Melvyn Brodie

Founder's Office · Strategy and Operations

Bangalore (preferred) · Open to Mumbai and remote · Available immediately
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SUMMARY

First-time founder and former Private Equity Associate at TresVista. Co-founded EduWand, an AI-first classroom app, and took it from idea to launch on iOS and Android, leading product and operations while the CTO built the platform. Spent 4 years at TresVista in private equity analytics, fast-tracked to Senior Analyst and promoted to Associate to lead 3 analysts. Without a technical background, built 8 tools with AI coding assistants, most of them to run EduWand.

EXPERIENCE

EduWand (LessonForge LLP) · **Co-founder and CEO** · Bangalore — Jun 2025 – Oct 2026
Part-time from Jun 2025 alongside TresVista · LLP incorporated Apr 2026 · Full-time from Jul 2026

- Led product and operations for EduWand, built with the CTO: lessons and assignments personalised to each student, and an Attainment Report showing what each class has learned, by topic and by student; live on iOS (approved in 3 days) and Android
- Launched EduWand at ESFE 2026 (Education Supply and Franchise Expo) and spoke with 250+ educators, distributors and school owners; after the day-one price was rejected, tested new price points over the next two days and found a workable starting price
- Refocused the product on school administration, since schools make the buying decision, and planned the next version as an AI co-ordinator that would produce reports in each school's standard format at any point from live classroom data
- Generated 50+ leads for teacher workshops in a week from paid ads at about ₹40 each and ran four AI-training workshops for 50+ teachers, including one at an 850-student school that then entered commercial negotiations
- Set up the company: LLP incorporation, DPIIT recognition, GST, trademark filings, brand guide and $5K in AWS credits; won best pitch at a Bangalore startup competition (Aug 2026)
- Automated school outreach run by one person: personalised emails, day-3 and day-7 follow-ups, reply detection
- Wound down in Oct 2026 after cash ran out before school interest converted to revenue

TresVista · **Associate** · Bangalore — Jun 2022 – Jul 2026
Analyst, Jun 2022 · Senior Analyst, Dec 2023 · Associate, Dec 2024

- Promoted to Senior Analyst in 18 months, six months ahead of the standard track, and to Associate a year later; received the Shining Star award as the team's top performer for the half-year
- As Associate, led 3 analysts across 3 PE clients, owning scoping, timelines and final review of every deliverable before it reached the client; trained new analysts and wrote team SOPs
- Rated 5/5 in more than 60% of reviews, with no rating below 4/5
- Secondaries fund of a top-3 global asset manager: built quarterly pricing models for LP portfolio bids, underwriting the top 80% of assets (up to 12 companies) in each fund covered with industry analysis and DCF exit valuations
- US endowment: built filterable Excel portfolio dashboards and GP profiles, and benchmarked fund performance against Bloomberg quarterly data for investment and GP relationship decisions
- Growth-stage SaaS VC: built a historical portfolio database and quarterly dashboards for follow-on decisions; created a market-sizing template now used for multiple TresVista clients and trained another team on it
- Private credit trading firm: tracked trading fees and macro indicators and supported portfolio ESG ratings

EARLIER VENTURES

- **D2C apparel**: co-founded The Hoodie Cartel, a premium winterwear brand (Nov 2020 – Jan 2021, ~35 units), and launched Groovy, a custom T-shirt gifting brand (Jan – Mar 2024: 50 units, 1M+ Instagram reach on under ₹500 of ads)
- **Fitness coaching (2026)**: built a training and diet programme and the client app used to follow it; earned ₹1.2L from a single client; no longer coaching
- **Bijlee Solar**, management trainee (summer 2020): worked directly with the founder on accounts, tender documentation and website content

EDUCATION

St. Xavier's College, Mumbai · Bachelor of Management Studies · GPA 9.36/10 — 2022

Boston Institute of Analytics · Master Diplomas in Generative AI and Agentic AI Development — Jun 2025 – Jan 2026

SKILLS

Finance and strategy: financial modelling (portfolio pricing models), market sizing, revenue retention analysis, investment memos

Operations and GTM: team leadership, SOPs and process design, B2B outreach, pricing, lead generation, pitch decks

Tools: Excel, PowerPoint, Notion, Google Apps Script, Claude and other AI coding assistants, ElevenLabs API

Interests: Fitness (78 to 67 kg in 3 months) · Rock and electronic music · Led the sports club at TresVista, Bangalore