

CRCKD.

growth, capital, ops

An experiment lab for early-stage companies. Work arrives as a mandate: one scoped problem with a number attached, run inside the company until the number moves.

Eight mandates since December 2025: a venture arm for a government-partnered policy firm, a sell-side valuation, the investor engine behind a SaaS company's three rounds, and the growth and operations systems now running inside six companies. This is the record of what was built and what came of it.

www.crckd.live

How the lab works. Every engagement is a mandate.

A mandate is one problem, scoped before any work starts, with the number it has to move written down: first revenue in a new market, a round closed, a channel that produces pipeline. The lab works inside the company for as long as it takes, builds what is missing, runs it, and leaves the system behind with someone trained to own it. It ends when the number moves, not when a retainer runs out.

Three kinds of mandate so far. Capital: standing up a venture arm, valuing a company for sale, running a round as a system rather than a network. Growth: deciding who a product is for from customer evidence, then building the channel that proves it. Operations: the CRMs, automations and judgment layers that give a lean team its hours back.

Rules the lab works by

- **The number comes first.** A problem that cannot be given a number is not a mandate yet.
- **Built to be left behind.** Every engine ships with its SOPs and a trained owner, so it keeps running after the lab leaves.
- **Judgment stays human.** AI scores, ranks and drafts options. A person writes and a person decides.
- **Verification before volume.** Every list is rechecked before a wave goes out, and nothing sends until the owner of the account says go.
- **Proof is never invented.** Every number in this document is from a live system or a closed deal.

The team



Aarya Gandre

Runs the growth mandates: positioning, commercial ops, the first market. Employee #4 at a life-sciences AI company building Digital Doctor Twins, running global commercial ops and GTM across pharma accounts from Paris, New York and Mumbai.



Dhruv Kumar

Runs the capital mandates and the engines. Head of Growth and RevOps at a decision-intelligence SaaS: closed the seed, bridge and venture debt, now leading the pre-Series A, with revenue across India, North America, the EU and Japan.

B2B AI, supply-chain SaaS, deep tech, nutraceuticals, engineering services, FMCG ingredients

Darwin Dynamics. Building the venture arm.

Active mandate since October 2026 · a DPIIT Startup India partner

Darwin Dynamics is India's first youth-driven public policy consultancy. On 8 August 2026 the Department for Promotion of Industry and Internal Trade signed it as one of five Startup India partners, alongside Cashfree and Cars24, with the mandate for founders in tier-2, tier-3 and rural India: bootcamps, mentor networks, investor-connect and international market-access programmes across clean energy, green hydrogen, AI, climate tech and advanced manufacturing. A policy firm that now holds a government mandate to connect founders with capital needs an investing capability of its own. Building it is the lab's mandate.

The venture arm

- **Investment thesis.** Which of the five mandated sectors Darwin's capital can win in, the stage where a government-partnered investor adds the most, and the cheque a first fund can write.
- **Deal sourcing.** The DPIIT-recognised base, Darwin's own bootcamps and mentor network, and the lab's outbound engines turned from buyers to founders.
- **Screening.** One scorecard for every startup, on traction, market fit, founder depth and capital efficiency, so a yes or a no fits on one page and holds in front of a committee.
- **Cadence.** Deal memos, a pipeline review rhythm, and the documents a first fund needs before its first cheque.



The Davos delegation

- **25 startups, the target.** Darwin's international market-access programme, run by the lab: a long list from Darwin's network and the lab's own sourcing, screened on the same scorecard, down to the 25 that can hold a room in Davos. Selection is under way.
- **Preparation, not just a seat.** Each founder goes with a narrative, a one-pager and a list of who to meet, so a conversation with an investor or policymaker becomes a follow-up rather than a handshake.

25	1	3
startups, the target	scorecard for all	things each founder leaves with

Capital mandates: a sale, a seed round, and the engine behind both.

An automotive engineering-services firm, sell-side valuation

US and India · 15+ years, 100K+ engineering hours · global OEMs and Tier 1 suppliers as clients · name withheld while the sale is in progress

Infotainment, ADAS software, PLM and simulation for carmakers and their suppliers. The founders are preparing a sale, and the first thing any buyer contests is the number. Benchmarking and growth-rate modelling by service line, from the order book outward; valuation on comparables and discounted cash flow, reconciled so the range holds when a buyer's banker pushes on it.

Delivered: the valuation pack now anchors the founders' sell-side conversations

The same SaaS company, the growth engines

A round buys time, not customers. After it closed, the lab built the revenue system the company did not have: 19,656 raw contacts cut into 41 campaigns and 11,438 qualified people, each scored on fit, buyer power, proof, pain and speed; an AI judge ranking every variant before a human picks; eight warmed mailboxes at 15 sends a day; and an inbound playbook that turns founder-post commenters into conversations in 48 hours.

Outcome: $1.5M in revenue across India, North America, the EU and Japan

A decision-intelligence SaaS, the investor engine

Early-stage AI company, India and US · seed to venture debt · built by Dhruv inside the company

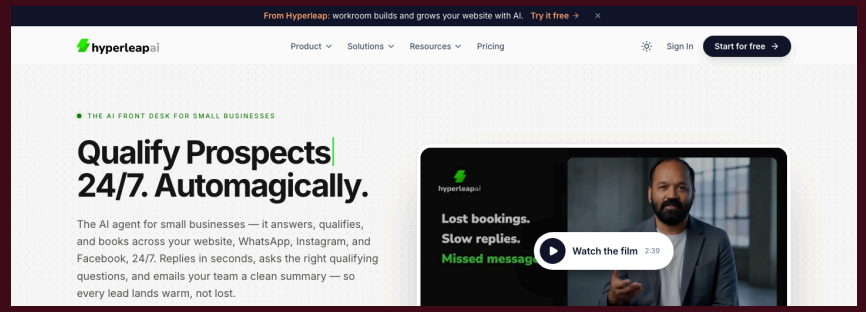
A seed round, no inbound interest, a two-person team and no investor network to work. The answer was a system that could reach the right investors at volume without reading like a mass mail.

104	78	2-step	Daily
investors mapped	verified	mailer, guarded	Slack summary

- A six-template kit: warm-by-association, three cold angles by thesis, a follow-up, and the Tier-0 ask for a warm introduction
- A two-step Apps Script mailer with reply and sent guards, so nobody is chased after answering; India and US send windows, a daily summary to Slack
- Warm introductions first, cold thesis-fit second. The cold set was still in motion when the round closed

Outcome: the seed closed, followed by a bridge and venture debt; the same engine now runs the pre-Series A

Growth mandates: positioning first, then the channel that tests it.

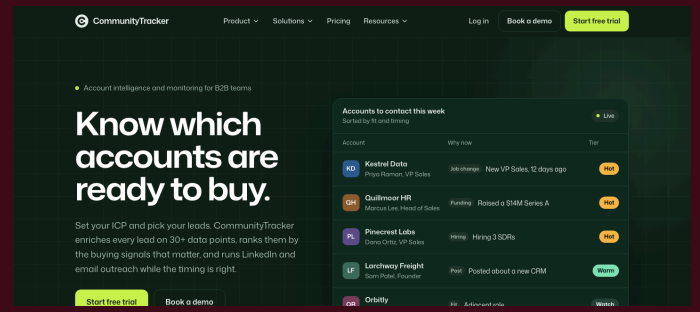


Hyperleap.ai, inbound and positioning

AI front desk for small businesses on website, WhatsApp, Instagram and Messenger · Meta Technology Provider · Inc42's 60 Rising AI Startups

- The product was selling into Indian real estate and hospitality faster than anywhere else, and nobody had written down why. Customer-insight SOPs turned that into a positioning the whole team now repeats
- Inbound strategy and an SEO/AEO content system built around the questions SMB owners actually type into a search box
- Distribution narrowed to the two sectors with proof; the inbound playbook turns every founder-post engager into a conversation within 48 hours

$40K of pipeline in six months; now past **$100K ARR**

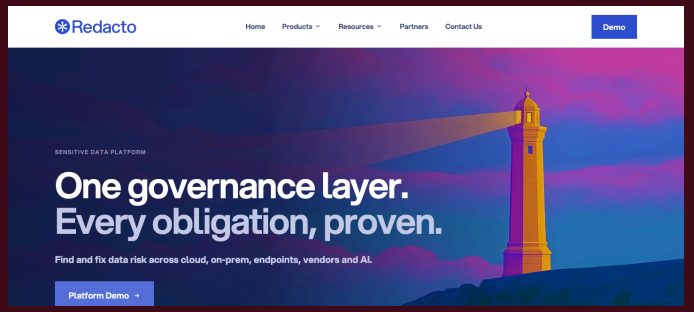


CommunityTracker.ai, GTM from scratch

Buying-signal intelligence for B2B sales across Reddit, LinkedIn, X, Hacker News and GitHub · founder's previous micro-SaaS exited for $550K

- Brought in before the product existed, to decide who it was for
- ICP and positioning settled with the founder: founders doing their own sales first, SDR teams second
- User flows cut back to the first use case; launch channels opened

$2,000 MRR in month one; now **400+ teams** signed up



Redacto.ai, enterprise GTM

Privacy and sensitive-data governance, Bangalore · 40+ implementations · SOC 2, ISO 27001, 27701, 42001 · Razorpay, PayU, Pine Labs, SBI Life, Indian Bank

- The next segment needed a story of its own and a pipeline to test it
- Segment positioning built from the proof already in the customer base
- Outbound sequence and lead lists built and verified on the lab's engines, run to the same bounce-guarded standard

Delivered: positioning, a verified list and a sequence, handed to the founder's team

www.hyperleap.ai · www.communitytracker.ai · www.redacto.ai

Operations mandates: the hours given back to a lean team.



The PrimaryRx, a voice-AI CRM

Seed-stage dermatological supplements, Mumbai · backed by Dr. Sheth's, Manoj Kohli and Stellaris Ventures · sold through 50+ dermatologists

A two-person GTM team selling through doctors and clinics, with more calls to make than hours to make them. The lab built a custom CRM with a voice agent that places the call, qualifies the lead, books the meeting and runs the retention reminders. The team only joins conversations that need a person.

Outcome: turnaround time down close to 50%; the CRM still runs the GTM team's day

The Reddit lead engine

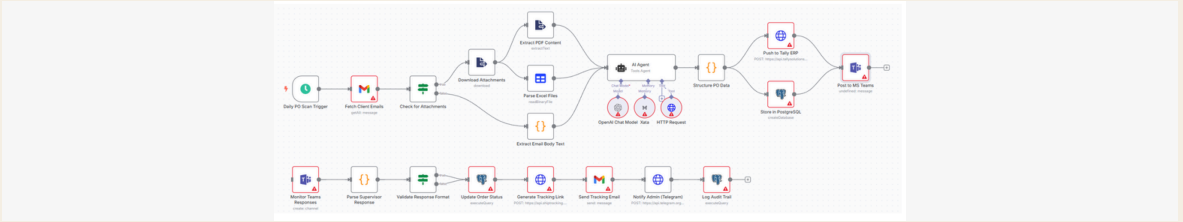
An hourly scan of founder and SaaS communities, scored on keywords and intent; only posts above 0.75 reach the team. Nobody watches a feed.



Nutriti Ingredients, agentic automation

Food-ingredient technology from the VKL group, founded 1935 · vegetable, fruit, dairy and fermented powders for Marico and Keya Foods

Purchase-order tracking and order management ran on people and spreadsheets, two and a half hours of it a day. Rebuilt end to end on n8n, 24 nodes and 5 API integrations, from the incoming order email to the confirmation back to the customer. Daily turnaround is now 15 minutes.



Proxy blueprint; the production build is confidential to the client.

Eight mandates.

Client	Sector	Mandate
Darwin Dynamics	Policy, Startup India partner	Venture arm, Davos delegation **Active**
Automotive engineering-services firm	Engineering services	Sell-side valuation, name withheld
Decision-intelligence SaaS	B2B AI	Investor engine, outbound and inbound engines
Hyperleap.ai	AI for SMBs	Positioning, inbound, SEO/AEO
CommunityTracker.ai	Sales intelligence	ICP, positioning, UX, launch
Redacto.ai	Data governance	Segment positioning, outbound
The PrimaryRx	Nutraceuticals	Voice-AI CRM
Nutriti Ingredients	FMCG ingredients	Order-management automation

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