



Cradlewise crib

RAJEEV CIRCLE FELLOWSHIP - Update

The Rajeev Circle Fellowship launched in 2013 and continues to serve a global community of changemakers, entrepreneurs and women in tech. This month we highlight some of our Fellows that are growing their companies successfully despite the pandemic.

obviously.ai



RC Fellow Nirman Dave

Nirman Dave (Obviously AI)

Nirman Dave is the Founder and CEO of Obviously AI, a No-Code AI tool that enables anyone to quickly build and run AI models, without writing code. Growing up in a small town in India, Nirman was always fascinated by computers, and he taught himself how to code from YouTube videos, kickstarting his journey into creating beautiful projects that people would love. Eventually these projects became products, and products became companies—notably Obviously AI.

Built for the modern Business Analyst that wants to use AI but doesn't have the technical know-how to do so, Obviously AI works in a simple 3 step process: users upload historical data of past events, and the system automatically builds a state of the art AI model to predict outcomes, which is ready to use in minutes. This is far more efficient than traditional AutoML tools, that can take days and even weeks.

Since launching in Feb 2020, Obviously AI now has 3,000+ users, has delivered 82,000 prediction models and saved 12.8 Million hours of data science work. It is named in the top 8 no-code tools in 2020 by Towards Data Science and is a recommended

no-code AI tool by Forbes. Though investment amounts are not publicly disclosed yet, the company is backed by B Capital Group, TMV, Blume Ventures, Sequoia Scouts and Facebook.

Radhika Patil (Cradlewise Inc)



RC Fellow Radhika Patil

Radhika Patil is the co-founder and CEO at Cradlewise Inc. Cradlewise is a smart crib for babies from birth to 24 months that spots the first signs of wakeup and automatically rocks the baby to sleep. Cradlewise provides uninterrupted quality sleep to babies and helps parents save 2 hours everyday.

Bharath and Radhika are husband-wife co-founders at Cradlewise. They both are Master's in Electrical Engineering from Indian Institute of Science(IISc) Bangalore. They worked in semiconductor industry for over a decade before starting Cradlewise. As new parents, they developed a homegrown cradle to help their baby sleep better.

Radhika explains her story that led to the genesis of Cradlewise: "We realized that if we could react quickly when the baby is about to wake up, the baby went back to sleep and woke up in a good mood after 2 hours. But if we were late in responding, the baby woke up completely and then we had signed up for good 30 minutes of soothing! This was an aha moment for us! What if we could build a cradle that could do exactly this - spot early signs of wakeup and rock the baby to sleep. And this is how the "cradle" became "wise"."



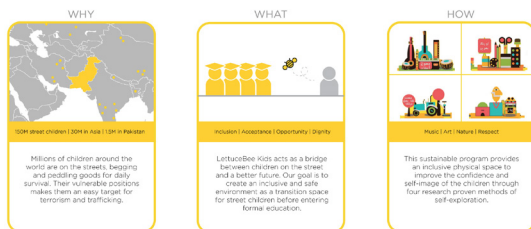
RC Fellow Sarah Adeel

Sarah Adeel (LettuceBee Kids)

Sarah Adeel is the Founder of LettuceBee Kids, a self-sustaining social enterprise to support and educate underserved children while economically empowering their mothers. The artwork of children inspires a well-designed lifestyle brand that raises awareness and empathy. The mothers of the children are involved and empowered through a design lab called Sammaan.

LettuceBee Kids was inspired by Sarah Adeel's research on the impact of design and technology on human connection, at Rhode Island School of Design. The future model includes an energy-water efficient, solar-powered space that combines eating with a social cause, fostering inclusion, sustainability, and human connection.

Selling their joyful products online, LettuceBee Kids hopes to establish long-term partnerships with retailers around the world. With every sale, they are closer to creating an environmentally and financially sustainable system for the children, that can be scaled to other countries. (LettuceBee Kids is currently at pause due to Covid19.)



Lettuce Bee