

Mayur Jobanputra

Web3 EiR / Startup Founder / Product Manager / Engineer

👤 Profile

Tech Entrepreneur, Founder, and Advisor with Product, Marketing, Engineering and Leadership experience.

What they said:

"...extremely skilled at identifying obstacles to product development, and engaging key stakeholders"

"...has a knack for uncovering key business problems and doesn't hesitate to share and collaborate with multiple teams to get those problems solved."

"...an incredibly perceptive and smart manager. Very keen and a team player, he foresees potential issues and right away starts acting to find solutions. "

Details

Vancouver

Canada

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hello@mayur.ca

Links

[Linkedin](#)

Skills

Product Manager with experience across the entire product lifecycle - design, build, test, release

Two decades working with Engineers, Designers, and Key stakeholders in Agile - both Scrum and Kanban - and Waterfall

Experience with wireframing, high and low fidelity mockups, graphic and web design, PRDs, stories, release notes, pitching and more

Deep technical expertise and ability to grasp complex software environments and ecosystems rapidly

Web 3.0 expertise: DAOs, NFTs, and more. Builder of daodir.co and other initiatives in web 3.0

Tools

Product Board, Product Plan, Figma, Balsamiq, Trello, Jira, Notion, WordPress

📁 Employment History

Founder at BuidlersDAO.org, Vancouver, Canada

November 2022 — Present

I'm building BuidlersDAO.org to become an inclusive and supportive community for Web3 founders and builders. With prior experience as a founder, I understand the challenges that founders face and have consulted with many for the past two years. I'm building what I never found in Web3: subject matter experts available on-call, mentorship from other founders, resources to learn and skill-up, and a community to keep their dream alive. I want to help founders navigate the journey to Product-Market-Founder fit and achieve success and impact.

Founder at Digital Marketing Agency

2000 — Present

I have over 20 years of experience providing digital marketing and web development expertise to founders and startups. I continue to offer these services and more information can be found on my LinkedIn profile

Founder at SchoolofWAGMI.com, Vancouver, Canada

April 2022 — December 2022

Attempting to build a Web3 wallet tracker and crypto research tool at blocksherpa.ai (a "normie" competitor to Messari), I realized I needed more expertise and guidance. In response, I started a podcast interviewing successful Web 3.0 founders. Effective December 2022 I'm rebranding and will re-launch at BuidlersDAO.org.

Founder at cryptodir.co

October 2021 — June 2022

cryptodir.com was the parent brand for several crypto domains I owned (daodir, nftdir, dappdir etc). My aim was to build the 2000-era "yahoo" of crypto to help people discover crypto tools, projects and startups in one place.

Accomplishments:

- Launched daodir.co in October 2021. Built with WordPress, the directory obtained 1000 page views per week with new directory entries added through an online form.
- daodir.co was on the first page of Google SERP for "dao directory"

Entrepreneur In Residence at NEAR Protocol, Remote

January 2022 — March 2022

NEAR is a web 3.0 blockchain and Ethereum competitor focused on developer and user-friendliness.

- Started Product-shaping-as-service to help ecosystem with product - see mayur.ca/psaas
- Started a decision tree to help new ecosystem users - see mayur.ca/decisiontree
- Recruited 10+ individuals into NEAR - designers, developers, and leads
- Bought 20+ domains for future startups - see mayur.ca/neardomains
- Started genorati.com - AI-powered NFT generator - see mayur.ca/genorati

Startup Advisor at BlockbusterDAO and RocketBUSD, Remote

November 2021 — January 2022

- Setup communication and team infrastructure for core teams
- Scouted and on-boarded Project and Community Managers
- Provided leadership and product guidance to team members

Founder at fractional.pm

May 2020 — December 2020

In 2020, I founded a full-stack product management agency to provide fractional product management services to startups.

- Assembled a cross-functional team
- Built a Slack community of 500 PMs in less than 30 days
- Created a chatbot that generated 94 leads in 15 days
- Launched aspiring.pm, a directory and PM library
- Created a comprehensive collection of PM-related resources and tips over a two-year period (mayur.ca/pmtips)

Startup Advisor at LMON HR startup, Vancouver, BC

August 2020 — October 2020

Assisted an HR agency founder in building an investment thesis for Lmon.com, a startup offering an Uber-like experience for business functions like Accounting, HR, and Legal. Created a business plan, pitch deck, and conducted user interviews to understand pain points and challenges.

Technical Product Manager at Kater Ride Sharing, Vancouver, BC

July 2019 — March 2020

As the product manager for a ride-sharing startup challenging Uber, I:

- Owned requirements for 20+ releases to B2C and B2B users
- Created user stories with clear definitions, scope, and acceptance criteria for features
- Improved TDD/BDD efforts to increase velocity and product quality
- Mentored a team of 8 transitioning from QA to part-time feature owners
- Recruited 3 employees from Lighthouse Labs for engineering and product roles
- Participated in sprint planning and reviews

Technical Writer at Kater, Vancouver, British Columbia, Canada

April 2019 — June 2019

- Documented a complex, event-modelling back-end to reduce onboarding time for Engineering hires.
- Led our SRED (gov tech credits) project requiring consolidation of 3k+ tickets out of Jira and Trello
- Managed a remote Business Analyst that helped with SRED/SR&ED reporting

Caregiving - Career Break

2010 — 2018

Provided primary care for an ill parent with Alzheimer's after the 2009 financial crash, until their passing in 2016. A positive attitude and strong faith helped me through the difficult times. If you are facing similar issues, reach out if you are looking for someone to talk to who understands what you are going through.

Multiple previous roles in Tech

1996 — 2010

Prior roles - Release Engineer, Quality Assurance, Systems support, Technical Writer. See LinkedIn for more info.

Education

Product Management Certificate, Brainstation, Vancouver

March 2022 — June 2022

Product Management in the Artificial Intelligence Era (BUS 261), Stanford Continuing Studies

January 2021 — December 2021

Business, Simon Fraser University

January 1992 — December 1996

🔧 Courses

Product Masterclass: How to Build Digital Products, Online

★ Certifications

Product Masterclass: How to Build Digital Products

April 2020 — Present

★ Technical Highlights

Built a CMS in ASP classic/SQL in 2007 and sold several licenses

Built over 100 websites since 1996 for clients across dozens of industries

Advanced knowledge of WordPress including custom post types using Toolset and PODS, Plugin and Theme development and more

★ What they said

"On one hand, he has an understanding of technology and its applications, and on the other hand, the curiosity to explore the needs of customers and focus on essential pain points."

"...extremely skilled at identifying obstacles to product development, and engaging key stakeholders to ensure that the right questions get answered and the right solutions get implemented."

"I lost count of how many times he impressed me with clever short and long-term ideas for the product. Would I hire him as a product manager? I would hire him anytime."

🔊 References

See 10+ recommendations on LinkedIn