQL & analytics

Work History

FOUNDER, 04/2025 - Current
Creatorbase, Network School - Malaysia

Agentic platform for brands to run UGC campaigns with thousands of creators using a swarm of AI agents, with the same effort as running an IG ad.

- Built an early prototype in a hackathon.
- Market research to gauge willingness to pay and discover pain points.
- Fast iterative shipping of the platform using AI native development tools and frameworks like Cursor, Replit with an orchestration layer of AI agents performing campaign management.
- 357 creators onboarded; Coinbase is a paying customer.
- Designed the onchain monetization model so creators get paid directly, early, and often, with global micropayments and onchain proof of work (think Builder Score from Talent Protocol).
- Built self-enforcing smart contracts for brand-creator partnerships, ensuring fair terms without middlemen.
- Solo founder - handling design, dev, marketing, community management, business development for the product.

BUILDER, 08/2024 - 03/2025
Self, Remote

Shipped multiple products at the intersection of agentic AI and blockchain, built at ETHIndia 2024, Base Onchain AI Builder Fellowship, Coinbase AI Global Hackathon (**3rd place in India**), Base Fellowship, and Base Batches 001 (**AI track winner** out of 500 projects). Shortlisted among the top 77 teams worldwide (out of 5,000) for incubation, jointly **ranked 3rd globally** after demo day.

- **Onchain Sentinel.** Creates verifiable, onchain leaderboards of top engagement drivers for a product on X, and autonomously transfers rewards to top creators via the Base blockchain.
- **Onchain raffle agent.** Enables anyone to run verifiable, autonomous global raffles onchain in under 60 seconds.
- **Universal creator monetization agent.** Allows brands to engage directly with grassroots creators, enabling pay-per-view monetization regardless of scale (2,500 or 2.5M views).
- **ChatRadar (Telegram Bot).** Summarizes unread messages, tracks topics of interest across group chats and DMs the user on-demand.

SENIOR PRODUCT MANAGER → DIRECTOR OF PRODUCT, 01/2023 - 08/2024
Veera, Dubai

Founding team member, defined and led the product strategy for GTM, AI, and platform charters. Restructured the original GTM plan to 2.4M installs in 7 months through product-led growth strategy (5X the original plan).

- Led AI strategy and helped develop browser extensions including an article summarization tool.
- Designed personalized dApp store for cross-chain discovery, onboarding web2 users to web3.
- Implemented PayU payment gateway integration enabling UPI-based bank transfers.
- Created personalisation system for content, ads, and rewards.

PRODUCT MANAGER, 09/2021 - 06/2022
Coinbase, New Delhi

Early APAC product hire, launching and scaling the exchange in India, Australia and new markets.

- DRI (Directly responsible individual) for global growth products: built the referral and promo-code system driving 60% of user acquisition with fraud minimization.
- DRI for engagement: Conceptualise and helped design “Spin the wheel” variable rewards program increasing user retention.
- Led Australian market expansion: optimized onboarding funnel with faster and automated KYC compliance via 3rd party integrations with Onfido and Jumio.
- Identified 3rd party vendors, evaluated and helped integrate local payment infrastructure (PayID on NPP rails) via Zepto for the Australian market.

VICE PRESIDENT - DIGITAL PRODUCTS, 11/2020 - 09/2021
Skillmatics (Grasper Global), Mumbai

Built the digital product and data vertical from scratch, leading key initiatives like D2C launch, first digital game, analytics engine and subscription product.

- Generated $94K revenue in 11 months with ~100K users from first mobile game launch (4.7 rating) with strategic GTM across India/USA.
- Increased D2C conversion by 27% through website optimization and launched a subscription program, driving ~160K USD incremental revenue.

PRODUCT ANALYST → APM → PM I → PRODUCT MANAGER II, 02/2017 - 10/2020
UpGrad, Mumbai

Spearheaded the 0→1 lifecycle for the career-support vertical, building the core platform, in-house ATS, alumni community, and placeability model from ground-up.

- Boosted career-outcome rate from 18% to 77% over 3 years
- Optimised view-to-application rates from 24% to 64% by deploying the mobile-first Career support Centre platform.
- B2B: Owned an in-house ATS that increased ops efficiency by ~45% and roles available on the platform by 5X
- Delivered recall of 74% for candidate placeability prediction
- Drove $3.2M in revenue at 7% lead-to-payment conversion by introducing nudges in Marketing Chatbot

Education

Bachelor of Engineering: Computer Science and Engineering
Birla Institute of Technology - Mesra