



# Vishnu CB

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## Summary

Recognized by Acumen Angels (New York) for innovation, thrives at the **intersection of strategy and execution** within high-growth, uncertain environments. As an entrepreneur, spearheaded **cross-functional initiatives** and balanced diverse stakeholder interests, scaling a health and wellness venture to **achieve 10x user growth and \$170,000 in revenue**, while serving 500+ clients through global expansion and operational transformation. Driven to solve complex business challenges and deliver sustainable growth for organizations.

## Professional Experience

**Co-founder & Lead of CoolCoach Academy | ScaleX Initiatives Pvt Ltd | Pune, Kozhikode, Delhi - India** Jan '21 – Aug '25  
*Built India's first social enterprise for the fitness & sports industry, tackling non-communicable diseases (NCDs) and unemployment within athletes in India, while delivering premium personal fitness services to a global clientele.*

- Consistently achieved an Annual Recurring Revenue (ARR) of over \$35,000 for 3 consecutive years, generating a **total revenue exceeding \$100,000** through the flagship program, "Fitness Coach Certification."
- Successfully pivoted during the pandemic to launch an 'Online Fitness Coaching' business, maintaining an ARR of \$20,000 for 3 years and serving **500+ clients globally**, with a strategic focus on the Indian diaspora.
- Led the development of a learner-centric **Learning Management System (LMS)** using Moodle, enabling CoolCoach to launch its first banded app and scale the flagship program simultaneously across 4 cities, reaching over 30 coaches.
- Built and implemented a comprehensive **assessment and feedback system**, which continuously improved coach performance and program outcomes for coaches, enhancing learning outcomes from 40% to 88%.
- Spearheaded partnerships with fitness brands and technology providers to deploy **innovative tracking tools** and integrate real-time analytics for personalized online coaching, which helped maintain a **customer retention rate** of 70%.
- Led a **marketing team**, developing CoolCoach Academy Website, brand collaterals, and targeted campaigns on social media, thus successfully building a pipeline of 1000+ unique signups for the fitness certification program.

**Co-founder & Lead of CoolCoach Academy | ScaleX Initiatives Pvt Ltd | Pune - India** May '18 – Dec '20

- Built a 12-month vocational training program, resulting in over 30 coaches achieving a **cumulative income of \$270,000** as of February 2025. This initiative successfully created high-earning employment pathways for coaches.
- Led the implementation of nearly **9,000 fitness sessions to over 10,000 users**, successfully raising health awareness and resulting in a 60% improvement in users fitness levels.
- Implemented "CoolCoach Games", **an annual fitness competition** across two cities during 2019 and 2020 to find the "fittest students", with 30 and 112 users competing across the U10, U12, U14, and U16 age categories.
- Cultivated strategic partnerships with 70+ firms, implementing fitness initiatives for **10,916 users**.
- Identified key metrics and partners, scaling CoolCoach's operations within India, growing the user base by >10x.
- Successfully **transitioned** the flagship vocational training program to a **100% online format** during the COVID-19 pandemic, which ensured coaches completing their certification on schedule.

**Teaching Fellow | Teach for India | Pune - India** Jun '16 – Apr '18

- Built partnerships to integrate technology and activity-based learning. Led to a **13% increase** in student engagement.
- Collaborated with Indian and international organizations to secure global exposure opportunities for students, resulting in Rudresh Gaudnour getting sponsored to represent India as a football journalist at the **FIFA World Cup, Russia 2018**.
- Lobbied local elected authorities, in collaboration with Principal Elizabeth Kakade, by presenting sports achievements and future goals, resulting in the **successful renovation** of the school ground in 2017.
- Co-founded** four school **football teams** U8 and U10 categories under "Kothrud Wolves FC".
- Led U8 and U10 boys and girls teams to secure **regional and national championships** in the Just for Kicks Football League; teams scored approximately 100 and 250 goals across 50 matches during the 2016-17 and 2017-18 seasons.
- Managed logistics for the school Zonal Games 2017, successfully hosting teams from various parts of the district.
- Assisted the NGO "Just For Kicks" during the 2016-17 & 2017-18 seasons, providing crucial assistance in **venue finalization, field setup, and equipment management** for their multi-month league.

## Education

**MBA (PGPX) – Indian Institute of Management, Ahmedabad | Dubai, United Arab Emirates** 2025 – 2026

*- Sports & Recreational Head, leading sports and fitness initiatives, infrastructure setup and community building.*

**B.Tech (Mechanical Engineering) – Cochin University of Science & Technology | Kerala, India** 2012 – 2016

## Accomplishments

- Winner of Acumen Angels Grant 2021**, organized by Acumen Fund New York for social enterprises.
- Selected for the reputed **IIM Bangalore NSRCEL Incubation Program**, one of the **18 startups selected from 350**.

## Extra-Curriculars

- Participant at the **Guinness World Record** for "Most People Holding Abdominal Plank Position" 2018-19.
- Runners Up** - Cochin University Annual Football Championship 2015.
- Acted in a South Indian Movie (Malayalam Film Industry) in 2012.