

Mukul Israni

Product Manager | AI Systems x Monetization

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SUMMARY

Product operator who builds monetization systems and growth loops at scale. Founded AdToken (interactive ad infrastructure); previously scaled consumer platforms past 20M+ Monthly Active Users (MAU) and drove \$250K–\$300K/month revenue through in-app monetization. Ship fast with LLM workflows and AI agents — 0→1 builder across consumer, AI, and Web3, strongest where distribution and incentives are designed together.

WORK EXPERIENCE

AdToken · Founder & Product Lead · Sep 2024 – Present

Bootstrapped, early-stage ad infrastructure with AI-driven placement and conversion flows.

- Built an ad platform that embeds interactive transaction flows directly inside content, cutting click-out friction between discovery and conversion
- Drove \$50K+ transaction volume across 10+ ecosystem partners and 215+ affiliates via an early placement and affiliate program
- Launched embedded conversion flows inside X/Twitter, compressing discovery-to-action to a single surface
- Won SUI Overflow hackathon (1,500+ community votes); generated 3K+ paid transaction events

DevForce99 · Product Lead (Contract) · Jun 2024 – Sep 2024

Early-stage product studio delivering developer infrastructure tooling for technical clients.

- Delivered Fuel Network's [block explorer](#) end-to-end (now live as the network's primary explorer) — publicly acknowledged by Fuel founder Nick Dodson
- Defined product requirements and shipped infrastructure tooling for protocol clients including io.net (decentralized GPU compute)

Bimapan · Product Manager · Oct 2023 – May 2024

YC-backed insurtech on a B2B2C model, collecting over \$12M+/year in policy premiums.

- Re-architected the UNO platform into Platform-as-a-Service (PaaS), unlocking multi-tenant enterprise onboarding (architecture scoped for 100M transactions/month)
- Designed and rolled out Role-Based Access Control (RBAC) for enterprise access across partner tiers
- Prioritized and shipped onboarding-workflow fixes that improved partner reliability and platform uptime

Chingari / GARI Network · Product Manager · May 2022 – Oct 2023

Republic capital-backed consumer social platform with 20M+ MAU and 150M+ downloads.

- Drove \$250K–\$300K/month revenue via in-app monetization systems (tipping, calls, digital assets) across a 20M+ MAU platform
 - Led platform migration for 2M+ users in 27 days — one of the fastest consumer migrations at scale — across a 15–18 person cross-functional team
 - Built simplified onboarding (PIN-based abstraction) that cut activation friction and first-time drop-off
 - Scaled partner-facing platform services to \$12K+/month recurring revenue (200% MoM); closed 10+ strategic partnerships
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SELECTED PROJECTS

Independent products I build and ship solo.

- **JellyNet** (Live, jellynet.net) — AI API capacity-sharing marketplace: one universal key across 40+ providers, with programmatic per-call billing (USDC) enabling AI agents to buy capacity autonomously
 - **Content Engine** — End-to-end LLM workflow automating content ideation, generation, and multi-platform distribution with feedback loops (Claude, n8n, Twitter API)
 - **AuditBot** — AI analysis pipeline indexing 112K+ smart contracts across 13 chains; automated risk review via multiple scanners + a Claude reasoning layer
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SKILLS

AI: LLM Product Workflows, AI Agents, Prompt Engineering, Rapid Prototyping (Claude, Cursor)

Product: 0→1 Product Development, Product Discovery, Roadmapping & Prioritization, Experimentation (A/B Testing), Agile/Scrum, Activation & Retention, Monetization Systems, Growth Loops, Stakeholder Management

Analytics & Tools: SQL, Looker, Tableau, Mixpanel, Amplitude, Jira, Confluence, Linear

Tech: JavaScript, REST APIs, n8n, Next.js, Drizzle ORM, Solidity

HIGHLIGHTS & EDUCATION

- 6 hackathon wins across Web3 and product; speaker at 5+ Web3 and product events
- B.Tech, Electrical Engineering — MIT Aurangabad