

Go-To-Market (GTM) Strategy for Nubra

Prepared by: Deepak Goutam
Registration No: 22BCE10756
College: VIT Bhopal University

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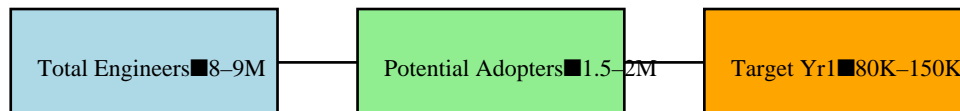
1. Executive Summary

This Go-to-Market strategy is designed to onboard engineers across India into the trading ecosystem. By leveraging their analytical mindset and community-driven nature, Nubra can capture a niche but scalable user base. The strategy combines awareness campaigns, partnerships, gamified learning, and community building. The one-year roadmap targets onboarding 80K–150K engineers, with measurable KPIs to track adoption, engagement, and retention.

2. Market Sizing Analysis

India has one of the largest engineering populations in the world. Below are the key assumptions for sizing:

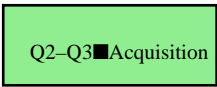
Population Segment	Estimated Numbers
Engineering Students (annual enrollment)	~3.6M
Working Engineers (IT, core, startups)	~5M+
Total Engineers	8–9M
Exposed to Trading (~25%)	≈ 2M
Actively Interested (~10%)	≈ 0.8–1M
Target for Year 1 (1–2%)	≈ 80K–150K



3. 1-Year GTM Roadmap

The roadmap is divided into three phases, each quarter focusing on a different objective.

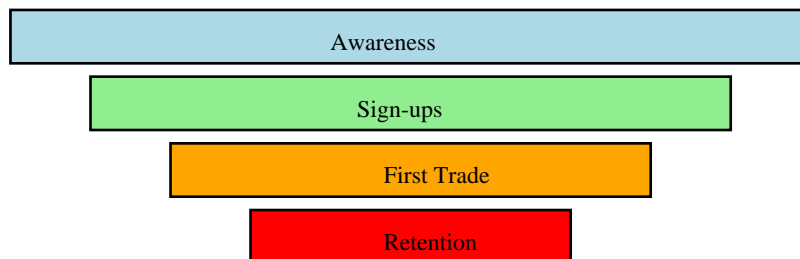
Phase	Timeline	Key Initiatives
Foundation	Q1	Awareness campaigns, student ambassadors, webinars, workshops
Acquisition	Q2–Q3	Free onboarding, referral system, gamified modules, L&D partnerships
Retention & Growth	Q4	Engineer traders community, trading hackathons, advanced modules, me



4. Analysis & Key Metrics

Outcomes will be analyzed using a data-driven approach, ensuring each stage of the funnel is measurable.

Category	Key KPIs
Acquisition	Campaign reach, Sign-ups, CAC
Engagement	DAUs/WAUs, First-trade rate, Time spent
Monetization	ARPU, Free → Paid conversion, Trading volume
Retention	Churn rate, Repeat frequency, Community participation



5. Conclusion & Next Steps

Nubra has a unique opportunity to engage India's vast engineering talent pool. By implementing this phased GTM strategy, Nubra can onboard 80K–150K engineers in the first year. The focus on awareness, acquisition, and retention ensures sustainable growth. Next steps include expanding beyond engineers into other professional groups and scaling advanced trading features.