

GROWW

Empowering Investors with Simplicity



Company Presentation
By: Garv Roy Choudhury

ABOUT THE COMPANY

Groww, founded in 2017, has revolutionized the investment landscape in India. Their user-friendly platform caters to both beginners and seasoned investors. With over 5,000 mutual fund schemes, users can explore, compare, and invest seamlessly. Additionally, Groww provides essential stock information, educational content, and curated collections for various financial goals. By prioritizing safety, transparency, and accessibility, Groww has become a go-to platform for millions of Indians on their investment journey.

EXISTING FEATURES ON THE PLATFORM

- **Dashboard:** The initial view upon logging in, provides an overview of your investments.
- **Real-Time Market Data:** Access real-time stock prices for informed investment decisions.
- **One-Click Order Placement:** Streamlined process for investing in mutual funds.
- **Customized Watchlists:** Create personalized lists of stocks or funds to track.
- **Candlestick Charts:** Visualize price movements and historical performance.
- **Safety Measures:** Enhanced security features, including 2FA validation and device management.
- **Step-Up SIP:** Automatically increase SIP amounts over time.
- **GTT (Good Till Trigger):** Set conditional orders for stocks.



PROBLEM IDENTIFICATION

Many of the trading platforms are used by majorly new and upcoming individuals known as retail traders. They are always looking to check out new and potentially such stocks that will give them great returns in the future and due to this are in constant need of direction.

The underlying problem here is the lack of a community inside the app for the institutional and retail traders to interact with one another.

SOLUTION SUGGESTED

After a thorough investigation into the problem, the solution that I came up with is to provide a comprehensive and complete community having all the basic features of a chatroom. We would not keep the platform to provide on-one communication but rather make it a community-based system where we can differentiate between retailers and mentors (The mentors will be SEBI certified to provide suggestions to where to park the money and insights to the retailers and others who are willing to learn through them.)

Think of it as Telegram of the stock markets world, For the same we can collaborate with Telegram India to use their API and already existing setup.

More on the feature added

A brief overview of the nitty-gritty of the newly added feature :

The feature promises to help new or intermediate users and also create a space for institutional investors to share feedback and thoughts.

The model will consist of multiple communities being formed where meaningful discussion related to one topic can take place, for example, a community for discussion related to defense stocks, renewable energy stocks, railway stocks, indices, mutual funds, and so on.

During the initial user registration, the users can enter the platform as a mentor, Institutional, or retailer, and after thorough inspection, the accounts can be opened as a mentor. The mentors can start their community and give insights there. The communities could also be searched through mentors and be followed by retail investors.

The mentors will earn a premium on the community and posts or the number of followers and can be monetized for their benefits in addition to this they can also publish daily blogs on the matter and earn a premium on the subscribers to their blog.

Prioritisation of Features



Market Research and Analysis:

- Understand user demographics, preferences, and pain points related to investing.
- Analyze competitors' social investment features and identify gaps.
- Gather insights from existing app users and potential investors.

Feature Design and Development:

- Create User Profiles and Portfolios:
- Allow users to create detailed profiles with investment goals, risk tolerance, and past performance.
- Enable portfolio tracking, including real-time updates and historical performance.

Social Feed and Discussions:

- Implement a feed where users can share investment insights, strategies, and success stories.
- Enable comments, likes, and direct messaging between investors.

Follow Other Investors:

- Let users follow influential investors or friends to see their portfolios and activity.
- Provide notifications for updates from followed investors.

Investment Clubs or Groups:

- Create virtual investment clubs where users can collaborate, discuss, and pool resources.
 - Host live webinars or Q&A sessions with experts.
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Ravi Patel

Retail Investor

Age: 34

Occupation: IT Professional

Location: Bangalore

Income Range: ₹10,00,000 -
₹15,00,000 per annum

Education: Btech in CSE

Ravi Patel, a 34-year-old IT professional from Bangalore, is also a regular investor and is eager to learn more about the market. He is a so-called retail investor and is always in need of suggestions and a community that can help him foster a better portfolio and returns .

- ▶ He is to learn more from the professionals about indices and Mutual funds
- ▶ He is also a part time investor and wants to learn the best ways of parking the money
- ▶ He is willing to read the blogs to learn more and is also willing to join more communities



Akash Kumar Institutional Investor(Mentor)

Age: 45

**Occupation: Trader
(Institutional)**

Location: Chennai

**Income Range: 2000,00,000+
per yr**

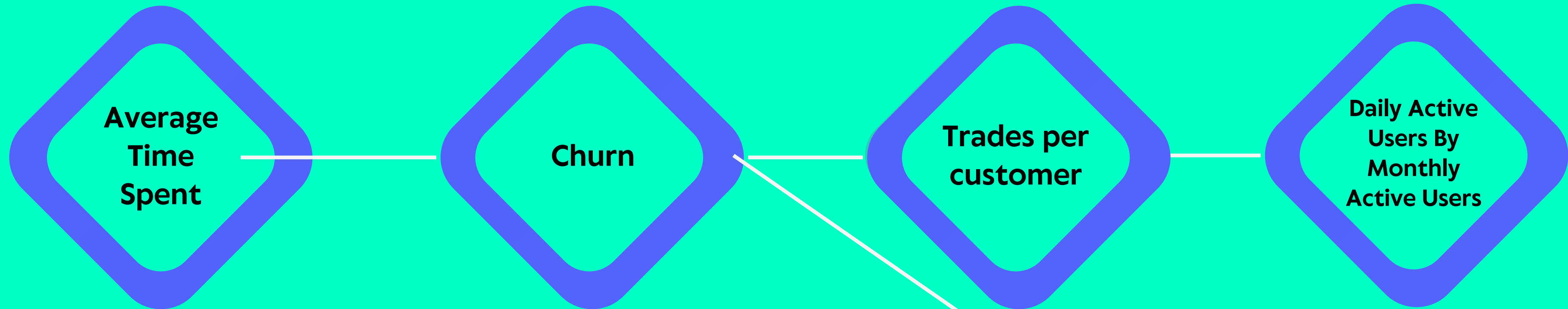
Education: MBA In finance

Akash Kumar is a well-known name in the field of investing and writes a blog daily and would love to share insights on a big platform as groww. He knows that the app pulls traction. He also is busy in intraday and derivative trading which itself is the forte of the app.

- ▶ Purpose of investment :- It is his way of earning
- ▶ Socially active and likes to share insights with the newcomers, also runs a YT channel.
- ▶ Trades on a daily basis in Intraday and derivatives markets and is also a already subscribed member of the grow community

IMPORTANT METRICS

We will quickly look at some metrics and their predicted values



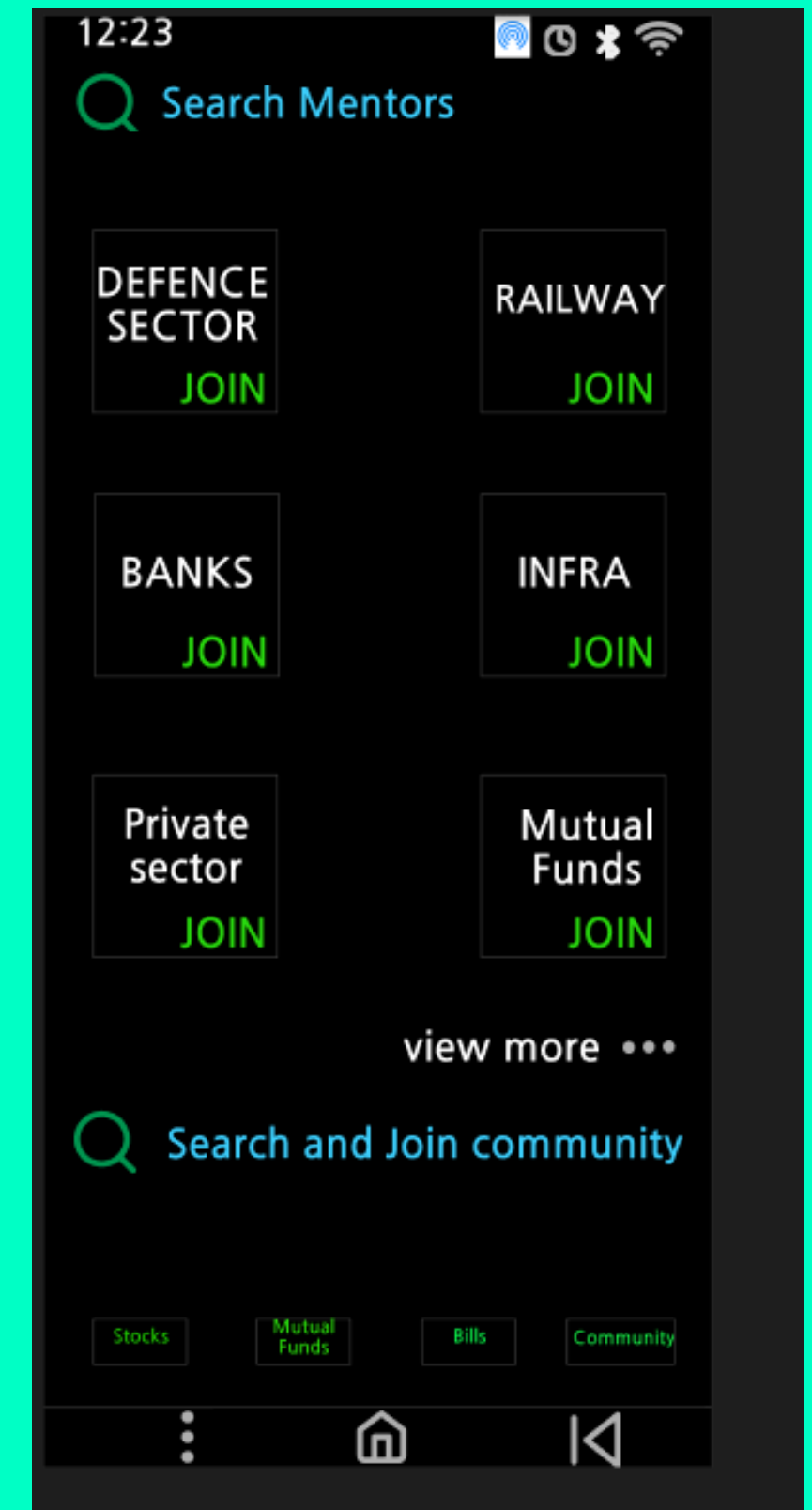
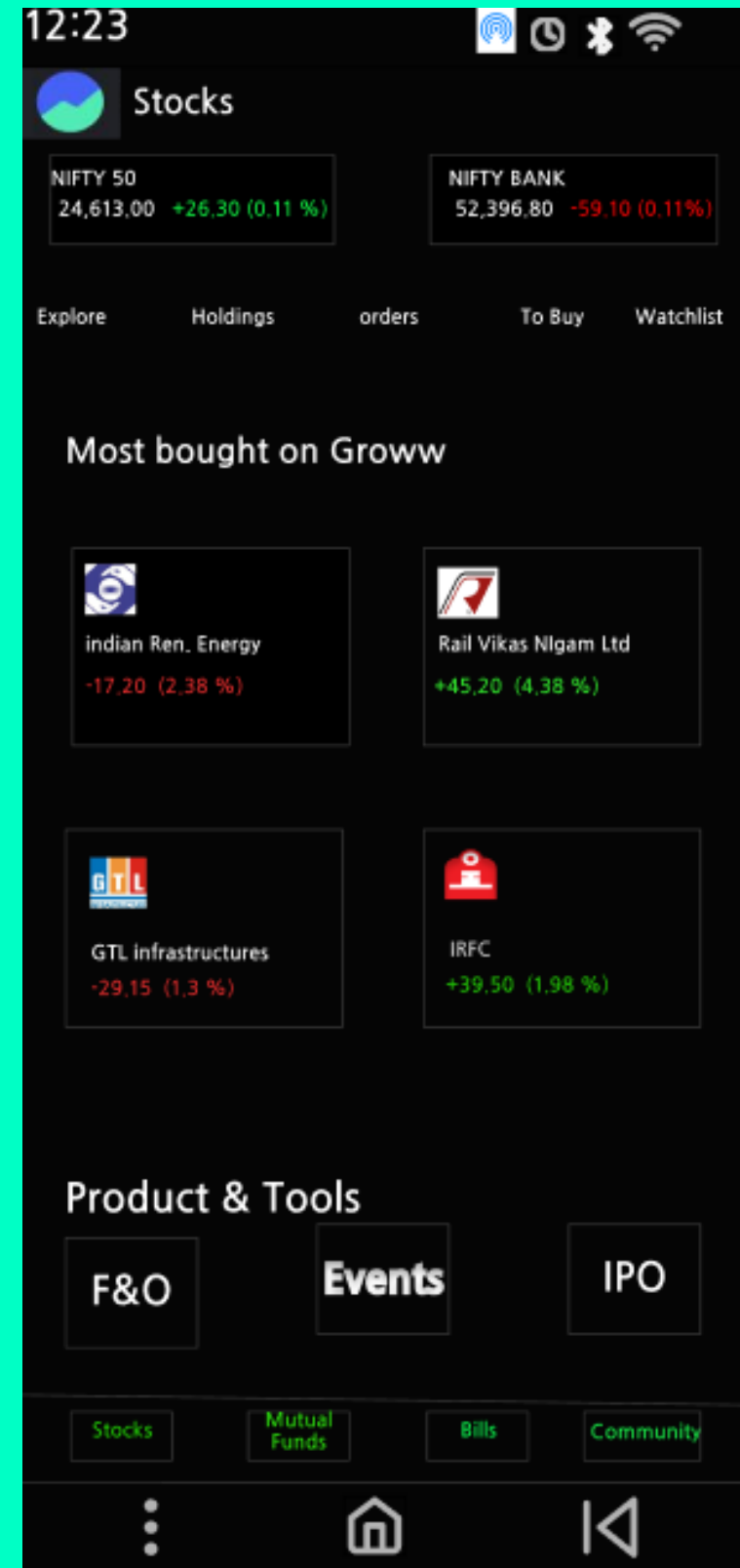
will be increased over time due to the larger engagement from the people, the average time spent increase will also increase the trust of the users

The churn will be reduced at every level of the funnel and help in better publicity and an increased CSAT

Currently, on average this number varies and any number above 3 trades per month is considered great, due to the new feature we can definitely fare this high.

This metric will be reaching closer to 1 as more people traction on the platform daily due to daily discussions and blogs.

WireFraming



THANKS!



BY Garv Roy Choudhury