

Vidhoo Raam

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TAMIL · ENGLISH · HINDI

I build brands and businesses, usually starting from the second answer.

VENTURES

2023 - NOW

Second Thought, founder

Brand design studio, started with zero capital. I sell the work, lead the design and run the team. Two months a year the whole team relocates to one city and works together.

100+ projects **40+** clients **₹60L** revenue, FY25 **\$10K** peak MRR

2026 - NOW

Second Thought AI, founder

A division of Second Thought making ad films for brands with AI.

FROM 2022

Leggo Mobility Pvt Ltd, founding partner, product head, director

Electric auto feeder service for Chennai Metro Rail at four stations. Owned fleet, drivers on monthly salary, flat fares. Took the business from ₹6L a month in burn to breakeven in three months.

40 autos **75** salaried drivers at peak **100K+** rides **30+ t** CO₂ saved

SCHOOL, COLLEGE

MyHibiscus, founder

Organic hibiscus squash sourced from an award-winning farmer. 240 bottles sold in one day in class 11; relaunched in college with packaging, a website, D2C and office-cafeteria sales.

PROJECTS

2022

REDO Fest, Delhi

Co-organised a design festival to solve a fashion brand's footfall problem: films, fashion shows, workshops, keynotes. 350 attendees.

ONGOING

Clinic operating system

Built an operations and patient-records app with AI tools for a dental clinic, plus its rebrand and marketing.

EDUCATION

B.DES

National Institute of Design, Kurukshetra

Communication Design.

CLASS 5 - 12

The Lawrence School, Lovedale

Drum major of the school brass band; led it before President Pranab Mukherjee, Founder's Day 2017.

AWARDS

2022

International Design Awards, Los Angeles: Gold, Multimedia, interface design and **Silver**, Multimedia, mobile and web app design, for SOCIAL, a digital detox app designed at NID.

SKILLS

Brand strategy and identity · UX/UI · AI tools for design, film and software · Sales and partnerships · On-ground operations