

The Crack30 Blueprint

How I Built a 30 LPA Skillset Without a 30 LPA Placement (Yet)

by Ankush

Context

Like many students, I entered BTech thinking *"I'll accept nothing less than a 30 LPA package."* While that didn't happen (yet), here's what I did build by my 4th semester:



Won Asia's Largest Design + Code Hackathon



Became a tech teacher at a startup



Started a dev agency with high-paying clients



Cracked paid internships

This document isn't fluff. It's the **exact system** I used — broken down step-by-step — that you can start using today to build your path to 30 LPA skills.

Phase 1: Foundations That Actually Matter

Timeline: 1st – 2nd Semester

Skills Developed

- ▶ Learned Full Stack (MERN) end-to-end
- ▶ Built real-world clones & mini-projects
- ▶ Learned version control, deployment, and debugging



Resources Used

Full Stack Course (Udemy)

Advanced Systems - Harkirat

Web Dev Simplified (YouTube)

Hitesh Choudhary (YouTube)

Chai aur Code (YouTube)



Phase 2: Personal Brand & Public Proof

Timeline: Mid 2nd Sem – Early 3rd Sem



Actions Taken

- ▶ Started posting on LinkedIn & Twitter about my journey
- ▶ Showcased projects, thoughts, and value
- ▶ Built personal website + portfolio: whyankush.wtf



Tools Used

Canva

Figma

Notion

GitHub

Vercel

Pro Tip: Don't wait to be "expert." Document your learning — that's content.



Phase 3: Internships & Experience (Without College Help)


Timeline: 3rd Sem – Ongoing



Key Wins

- ▶ Cracked 3 internships (₹0 to ₹15K/month)
- ▶ Found internships via:
 - ▶ LinkedIn (Easy Apply + DMs)

- ▶ Twitter DMs to founders
- ▶ Wellfound/AngelList

 **Template Tip:** Personalize your cold DMs. Show proof of work.

Phase 4: Clients & Freelancing for Real Money

Monthly Earning: ₹40–50K

- ▶ Started agency & onboarded clients from LinkedIn and Instagram
- ▶ Created a service page + proposal system
- ▶ Delivered consistent, clean work = repeat clients


Tools Used

Notion


Razorpay

Zoho Invoice

Upwork

 **Golden Rule:** Solve an actual business problem. Don't just sell code.

Phase 5: Hackathons & Strategic Wins

- ▶  Won ₹1.5L+ via Unstop + Devfolio events
- ▶ Built & shipped ideas in 24–48 hrs
- ▶ Learned pitching, design thinking, teamwork under pressure

 **Pro Tip:** Record your pitches. Post them — you'll attract eyeballs + offers.



Phase 6: Teaching = Scaling Knowledge & Influence

- ▶ Taught tech at a startup via referrals
- ▶ Grew communication + mentorship skills
- ▶ Scaled visibility as a guide, not just a coder



Conclusion: 30 LPA = Not a Package, It's a Mindset

This roadmap won't guarantee 30 LPA. But it **will** turn you into someone deserving of it — whether through startups, freelancing, content, or product building.