

YASH MEHTA

Entrepreneur and Consultant

Education: MBA, IIM-A | B-Tech (CCE), Manipal

Contact: +91 9870123531 | yashmehta7@live.com | [LinkedIn](#)

An entrepreneur with 7 years of experience spanning product development, manufacturing, distribution & online sales. Looking to leverage my expertise on innovative startups and scaling businesses.

EXPERIENCE

Brickstreet Technologies LLP, Mumbai, India

An online store for Web3 products, most notably India distribution partners of hardware wallets.

CEO Dec 2021 - Present

- Led team towards achieving an average 15% MoM growth rate with 0 marketing expense.
- Launched a successful affiliate partner network of 110+ members, driving 60% net sales.
- Conducted strategic partnerships & conference sponsorships for community engagement and cross-promotional activities.
- Implemented compliance strategies to streamline imports, resulting in reduced delays and errors in customs clearance.
- Represented the company as a guest speaker for conferences and live podcasts.

Dobby Automations Pvt. Ltd., Mumbai, India

A technology-design IoT company that developed products in the Smart Home segment.

Founder and CEO Jul 2017 - Dec 2021

- Developed a Linux-based SOM to autonomously make learning-based decisions using distributed edge computing.
- Developed a proprietary WiFi mesh system enabling automatic interconnection between devices
- Pivoted to produce an active respirator device for N-95 masks and led ideation to revenue within 4 months. (Pandemic)
- Collaborated with Anybody Can Help Foundation to distribute 1000 active respirator masks to healthcare workers.

Technical and Business Consultant (Part Time)

NutraEdge | Edge Pharma Pvt. Ltd., Mumbai, India

Sept 2022 - Present

- Identified key product formulations, strategised positioning, marketing strategy, sales forecasting and budget allocation.
- Implemented effective content strategy, performance marketing, and negotiated influencer brand deals.

Brickfield Technologies LLP, Mumbai, India

May 2022 - July 2023

- Conducted market research & engaged with experts to formulate viability reports exploring multiple business ideas.

Indriya Technologies Pvt. Ltd., Thiruvananthapuram, India

Jun 2018 - Jan 2020

- Assessed and refined product design and software for a Smart Electricity Metering Solution.
- Spearheaded setup of manufacturing operations and optimised cost + time efficiency by 30%.
- Facilitated obtaining BIS & DLMS licenses as well as the tendering process with State Electricity Boards.

EDUCATION

Indian Institute of Management, Ahmedabad, India (IIM-A)

Executive Masters in Business Administration | BPGP

Sept 2024 - Present

Indian School of Business, Hyderabad, India (ISB)

Venture Capital and Private Equity

Jun 2024 - Present

SP Jain Institute of Management and Research, Mumbai, India (SPJIMR)

Entrepreneurship | GYB

Feb 2019 - Mar 2019

Manipal Institute of Technology, Manipal, India (MIT)

Bachelor of Technology (B-Tech), Computer and Communication Engineering

Jul 2013 - Jul 2017

PATENTS & PUBLICATIONS

A Switchboard for Operating a Plurality of Devices and Method Thereof | Provisional Utility Patent

Patent No(s): 202021010138 | No. of Patent(s): 1

Mar 2020

Retrofittable Electronic Switchboard Unit | Design Patent

Patent No(s): 328033-001; 328034-001; 328032-001; 328031-001 | No. of Patent(s): 4

Mar 2020

Cloud Enabled Air Quality Detection, Analysis and Prediction: A Smart city application for Smart Health

Publisher: 3rd MEC International IEEE Conference on Big Data and Smart City, 2016 (ICBDSC)

Mar 2016

Honours: Best Paper Award

Cloud-Enabled Smart Health Monitoring of Vehicles: An ITS Application

Publisher: American Scientific Publishers in Advanced Science Letters (ISSN: 1936-6612 EISSN: 1936-7317)

Aug 2016

PERSONAL DETAILS

Nationality: Indian | Languages: English, Hindi, Gujarati