

2022



Manasvi Pratap Singh

Serial Entrepreneur | TedX Speaker | Author

**"Build your own character,
fight your own villains,
write your own success story
and don't forget to enjoy the movie."**

Executive Summary

Innovative and performance driven individual with a deep passion for technology and business. Astute understanding of starting businesses from scratch and scaling into a profitable enterprise. Adept at building perfect teams and leading them to desired goals. Two successful startup exits as a founder in Ed-Tech and Ad-Tech space.



Highlights & Accolades

- 01 TEDx Speaker
- 02 Book Author : Pursuit of Life
- 03 Entrepreneur of the Year: 2017 by Entrepreneur Magazine
- 04 Top 50 Young CEO's of 2018 by Business Connect
- 05 South Asia and Asia Pacific Manthan Award, 2014
- 06 Top 2 Ed-Tech Startups by Capgemini Innovators Race 50 2017
- 07 Winner of The Best CSR Project Award by India CSR- National CSR Summit 2017
- 08 Top 50 Most Innovative IT Product Companies - NASSCOM 2015

Media Coverage

- Forbes - Fundraising for OneTo11
- YourStory - Fundraising for Buddy4Study
- IndianManthan - Feature Article
- StartupCity - Buddy4Study Feature
- NewsX - TV Interview on Ecommerce tech
- Praise by Amitabh Kant(NITI Aayog CEO)
- Jagran Josh - TV Interview Buddy4Study
- IndiaCSR - India's first scholarship congress
- Delhi Education Ministry - Felicitation
- India News - TV Interview on PMAY Housing
- Indo Global Scholarship Congress - Chief Speaker
- Arunima (A TATA steel event - Chief Speaker
- Outlook - Entrepreneurship Spotlight Article



Manasvi Pratap Singh

**Cofounder and CMO
OneTo11**

Expertise & Skills

- Entrepreneurship
- Leadership
- Business Development
- Business Strategy
- Brand Management
- Sales & Marketing
- Fund Raising
- Mergers & Acquisitions
- Product Development
- Business Networking

Education

**University of Entrepreneurship
& Technology, USA**

Hon. Doctorate in Marketing Management (2020)

IMT Ghaziabad

PGDM - Marketing and Operations (2010-2012)

APJ Abdul Kalam Technological University

B.Tech - Information Technology (2006-2010)

Work History

Cofounder and CMO

**OneTo11 PTE LTD |
September 2020 - Present**

Founded the OneTo11 gaming ecosystem and led the marketing for the product. Acquired 2 million users in just 15 months after launch via organic growth. Formulated the trivia-based gamified learning games module to introduce a gaming option for intellectuals, scholars, and students. Structured and executed the PR and community development effort to build investor interest. Raised \$2.5 million for OneTo11 in seed and private rounds.

Cofounder and CSO

**Piquic Moksha Designs |
March 2018 - August 2020**

Founded and scaled AI-driven content creation tool for the E-commerce and advertising industry. Formulated strategies both long term and short term for driving annual sales to INR 30+ Crore p.a. Led the funding (both Institutional VC and Acquisition) and negotiations for valuation. Introduced Hyper-Personalization to drive more sales online by introducing industry-first practices such as Body-Sizing for E-commerce, generating images from 3d designs, and personalized re-targeted ads. Strategized the creative content strategy for more than 500 clients across the globe such as HUL, Marico, Flipkart, Amazon, Kmart, Hummel among others

Cofounder and Co-CEO

**Buddy4Study |
March 2014 - February 2018**

Founded India's largest scholarship platform with more than 2.5 million registered students. Making "Quality education accessible to all students", developed Buddy4Study as an end-to-end scholarship solution platform for students & providers. Scaled business to a valuation of INR 95 crores in 4 years. Raised more than INR 25 crore in Seed and Series A round from Institutional VCs and angel investors. Built and lead the team from 7 to 120+ people working across India for esteemed clientele such as HUL, Vodafone, Tata Trust, HDFC, L'Oréal, SBI, HP, DLF. etc

Contact Information

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