

Varun Bhalla

varunbhalla90@gmail.com · +91 99014 31747 · varunbhalla.xyz

Technical founder turned product leader. 6 years scaling a startup to \$3M ARR and acquisition; 2 years as Lead PM on infrastructure processing \$25B+ in volume. I ship well crafted products that scale.

Work Experience

Breadcrumbs

Dec '24 — Mar '26

Founder

Breadcrumbs was conceptualized as an app for urban exploration.

- Worked with a designer to craft the experience of the app.
- Beta tested the app in Zurich to gather feedback and iterate on the experience. Onboarded a content creator to seed content for the city.
- Pivoted to focus on foodie travelers. Designed a new AI driven, human curated content acquisition model that allowed low cost, high quality content.
- Built the app and CMS solo using Claude Code, Codex, and Stitch.

Socket

Feb '22 — Feb '24

Lead Product Manager

Socket is a blockchain interoperability protocol enabling cross-chain asset transfers. Backed by Lightspeed Venture Partners, Coinbase Ventures, and Mark Cuban,

- Sole PM for all user-facing products and the Socket bridging APIs, managing a team of a designer and 9 engineers.
- Built [Bungee.exchange](#) from zero to one – a cross-chain swap platform that processed \$25B+ in volume across 10M+ transactions and 4M+ users.
- Drove Socket API integrations into MetaMask (30M+ users), Polymarket, Coinbase, 100+ partners – establishing Socket as core cross-chain infrastructure.
- Built [Socketscan](#), a cross-chain explorer recognized by [ZachXBT](#) (foremost onchain investigator) as an essential analysis tool.

Aspire Finance

(Y Combinator 2018)
Dec '20 — Jun '21

Senior Product Manager

Aspire, backed by YC, Sequoia and Lightspeed, is a leading all-in-one finance platform for businesses in SE Asia, serving 10,000+ companies with \$2B+ ATV.

- Conceptualized and designed Aspire's [invoice management product](#), now live and serving customers across Southeast Asia.
- Conducted discovery interviews with 10+ finance heads to identify requirements.
- Translated insights into product specs, prototypes, and user-tested designs. Worked closely with engineering to create technical specs.

StayAbode

Sep '16 — Jun '22

Co-founder, Head of Product and Technology

StayAbode is co-living startup scaled to 35 buildings, 2100 apartments, 3200+ residents, and \$3M ARR over 6 years. [Acquired](#) by Housr.

- Built a suite of 10+ products with a team of just 5 engineers – a key driver of our investment rounds and eventual acquisition.
- Led with a lean development approach, testing various low tech prototypes and building conviction in the requirements before writing a single line of code.
- My design led approach and a focus on high quality execution differentiated our offering and allowed us to command premium pricing.
- Created operational systems that allowed the company to scale from 1 to 35 buildings without proportional headcount growth.

Treebo Hotels

Jul '15 — Sep '16

Software Engineer

Treebo hotels takes over budget hotels across the country and assures guests of a consistent, high-quality experience.

- Second engineering hire; helped build the full suite of mobile apps (front desk, QA audits, guest app) and scale the team from 2 to 20+ engineers.
- Apps deployed across 400+ hotels, enabling standardized operations and quality assurance at scale.

Foofys Solutions

Jan '14 — Jul '15

Software Engineer

Foofys solutions offers technology consulting services with a specialization in mobile apps.

- Built mobile apps for various hyper-local delivery startups.
- Built the app and led the technology team, creating a platform for physical stores to offer flash sales to nearby users.

Education**VIT, Vellore**

Graduated '14

Bachelor of Technology

Computer Science Engineering