





# Prasanth Kumar S


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 Chennai, India

 15 yrs business leadership · proven in sales, ops, and market growth

 No-code technical founder · proven in product architecture and execution

 Built for mass adoption and global scale

## Vision

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Build AI products for the masses where unorthodox interfaces feel instantly familiar — making adoption natural, effortless, and unstoppable.

## Summary

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Entrepreneur with 15 years building and running businesses in B2B distribution, FMCG branding, and EV sales/marketing. Transitioned into applied-AI product development with production-level capability and product/engineering leadership. Focused on building scalable AI tools that remove everyday friction for the mass market.

AI product strategy & meta-prompting

No-code & API prototyping; technical founder with end-to-end product capability and product/engineering leadership

GTM strategy & digital marketing

Operational design & financial planning

Growth/SEO & brand architecture

## Product Portfolio

Each product targets pain points universal to creators and SMEs worldwide — built for global scalability. Product names are withheld during private alpha; full details and demos available under NDA.

### Prompting App (Flagship)

Private Alpha

Problem: Advanced prompting feels fragmented and unmanageable.

Solution: A structured AI engine that reframes prompting into an organised, document-like system with intuitive recall, enhanced search, and structured generation. Serves as the core wedge around which other applications are incubated.

### Voice-to-Text App (Pilot)

Private Beta

Problem: Communication gap between AI and users across transcription workflows.

Solution: Offline lite app with GTM adoption and an online pro version offering near-instant transcription and task execution.

## LinkedIn Writer Tool

Private Alpha

Problem: Writer style and impactful writing often mismatch, making it hard to create consistent, engaging posts.

Solution: Converts bullet notes into high-engagement posts with storytelling and visuals with writer-style adoption.

## End-to-End Reels Editing

Private Alpha

Problem: Creating reels with professional contextual editing requires expensive tools and editing expertise.

Solution: AI pipeline that scripts, creates, edits, and publishes faceless or face-based reels end-to-end.

## Digital Memory & Recollection

Private Alpha

Problem: Vast knowledge inputs remain scattered; proper memory management and enhancement are difficult.

Solution: A digital memory feed that captures, organises, follows, and semantically retrieves information like a second brain.

# Leadership Experience

### Head — Branding & Digital Marketing · Kallai E-Bikes

2022–Present

- Lead-to-sale ratio improved 6% → 11% via SEO/SEM + CRM.
- Scaled brand awareness and goodwill across target segments.

### Brand & Marketing Strategist · Kallai Oil & Food Products

2021–2023

- Retail velocity 4× across 1,000+ outlets after re-brand.
- Average basket value +38% via cross-promotion.

### Sales & Operations Lead · Hindustan Unilever Dealer Distribution Partner

2017–2020

- ₹30 Cr annual turnover & 10,000 B2B billables/month managed.
- Order-to-cash cycle –27% and errors –15% via standardisation.

- Cash-flow efficiency +20% through financial planning improvements.

## Education & Certifications

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- PG Diploma — International Business Management, Chennai Business School (India)
- Executive Diploma — Marketing Management, LIBA (India)
- B.Com — Loyola College (India)
- Certifications: Six Sigma Green Belt · SEO & Digital Marketing · Visual Design
- Ongoing: Advanced AI Builder Cohort (Build School)

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Open to global seed and venture investors  
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