

Contact

www.linkedin.com/in/saigole
(LinkedIn)
corporate.bharatagri.com/
(Company)

Top Skills

Robotics
AI product
Retention Strategies

Languages

English
Marathi
Hindi

Honors-Awards

KVPY (Kishor Vyagyanik Protsahan Yojana) Scholarship
Jenesys - Technical Exchange Program, Japan
ASES Entrepreneurship Fellow

Patents

DEVICE AND METHOD
FOR QUANTIFYING BLOOD
HEMOGLOBIN CONTENT

Sai Gole

Product, Growth, Strategy | Founder | Forbes 30U30 (2020)
Bengaluru, Karnataka, India

Summary

I've spent the last decade building, breaking, and rebuilding businesses—as a founder, operator, and now a growth & strategy consultant.

I co-founded BharatAgri with a simple belief: technology can work for underserved markets if it's built with empathy, discipline, and scale in mind. Over 9+ years, I led product, marketing, and business teams to grow the platform from zero to 6M+ users, launched paid subscriptions with 100K+ active customers, and later pivoted the company into a profitable \$10M ARR e-commerce marketplace serving rural India with 100k+ transactions monthly.

That journey taught me what metrics don't show:

- > How to design products when users are first-time internet adopters
- > How to scale growth with winning user trust
- > How to navigate pivots, team leadership, and growth

Today, I work as a Product & Growth Consultant with a US-based organization, helping take an AI product from idea to global launch. I've led core feature development, regional customization for India, Africa, and South America, and GTM execution—driving the first 500K users and building systems for the next 10M+.

My experience at the intersection of:

- > Product strategy
- > Growth & retention
- > Business models & unit economics
- > Execution in complex, emerging markets

Before startups, I worked at ITC, managing large operations and factory planning—an experience that grounded me in operational rigor and scale thinking.

I collaborate best with:

- > Founders navigating scale or pivots
- > Startups entering new markets
- > Teams that need both strategy and hands-on execution

Other than problem-solving, I spend most of my time swimming long distances in lakes, oceans, and rivers :)

Experience

Self-employed

Product and Growth Consultant

April 2025 - Present (1 year 2 months)

Working for a US-based development organization to build, launch, and scale AI-led mobile products, with a strong focus on product-market fit, growth loops, and retention across global and emerging markets.

Product Strategy & Execution

- Led 0→1 product strategy, including core feature definition, roadmap prioritization, and regional customization
- Designed product experiences tailored for India, Africa, and South America, balancing usability, infra constraints, and scale
- Worked closely with engineering and data teams to drive fast, iterative execution

Growth, GTM & Retention

- Owned GTM strategy and execution from launch to scale
- Acquired the first 1Mn users through product-led growth and engagement-focused onboarding
- Strategized user engagement loops for sector-specific AI bots focused on retention
- Currently enabling the next 10M+ growth phase with scalable acquisition and retention systems

Data & Decision-Making

- Set up analytics and reporting infrastructure for product, strategy, and evaluation teams
- Enabled cross-functional visibility into funnels, cohorts, and engagement metrics

BharatAgri

Co-Founder

April 2017 - March 2025 (8 years)

Bangalore Urban, Karnataka, India

Co-founded and scaled a consumer agritech startup from idea → scale → operational profitability, leading Product, Growth, and Business Strategy through multiple phases and pivots.

Product Strategy & Product-Market Fit

- Led product vision, roadmap, and execution for a mass-market consumer platform in rural India
- Built products for first-time internet users, optimizing UX for trust, repeat usage, and alternative to offline behavior
- Launched an advisory subscription product with 100K+ active paid users
- Used cohort analysis and feedback loops to continuously refine product-market fit

Growth & User Acquisition

- Scaled platform to 6M+ app downloads and 2M+ MAU
- Designed and executed a multi-channel growth strategy:

Performance marketing

Offline & field campaigns

Partnerships and media

- Built growth systems that balanced scale, CAC, and long-term retention

Monetization, Retention & Unit Economics

- Pivoted the business into a multi-brand e-commerce marketplace
- Launched private label product line with 60%+ gross margin and contributed to 20% of the total sales
- Scaled to:
 - 400K annual transacting users
 - \$10M ARR
- Operational profitability within 18 months
- Increased repeat transactions from 20% → 70%
- Improved prepaid transactions from 5% → 50%
- Expanded gross margins from ~20% → ~45% through pricing, sourcing, and partnership strategy

Strategy & Leadership

- Led cross-functional teams across Product, Growth, Business, and Finance

- Owned P&L, business model evolution, and strategic decision-making
- Built partnerships with manufacturers and ecosystem players to unlock sustainable margins
- Raised ~\$12Mn from VCs

ITC Limited

Project Manager

July 2016 - April 2017 (10 months)

Chennai Area, India

Early-career role that built a strong foundation in execution, scale economics, and operational discipline—skills I later applied in my startup

- Managed third-party manufacturing operations across 24 vendors with #800 Cr+ turnover
- Planned and executed ITC's first factory in the education products category (#250 Cr capex)
- Worked on manufacturing efficiency, capacity planning, and cost optimization

Centre For Innovation, IIT Madras

Student Manager

March 2014 - May 2015 (1 year 3 months)

Core team member for managing student run innovation and entrepreneurship lab

ITC Limited

Intern (KITES)

May 2014 - July 2014 (3 months)

Associate Project Manager for Overall Equipment Effectiveness (OEE) and productivity improvement for the production line.

Delivered operational excellence initiatives, reducing manufacturing downtime by 45%

Received a Pre-Placement Offer to join ITC full-time

Industrial Design Centre, IIT Bombay

Intern

May 2012 - July 2012 (3 months)

Education

Indian Institute of Technology, Madras

Bachelor's degree + Master's degree in Engineering Design, Engineering Design

Dr. Ambedkar College, Nagpur

Class 11 - 12

Somalwar Academy Education Society

Class 1 - 10