



# Nathan Hirsch

AI Product Manager, MSc in Entrepreneurship @EDHEC Business School

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 /nathanhirsch2

## EXPERIENCE

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### Founder, [Napoleon](#)

Mars 2025 - Sep 2025 (Paris, France)

- Built a behavioral product to reduce social media addiction by pricing user attention per minute
- Designed and launched MVP from scratch (mobile app + payment logic) to test willingness to pay for reduced screen time
- Acquired **200+ users generating \$100 in usage-based fees**, validating early willingness to pay for behavior change
- Built in public, reaching **100k users** through short-form content (LinkedIn, Twitter)
- Established nonprofit extension (Time Left Association) to align product with long-term behavioral impact

### Senior Product Manager, [Ariane](#)

August 2022 - Mars 2025 (Paris, France)

- Scaled NFT infra to support **2M+ NFT** for brands like Moncler, Lacoste, Breitling, Audemart Piguet and more
- Led development of EVM standards integrated with Ebay, enabling cross-platform ownership transfer
- Designed privacy-first minting module using zero-knowledge proof, enabling anonymous asset issuance
- Launched **1st web3 insights** layer on Salesforce ecosystem
- Scale product org structure, improving delivery velocity and execution clarity

### Founder, [Clean Design](#)

August 2021 - July 2022 (Paris, France)

- Built and launched browser-based mobile testing environment for p
- Acquired **100+ active users** across PM and designers
- Integrated workflows with Miro, Figma, Google suite
- Pitched to top-tiers VC included Y Combinator (YC W22)
- Transitioned product to a side project after validating limited market traction

### Senior Product Manager, [Luno](#)

April 2019- August 2021 (Cape Town, South Africa)

- Lead 60-person wallet division driving core product strategy
- Generated **\$1.1B+ trading volume** and **\$20M+ revenue** from new asset listings
- Launched Earn crypto products generating **\$500K+ revenue**
- Built content feed adopted by **51% of active users**
- Delivered 30+ projects, **70%+ of OKR achievement rate**
- Increased NPS by **+24 pts** and customer engagement by **75%**
- Led redesign driving **+50% QoQ upgrades**

### Product Manager, [Wala](#)

March 2018 - April 2019 (Cape Town, South Africa)

- Grew product **0 to 100K+ users** as early team member (#6)
- Conducted **200+ user interviews** to find product market fit
- Built analytics foundation and event tracking across product
- Launched ambassador program scaling to **60+ contributors**

## ABOUT ME

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Built web3 products from 0→1 and scaled them to millions of users. Founder of Napoleon and Clean Design.

Now focused on how far can AI and humans together go in building products that actually change behavior and create real impact. Recently moved to California.

## OTHERS INTERESTS

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- Crossfit - Competitive
- Free diving - 30m deep
- Writing essays [here](#)
- Acting - Joined #1 acting school in France (2023)
- [The Conversation](#) - 2sided platform connecting native speakers to students
- Football (Soccer) - Elite, almost pro (1997-2010)

## EDUCATION

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Master of Science in Entrepreneurship

(MSc) [EDHEC Business School](#)

Graduated in 2017

Prep. Class for French Business Schools

[Intégrale](#)

Class 2013

