

# Mukul Israni

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## Product Manager | Web3 x Monetization Systems

Bangalore, India (Open for Global Remote)



### SUMMARY

Product operator who scaled Web3 consumer platforms to 20M+ MAU & \$250k-\$300K/month revenue  
Founder of AdToken, building interactive ad infrastructure enabling transactions directly inside content.  
Focused on 0→1 monetization systems, growth loops, and embedded finance.

### Work Experience

#### AdToken

##### Founder & CEO

May 2024 - Present

*Built & shipped a next-gen ad network enabling interactive monetization inside content surfaces (Bootstrapped/ early-stage)*

- **Designed interactive ad infrastructure** enabling token swaps, staking, and NFT actions inside ad placements (iframe-based system)
- Built **embedded trading flows inside content (including X)**, reducing **discovery** → **transaction friction**
- **Drove \$50K+ transaction volume** and onboarded **10+ ecosystem partners**
- Owned **product, growth, and partnerships** across zero→one build and GTM
- Worked with a small founding team across **engineering, design, and BD**

#### Bimaplan

##### Product Manager

Oct 2023 - May 2024

*Bimaplan, a YC-backed Insuretech platform operates on B2B2C model, collecting over \$12M+/year in Policy Premiums.*

- Led **transformation of UNO platform into PaaS architecture** with architecture scoped for **100M Tx/month**.
- Designed **RBAC system** for enterprise access control
- Improved **partner onboarding** and **system reliability** via product enhancements

#### Chingari, GARI.Network

##### Product Manager

May 2022 - Oct 2023

*Chingari is a Republic capital-backed Web3 social media app with 20Mn+ MAU & 150M+ Downloads.*

- **Led product efforts for Aptos integration**, enabling **2M+ on-chain user onboarding in 27 days** within a 15–18 member cross-functional team
- Designed **simplified wallet UX (PIN-based abstraction)**, reducing **onboarding friction**
- Drove **\$250k-\$300K/month revenue** via **in-app monetization systems** (tipping, calls, digital assets)
- Managed GWS (**Gari Web3 Services**) generating **\$12k+/month revenue** with **200% MoM growth**
- Closed **10+ strategic partnerships** across **Near, Moralis, Livepeer, QuestBook**, etc.

### Selected Projects (AI & Experiments)

#### Content Engine (Personal Project)

AI-powered system to automate content ideation, generation, and distribution

- Built end-to-end LLM workflow for **content creation, iteration, and automated posting with feedback loops**.

#### JellyNet (In Progress)

Decentralized marketplace for APIs and compute via AI agents + micropayments

- Designing **agent-driven system for API consumption** and **trustless micropayments** (USDC/ALGO)

### Skills

**Product:** 0→1 Product Development, Monetization Systems, Growth Loops

**Web3:** Wallet UX, On-chain flows, Token systems

**AI:** LLM-based product workflows, AI agents, prompt engineering, rapid prototyping (Claude, Cursor)

**Tech:** Javascript, Solidity, Product analytics tools

### Selected Highlights

- 6 Hackathon wins across Web3 and product innovation
- Speaker at 5+ Web3 and product events
- Active contributor across Sui, Solana, and multi-chain ecosystems

**EDUCATION:** Electrical Engineering