

# Jay Kapoor

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## EDUCATION

### University of Pittsburgh

*B.S. Economics & Statistics | Minor: Information Sciences*

Pittsburgh, PA

*Expected May 2028*

### The International School of Bangalore

*International Baccalaureate Diploma*

Bengaluru, India

*May 2021 – May 2023*

## EXPERIENCE

### Crowd

*Founder's Office Intern | Fintech & Investing-Insights Platform (~20,000 users)*

May 2025 – May 2026

*New Delhi, India*

- Operated in the founder's office of a 20,000-user fintech platform, reporting directly to the Founder & CEO across growth, strategy, business development, and operations.
- Owned organic user acquisition across Reddit, YouTube, Google Ads, and Generative Engine Optimization (GEO), building the platform's multi-channel distribution strategy.
- Launched and operated *Arthavaad*, a multi-city monthly speaker series, owning speaker outreach, brand partnerships, logistics, and event execution end-to-end.
- Produced competitive analysis and investment research across Indian fintech platforms to inform founder-level strategic planning.

### Juno-AI

*Founder | Healthcare-Access Platform (10,000+ rural users)*

Jun 2019 – Jul 2024

*Bengaluru, India*

- Founded and scaled a healthcare-access platform to 10,000+ rural users, connecting patients with doctors, pharmacies, and booking services across underserved communities.
- Negotiated partnerships with four healthcare organizations, driving 180% user growth within 12 months.
- Led product development, user outreach, and operations end-to-end across the full platform lifecycle.

### HDFC Bank

*Wealth Management Intern, HNI Division*

Jun 2025 – Aug 2025

*India*

- Conducted investment research under the Head of Wealth Management, analyzing equities, mutual funds, and investment products for High-Net-Worth Individual (HNI) portfolio reviews.
- Produced client-facing investment pitch decks and research summaries used directly in portfolio reviews and client meetings.
- Researched macroeconomic, sector, and company-level trends to inform asset allocation and portfolio construction recommendations.

### TARC

*Project & Operations Associate | Real Estate Development & Architecture*

Jan 2025 – Apr 2025

*New Delhi, India*

- Evaluated the viability of residential and mixed-use developments, researching zoning regulations, housing laws, pricing assumptions, and land opportunities to drive go/no-go decisions.
- Produced feasibility analyses and operational reports used in leadership decision-making for prospective developments.

### Project Nidaan

*Healthcare Access Coordinator*

May 2022 – Aug 2024

*Bengaluru, India*

- Conducted 50+ field interviews with gig-economy delivery workers to map medication and healthcare-access barriers.
- Coordinated distribution partnerships with Zomato and Swiggy to reach underserved riders; built Excel KPI dashboards tracking delivery performance and program outcomes.

## PROJECTS

### Juno ADHD OS | Claude API

Jan 2026 – Present

- Building an AI-powered productivity and behavioral operating system for ADHD users; documenting the full product build publicly at @jaybuildsvx.

### India HealthTech Market Map | Independent Research

2025

- Mapped 50+ Indian healthtech startups across 8 sectors and published an ecosystem landscape analyzing market trends, funding activity, and investment opportunities.

### Investment Memo Series | Venture-Style Research

2025 – Present

- Authoring investment theses on Indian healthtech and fintech startups, applying venture-style market and competitive analysis.

## PUBLICATIONS

### Healthcare Accessibility Research | Int'l Journal of Engineering Development & Research (IJEDR)

2022

- Ethnographic study on preventive healthcare adoption in rural India.

## ADDITIONAL LEADERSHIP

Founded an artisan-commerce initiative onboarding 300+ rural artisans and generating \$8k+ in revenue through NGO and marketplace partnerships. (*The Finer Things Club, 2021–2024*)

## SKILLS

**Technical:** Python, SQL, Excel (PivotTables, VBA)

**Domain:** Investment Research, Venture Research, Competitive Analysis, Market Mapping, Growth Strategy, GEO