

SONIKA CHOUDHURY

CLIMATE-TECH | ENTREPRENEUR IN RESIDENCE
PERMACULTURE DESIGNER

CONTACT

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PROFILE SUMMARY

I am your Entrepreneur in Residence, charting paths through uncharted territory—mapping the terrain, conceiving new ideas, building innovative solutions, implement the ideas, and evangelizing to bring relevant stakeholders on board.

EDUCATION

FELLOWSHIP IN ENTREPRENEURSHIP

*Prahlad Kakar's School of Branding
& Entrepreneurship
2017-2018*

Bachelor's Degree in Commerce

*Narsee Monjee College of Commerce & Economics
2013-2016*

Inter CA

*ICAI
2013-2016*

Permaculture Design Certification

*Permaculture Institute of North America
January 2020*

3 Dimensions of Sustainability in Business

*The UnSchool of Disruptive Design
June 2020*

Sustainable & Circular Business Strategies

*The UnSchool of Disruptive Design
July 2020*

Permaculture Teacher Training

*Permaculture Institute of North America
January 2022*

Thinking Resilience

*Post Carbon Institute
2022*

Introduction to Ecosystem Processes

*Savory Institute
2024*

OPEN SOURCE TECH

People + AI Fellow

2023-Current

Hypothesis Development

Conducted in-depth market, user-research and problem validation to develop and validate key hypotheses

Shipping an AI solution

- Finalized product scope and features based on user research
- Conducted extensive research on health standards and developed analytical frameworks
- Built and implemented AI models

Building & Leading a team

Managed and led a team of 10-12 people of volunteers

GTM strategy & product launch

Developed a go-to-market (GTM) strategy, set targets, and created a marketing plan to achieve them

Partner Collaborations

Successfully secured partnerships and collaborations for the project.

Creating a DPI white paper

Developing white paper laying out the technical DPI aspects of the project

ENTREPRENURIAL STINTS

A Good Pick Founder

2022-2023

- Led pitching and fundraising efforts and received funding
- Defined organisational vision & strategy
- Conceptualised the product
- Set-up marketplace operations
- Onboarded vendors - small producers and FPOs

Pick Founder

2021-2022

- Researched and developed the product formulation
- Established local manufacturing with Aarey forest communities
- Set up social media marketing
- Created brand assets and crafted brand narrative

Native Brews Founder 2018-2019

- Collaborated with grassroots communities to source Mahua flowers and other products
- Engaged in lobbying with the excise department
- Conceptualized and organized programs/events for outreach and advocacy

The BlackBox Cafe Founder 2016-2017

- Conceptualized the theme and idea of the space
- Managed finances from initial seed investment to daily cash flow
- Established and oversaw daily operations, setting up efficient processes

FREENLANCE PROJECTS

Quest Learning Observatory 2024

Designed a audio, visual & interactive learning experience introducing regenerative thinking for the observatory

KEC International 2021

Did permaculture based landscaping for their Dubai office & factory

Art Village 2020

Conducted a permaculture oriented site assessment to provide recommendations for regenerative land design

SKILLS & APTITUDE

Product Management

Bridging tech, user experience, and market needs to build consumer-facing applications. Skilled in managing projects across the entire lifecycle, from problem validation to product launch

Building AI Solutions

Successfully deployed diverse AI solutions, while being actively engaged in prompt engineering, and collaborating closely with teams to developing deeper solutions.

Concept Development

Includes birthing new ideas, creating programmes for the organisation, conceptualising workshops & events, content & design of brand collateral like websites etc

Research

Strong aptitude for academic research and writing, supporting areas such as user and market analysis. Quick to learn and apply new disciplines, sciences, and theoretical frameworks.

Zero to One

I excel in unstructured environments. I bring creativity to envision new ideas and operational expertise to execute them, having successfully launched multiple ventures from the ground up

Strategy & Vision

I excel in goal-oriented implementation, setting both short- and long-term objectives, and steering organizations through strategic sprints to achieve them.

Project Leadership & Team Management

Having held managerial roles in my last two projects, I am skilled at aligning teams and establishing cohesive work cadences.

Evangelisation of ideas

I excel at envisioning innovative ideas & crafting compelling narratives to advocate & inspire stakeholders to join and bring these concepts to life