ENGINEERING FOR FOUNDERS

Your engineering is my problem.

I build and run engineering teams, and help shape your product and business priorities.

Hands-on CTO leadership. Expert in AI-first products and teams.
Building technology for founders and companies worldwide.

puneetgupta.dev

WHO NEEDS ME

Where I can help your business

01 A founder needs a product and technical team

Shape the product around the business, establish the technical foundations, and build a team that can deliver.

02 A growing business needs more from technology

Improve internal processes with software, or build a dedicated team for a particular problem, product or business unit.

03 A global company is setting up a team in India

Establish and lead engineering in India, aligned with the company's product, operations and growth plans.

THE ENGAGEMENT

Foundation, build and run, then grow

01

Foundation

Align on business goals, product priorities and the technical foundations. Agree the team plan and scope.

02

Build and run

Build products or internal systems, hire the team, and own delivery and day-to-day engineering.

03

Grow

Evolve the product, systems and team as the business changes. Expand capability where it adds value.

Continue with my leadership, or transfer when it suits you

Optional transfer to your own lead includes documentation and agreed transition support.

WORKING TOGETHER

Engineering ownership with business judgment

I own engineering

I lead architecture, delivery, hiring and the team.
I stay hands-on with implementation, set quality standards and own reliability, infrastructure and engineering costs.

I help shape product and business priorities

We decide where technology can improve the product and the business.
I help prioritize what to build, which processes to improve and where to invest.

Client-owned code and accounts

Availability agreed before kickoff

Written weekly reporting

At most three companies at a time

ABOUT ME

Puneet Gupta

Hands-on CTO and product builder based in Mumbai.

Nine years leading engineering teams.

Studio Management

2023 to present

First engineer, later CTO of a studio venture.
Built and led India engineering teams.

Certa

2019 to 2022

Lead Backend Engineer. Led backend engineering, redesigned the core platform and onboarded enterprise clients, including Fortune 500 companies.

Company later raised a $35M Series B in 2023.

Level AI

2017 to 2019

Founding Engineer. Laid the architecture and team foundations that supported the first clients.

Company later raised a $13M Series A in 2021.

SELECTED CASE STUDIES

Engineering for new ventures and growth

Studio

First teams and India expansion

Joined as the first engineer. Built India teams for internal ventures and helped set up engineering for a hedge fund. Laid the foundations, led delivery and eventually became CTO of one venture.

About 4 years across ventures

From first engineer to venture CTO

US food-tech company

Private-equity-backed business

Built and ran an India engineering unit to own product delivery. Freed the US team to focus on operations and growth. Hired the team and developed an internal lead to run it independently.

3 engineers, including 1 lead

Team handed over after about 1 year

INDICATIVE COMMERCIAL TERMS (USD)

Scope and fees agreed before kickoff

Foundation

$12,000 once

Paid upfront for the agreed setup.
Choose whether to continue after completion.

Build and run

$6,500 / month

Plus $875 per engineer managed each month.
Salaries, benefits, equipment and EOR at cost.

Four engineers + CTO leadership: ~$23K/month with me vs ~$92K/month in the US.

Illustrative staffing costs: 2 senior + 2 junior engineers; fractional CTO here, full-time CTO in the US. Excludes Foundation, transfer and cloud/AI tooling.

Optional transfer, if you choose it

Before month 12: $40,000 Months 12-24: $25,000 After month 24: $10,000

Transfer includes 90 days of support, up to two hours a week.

Reference monthly term: six-month minimum, then 30 days' notice.
Final scope, commitment, availability and transfer terms are agreed in writing.

NEXT STEP

Let’s discuss your engineering needs

A 30-minute conversation about your product, operations and team, and where I can take responsibility.

Scope, availability and fees agreed before kickoff.

hello@puneetgupta.dev

puneetgupta.dev/call