



Nikith Vijay

Founder x3 · designer turned builder · **two products live in production**

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Eight years of starting things, all before most people's first promotion: an agency founded at 17 that closed a ₹6 Cr real-estate sale by 18, an AI startup that made it into Google for Startups before I buried it properly, and **two products currently live in production — designed, built, and operated end to end**. I sell before I design, design before I build, and build before I talk. I've done every job a startup contains; now I want the problems of scale, beside the person steering.

🏠 WHERE I'VE BEEN

E **ELTH** · Founder — designer & engineer

● **LIVE** 2025 – now

- **A clinic operating system a real Bangalore clinic runs its working day on** — Solace Life Clinic's front desk logs into it every morning. Live at elthclinic.com.
- 60+ features across 9 departments: scheduling, pharmacy & diagnostics, billing (Cashfree), care-program engine, patient portal, WhatsApp + email automation, audit logs, multi-clinic tenancy — with 8 permission-scoped staff roles.
- Product, design and most of the engineering mine — shipped in 8 months while the clinic used it; profiled and eliminated ~1.9M wasteful database reads/day.

co **comeoffline** · Founder & operator

● **LIVE** 2025 – now

- Paid, phone-free events community in Bangalore — ₹499+ tickets, **100% show rate** (everyone who paid walked through the door).
- Built the entire 4-app platform solo: landing site with QR guerrilla campaign, member PWA (Razorpay checkout, WhatsApp-OTP login, in-browser WebRTC calls), admin console, and a Cloud Run API on the WhatsApp Cloud API.
- Ran the whole operator loop myself: positioning, pricing, payments, retention — and a guerrilla campaign of 71 trackable QR posters on Bangalore's walls.

G **GetMyCreative AI Suite** · Co-founder

● **SUNSET** 2024 – 2025

- GenAI creative-execution platform on Gemini, Imagen & Veo — auto-detected template regions, an infinite-canvas AI studio, auto-generated brand kits, credit billing. Piloted with our agency's paying clients.
- Accepted into **Google for Startups with \$100K in cloud credits**.
- Shut it down properly after a compromised API key ran up a ₹8L bill — clients transitioned, lessons kept. This is where the designer became technical.

B **Blank & White Studios** · Co-founder

2022 – 2024

- Full-stack marketing agency, later niched to design-only and renamed GetMyCreative: **₹5L peak MRR, 72+ brands on the studio's books, 30M+ views**. Still trading — built to run without me; my co-founder operates it day to day.
- Budweiser and Pernod Ricard campaigns; a retained Renault dealership; Nandini packaging at Bangalore airport's T2; Namma Power Run grown ~30% a year — **4,000+ runners, 1.5M reached online, no ad budget**.
- Built 8 client websites end to end — domain, build, content, hosting, email — **all 8 still live today**. Interlude at **Recoup Health** as the only designer among 50+ doctors and engineers.

R **Rewopme Media** · Founder

2018 – 2022

- First company, founded at 17 — the first clients won by pitching summer camps at apartment security gates.
- At 18, cold-messaged a realtor and followed up for two weeks: our campaigns brought in the buyer for a **₹6 Cr flat**, and one Raine & Horne franchise became three.

my real MBA.

📊 NUMBERS THAT MATTER

₹6 Cr

deal closed at 18

2

products live today

60+

features shipped

100%

show rate, paid events

₹5L

agency peak MRR

72+

brands on the books

8/8

client sites still live

\$100K

Google Cloud credits

🔧 WHAT I ACTUALLY DO



Sell & market — positioning, go-to-market, pricing, guerrilla campaigns, closing. HubSpot, Meta Ads Manager, Google Ads, Google Analytics, WhatsApp Business API



Design — brand identity, packaging, campaign creative, product UI. Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects), Figma



Build — full-stack product, shipped solo with AI-assisted development (Claude Code, Cursor)



Operate — payments, support, vendor and client management, infra costs watched like my own money. Notion, Google Workspace

📦 STACK I SHIP WITH

Firebase

Firestore

Google Cloud Run

Gemini

Imagen

Veo

Vertex AI

Razorpay

Cashfree

WhatsApp Cloud API

PWA

WebRTC

Konva / PixiJS