



**Phil Daneshyar** · 3rd  
CEO at Kanda (YC W21)  
West Midlands, England, United Kingdom · [Contact info](#)  
500+ connections

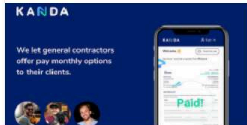
**Kanda**  
University of York

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## Featured

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Kanda is building Klarna for Tradespeople. We allow local tradespeople to offer their...

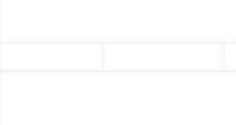


Invest in Kanda (YC W21): A platform for contractors to offer "buy now, pay later"...

[wefunder.com](#) · 1 min read

[33](#)

We were on our knees. We had over 60 rejections. We couldn't convince anyone to...



Let me introduce TradeSmart...

[97](#) · 25 comments

Let me introduce TradeSmart...



[23](#) · 1 comment

## Experience



### Co-Founder & CEO

Kanda  
Jul 2019 – Present · 1 yr 11 mos  
London, United Kingdom

Kanda allows tradespeople (plumbers, electricians etc) to offer their customers monthly payment options when they want work done but can't pay the full amount upfront.



### Hydration - Product Development Manager

11 Health & Technologies  
Mar 2018 – Jul 2019 · 1 yr 5 mos  
Tustin, California

Managed a cross functional team of 10+ engineers, designers, clinicians and patients to create, build and launch a 60s app based dehydration diagnostic test now being trialled in major US hospitals. Enabling the company to solve a major pain point for patients that had not previously been solved within the industry.



### Senior Product Development Manager

Solu  
Aug 2018 – Feb 2019 · 7 mos  
London, United Kingdom

My role is to help co-ordinate with the CEO and team on a remote basis. In particular, working with them on growth strategies and raising funds.



Accility Boston 2018 - Solu Winning Pitch



### Founder

Thirsti Ltd  
Jun 2015 – Jan 2019 · 3 yrs 8 mos  
Birmingham, United Kingdom

My role as founder has seen me build a high calibre team and product from ideation all the way through to manufacturing and launch. Specifically, I have experience with technology patents, manufacturing in Asia, selling into large UK retailers and licencing deals. We've been featured in StartUpBootCamp IoT selection days, worked with US medical start-ups and built relationships...



## Education



### University of York

Bachelor's Degree, Politics, Philosophy and Economics, 1st class honours  
2014 – 2017

Activities and Societies: Enterprise

1st class honours in PPE

Media (1)



You still have to throw the hat to graduate

## Skills & endorsements

Microsoft Office · 13

Laurence McLellan Bastidas and 12 connections have given endorsements for this skill

Social Media · 13

Abdah Omar and 12 connections have given endorsements for this skill

Management · 12

Abdah Omar and 11 connections have given endorsements for this skill

Show more

Recommendations

Received (0)

Given (1)



Simon Wiffen

Award-winning Freelance Web Developer and Photographer. Over 20 years of commercial experience. May 17, 2017, Phil was a client of Simon's.

Simon's work was excellent, what made it stand out was how thorough it was. He found solutions to difficult problems and delivered more than was asked for. Excellent comms and very fast turnaround too.

Accomplishments

5

Honors & Awards

Leading Cities - Boston - Accicly 2018 · StartupBootCamp IoT Selection Days · Duke of York Young Entrepreneur Award · Plan ENVY (exciting new ventures at York) · Santander Spirit of Enterprise Award

1

Language

English

1

Patent

Universal device for monitoring and reporting fluid consumption and method using same

Interests



Infor

584,010 followers



John Taft

Vice Chairman at Baird  
148,172 followers



Practical Fitness (Trainers and Coaches)

68,413 members



Bill Gates

Co-chair, Bill & Melinda Gates Foundation  
32,882,393 followers



Motion Recruitment

476,912 followers



Richard Branson

Founder at Virgin Group  
18,655,668 followers

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