BHANU PRATAP SHANDILYA

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EDUCATION

Indian Institute Of Management — **Visakhapatnam, India**
Executive Program (New Product Development) — *2024-2025*

Panjab University — **Punjab, India**
MBA (International Business) — *2022-2024*

Guru Gobind Singh Indraprastha University — **Delhi, India**
B.A.LLB — *2016-2021*

PROFESSIONAL EXPERIENCE

Incubation Manager — **Aug 2024 – Present**
Manav Rachna Innovation & Incubation Foundation — *Delhi NCR, India*

- Managing and engaging a diverse portfolio of startups/SMBs, driving product-market fit refinement, customer segmentation, and scalable growth strategies aligned with industry needs.
- Generated significant consultancy revenue by enabling strategic partnerships, facilitating B2B opportunities, and onboarding startups into structured growth programs.
- Conducted high-impact workshops and advisory sessions on entrepreneurship, product strategy, and IPR to enhance investment readiness and business scalability.
- Mentoring Rizzva Pvt. Ltd., supporting market access, GTM strategy execution, customer validation, and pilot opportunities.
- Collaborated with government bodies such as Haryana Incubator and Skill India/NSDC to connect startups with funding schemes, public programs, and key ecosystem stakeholders.
- Led MoUs and compliance processes while tracking startup performance, ensuring alignment with incubation objectives and contributing to impact measurement and reporting.

Sales & Marketing Intern — **May 2023 – Jul 2023**
Digital Marvelled

- Conducted in-depth primary research, customer segmentation, and competitor benchmarking to inform data-driven marketing strategies.
- Identified growth opportunities and contributed to optimizing go-to-market and positioning strategies.
- Secured and closed client deals, consistently exceeding performance expectations and driving revenue growth.

PROJECTS

Startup Consultancy Growth Project (MRIIF, 2024) | Business Modelling, GTM Strategy

- Designed business models and go-to-market strategies for incubated startups, enabling structured growth planning and partnership-driven expansion.
- Supported startups in refining value propositions and aligning offerings with market demand and industry requirements.

Product Mentorship Project – Rizzva Pvt. Ltd. (2024) | MVP Roadmap, GTM Planning

- Guided product development through MVP roadmap design, feature prioritization, and customer segmentation.
- Strengthened product–market fit by enabling effective go-to-market strategies and early-stage customer validation.

Market Benchmarking Project – Indian Textile Industry (UBS, 2023) | KPI Analysis, Competitive Benchmarking

- Conducted competitive benchmarking and performance analysis of industry players to identify growth and market positioning opportunities.
- Recommended strategic insights to enhance business performance, scalability, and competitive advantage.

CERTIFICATIONS

- Generative AI for Product Managers, LinkedIn Learning — **May 2025**
- Lean Six Sigma White Belt (CSSC), LinkedIn Learning — **March 2025**
- Product Management: First **Steps**, LinkedIn Learning — **February 2025**
- Advanced Business Development: Communication & Negotiation, LinkedIn Learning — **December 2024**
- Agile Project Management with Jira Cloud, LinkedIn Learning — **December 2024**
- Product Management: Customer Development, LinkedIn Learning — **September 2024**

PROFESSIONAL SKILLS

Growth & Strategy	Go-To-Market (GTM) Strategy, Product-Market Fit, Market Expansion Strategy, Customer Segmentation, Customer Development, Business Model Development, Revenue Growth Strategy, Data-Driven Decision Making, Competitive Benchmarking
Partnerships & Business Development	Business-to-Business (B2B) Lead Generation, Corporate Partnerships, Deal Structuring, Strategic Alliances, Negotiation, Proposal Development, Stakeholder Management, Consulting Sales, Key Account Engagement
Startup Ecosystem & Advisory	Startup Portfolio Management, Founder Mentorship, Incubation Operations, Investment Readiness, Fundraising Support, Government Scheme Coordination, Public Program Alignment, Ecosystem Development
Analytics & Tracking	Key Performance Indicator (KPI) Tracking, Impact Measurement, Performance Monitoring, Business Insights, Reporting & Dashboarding
Tools & Technologies	Microsoft Office Suite, Google Workspace, Microsoft Power BI (Basic), Canva, Figma (Basic)