

Arjun Bhardwaj

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EDUCATION

Western University

Bachelor of Medical Sciences, Honours Dual Major in Physiology & Interdisciplinary Medical Sciences

Sept 2024 – Apr 2028 (Expected)

London, ON

EXPERIENCE

Founder

Jun 2026 – Present

miGRIND, an AI-guided athlete development platform (web + iOS)

Toronto, ON

- Built an AI mentor that gives athletes one plan covering sport training, strength, nutrition, recovery and academics, grounded in **200+ research papers**, to make credible athlete development accessible to families priced out of \$10K+ prep and club programs.
- Designed two-tier B2B2C pricing (\$20/month per athlete, or \$100 + \$100 per team monthly for programs) with a credit-based usage system holding AI cost to \$1 to \$3 per daily user, for a **projected 85 to 95% gross margin** on individual plans.
- Closed an **\$800, 8-week paid pilot** with Future Hope Academy at full list price (**up to 45 athletes across 3 teams**), running since Oct 2026 to measure true cost-to-serve before setting year-one pricing; drafted the agreement, terms and waiver.
- Shipped the web app and an iOS beta (TestFlight) solo with Claude Code: **4 production LLM workflows** (mentor chat, intake, plan generation, daily focus).

Growth Strategy Consulting Intern

Apr 2025 – Aug 2025

Sandbox Group, Focus (Train Your Brain app)

Madrid, Spain (Remote)

- Advised on early-stage growth strategy for a cognitive-training app built to strengthen soft skills in elderly users with cognitive disorders, helping optimize the product and its positioning for this healthcare population.
- Analyzed user behaviour data and competitive positioning; recommendations contributed to a **5x increase in user acquisition** over the following year.
- Tested and implemented marketing strategies across acquisition channels, comparing reach and engagement to prioritize the strongest approaches, **increasing app engagement time by 10%**.

Founder & Executive Director

Apr 2026 – Present

The Athlete Alliance Project (TAAP)

Toronto, ON

- Founded and lead a federal nonprofit matching student-athletes with mental health mentors through a self-built web platform; onboarded **10 mentors** and facilitated **30 mentor-athlete conversations** to date.
- Run the org's content strategy, producing weekly short-form videos on the athlete experience, networking and mental health to build awareness among student-athletes.
- Created *Larger Than Sport*, a venture-building program pairing university and high school students, and supervise a high school co-op student through a 17-week, 255-hour placement plan.

Student Researcher

Apr 2025 – Aug 2025

Medicine4Youth

Toronto, ON

- Led a research team of **3 university and 2 high school students** to author a URNCST-published review on preventing depression in South Asian communities predisposed to obesity, synthesizing public health, psychiatric and epidemiological research.
- Developed evidence-based recommendations on culturally sensitive intervention design and community engagement.

ADDITIONAL EXPERIENCE

VP Communications

Sept 2026 – Present

Hindu Student Council, Western University

London, ON

- Create the council's Instagram reel content, including an educational series (*Hinduism. Hiding in Plain Sight*) on everyday ideas rooted in Hindu culture.

Head Basketball Coach

Apr 2025 – Present

Red Rush Basketball, Montreal Community Cares Foundation

Toronto, ON & Montreal, QC

- Manage the program's flagship competitive travel team, leading player development, practice planning and game-day decisions.
- Break down game stats and opponent film to build tailored game strategies and practice plans around team strengths and matchups.

Private Basketball Trainer

Jun 2021 – Present

Self-Employed

Toronto, ON

- Write personalized, science-backed training plans for each athlete, grounded in exercise physiology and tailored to their position, goals and weaknesses.
- Formed a partnership with Crunch Time Basketball, a local basketball program, to create a steady client acquisition funnel.

SKILLS

Business & Strategy: Market & Competitive Analysis, Pricing & Unit Economics, Go-to-Market Strategy, Partnership Development

AI & Automation: Claude Code & agentic AI workflows, Codex, LLM product design, prompt engineering

Technical: R/RStudio, Microsoft Office 365 (Excel, PowerPoint)

Research & Analysis: Literature Review, Primary & Secondary Research, Data Analysis

Languages: Fluent in English, French, and Hindi

AWARDS

Western Entrance Scholarship (\$3,500) · Athletic Scholarship offers, Harvard University & Dartmouth College