

# Neeraj Kumar

Co-Founder, AIMagnifi Technologies Pvt. Ltd.

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## Work Experience

### Co-Founder | Director

Aug'2017 - Present

[AIMagnifi Technologies Pvt. Ltd.](#)

- ✓ Business Strategy Management
- ✓ Market Research - R&D | Demographical | Geographical | Psychological Aspects
- ✓ Brand Building - Digital Marketing | Blogs | SEO | Social Media | Collaborations
- ✓ Marketing - Email Marketing | Content Marketing | Lead Generation
- ✓ Team Management and Operations Handling

### Co-Founder | Vice President

Sep'2013 - Jun'2015

[KIET Entrepreneurship Development Cell, Promoted By TBI-KIET, DST Govt. of India](#)

- ✓ Primarily responsible for fostering entrepreneurship among students and assisting budding entrepreneurs by providing them with necessary guidance, mentorship and support
- ✓ Organised National level Entrepreneurship Summit - Endeavour, KIET
- ✓ AIR-1 in a Business Plan & Marketing Competition at E-Summit'14 organized by IIT Mumbai
- ✓ AIR-3 in Business Plan competition at Techniche'14 organised by IIT Guwahati

### Software Engineer

Aug'2015 - Aug'2017

[Newgen Software Inc](#)

- ✓ Developed & delivered 5+ POC (proof of concept) to Int'l. clients including Gulf International Bank, Bahrain | Diamond Bank, Nigeria and Fidelity Bank, Ghana
- ✓ Delivered technological and product implementation training to Newgen partners (Mercedes-Benz, Rak Bank, Bank Audi, L&T Infotech, Tech-Mahindra) and other 15+ fresher batches
- ✓ Good domain knowledge of BPM, ECM Solutions and Retail-Tech Advancements
- ✓ Technical expertise includes knowledge of Java, RPA, Bootstrap, HTML5, JS, Oracle DB and JBoss & Weblogic app servers

### Research Intern

Jun'2014 - Aug'2014

[Defence Terrain Research Laboratory, DRDO](#)

- ✓ Explored various routing algorithms to perform Network Analysis On Geo-Spatial Data using Python, PostgreSQL & QGIS

## Skills

### Business Building

 Idea Execution | [Business Strategy Maker](#) | [Product Building](#)

### Strategic Branding

 Visual Designs | Content | [Web Presence](#) | Customer Focused

### Professional Marketing

 [E-Mail Marketing](#) | Social Media Marketing | Lead Generation

### Public Speaking

 Audience Engagement | [Speaker](#) | Startup Enthusiast

### Web Development & Blogging

 [Blog Builder](#) | Content Writer | Wordpress | Bootstrap | HTML | CSS | JS

[https://www.visualcv.com/2\\_rifzepdvk](https://www.visualcv.com/2_rifzepdvk)

## Education

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### Startup School 2018

2018 - Present

#### Y Combinator

Startup School is an online course for founders actively pursuing their own startup. Provide access to global advisors, YC alumni network, the community of international founders and 100 startups gets a chance to receive \$10K in equity-free funding.

### Bachelor of Technology - Computer Science & Engineering

Aug'2011 - June'2015

#### Krishna Institute of Engineering and Technology (73.54%)

KIET was established in 1998 and it is affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow (Formerly known as - Uttar Pradesh Technical University). All B.Tech, MBA, MCA & B.Pharm programmes have been accredited by NBA. Also, KIET is accredited by NAAC (An autonomous Institution of the UGC) with "A" Grade for 5 Years.

## Rewards & Recognition

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- ✓ Received fellowship of **Rs. 240,000/-** under **NIDHI-EIR** initiative by DST Government of India and got felicitated from Hon. **Yogi Adityanath** (CM, Uttar Pradesh)
- ✓ Successfully raised more **Rs. 302,069/-** for his product **SkippQ** via **Crowdfunding** and yes, the campaign got overfunded
- ✓ Winner of **Catapoolt ProductCzars** Competition 2018 out of 800+ applicants.
- ✓ Convenor & Overall Manager of Entrepreneurship Summit - **ENDEAVOUR** at KIET Ghaziabad (2015)
- ✓ **AIR-1** in "Pitch Please - A Business Plan & Marketing Competition" in E-Summit'14 organized by IIT Mumbai
- ✓ **AIR-4** in "Brainchild - A Business Plan Competition" at IIT Guwahati (2014)
- ✓ **AIR-5** in "National Entrepreneurship Challenge - IIT Mumbai" (2014)
- ✓ **AIR-2** in "Indian Air Force - National Quiz Competition" at Suroto Park, New Delhi (2006)

## Testimonials

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✓ **Saarthak Bakshi (CEO, IFC | Forbes 30 under 30 Asia | Asia One 40 under 40)** - *"Aimagnifi is doing some great work in Retail AI. Both Neeraj Kumar and Devarshi work on applications that have the highest likelihood of broader retail adoption and those that have a direct, hard-line return on investment. "Improving customer engagement"—even with case studies and examples—is a softer benefit than "reducing lost packages by 6-10%." As with many areas of AI innovation that are led by bigger industry players, the future will likely be dictated by the retail AI use-cases that are proven effective by leading industry players and I am sure the solutions provided by Almaginfi would solve a multitude of challenges faced by the whole retail industry."*

✓ **Ashish Kots (Sr. Blockchain Developer | Ex-Faculty KIET)** - *"I had the privilege of teaching Neeraj during his bachelors at Krishna Institute of Engineering & Technology. Neeraj is proactive, result oriented, responsible and technically sound student and he is always ready to put all his energy and time to get the job done with the highest standards. Neeraj is very passionate and has a great vision for his work. His focus on the cutting edge technologies of what's new in the world of IT, which makes his more valuable. Neeraj was a great student, is a passionate IT professional and will be a leading entrepreneur. I highly recommend Neeraj."*

✓ **Vidushi Thareja (Sr. Executive L&D - Newgen Software Technologies Ltd.)** - *"Neeraj is one of the enthusiastic and passionate person. Full of energy while delivering technical and product training. Very helpful and always available at the time of need. It was great to work with him. Hope we work again. All the best."*



Interview - Future of AI in Retail



Fellowship Cheque For NIDHI-EIR



Media Coverages



E-Summit 2018 KIET



Catapult ProductCzars Finale



Guest Session at UPES, Dehradun



Guest Session at UPES, Dehradun