

SOF Insider

100 builders. **one circle.**

redefining how Bharat
networks.

THE PROBLEM

crowded rooms.
forced conversations.
zero outcomes

networking is broken



and it needs a redesign
from first principles:

- craft
- value
- visibility
- pull

THE PURPOSE

SOF Insider exists to help
ambitious people build
networks that work.

not noisy.
not performative.
not transactional.

OUR THESIS

the networking flywheel

when practiced deliberately, it creates relationships that deepen over years, and opportunities that appear without being chased.



a four-part engine that turns individual excellence into collective momentum.

OUR THESIS

the four quadrants

get good: depth, craft, credibility

give first: meaningful value, long-term goodwill

get seen: proof-of-work, clarity of signal




get pull: serendipity, influence, opportunity flow



this isn't networking as performance.
it's networking as compounding leverage.

OUR THESIS

the three circles

-  **core ties:** the trusted few who shape your trajectory
-  **bridge ties:** the wide lattice where new opportunities emerge
-  **signal ties:** the silent audience that notices your work before you know it



networks grow outward,
but their strength comes from within.

WHY THIS WORKS

a system grounded in:

weak-ties research

opportunity lives at the edges of your network.

craft-first improvement

better craft attracts better people.

intentional, curated visibility

show your work where it matters.

structured generosity

give value consistently; trust compounds.

designed not for virality,
but for lasting influence.

THE CIRCLE, EXPLAINED

what sof insider is

a selective circle of 100 builders, founders, designers, operators, and creators committed to mastering modern networking and accelerating meaningful professional growth.



a room where ambition, clarity, and generosity compound.

THE INSIDER EXPERIENCE

what you unlock

- **private salons**
intimate conversations with founders from fast-growing startups.
- **curated roundtables**
small-group deep dives with top leaders.
- **builders' supper**
a 10-person dinner with curated themes and high-signal dialogue.
- **showcase nights**
insiders present their work; the room gives sharp, actionable feedback.
- **creator office hours**
breakdowns on content, storytelling, and building online credibility.
- **serendipity sessions**
a structured way to meet peers in your second circle.
- **access to operators & mentors**
guidance from people who've built, scaled, and solved real problems.
- **the insider card**
your metallic identity pass to every insider experience, event, and circle.



SNEAK-PEEK INTO 2026 Q1

upcoming rituals

january

16

salon 01

the art of modern ambition

friday 7-9 pm

25

roundtable 01

designing taste

sunday 11am-1pm

february

07

builders' supper 01

the small room

saturday 8-10.30 pm

20

digital ritual 01

ama with a sof mentor

friday 7:30-8:30 pm

march

13

salon 02

ai x careers:
what will matter in 2027

saturday 7-9 pm

22

roundtable 02

the proof-of-work circle

sunday 4-6 pm

INSIDE THE CIRCLE

the people who elevate

**Shashi Tharoor**

Member of Parliament
(Lok Sabha)

**Sudip Shah**

Ex-Product Director,
Meta (GenAI and VR)

**Marcel Bandur**

Senior Business Developer,
Studyportals

**Anant Srivastava**

Sr. Staff Developer Advocate,
MongoDB

**Hari Chirakkal**

Vice President - R&D,
Kemin Industries

**Mahua Moitra**

Member of Parliament
(Lok Sabha)

**Gaur Gopal Das**

Life Coach, Wellness Advisor,
Author & Motivational Strategist

**Jacob James**

Global Supply Chain Manager,
Tesla

**Jothish Kumar**

Managing Director,
LUKER INDIA

**Ricky Kej**

Padma Shree Awardee,
3x Grammy® Award Winner

THE VALUE OF FEWER

why only 100 seats

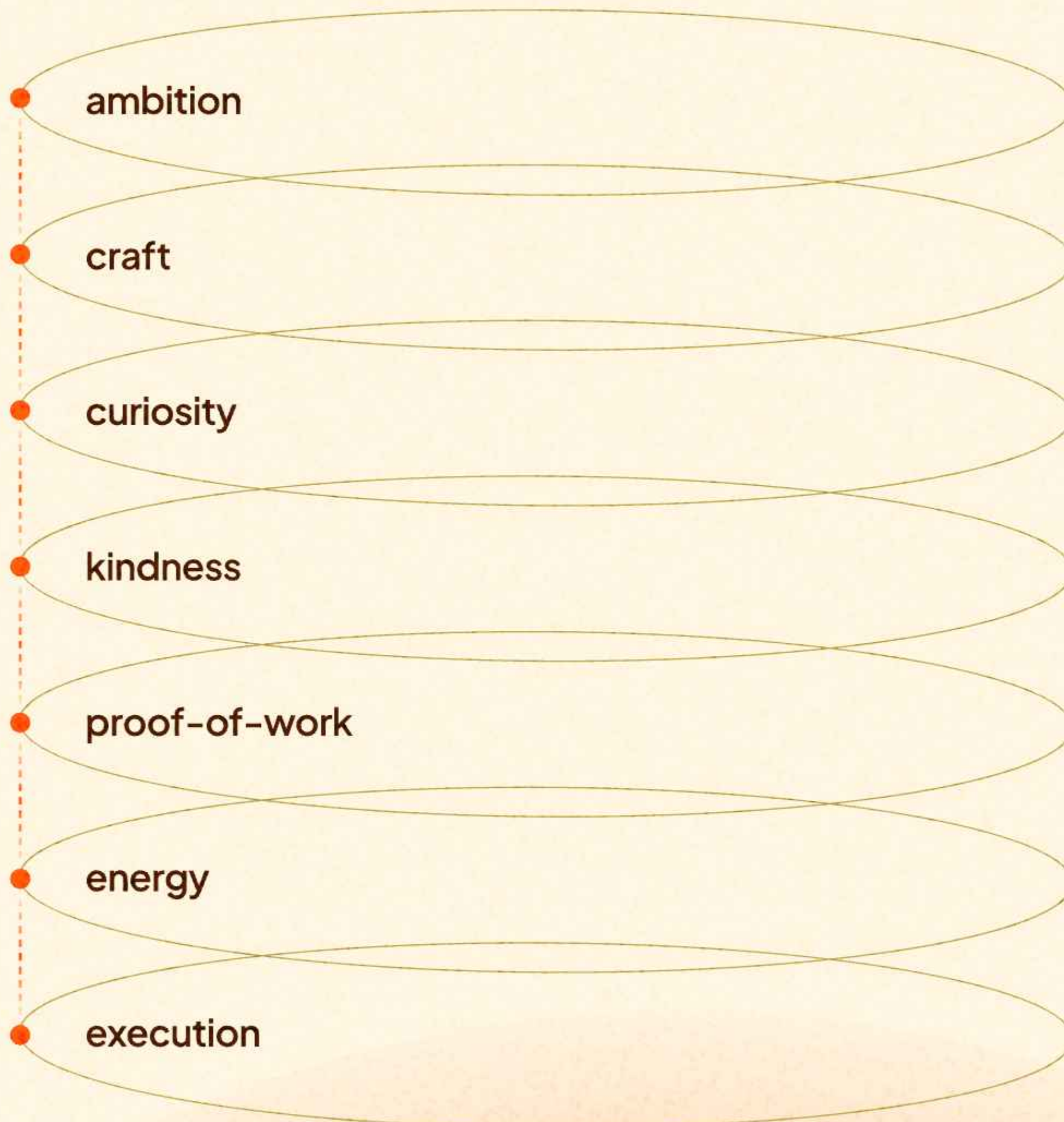
because signal > noise.
because depth > scale.

because the room itself is the value.
excellence needs curation, not crowds.



no titles. no CVs. no fees no degrees.

WHAT WE'RE LOOKING FOR:



people who build. people who show up.
people who raise the room.

THE INSIDER CARD

identity-driven. minimal. intentional.

your gateway to every insider ritual, space, and circle.
a symbol of belonging and of the standard you uphold.



READY TO STEP IN?

join the insider

theschooloffuture.com/insider

apply

share your work, intent, and ambition.

get shortlisted

we prioritize clarity, craft, and generosity.

join the circle

if aligned, you enter the room.



welcome to the **circle.**

the future belongs to
those who build.

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