

KANESHK KHANDELWAL

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Education

MESA SCHOOL OF BUSINESS Undergraduate Program in Business Management & Entrepreneurship	Bengaluru, India Batch of 2029
IIM BANGALORE Bachelor of Digital Business and Entrepreneurship	Bengaluru, India 2025 – 2028
IIM RANCHI Digital Marketing, six-month certification (in progress)	2026
CAMPION SCHOOL • Achieved 96.4% overall in ICSE; Mathematics topper ; ranked top 3 in school across all subjects in Grade 9	Mumbai, India

Experience

DREAMSPAN India launch research (sleep-tech) Independent Researcher (GTM) • Ran a poll across a 920-person alumni network on health-hardware ownership and spend, collecting 40+ named respondents sorted by device. • Conducted 5 long interviews with people who spent their own money on wearables and sleep, and 4 conversations with premium-hardware store staff (Dyson, Apple, Samsung, Sleepy Cat). • Found that only 1 of 40+ health spenders had ever paid for sleep, that price was not the barrier, and that a renovation or milestone is the buying moment. Turned this into a 30-day GTM plan.	Bengaluru, India August 2026
SIMPLYGRAIN Lactose-Free Protein Brand Founder and CEO • Founded and scaled a lactose-free protein bar brand to ₹10 lakh revenue in 6 months , selling ~12,000 units : ~7,000 direct-to-consumer and ~5,000 B2B • Executed 10+ on-ground retail stores , reaching ~1,000 unique customers with 40–50% customer retention • Conducted 200+ customer conversations (on-ground and by phone) in the first 2–3 months to shape the product before scaling • Pitched SimplyGrain with the team, and talked through the build with, consumer founders at Mesa including Hari Menon (BigBasket), Ghazal Alagh (Mamaearth), Anindita Sampath (Yogabar) and Vinay Kothari (GO DESI)	Bengaluru, India March 2026 – August 2026
EMVERSITY Edtech Startup Influencer Marketing Intern • Onboarded 70+ micro- and macro-influencers ; negotiated reel fees down from ₹1 lakh to ₹20,000 with incentive-based payment structures • Built a lead-generation system on free APIs feeding a dynamic Google Sheets database ; screened ~1,000 influencers for market and niche audience fit • Ranked top-20 and top-50 shortlists , enabling ~22–25 influencer deals closed weekly through negotiation • Designed a partially automated influencer-marketing system for the university vertical; gained hands-on experience in team communication, influencer management and content calendars	Bengaluru, India May 2026 – June 2026
AMORA (CHOCOLATE BRAND) Build Your Own Business, Mesa Co-founder • Launched a chocolate brand in 50 days after 100+ customer interviews validating demand, flavor preferences and pricing • Generated ₹1.46L revenue (~970 units at ~₹150 AOV): ₹56K B2B and ₹90K D2C across 6+ retail stalls • Re-sourced across 3 suppliers (Ooty → Bangalore manufacturer → local home-based producer), improving cost efficiency and reliability • Engaged 300+ customers through on-ground stall sales, using their feedback to refine positioning and sales pitch • Owned supplier sourcing, sales execution and go-to-market within a 3-member founding team	Bengaluru, India 2025 (2-month project)

FINSIGHT | Build Your Own Product, Mesa

Bengaluru, India

Team Member

2025

- Built an **AI-powered credit card recommendation tool** in a **2-week sprint** with a 3-member team
- Structured a vector database of 300+ credit cards with 8+ attributes each (2,400+ data points)
- Integrated **Lovable with Supabase** for semantic search and contextual recommendations; shipped through **4+ development cycles**
- Tested with **25+ users**; designed a multi-parameter framework scoring cards on **8 financial and usage criteria**
- Presented the working prototype to **2 judges**, demonstrating real-world applicability in personal finance

Leadership and Activities

MESA SCHOOL OF BUSINESS | Mismatched (Marketing Competition) Bengaluru, India

Winner

2025

- Built a **Fevikwik ad creative for divorced dads on Twitter**, winning the marketing competition

MESA SCHOOL OF BUSINESS | Ad Mad Competition

Bengaluru, India

Winner

2025

- Developed a **Spotify-for-pets ad campaign** and performed it **live on stage**, winning the competition

Skills & Interests

Technical: GitHub, Lovable, ElevenLabs, Windsurf, n8n, Whisper, Nano Banana, Veo 3, ChatGPT, Claude, Gemini, Perplexity, Canva; Python and JavaScript (learning); Claude agent development; Customer Discovery, GTM, B2B Sales, Pricing & Unit Economics, Influencer Marketing

Language: English (fluent), Hindi (fluent)

Interests: Building and exploring, philosophy and tech, painting, guitar, dance, reading, travel