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Neha Govindraj Builds a Beauty & Fintech Empire

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Neha Govindraj, a Pine Crest School alumna from the class of 2011, has forged a notable career at the intersection of beauty and finance. After high school, she pursued a degree in economics with a minor in computer science at **Northwestern University**. Her early professional life included a stint at **Bain & Company**, where she gained strategy experience, later working with Glossier in its nascent stages.

Disrupting Skincare with Glowbar

Driven by her lifelong interest in beauty, wellness, and efficiency, Neha co-founded **Glowbar**, a New York–based concept that offers 30-minute, no-frills facials. She has spoken about how she saw a “whitespace” in the beauty industry — rapid, high-quality skincare treatments at accessible price points — and turned it into a scalable business.

Pivot to Fintech: Launching Bonside

While building Glowbar, Neha identified a critical challenge for brick-and-mortar businesses: **access to flexible, growth-oriented capital**. This realization became the impetus for her next venture, **Bonside**, which she founded in 2021. Bonside’s innovative financial model — the *Repeatable Revenue Agreement. Thus* enables physical businesses to raise capital by pledging a portion of their future sales, without giving up equity.

Under Neha’s leadership, Bonside has deployed significant capital to support scaling businesses across the U.S., including well-known names like José Andrés Group and Black Seed Bagels.

Values Shaped by Early Education

Neha often reflects on the formative role of her time at **Pine Crest School**. She was actively involved there — participating in the Indian Heritage Club, playing lacrosse, and contributing to the school’s multicultural assembly. Overall credits her high school experience with teaching her how to manage stress, set priorities, and tackle big challenges.

A Vision for Community & Real-World Impact

For Neha, Bonside isn’t just another fintech startup — it’s a mission. Therefore she believes that physical retail and small local businesses are the beating heart of community life. Through her work, she is actively championing **experiential retail**, and helping businesses grow without sacrificing ownership or control.

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