

PRITHVI RAJ

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WORK

FIELDASSIST

Gurugram

Entrepreneur in Residence (EIR)

Feb 2025 - Present

AI Product Management

July 2023 - Jan 2025

● **IRIS -Image Recognition (scaling):** Built a in-house real time Image recognition module for the FMCG and CPG Industry. Currently focused on scaling this for India, SEA, Middle East and Africa markets.

● **Nova :** Nova is our attempt at building an industry first AI Sales agent that can directly engage with retailers without trying to replace the Sales representatives. We are currently in the process of co-building and doing pilots with a few brands and retailers. Focus is on keeping the interaction as human as possible.

● **Auto Replenishment System:** A replenishment system that relied on Forecasting to automate the primary order booking flow for distributors. Built it and then handed over to a different team to scale.

● **Other Projects:** MicroMarket Penetration, Sales Volume Planning, Pulse etc.

CIRCLES

Gurugram

First Hire

Apr 2025 - Jun 2025

CIRCLES was our attempt to rethink the Quickcommerce space, and provide consumers with everything they need, want and find in their community at a one stop solution. Had to shut it down due to organizational changes.

BETAFI

Remote

Product Management Intern

Jan 2023 - June 2023

- Created pricing & monetization strategy (free-to-paid transition).
- Led Google Meet × Betafi integration launch (Product Hunt “Product of the Day”).
- Directed Translation feature launch; wrote PRDs, FAQs, landing pages.

BOARD INFINITY

Mumbai

Product Growth Intern

Sep 2022 - Dec 2022

- Optimized user journeys & relaunched an AI-powered career planner.
- Revived discussion forum product, improving structure & scalability.

EDUCATION

LOVELY PROFESSIONAL UNIVERSITY

Jalandhar

Bachelor of Technology CSE

July 2019- June 2023

CGPA - 8.16

CoCurricular Responsibilities - Founding Member and Head of Public Relations for student organization KHOJ, Public Speaker and Podcast host for student organization Gravity.

ADDITIONAL

Skills: Product Development, Functional Prototyping(V0), UX Design, Agile Methodologies, Product Roadmapping, Software Development Life Cycle (SDLC), Research and Development, Prompt Engineering, Vibe Coding, Product Growth, Market Analysis and Data-Driven Decision Making

Languages: English, Hindi