

PARICHAY PRABHU

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PROFESSIONAL SUMMARY

IPM student at TAPMI working at the intersection of technology, ideas, and product. Vetted and validated 150+ early-stage deep-tech startups at IIT Madras Research Park, founded a consumer data aggregator scaled to 3,000+ users with zero CAC, and run B2B sponsorship pipelines for national initiatives, bridging technical architecture, product thinking, and GTM strategy to ship ideas that are market ready.

EDUCATION

T.A. Pai Management Institute (TAPMI), Manipal | BBA (IPM) | **CGPA: 8.6 / 10** Aug 2025 – Aug 2028
The Choice School, Kochi | Commerce Stream | **Grades 10 & 12: 91%** Graduated Mar 2025

PROFESSIONAL EXPERIENCE

IIT Madras Research Park | *Strategic Partnerships Intern* Chennai, India | May 2026 – Jul 2026

- Analyzed 150+ early-stage deep-tech startups, evaluating commercial viability and competitive positioning to support investment strategy.
- Architected a centralized business intelligence dashboard to streamline internal pipeline tracking and due diligence workflows.
- Formulated product development frameworks and GTM operations for community-focused social development initiatives.

Atharva, TAPMI | *Head of Corporate Interface Group (UG)* Manipal, India | Oct 2025 – Present

- Lead the B2B corporate sponsorship pipeline for a national business festival, owning the full cycle from outreach to partner deliverables.
- Secured high-value brand partnerships (Toyota, Royal Enfield) and successfully negotiated macro-budgets through changing event cycles.

Thinking Code Education | *Marketing & Operations Intern* Remote | Jul 2025 – Sep 2025

- Executed digital GTM strategies and designed foundational platform architecture to drive initial user acquisition for the pilot cohort.

PROPRIETARY PROJECTS

Sneakopedia (sneakopedia.com) | *Founder & Product Lead* Feb 2026 – Present

- Engineered a proprietary data aggregation platform indexing 55,000+ SKUs across 10+ digital retailers and 70+ consumer brands.
- Scaled organic traction to 3,000+ active users and 100,000+ impressions with zero ad spend utilizing iterative consumer data loops.
- Developed real-time asynchronous web scraping infrastructure to analyze secondary market liquidity and dynamic pricing trends.

CORE SKILLS

Business & Strategy: Product Development, Market Research, Corporate Relations, GTM Strategy, Pitch Decks, Venture Sourcing.

Data & Tech: Next.js, React.js, TypeScript, JavaScript, Tailwind CSS, Web Scraping, Cloud APIs, UI/UX Systems.

Languages: English (Professional), Hindi (Professional), Konkani (Native), Malayalam (Professional Working).

LEADERSHIP & ACTIVITIES

- Finance Head, Choice Fest (2023–25):** Managed commercial budgets and raised ₹30 lakhs across two consecutive festival editions.
- Asst. Head Boy, The Choice School (2023–24):** Co-managed governance and operational logistics for an institution of 2,500+ students.
- Student Chairperson, Yi Thalir (2023–24):** Spearheaded regional leadership initiatives and collaborations for the Young Indians student chapter at The Choice School.