

Patrick Perini

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BUILDS TEAMS, PRODUCTS

more details at pcperini.com

MIRA

Co-Founder, VP of Product

GETMIRA.COM

As the first employee, I built Mira's engineering, product, and marketing operations, hiring 8 of our first 10 employees. We grew Mira from \$0 to over \$500,000 ARR in its first year of sales, and grew our customer base to over 1,000 small and medium businesses.

I oversaw production and release of Mira's dashboard, hardware, & first-party apps. I led the design and engineering teams in building the only digital signage product built to minimize complexity between idea and screen. I worked closely with customers to establish our first year's roadmap of features critical to their business.

I coordinated our work with Supersequent, a machine learning performance marketing firm, to generate paid acquisition and reduce CAC from \$1,200 to \$200 in the first 3 months.

2016 – 2018. SAN FRANCISCO, CA

ATOMIC

Product Development Lead – Rapid Prototyping

ATOMIC.VC

Atomic builds and funds companies internally, using rapid prototyping and EIR teams.

I worked with designers and PMs to quickly develop product prototypes focusing on mobile and web. Prototypes were shipped to control audiences within 1 week to 1 month of ideation. We focused on iOS, web via React, and microservices via AWS Lambda.

I also lead efforts to support EIRs in Atomic's unique model of company building. Prototypes were generated for investor consideration.

2015 – 2016. SAN FRANCISCO, CA

MEGABITS

Founder, CEO

MEDIUM.COM/@MEGABITSAPP

MegaBits was monster training game played in the real world. I ran it from a Startup Weekend pitch to seed funding and 1,000 monthly active users.

MegaBits featured custom music, combat, monsters, & a narrative shared across all players. Play largely centered around combat and episodic & regional content.

2013 – 2015. PITTSBURGH, PA