

# SHUBHO BROTO DAS

## CO-CREATING SUSTAINABLE INNOVATIONS



### ABOUT ME

NATIONALITY  
Indian

COUNTRY EXPERIENCE  
Asia: India, Indonesia,  
Bangladesh  
North America: United  
States

EDUCATION QUALIFICATION  
Bachelor of Commerce with  
Honors', Hindu College,  
Delhi University  
(2006-09)



CURRENT CITY  
Bengaluru, Karnataka



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In the last decade, I have been implementing cross-functional impact initiatives, catalyzing new growth ideas, and validating scalable market-based business models with lean pilot experiments. As a multi-hyphenate, I'm constantly pushing myself to do things outside of my comfort zone, always on the go, always hustling. This is what drives me every single day.

As a sustainability consultant, I'm working with IRC Wash, Xynteo India and Ennovent. I have also co-founded a few digital ventures as an Entrepreneur supporting innovations with tools, and frameworks with [nudgeCatalyst.com](https://nudgecatalyst.com), end-to-end communication and brand strategy with [goTotallySocial.com](https://gototallysocial.com), a smart web design studio with [truleap.com](https://truleap.com), & a B2B outbound marketing company to support Account-based Marketing (ABM) for Non-Profits in India with [upScaleABM.com](https://upScaleABM.com) among others.

### WORK EXPERIENCE

#### Aug'19 - Present / Truleap Ventures LLP - Co-Founder

Supporting organisations like Shell India, Unilever, Tata Trust, Aditya Birla Group (Hindalco), Cyient, Xynteo among others as an exclusive tech and design partner for developing the digital platforms for Sustainable Initiatives

#### Mar'17 - Present / goTotallySocial.com - Co-Founder, Director Relationships

Incubate brands with ambitious leaders and radically expand their growth story through a comprehensive strategy, powerful design, innovative storytelling and engaging touch-points across traditional print and digital platforms.

#### Jan'18 - Present / Ennovent, IRC, Xynteo - Sustainability Consultant

Working with mission-driven social enterprises and changemakers to catalyse new growth ideas and solve complex problems and make our world a better place by doing things that matter while increasing revenues simultaneously.

#### Jun'15 - Dec'17 / Ennovent India - Head, Startup Services

Led projects on sustainability in low-income markets and supported early stage enterprises in raising their first round of investment/funding. Served as a Field Expert for Due Diligence and led Startup Vertical as a business model consultant for sustainability, impact, and scale.

#### Sep'11 - Nov'13 / Essex Lake Group - Profit Consultant (2013, NYC); Spend Specialist (2012 - 2013); Senior Research Analyst (2011 - 2012)

Supported client relationship and business development activities as a management consultant for Fortune 500 companies in Big Data analytics space. Responsible for driving on-site implementation of near-term profit enhancement with spend optimization and re-engineering initiatives for a major Financial institution in Wall Street, New York City (NYC).

#### Jun' 09 - Aug'11 / McKinsey & Co. - Global Finance, M&A Transactions

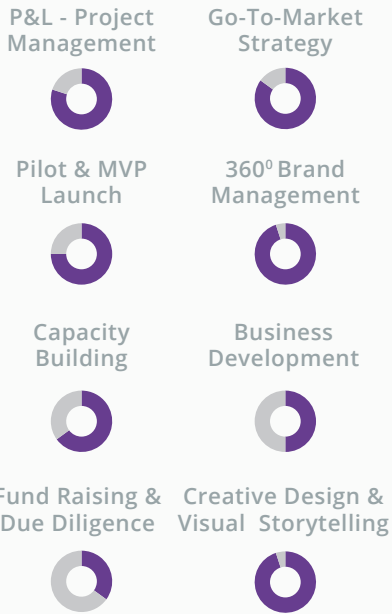
Build expertise in Transactions Service Line (M&A's & Private Equity) with a spike in target screening, post-merger synergy and commercial due diligence. Also, co-developed "Synergies Estimation Tool" to assess the potential synergies from a banking M&A (a proprietary McKinsey & Co. toolkit). Served as one of the core members of "Reshaping Opportunities", a proprietary project involved in scanning and profiling targets in the European financial services industry.

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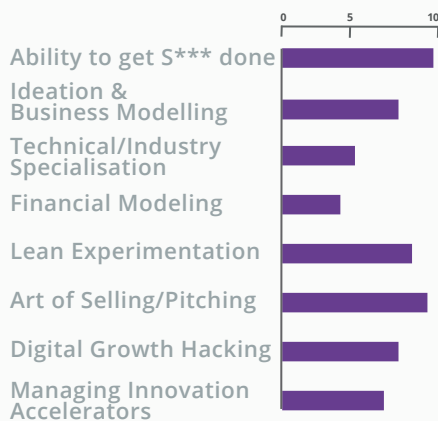
## CO-CREATING SUSTAINABLE INNOVATIONS

### SKILLS

#### PROFESSIONAL



#### STARTUP PROFICIENCY



#### PERSONAL



### RELEVANT INNOVATION LAUNCH EXPERIENCE

#### Jan'19 - Jul'19 / WWF Austria - WildStuff Sustainable Marketplace

Developed and piloted business model for sustainable wild-harvesting, cultivation, and production of medicinal and aromatic plants (MAPs), allowing smallholder farmers and global consumers to share in the conservation of tigers.

#### Jul'18 - Dec'18 / Bosch India - Market Activation Program

Led the startup program for designing business case for enabling productization of a innovative Daity technology.

#### Jul'18 - Sept'18 / Kairos GmbH - India Pilot Program

Implemented a feasibility pilot in India and helped the organization to refine it's business model to provide affordable lighting solutions to low-income markets.

#### 2017-19 / GACC (U.N.-sponsored public-private initiative) - Field Due Diligence

Provided in-field due diligence support for Top-6 finalist companies in Bangladesh under Catalytic Small Grant (CSG) funding program for The Global Alliance for Clean Cookstoves (GACC), a U.N.-sponsored public-private initiative. Conducted a 360-degree business review and provided advisory on investment strategy and growth initiative for 3 of the Top-6 finalists. The due diligence was focussed on optimizing the usage of capital that would strengthen and catalyze the early-stage business ecosystem for clean cooking and eco-fuel products in Bangladesh.

#### Dec'17 - Apr'18 / RethinkHIV (USAID India Healthcare Program)

#### May'18 - Aug'18 / Popup India Innovation (Veolia - Ennovent)

Partnered as a consultant to launch entrepreneurship outreach program for RethinkHIV (USD 1.5MN HIV Grand Challenge for the most innovative tech solution) and Pop-Up India (unique incubator to boost open innovation)

#### 2017-18 / Startup Coach, GSBI Xchange - Santa Clara University, California

Facilitated multiple BOOST Capacity Building workshops for United Nations Foundation (GACC) and led several entrepreneurship workshops for India's premier institutions including IIM Indore, IIT Chennai, Bombay & Kharagpur under National skill development initiative (Ministry of Skill Development, Govt. of India).

#### 2016-2017 / Due Diligence Consultant with Ennovent & Global Dev. Network

Worked as due diligence field expert for 2 consecutive years in Indonesia (2016) & Bangladesh (2017) to select Most Innovative Development Program (MIDP).

#### Mar'16 - Sept'16 / Sanitation Innovation Accelerator - Ennovent, Taru & IRC

Spearheaded India' first sanitation program as a Project Lead to identify, start-up, finance, and scale early-stage entrepreneurial innovations, both for-profit and non-profit organizations across the sanitation value chain in rural India. As a start-up coach, facilitated 3-Day need assessment boot camp, 8-Week customized capacity building program & 8-Day investment readiness sessions.