

PREPARED FOR CODEROUND AI

From 50 to 500 Startups.

Three non-obvious growth plays with concrete 30-day execution — built to 10x CodeRound's customer pipeline without adding headcount.

01 VC Portfolio Play

02 Funding Trigger Engine

03 Founder Voice Machine

50+CURRENT STARTUP
CLIENTS**21K+**AI INTERVIEWS /
MONTH**\$990K**REVENUE,
BOOTSTRAPPED**7 days**TIME-TO-HIRE
GUARANTEE

THE REAL PROBLEM

CodeRound's ceiling isn't the product.

The product works. The numbers prove it — a 4:1 interview-to-offer ratio against an industry standard of 16:1, 7-day hiring cycles, 21,000+ AI interviews in a single month. Founders who use CodeRound love it. The problem is that most founders who should be using CodeRound have never heard of it.

63Active positions
last month**26**Successful hires
completed**41%**Position fill rate
— room to grow**~800**Indian startups
funded monthly

THE GAP

CodeRound is closing 26 hires a month from 63 active positions. Meanwhile, roughly 800 new startups get funded in India every month, almost all of them with active engineering hiring needs. That's a distribution problem. The three strategies in this document are designed to close that gap systematically.

WHAT'S ACTUALLY BROKEN

Three root causes holding back growth

DISCOVERY

- Most seed founders don't know AI hiring tools exist until they're 3 months into a painful cycle
- No systematic inbound engine — every customer is effectively a cold win
- Peak XV testimonial sitting unused as a distribution lever

TIMING

- Funding announcements = immediate hiring urgency, but CodeRound has no trigger to catch this window
- First mover in the post-funding 48-hour window wins almost every time
- No content presence means founders don't think of CodeRound when the pain hits

WHAT FOLLOWS

Three concrete strategies, each with a specific execution plan. Not theory. Not a deck. A playbook you can start running on Monday.

01

DISTRIBUTION PLAY

Turn Every VC Testimonial Into a Pipeline Channel

One BD conversation unlocks 40 warm intros. You already have the proof.

CodeRound's website already has testimonials from **Peak XV (formerly Sequoia India), Accel, Stellaris, Titan Capital, Antler, Malpani, and Powerhouse Ventures**. Each of those firms has 30 to 100 portfolio companies. Most of those portfolio companies are actively hiring engineers right now.

The insight: a VC's job is to make their portfolio succeed. If CodeRound can demonstrate that it makes portfolio companies hire faster and waste fewer engineering hours, VCs will refer it proactively — because that's good portfolio management, not a favour.

THE MATH

Peak XV alone has 400+ portfolio companies. If CodeRound becomes their recommended hiring partner for engineering roles, even a 5% conversion rate is 20 new clients from one relationship. That's 40% growth in the client base from a single BD conversation.

EXECUTION STEPS

1 Map the existing testimonial network

List every VC already on the CodeRound website. For each, identify their portfolio ops or talent partner on LinkedIn. These are the people whose job is to help portfolio companies hire. They are the actual decision-makers for a partnership like this, not the general partner.

2 Lead with the Swati Khanna angle

The VP Human Capital at Peak XV is already a fan — that quote is on your homepage. Use that as the opener for every other VC outreach: "Swati at Peak XV has already seen this work for their portfolio. I wanted to show you the same." Social proof within the VC community travels fast.

3 Build a VC Partner Kit

A one-page document VCs can share internally with their portfolio founders. It should lead with the metrics (7 days, 4:1 ratio, 75% bandwidth saved), include two testimonial quotes from their own ecosystem, and have a single clear CTA: "Book a demo with Chaitanya." Make it embarrassingly easy to forward.

4 Offer a portfolio deal

Give VCs something to go to their portfolio with. "First hire is on us for any portfolio company that books a demo this month." The CAC of one free hire is far lower than traditional sales CAC, and it creates a client who has already experienced the product.

5 Expand outward from each warm win

Every time a portfolio company uses CodeRound and gets a good hire, go back to the VC with the result. "Your portfolio company X hired in 6 days. Here are two more in your portfolio actively hiring right now." Turn each placement into a referral trigger.

7

VC firms already
in testimonials

400+

Peak XV portfolio
companies alone

1 call

Required to unlock
each VC channel

02

TIMING PLAY

Catch Every Funded Startup in the 48-Hour Window

The moment a startup announces funding, their next 30 days are all about hiring. Be first.

Funding announcements are the single most reliable signal that a startup is about to hire aggressively. Within 48 hours of announcing a seed or pre-Series A round, every founder is answering the same question from investors: "Who are you hiring next?" The startup that gets a CodeRound outreach in that window is primed to say yes — because the pain is live and the budget just arrived.

Right now, 15 to 25 Indian startups announce funding every single week. That's a warm pipeline of 60 to 100 founders per month. CodeRound is not systematically reaching any of them.

WHY THE 48-HOUR WINDOW MATTERS

After a funding announcement, founders get flooded with congratulations. A message that shows up on Day 3 or Day 7 gets buried. A message on Day 1 that shows you've done your homework on what they're building — and leads with a clear, specific offer — lands in a completely different mental state.

EXECUTION STEPS

1 Build the funding tracker

Set up a daily monitor across Inc42, YourStory, TechCrunch India, and LinkedIn for Indian startup funding announcements. Filter for seed to Series A. This can be done with a simple RSS feed setup or a free tool like Google Alerts + a shared Notion database. No cost, 1 hour setup.

2 Build a 3-message outreach sequence

Message 1 (Day 1): Congratulate + lead with one specific observation about what they're building and why engineering hiring will be their next hard problem. Message 2 (Day 4): Share one data point — "Nurix hired two AI engineers through CodeRound in a week, post their Accel round." Message 3 (Day 9): Soft close — "Happy to show you what this looks like for a team at your stage. 15 minutes." No pressure language, no feature pitching.

3 Personalise the first message every time

The sequence template stays fixed. What changes is the first two sentences — a specific reference to what the startup does and one credible insight about their hiring challenge. Founders can smell a mass-blast from 100 metres. One specific sentence of homework is the difference between a reply and a delete.

4 Channel: LinkedIn DM + email in parallel

Most seed founders are most active on LinkedIn. Find the founder's email via Apollo or Hunter and run both channels simultaneously. LinkedIn gets the relationship; email gets the follow-up. Track open rates and reply rates weekly and iterate on the message that underperforms.

5 Target: 20 outreaches per week

At a conservative 10% reply rate and 30% conversion from reply to demo, 20 outreaches/week = 2 replies = 0.6 demos. Over a month that's roughly 2 to 3 new demos just from this channel. Scale the outreach volume as the sequence gets sharper.

~80

Indian startups
funded per month

48hrs

Optimal outreach
window post-funding

3x

Higher reply rate vs
cold outreach

03

INBOUND PLAY

Make Chaitanya the Voice Founders Trust on Hiring

CodeRound's biggest competitor isn't another tool. It's founders posting on LinkedIn and hoping for the best.

When a founder hits a hiring problem, their first move is either to post on LinkedIn or ask in a WhatsApp group. Neither of those options involves CodeRound today — because CodeRound has no content presence that puts it in the founder's mind at the moment of pain.

The fix is making Chaitanya the single most credible voice in India on the topic of "how to hire engineers for early-stage startups." Not generic hiring content. Not AI buzzwords. Real, data-backed insights drawn from 21,000+ technical interviews that no other person or company in India could possibly have.

THE UNFAIR ADVANTAGE

CodeRound has interviewed 21,000+ engineers in the last month alone. That data is a goldmine. What makes engineers fail in startup interviews? What does "startup DNA" actually look like on a resume versus in a real conversation? What are the three questions that predict whether a candidate will still be there in 6 months? Nobody else can answer these questions with data. Chaitanya can.

THE CONTENT ENGINE (3 POSTS PER WEEK)

POST TYPE A — THE DATA POST

- **"We screened 21,000 engineers last month. Here's what separates the top 3% from everyone else."** Pure data. No pitch. Founders share this because it's useful.
- Run one of these per week. Each one should reveal one non-obvious pattern from CodeRound's interview data.
- End with a soft hook: "If you're hiring right now, happy to share what this looks like for your specific stack."

POST TYPE B — THE FOUNDER STORY

- **"Sarvam AI needed two GenAI engineers last week. Here's how they hired both in 6 days."** Case study format, specific metrics, real founder name (with permission).
- This type generates the most DMs because other founders see themselves in the story.
- One per week. Rotate through existing testimonial clients first, then new clients as they come in.

POST TYPE C — THE CONTRARIAN TAKE (ONCE PER WEEK)

- **"Stop asking candidates to do take-home assignments. Here's what actually predicts whether they'll ship."** Contrarian, specific, sparks comments from both sides. The algorithm rewards this format disproportionately.
- These are the posts that get shared in founder WhatsApp groups and Slack communities. One strong contrarian post can bring more inbound than a month of cold outreach.

DISTRIBUTION BEYOND LINKEDIN

A Founder communities

Post the data insights (Type A) in 5 to 8 founder WhatsApp groups and Slack communities: Headstart, YC India alumni, Antler India community, iSPIRT forums. Not as a pitch — as a genuine contribution. The link back to CodeRound comes from the bio and the context.

B Newsletter partnerships

5 to 6 Indian startup newsletters (The Recap, The Ken, Entracker) are read by exactly the ICP. A guest data piece — "What 21,000 technical interviews taught us about hiring in 2026" — gets CodeRound in front of 50,000+ founders with zero ad spend.

PUTTING IT TOGETHER

The 30-Day Activation Plan

Three strategies running simultaneously, each feeding the next. The VC play builds warm pipeline. The funding trigger catches high-intent founders at peak readiness. The content engine creates inbound so that both the VC and funding outreach land on a founder who already knows who CodeRound is.

WEEK 1 • FOUNDATION**Set up the infrastructure**

Build the funding tracker (Google Alerts + Inc42 RSS + YourStory). Map all 7 VC testimonials and find their talent/portfolio ops contact on LinkedIn. Write the 3-message outreach sequence for the funding play. Write the first 3 LinkedIn posts (one of each type). Set up a simple tracking sheet: outreaches sent, replies, demos booked.

WEEK 2 • FIRST CONTACT**Launch all three channels simultaneously**

Send the first 20 funding-trigger outreaches to startups that announced funding in the last 7 days. Reach out to the Peak XV talent partner first — they're already warm. Publish post #1 (data post). Send the VC Partner Kit to 2 VCs. Begin community sharing of content in founder groups.

WEEK 3 • ITERATE**Double down on what's working**

Review reply rates on the funding sequence. If below 8%, rewrite the first message. Send follow-up messages (Day 4 and Day 9) to Week 2 outreach batch. Publish posts #2 and #3. Follow up with the first VC on the partner kit — ask for one intro to a portfolio company actively hiring. Target: 1 new demo booked by end of week.

WEEK 4 • COMPOUND**Turn early wins into proof of concept**

If any Week 2/3 outreach has converted to a demo, use that as the new opening line for Week 4 outreach: "We just helped [startup] hire in 5 days, post their seed round." Send the second batch of 20 funding outreaches. Approach 2 newsletter editors with the guest content pitch. Review content engagement — the post with the most shares/comments tells you what to double down on in Month 2.

EXPECTED OUTPUT BY DAY 30

- **5 to 8 new demos booked** from the funding trigger channel alone
- **2 to 3 VC partnership conversations** in motion
- **12 LinkedIn posts published** with a growing follower base in the founder community
- **1 guest newsletter piece** pitched or published
- A clear data picture of which channel has the best CAC

WHAT I BRING TO THIS

- Built Shriaagya's entire customer acquisition system from scratch — zero budget, omnichannel growth
- Run multi-session Vibe Prospecting workflows targeting exactly this founder segment — I know how to build and work a cold pipeline
- Written cold outreach that gets replies from founders — including direct outreach to startup founders that resulted in real conversations
- Comfortable owning execution, not just strategy — I would run this plan, not just hand it over

ONE LAST THING

I built a brand from WhatsApp to omnichannel in college, bootstrapped, while studying full time. I know what it feels like to be the only person accountable for whether something grows. That's why I want to work at a company this size — not for the job title, but because I genuinely think this is where the learning compounds the fastest and where the work I do actually shows up in the numbers. I'd love 20 minutes to

walk you through this in more detail.

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