

Skill to Enterprise Model (STEM)

A joint initiative of IIM Shillong
and SIDBI, India

EDUCATION

PGPEX (IIM Shillong), B.E. (Assam
Engineering College)

ABOUT IDEA/VENTURE

GogoPogo is a venture which enables creators like designers, artists, and content makers to monetize their communities through custom online merchandise stores – without inventory or operational hassles. With local fulfillment in 10+ countries, it helps reach global audiences competitively. The platform taps into the billion-dollar demand for micro-niche and regional products. Backed by 7+ years in custom merchandise, GogoPogo operates at the intersection of a \$1T social commerce market projected to hit \$10T by 2031.

PROFESSIONAL EXPERIENCE

I have 7+ years of experience in the custom merchandise industry as a first-generation entrepreneur, scaling ventures to multi-crore revenues. Previously, I served as Zonal Business Manager at Xiaomi, driving the Mi Store project across Northeast India. I am also an ex-Quizmaster, having hosted 100+ live quiz shows at premier institutes like IIT Kharagpur, IIM Shillong, and NITs.



Maharnav Gogoi

Maharnav Gogoi from Assam, founder of GogoPogo currently based in Guwahati. His journey into entrepreneurship began in college with experiments in social media and e-commerce, which, though short-lived, gave him early insights. To gain practical business experience, he started Poptales, a custom merchandise brand that generated ₹3.5 crores in five years. Later, he pursued the PGPEX program at IIM Shillong with a 3-month immersion in China, where the idea of GogoPogo was born. He also served as Zonal Business Manager at Xiaomi, leading the Mi Store project's expansion across Northeast India.



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