ARAVIND G

Founding Product Manager · Brain-sensing wearables · Deeptech

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PROFILE

Founding PM for a brain-sensing wearable, taking it from customer discovery through three beta cohorts and four competitive mind-sport tournaments, and now leading its integration with CircleChess. Five years taking deeptech from 0→1, leading scientists, engineers, designers and marketers from early science to users.

EXPERIENCE

Founding Product Manager

Jan 2024 – Present (product work from Oct 2023)

Neurostellar · Incubated at IIT Madras · Brain-sensing wearables

- Leading Orbit's integration with CircleChess across technical integration, product layering on their coaching and gaming platform, and a referral-based distribution model.
- Took Orbit from customer discovery to 50+ customers across three beta cohorts and external users. Cut features to fix data capture after sync and calibration failures; sustained use reached 2 power users in cohort 1 and 4 of 12 consistent users in cohort 3.
- Consolidated the product around one proprietary cognitive-state metric after benchmarking how Whoop, Oura and Muse use AI and present data.
- Built Orbit's chess product, mapping cognitive state onto every move: a Battle of Brains (BoB) 4 report used by 25+ athletes, and an AI coach refined on 18 chats from 4 athletes.
- Led technical operations and data analysis for four BoB mind-sport tournaments (77 athletes, 381 games). Traced four root causes behind BoB 4 data-quality issues, and found breaks were the one consistent influence on cognitive effort.
- Replaced a manual reporting pipeline with a console that delivered reports to phones, cutting turnaround from 4 hours to 20 minutes for all 12 cohort 3 customers.
- Ran pilots with 5 athletes at Hatsun Chess Academy and 4 archers at Vijayi Bharath Foundation; two chess athletes who followed suggested interventions showed marginal gains in problem-solving.

Founding Business Developer

Mar 2021 – Jan 2024

Neurostellar · Incubated at IIT Madras Research Park · Cross-functional and product analysis

- Built the lead-capture pipeline and co-defined ideal customer profiles, supporting 300+ qualified leads from marketing campaigns.
- Conducted 100+ customer and stakeholder interviews through the GDC Startup Customer Discovery programme, using JTBD and Steve Blank frameworks to shape product hypotheses.
- Researched BCI applications across healthcare, wellness, K12 and neuromarketing. Researcher pitches did not convert, and longevity centres asked for features that did not serve their business, so that channel was stopped.
- Applied to 50+ innovation competitions and programmes; selected for YourStory Tech50 (2022), South Park Commons and BIRAC, and secured INR 10L in non-dilutive grants: INR 6L from CPS Prayas and INR 4L from MEITY TIDE 2.0.

Research Engineer Sep 2020 – Feb 2021

Relicus Bio · Startup incubated at Anna University

- Led production and QC for 20 batches of microbial antioxidants, coordinating manufacturing workflows.
- Assessed 5+ biotech products (bioplastics, enzymes, surfactants, microbial melanin, PLA, pigments) for technical and commercial viability.

Downstream Processing Engineer Intern Jan 2020 – Aug 2020

Sun Pharma

- Supported protein purification at a pilot plant near Bengaluru: chromatography, filtration and in-process sampling in a 500L purification tank.
- Supported 9 batches, logging protein yield per run under GMP record-keeping; verified cleaning-in-progress checks between runs.

Research Intern Dec 2018 – May 2019

South Dakota School of Mines, USA

- Researched corn waste conversion to bioplastics (PHA).
- Isolated hydrocarbon-degrading microbes for oil spill bioremediation.

EDUCATION

B.Tech in Biotechnology, SASTRA University · 2015–2019

SKILLS

Product:	Product strategy, competitive strategy, market research, customer discovery, JTBD, user research, product analysis, product marketing, Figma, JIRA
Leadership:	Team leadership, partnerships
Hardware and data:	Wearable sensing (BLE, brain-wave data), beta programmes, data collection and analysis, Python
AI-assisted build:	Cursor, Gemini, Grok, PyCharm; AI chatbots and cloud processing pipelines

RECOGNITION AND SPEAKING

- Business World 30 Under 30 (Wellbeing), 2024
- Toastmasters Best Table Topics Speaker, 2025
- Invited judge, healthcare hackathon, VIT Chennai, 2026
- Invited speaker, SSN Biomedical Conference

INTERESTS

Calisthenics · Veganism · Sustainability and climate