

A STRATEGIC RESOURCE FOR YOUR PORTFOLIO

Senior strategy, product and payments expertise that VCs can activate when portfolio companies hit a complex growth or product challenge.

MONISHA GUPTA

15+ years • Strategy • Product • Payments • Monetization

WHERE I CAN ADD VALUE

Product & GTM

Sharpen ICP, product-market fit, roadmap priorities, adoption strategy and execution.

Payments & Fintech

Advise on payment rails, economics, partnerships, risk, platform strategy and operating models.

Monetization

Identify pricing, revenue, attach, incentive and profitability opportunities and build the KPI framework.

Executive Problem Solving

Bring an operator's perspective to decisions that are too important, ambiguous or cross-functional for a quick answer.

HOW A VC CAN ENGAGE ME

Portfolio Referral

Introduce me when a founder needs senior-level help on a defined strategic or product challenge.

Targeted Portfolio Sprint

Deploy me for a short, scoped engagement where the company needs clarity, a recommendation and an execution plan.

Ongoing Advisor

Use me as an on-call resource for a small set of portfolio companies across payments, product and monetization.

EXPERIENCE AT A GLANCE

Payments: debit, credit, bill pay, RTP, cross-border, digital payments, gateways, card platforms & partnerships

Leadership: P&L; ownership, product strategy, analytics, monetization, customer segmentation and cross-functional execution

Outcomes: revenue growth, profitability improvement, adoption, engagement, efficiency and fraud/risk optimization

THE VALUE TO THE FUND

A trusted operator you can put in the room when a portfolio company needs practical answers—not another generic strategy exercise.

A simple next step: identify 1–2 portfolio companies where a focused strategy, product or payments sprint could create immediate value.