

## Contact

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(LinkedIn)  
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(Personal)

## Top Skills

Entrepreneurship  
Start-ups  
Strategy

## Languages

Hindi (Limited Working)  
French (Limited Working)  
English (Native or Bilingual)

## Patents

Composited animation  
Newsmaker Verification and  
Commenting Method and System  
System for Enabling Information  
Marketplace  
System and Method for Augmenting  
Digital Media With Custom Content

# Upendra Shardanand

Alpha Edison. Founder Protagonist. Firefly, Accelerator Group,  
Daylife. Ex-MSFT, TWX, Samsung. MIT Media Lab.  
Washington, District of Columbia, United States

## Experience

### Alpha Edison

Director of Insights Generation  
March 2023 - Present (1 year 6 months)  
Los Angeles, California, United States

### Protagonist

Founder  
June 2021 - Present (3 years 3 months)

### The Stimson Center

Member of the Loomis Council  
June 2022 - Present (2 years 3 months)

### NYMA

Self Employed  
July 2016 - Present (8 years 2 months)

Consulting practice focused on creating or leveling up new products and businesses, as well as spinning up R&D efforts and incubators. As well as some corp dev and user research. Areas have spanned AR, mapping, consumer hardware, civic tech, future of work. Current and past clients: Facebook, The Riveter, Samsung, SYPartners, Project Florida.

### Bindle Systems - A Public Benefit Corporation

Advisor  
June 2020 - Present (4 years 3 months)

### Samsung NEXT

Entrepreneur in Residence  
May 2013 - September 2014 (1 year 5 months)

### Help Remedies, Inc.

Advisor  
September 2007 - June 2013 (5 years 10 months)

Help Remedies: simple healthcare products for headaches, bodyaches, stuffy noses, allergies, sleep issues, cuts and blisters. Acquired by Remedies, LLC.

## Daylife

CEO

February 2005 - December 2012 (7 years 11 months)

Greater New York City Area

Led the company from inception, through three rounds of financing, 100s of clients, 5MM in annual revenue, to its acquisition by Newscred in 2012. Daylife began life as a consumer news service. Evolved to become an enterprise publishing platform, used by the likes of ESPN, the USA Today, the Washington Post and the Guardian. Backed by Getty Images, the New York Times, Betaworks, Craig Newmark, Ken Lerer and others.

## TreeHugger.com

Advisor

2004 - 2008 (4 years)

## Time Warner

Director of Technology

September 2002 - December 2003 (1 year 4 months)

Director of Technology for John Borthwick / Ted Leonsis' Advanced Services Team, and then for the Alliances and Technology Strategy Group at TWX Corporate. Coordinated the Time Warner CTO Council, developed product strategies and evaluated M&A and partnership targets.

## The Accelerator Group

Founding Partner

January 2000 - December 2001 (2 years)

Co-founded the Accelerator Group, a venture capital fund and incubator based in NYC, LA, and London, with Michael Goff, Saul Klein, Jon Rubin, Clay Shirky, and Alessa Angle. The fund developed and funded 15 early-stage businesses including Blogger (acq. by GOOG), Openwave (OPWV), InsightFirst (acq. by TFMS), and Meetup.

## Microsoft

Product Manager

April 1998 - December 1999 (1 year 9 months)

Redmond, WA

Joined as part of the MSFT's acquisition of Firefly. Part of the team that created and launched Microsoft Passport (formerly Firefly Passport), a single sign-on for the web. Original member of Microsoft's new online privacy Initiatives, and represented Microsoft at the World Wide Web Consortium and the Better Business Bureau Online.

## Firefly

### Co-founder

April 1995 - April 1998 (3 years 1 month)

Cambridge, Massachusetts

A spin-off of my graduate work at the MIT Media Lab. Firefly built a variety of web firsts - personalized product recommendations, profile pages with friend lists, web-based messaging, privacy policies on the web, web-wide single sign-on, and for a spell was one of the most-trafficked sites on the web. Acquired by MSFT - our product Firefly Passport became Microsoft Passport.

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## Education

### Massachusetts Institute of Technology

Master of Engineering (M.Eng.), Electrical Engineering and Computer Science · (1989 - 1994)