

VEDAANT CHOPRA

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Education

Newton School of Technology
B.Tech., Computer Science & AI

Aug 2025 - 2029
Sonipat, Delhi NCR

Projects & Positions of Responsibility

Arthakram - Product & Consulting Club

Feb 2026 - Present

Associate Consultant

Sonipat, India

- **Led product teardowns of Toing, Urban Company, Zepto and Blinkit**, examining user journeys, competitive positioning and opportunities to improve the product experience.
- **Conducted market research**, competitor benchmarking and business analysis; translated findings into structured insights and actionable recommendations.
- **Applied issue trees, TAM/SAM/SOM and customer segmentation** to growth strategy, opportunity assessment and product evaluation; collaborated on user research and product strategy.

WynIt - Hackathon Discovery & Preparation Platform

2026

- **Identified discovery and preparation gaps** through user research; designed end-to-end user flows, prioritised features and developed preparation and team-formation modules.
- **Owned the product lifecycle** from problem definition and feature scoping to implementation, with a focus on activation and retention.

Thrifto - Thrift Marketplace for College & Gen-Z Students

2026

- **Validated a college thrift marketplace** through a physical stall; managed inventory, seller onboarding and the buyer experience, generating **Rs. 10,000 in sales on Day 1**.

Vyapar - ONDC Market-Maker & Seller Onboarding Engine

2026

- **Defined a product concept** to help MSMEs identify hyperlocal demand gaps using ONDC open data and Beckn, with ONDC seller network participants as the primary target customers.
- **Mapped a location-based journey** to surface demand signals, price ranges and listing requirements, aiming to reduce seller onboarding friction.

IT President - DPS Ghaziabad

- **Led the school IT team** and spearheaded a school-level IT fest, managing end-to-end event operations, technical infrastructure and cross-team coordination.

MUN Organiser - DPS Ghaziabad

- **Hosted 3 MUNs with 350+ participants**; drove event strategy, sponsorship acquisition and delegate management, generating **Rs. 25,000+ in revenue**.

Certifications

BCG - Strategy Course · IIT Guwahati - Micro Course Program · IIT Delhi - Summer Boot Camp (Robotics)
Visual Vertex Hackathon · BITS Pilani Case Competition Hackathon

Skills

Product: Product Strategy · Customer Discovery · User Research · Market Research · Competitive Analysis · Feature Prioritisation · GTM Strategy

Frameworks: Issue Trees · TAM/SAM/SOM · Customer Segmentation · Jobs-to-be-Done · Systems Thinking

Tools: Figma · Notion · Excel · PowerPoint · Google Workspace · Git

Tech: Java · JavaScript · React · HTML · CSS · Python · SQL

Soft Skills: Stakeholder Communication · Cross-functional Collaboration · Strategic Thinking · Agile/Scrum