

To whomsoever it may concern,

I would like to try and give my two cents on a thorough gentleman called Kunjan Chauhan. I shall abandon brevity in this pursuit, for our experiences have been far too awesome.

Before I get started, I would like to mention the critical differentiator, that I believe truly defines a particular individual. When the going gets tough, people either back down or fight. Within the ones who fight, there are those that are bound by what they believe is possible and the absolute rare few who are completely untethered and are willing to put their hands into the realm of impossible.

Over the 8 years I've known Kunjan, he has repeatedly made the impossible possible. We've run a home delivery service, we've run push carts on streets to sell fruits and vegetables and even visited China to build hardware that was not even remotely close to anything available in the market. Over this diverse journey we shared I would like to share a few anecdotes -

Episode 1 - The Strudel

During our first few interactions, at a martial arts session in a small city called Ahmedabad, Kunjan and I got to know each other. Though relatively junior compared to me, he had picked up skills really fast. We got talking about the movie Inglorious Basterds, and I said to him "I wish we could get Strudels in Ahmedabad, it simply can't be on any menu over here." This is when Kunjan picked out his phone, made a brief phone call, and said some encouraging words. At 2 am we showed up to a bakery - there was an excited smiling chef waiting for us with warm strudels. It might not seem like a big deal, but strudels in Ahmedabad isn't normal. After interacting with the chef I learnt

1. People who interact with Kunjan remember him very fondly and distinctly
2. Kunjan immediately adds value to people's lives so much so, they would go out of their way to please Kunjan
3. Kunjan can get fresh strudels in a city that doesn't offer a decent burger

Episode 2 - The IoT Point of Sale Machine

We were 2 years into our journey of trying to revolutionise the fruits and vegetables supply chain, by which point we had tried and tested all ERPs and PoS machines, but nothing seemed to work. No device was equipped to handle the harsh operating conditions that were prevalent in this sector.

This is when Kunjan remarked, why don't we make our own device ? I told him that neither of us are engineers, prototyping takes at least 200k dollars (we had 30k between the two us) and where do we even get started.

3 days later we were on a flight to Shenzhen with a rough map of the device we wanted. The moment we landed Kunjan popped out a schedule of meetings we had with hardware manufactures - there were over 50 names. 2 days into Shenzhen, 27 rejections later we were finally having the meeting where the manufacturer agreed to make our device with no prototyping or customisation charges whatsoever. Once again I learnt

1. Kunjan is relentless and ruthless in the face of difficulty
2. Despite having no formal technical knowledge, Kunjan is an inventor and has a deep intuition for building solid tech
3. Visiting Shenzhen with Kunjan is incredibly fun

Episode 3 - The lockdown !

6 years into our journey, Covid struck and there was uncertainty and fear everywhere. People were scared to come out, businesses were not allowed to operate and we ourselves were running over 7 physical stores. The entire team was demotivated, our warehouse was declared to be in a containment zone - shutting down operations was inevitable. This is when Kunjan got into his car, single handedly shifted all our assets into a new warehouse and personally transported all stock to the stores and ensured that operations continue.

Seeing this action first behaviour, the entire team snapped into mojo and till today, operations have never halted. Learnings

1. Kunjan leads by action, having him on the lead is an exciting place to be
2. Kunjan's emergency response system is unparalleled, in the time it takes to accept events and plan new strategies, Kunjan would have already executed an iteration
3. If there is ever a Zombie apocalypse, you really want Kunjan in your car.

It has been incredibly rewarding to have the opportunity to work with Kunjan, and even more so to have him as my friend. I am absolutely sure, wherever Kunjan is, incredible and amazing things will happen. I wish him the best for his pursuits and am excited to witness all the great things he'll do.

A handwritten signature in black ink that reads "Ishan Gopal". The signature is written in a cursive, flowing style with a large initial 'I' and 'G'.

ISHAN GOPAL

FOUNDER
GOOD ANT