

Pratyush Kumar Shrivastav

Product Strategy | AI-Native Execution Systems | Zero-to-One Products

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Product strategist with deep technical expertise in zero-to-one product development and AI-native execution. Over nine years, I have led cross-functional teams and built systems that shorten the path from customer discovery to validated MVPs. My recent work focuses on designing product operating models, AI-enabled workflows, and execution frameworks that help organisations build with greater speed, clarity, and consistency. With an engineering foundation, I turn ambiguous business problems into clear product direction, technical decisions, and shipped execution.

WORK EXPERIENCE

Product Manager - Utsuk Consulting May 2025 - Present

- Early product hire driving AI-first product strategy, operating models, and new product incubation
- **Created** PROVE, a hypothesis-to-MVP **framework** adopted as Utsuk's **default** operating model for **one-week** PoC delivery.
 - **Built AI workflows** that **accelerated** product discovery, scoping, and rapid prototyping.
 - **Incubated** Friday, an AI-powered initiative for requirement drift detection and contextual risk analysis and **project intelligence**.
 - **Partnered** directly with the CEO and CFO to shape the company's **AI transformation** and incubate new **initiatives**.
 - **Led** cross-functional teams across **product, design, engineering, and QA**, translating ambiguous customer problems into validated **MVPs** and execution **roadmaps** across industries including facilities management and construction technology.
 - **Created** Sonex, a **speech-to-intent SDK** enabling developers to **embed AI assistant** experiences into web and mobile applications in **minutes**.
 - Awarded the **Utsuk Sculptor Award**, one of three annual company-wide honors for innovation and organization-wide impact.

Product Manager - PlayVerse Ventures July 2022 - February 2025

- Led product strategy across Web3, consumer, marketplace, and commerce products, taking multiple zero-to-one initiatives from discovery through launch.
- Conducted **50+ customer interviews** to define product strategy and designed an entrepreneur-investor matching algorithm that drove 36 investor opt-ins for FundsConnect - a matchmaking platform to connect investors and entrepreneurs.
 - Managed **Google Ads**, conducted keyword research and optimized campaigns leading to 650 sign ups in the first month for FundsConnect
 - **Launched** Billions Quest - a Web3 stock fantasy game, generating **\$15K** in transactions, growing a **4,000-member Discord** community, securing a **\$250K grant** from SKALE Network, and won the gaming pitch event at India Blockchain Week 2024
 - **Led** product development for DreamCric - a cricket fantasy app for local tournaments, introducing a performance-based player pricing engine, navigating payment compliance, and validating the product through pilot launches.

Product Manager - Toprankers Udaan March 2019 - June 2022

- Facilitated the **transition** of ProBano's career counseling model **from an offline service to an online platform**
- **Enabled** the company to **generate ₹2cr+** in B2B sales and with **psychometric test and report generation automation**
 - **Enhanced test accuracy** with improved scoring, achieving a **2x increase in precision** for career recommendations
 - **Impacted 25000+ students** with the platform by partnering with clients like **JK Lakshmi Cement, Honda, HCL, and Perfetti**
 - Designed an **algorithm-driven tool** for career recommendations, **reducing evaluation time** from **15 minutes to zero**
 - **Led the development** of ProBano's **web and mobile applications** and also leveraged technical skills to **mentor 4 developers**
 - **Played a pivotal role** in expanding ProBano's footprint to **24 states**, driving interest that led to **acquisition** by TopRankers

Founder & Chief Product Architect - Enrole August 2017 - Feb 2019

- Founded Enrole, a **SaaS platform** for educators, leading **product development** and **business strategy** to drive growth
- **Built** core infrastructure with **RoR, Angular, and React Native**, integrating **live streaming** and **automated payment settlements**
 - **Enabled** educators to create online classrooms and setup payment collection **under 2 minutes**
 - **Hustled through 100+ college visits**, pitching the platform, gathering deep customer insights, and **onboarding 4 colleges**

CORE EXPERTISE

Product Strategy & Operating Models: Product Incubation, Execution Frameworks, Hypothesis-to-MVP Systems
AI-Native Product Execution: AI-Assisted Discovery, Product Workflow Automation
Zero-to-One Discovery: Customer discovery, MVP scoping, rapid prototyping, validation design
Technical Product Leadership: Full-stack architecture, API/platform thinking, Rails, React Native, Next.js, AWS

EDUCATION

Indian Institute of Engineering Science and Technology - BE Civil Engineering August 2013 - May 2017

- **Established** an Entrepreneurship Development Cell on campus and managed events and student contests
- Received **Annual Excellence Award** for management and significant growth of the Entrepreneurship Development Cell