



Rasoul Kashefi

Venture Builder | Executive Business Manager

📞 09126404623 ✉️ rasoulkashefi@gmail.com 🌐 [linkedin.com/in/rasoul-kashefi](https://www.linkedin.com/in/rasoul-kashefi)

Executive Summary

Venture builder with 15 years across tech and telecom — founding bootstrapped startups, supervising a corporate VC portfolio, and launching new business lines inside a publicly listed ICT company. Drove a portfolio company to profitability with 10x GMV growth by initiating a full strategic pivot. Combines founder-grade agility with corporate P&L discipline and board-level governance experience.

Professional Experience

AFRANET — Business Development Manager

Nov 2025 – Present

- Launched two new revenue lines — Deemano.ir (VOD platform) and a VPS reseller partnership with Pachim — by identifying whitespace in the company's cloud infrastructure portfolio and driving deals end-to-end.
- Unlocked new payment-driven growth and non-dilutive funding by introducing a BNPL model (with Yekta Pay) and registering 5+ tax-credit initiatives with national innovation systems.

ONEBASE.CLOUD / Batna — Venture Builder & Head of Product

Apr 2025 – Oct 2025

- Built an AI-powered communication product from zero to MVP (AI-assisted Firebase push campaigns) by leading a 6-person cross-functional team and pivoting scope based on direct market feedback during product discovery.

TOURBIST (Tourism Marketplace) — Co-Founder & CEO

Aug 2024 – Dec 2024

Validated a two-sided tour-guide marketplace — achieving a 25% booking conversion rate and onboarding 50+ local guides — by digitizing the end-to-end guide selection and reservation journey in under 6 months.

HARKAT AVAL (MCI's CVC) — Venture Partner & Portfolio Supervisor

Oct 2020 – Apr 2024

- Governed operational and financial performance across a 15-company startup portfolio by building board-level KPI tracking systems and representing the CVC on portfolio boards.
- Unlocked commercial synergies between portfolio startups and MCI business units, converting corporate access into revenue channels for ventures.

Board mandates (representing Harkat Aval):

- **Chairman of the Board, Pinket (Jun 2022 – Dec 2024)** — Drove the company to profitability with 10x GMV growth in year one by ideating and leading a strategic pivot from B2C retail to a B2B2C employee-benefits wallet.
- **Board Member, Nabz Group (Jun 2022 – Jun 2024)** — Steered the smart-health company to positive net income and launched its first export product by directing a cost-management strategy.
- **Board Member, Sana Gostar Sabz — Achareh & Ubaar (Sep 2020 – Apr 2022)** — Supported 2.5x annual revenue growth and a successful Series C raise through board-level strategy contribution.

Independent Ventures

Atyno — Founder & Product Builder | atyno.com/fa Mar 2026 – Present

- Shipped a functional online meeting-scheduling product within one month of the first landing page by leveraging AI-assisted development workflows.

Bloomia — Founder & Product Builder | bloomiaclub.com Dec 2025 – Present

- Launched a live coaching-discovery platform and onboarded 10 curated coaches; identified scheduling as the core activation bottleneck — the insight that spawned Atyno as Bloomia's embedded scheduling layer.

Earlier Career

Mikael Intelligent Technology — Product Manager | Tehran Apr 2020 – Oct 2020

Cut product time-to-market by 25% for electric-wheelchair controller systems by introducing Agile/Scrum workflows and product versioning.

Tooska — Business Development Manager | Tehran Oct 2018 – Mar 2020

Evaluated 100+ startup business plans and secured national TV campaigns for 20+ ventures, averaging ~5,000 new users per startup on broadcast day — one scaled to 10,000 new daily users.

Atyno (v1) — Founder & CEO, Location-Based Marketing | Tehran Jun 2015 – Mar 2018

Bootstrapped an iBeacon proximity-marketing startup to 10,000+ installs and 1,000+ purchases by building a 17-person team and running the full operation end-to-end — product, hiring, payroll, tax, and commercial execution.

Noxel Group — R&D Engineer | Kuala Lumpur, Malaysia Jan 2014 – Jan 2015

- Developed thermal-array sensor and iBeacon prototypes for remote-sensing and location-based applications.

Instructor | Iranian Academic Center Jun 2013 – Dec 2013

- Conducted workshops on electronics and AVR programming.

Privatization Specialist | Ministry of Energy Nov 2011 – Dec 2013

- Prepared strategic documents for privatization initiatives.

Power Plant Operator | DPGM Apr 2010 – Nov 2011

- Operated and maintained the steam section of the power plant.

Padideh Electronic SABA — Founder | Tehran 2006 – 2010; reactivated 2015 – 2018

- Founded an electronics engineering company delivering custom project-based solutions.

Education

- **MBA | K. N. Toosi University of Technology** Sep 2021 - Sep 2024
- **Electronics Engineering | Amirkabir University of Technology** Sep 2003 - Sep 2007