

Rahil Sheikh

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Summary

Founder-operator with P&L, product, growth, sales, and applied-AI ownership. CEO of GoodEd Technologies / NEETprep.com, a 3M+ user consumer test-prep product at approximately **USD 1M to USD 2.8M ARR**. I identify where AI removes work for a business team, prototype it, and usually hand production work to engineering. I am not a conventional software engineer.

Internal AI for Business Teams

At a 130-person company: find where a team is stuck, prototype the tool, train people onto it, and measure whether the number moved.

- **Natural-language analytics agent** for business teams. Non-technical staff ask revenue and funnel questions in plain language and get answers from the live business. **INR 3L additional revenue in the first 15 days**.
- **Academic AI workspace** grounded in **103 source PDFs**, past papers, and quality rules: approximately **3x team velocity**, adopted by the whole academic team. Companion exemplar-to-MCQ workflow **saved 200+ faculty hours** and cut two weeks to two days.
- **Personalized preparation roadmap** (a test-prep operating system): prototyped, handed to engineering, went live. Associated with approximately **USD 360K ARR**. I did not personally write the production system.
- **NEETprep Labs** — designed, built and shipped personally; live in production with students. Hub of four products, reached from the main NEETprep app with single sign-on: real-time multiplayer quiz battles, spaced-repetition flashcards, a practice tracker with a study planner, and study session logging. Real-time product on Cloudflare Workers with Durable Objects coordinating both players over WebSockets, React and TypeScript front end, answers persisted incrementally so a disconnect restores correctly. Also built the measurement layer: per-product analytics, a nightly rollup and an adoption dashboard; instrumenting it showed the headline active-user figure was mostly backend sync rather than real activity, and I reprioritised on the corrected number.
- **AI-assisted development workflows: 3–4x faster delivery**; typical one-month cycle reduced to roughly one week; **USD 200K+ additional revenue**. Led **six ML interns**; two features reached production and served approximately **15K monthly active users**.
- **AI tutoring pilot** to test an AI-native product direction: **1,800 leads and INR 4.5L revenue** in two days. Personally ran the student webinar.

Professional Experience

Chief Executive Officer

Feb 2023–Present

GoodEd Technologies Pvt. Ltd. / NEETprep.com, New Delhi — consumer EdTech, 3M+ users, 130+ people

- Owns **P&L, product, growth, sales, pricing, pipeline, forecasting, technology, operations, retention, and lifecycle marketing** across **130+ people**. Platform: **3M+ users** and **70K paying customers**. Revenue approximately **USD 1M to USD 2.8M ARR**.
- **New app: 500K+ downloads, INR 4 Cr+ ARR, 40%+ EBITDA**. Scaled the technology team from **1 to 9**.
- **Paid advertising 5x to INR 6 Cr/year** at ROAS above 2.5.
- Retargeting: conversions up 15%, approximately **INR 25L additional monthly revenue**, ROI around 4.5. WhatsApp/SMS workflows: **INR 4 Cr revenue at 3+ ROI**.
- **Rebuilt the conversion funnel**: trial sign-ups **15% to 50%**; signup drop-off down 30%; product-page conversion up 40%.
- SEO approximately **2M monthly clicks**. YouTube **650K to 1M+ subscribers**.
- Notification systems: approximately **INR 1 Cr** bottom-line impact. New brand: **USD 600K+** revenue in the first 12 months.
- **Incubated NEET PG vertical** from **INR 1.3 Cr to INR 2 Cr ARR**, then spun out at approximately **USD 2.5M valuation** with a UK strategic investor.

Product & Operations Co-Founder

Nov 2020–Dec 2022

Learn4o Technology Pvt. Ltd. / 14o.in, Jaipur — job-guarantee upskilling

- **Raised USD 150K+ at pre-product stage; INR 30L+ revenue** in 10 months; received a **USD 1M acquisition offer**.
- Led a six-person product and technology team building learning, recruitment, administration, and analytics products. **2,500+ users, 8% paid conversion**.
- Trained **200+ students**; more than **80% placement** for course completers. Recruitment relationships with **30+ companies**.
- **40+ webinars** reaching **5,000+ students**; 10+ webinars and three podcasts with FAANG and industry experts.

Professional Experience

Founder & CEO

Sep 2015–Jan 2021

Gyan Saarthi Education Pvt. Ltd., Jaipur — preschool network, 11 locations, 2,000+ students

- **11 locations** and **2,000+ students**. Ranked **sixth among Jaipur preschools**. **Raised INR 5 Cr**. Core team of 13.
- Digital acquisition contributed **30% of revenue**. Built a **1,000+ parent community** with near-zero ad spend.
- Shipped an internal ERP plus teacher and parent applications covering payroll, fees, student records, and classroom visibility.

Business Analyst, Retail & Marketplace Analytics

Jun 2013–May 2014

Flipkart, Bengaluru

- **Owned the primary sales dashboard** for **300+ internal users**. Analytics across a **23M+ product catalogue**.
- Built the CXO metrics dashboard for C-suite decision-making. Facilitated an **INR 12.4 Cr reconciliation** across finance and technology.
- Rated **Outstanding**, one of the top two among **100+ IIT recruits**.

Selected Work

- **Agent skill library**. 40+ skills that encode how the marketing team actually does the work, so any member's AI session runs the house standard instead of starting from a blank page.
- **Experimentation at the edge**. Flicker-free landing-page A/B testing with conversion tracking and a results dashboard, running at roughly **USD 5/month at 200K pageviews per day**.
- **Multi-model exam solver**. Ensembled several models to produce an exam answer key within hours of the paper releasing. **Roughly 75% accuracy** — not publishable unreviewed; it made faculty faster and got the company to market first.
- **plait.in** — live AI meal-planning product, taken from zero to shipped, including Play Store release.
- **NEET Copilot** (use.neetcopilot.com) — live student study OS: syllabus planning, practice tracking, and an AI scheduling copilot.

Education

PGDM, IIM Ahmedabad

2016

GPA 3.35. CAT **99.66 percentile**. Specialization: Strategy & Operations.

B.Tech, Civil Engineering, IIT Kanpur

2013

CPI **7.8/10**.

Leadership & Recognition

- **Assistant Coordinator, Counselling Service, IIT Kanpur** (2011). Led a team of **130** to deliver orientation for **1,700+** incoming students; ran a workshop for 130 student guides and 71 faculty; liaison between institute counsellors and 450 hostel students.
- **Writing**. Publishes practical essays on AI-assisted building, AI product incentives, and AI's effect on information at rahilsh.com.
- **NTSE Scholar** — National Talent Search Scheme, top 1,000 nationwide (2007). **National top 1%** in the Physics Olympiad among 34,707 candidates (2009).