

DIVYANSH SHARMA

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Product person who ships end to end - user research, PRDs, design, frontend build, & direct sales. Co-founded two 0-1 products. Growth analytics at Flipkart and PM at Meesho. IIT Roorkee. Open to Product Management, Founder's Office and EIR roles.

FOUNDER EXPERIENCE

Co-Founder | Two 0-1 products, consumer fintech and B2B SaaS

Oct 2025 - Jun 2026 | Bangalore

Causal | Prediction market intelligence

Feb 2026 - Jun 2026

- Turned a user research finding - prospective users could not parse prediction markets - into **Safe Buckets**, a mutual-fund-style product that became the platform's primary volume driver.
- Built **6 automated allocation strategies** for high-probability, near-expiry markets; **4 returned ~15-25% annualised**.
- Shipped a news-to-market mapping engine that powered causal graphs, news context and risk signals.
- Owned research, design, frontend and live production support for the users actively using the platform.
- Generated **30+ leads** when testing distribution across X, Reddit, Discord and LinkedIn - uncovering US defaults to Kalshi and India banned Polymarket - so with no compliant pivot, wound it down.

SummonLM | GEO (AI-search visibility) analytics SaaS

Oct 2025 - Jan 2026

- Estimated that **~36% of searches now end in an AI answer with no click through**, validated against published click-through studies and first-party traffic from target companies.
- Converted **5 pilots from 20 leads** through growth communities, referrals and in-person meetings.
- Shipped from validation to MVP in **4 weeks**; owned product roadmap, design, frontend build - then took on direct sales.
- Prioritised niche search queries clients could win over matching competitors feature-for-feature.

PROFESSIONAL EXPERIENCE

Meesho | Associate Product Manager II, Data Platforms

Apr 2025 - Oct 2025 | Bangalore

- Solved for **30+ reported data corruption incidents per month** with a 3-phased plan covering monitoring, correction & reduction.
- Cut **2 days off resolution time per incident** by shipping automated quality checks across the core database, used by over 200 analysts in the organisation, replacing user-reported detection.
- Traced lineage across **10+ interdependent tables** to rewrite aggregation against raw sources, **cutting 2-3 hours off refresh time**.
- Sized the roadmap to fixed engineering bandwidth and won sign-off on platform running costs, keeping the roadmap funded without added headcount.

Flipkart Internet Pvt. Ltd. | Assistant Manager, Business Analyst (Growth)

Jun 2023 - Apr 2025 | Bangalore

- Rebuilt funnel instrumentation the Omniture-to-Euclid migration had left unmeasurable, then used it to launch a product-exchange opt-in feature that **lifted adoption 20% (₹100 Cr in incremental GMV)**.
- Conducted in-depth **market research at 20+ offline stores** to surface customer propositions behind new growth initiatives.
- Ran A/B and pre/post analysis across **10+ growth levers influencing ₹1,000 Cr in GMV**, sizing impact with all stakeholders.
- Built **10+ dashboards** consumed in the Big Billion Days war room, giving leadership real-time reads through peak load.

EARLY EXPERIENCE

Explorin | Founder's Office Intern - Early-stage startup

Apr 2022 - Jul 2022

- Ran social and community growth experiments, and coordinated six industry mentors into a consulting-preparation programme.

Accenture Strategy | Strategy Consulting Intern

May 2022 - Jun 2022

- Assessed three plant locations and mapped value-chain KPIs to prioritise initiatives for a line-pipe manufacturer's digital roadmap.

EY | Summer Intern, Financial Services Risk Management

Jan 2022 - Feb 2022

- Analysed market behaviour across three 1990s financial crises to identify overlooked risks and recovery patterns.

EDUCATION

B.Tech, Metallurgical & Materials Engineering | Indian Institute of Technology (IIT) Roorkee

Aug 2019 - May 2023

SKILLS

Product - User Research & Discovery, Road-mapping, PRDs & Business Requirement Analysis, A/B Testing, Metrics Definition, Product Analytics, Stakeholder Management, Agile (Scrum), JIRA

Data - SQL, Data Modelling & Lineage, Experiment Design, Power BI, MS Suite, Metabase, Mixpanel

Build - Next.js, Python, FastAPI, PostgreSQL, Figma

ACHIEVEMENTS

- **Winner**, R-Street Investment Challenge'21, Finance Club IIT Roorkee (out of 2,000+ teams from IITs and IIMs) - stock pitch with investment thesis, sector analysis, DCF valuation and risks; the stock hit our target price within a month.
- **Runner-up**, PM School product adoption & improvement challenge (Smartcue) out of 50+ submissions
- **Finalist**, Indian Case Challenge'21 (Top 12 out of 1,000+ teams from top B-schools)
- **Runner-up**, EY CAFTA Case Championship'21 (also received internship offer)
- **Top 1 percentile, JEE Advanced** | 685 GMAT Focus Edition (~740 legacy equivalent)
- Elected Placement Coordinator, IIT Roorkee Placement Cell (2021-23) - coordinated placements for 2,000+ students