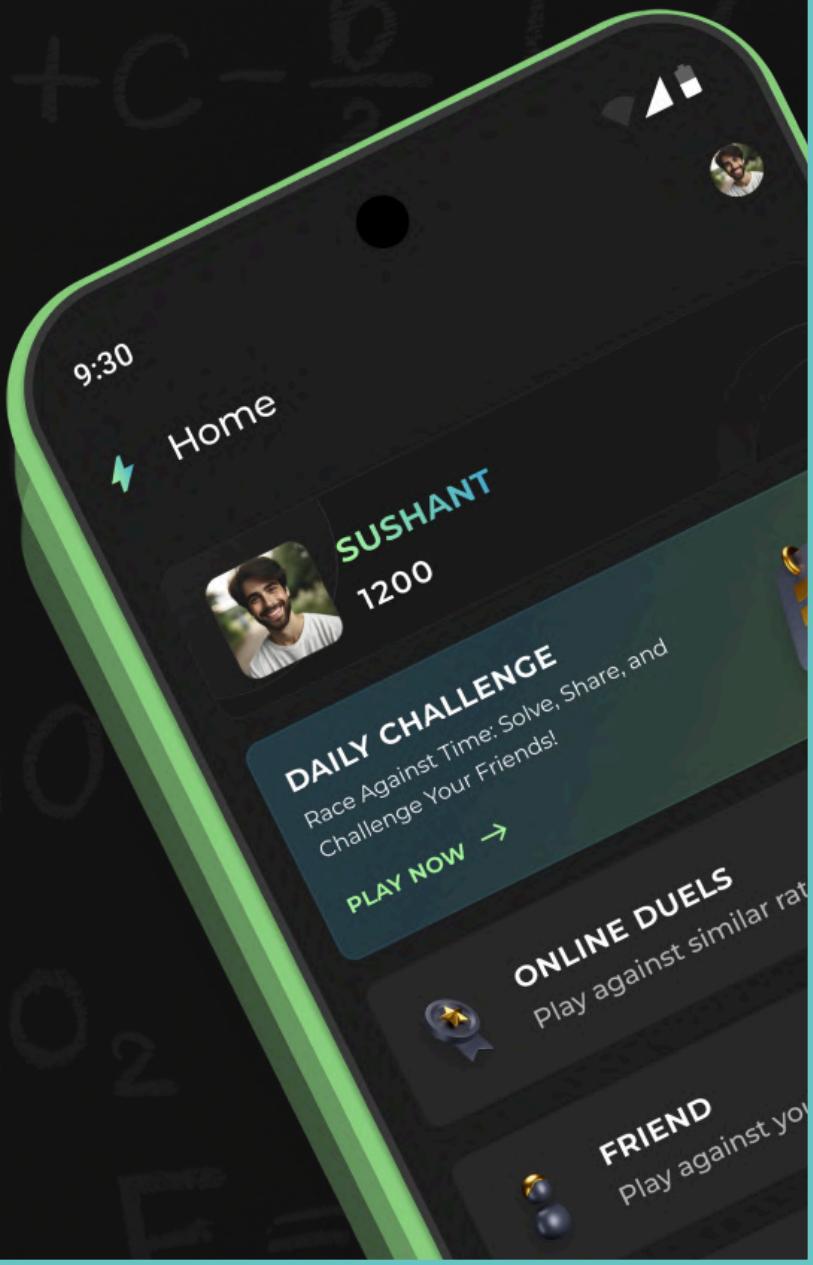
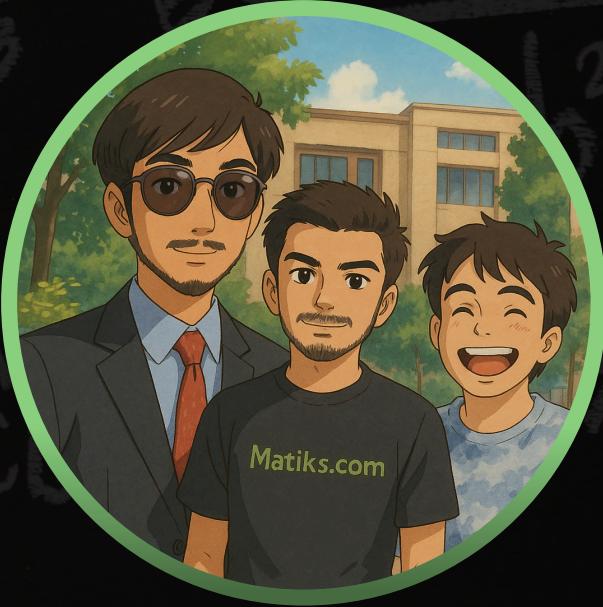




A Product Teardown



A LETTER TO FOUNDERS



I HATE MATHS! YES I DO!

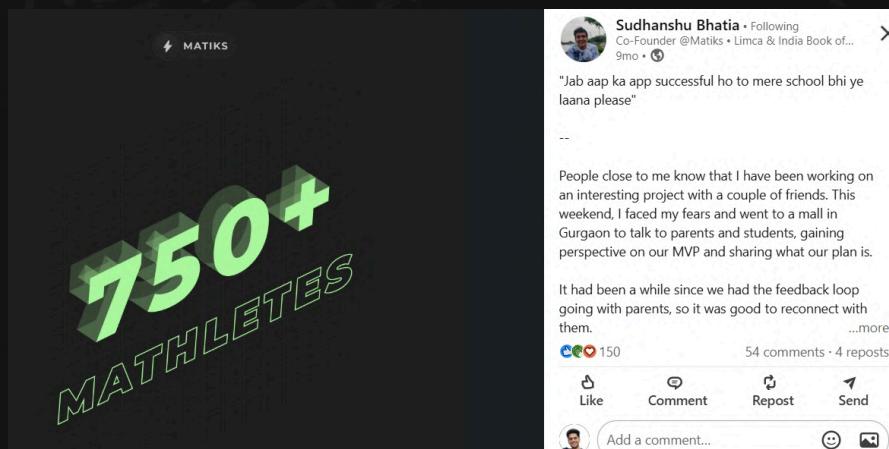
Honestly for me Math has always been a bunch of random variables who are trying to make sense by arranging themselves together. I tried to understand bunch of theorems, equations, properties but it was all in vain. 99.98, 97 and 80 might look like random numbers to you but these are my JEE percentile in Chemistry, Physics and Maths. I always used to wonder what can I do anymore to change my relationship with Math until Matiks entered the game.

Matiks changed my life. I might be one of those hundreds who are dueling right now to be the next Math prodigy. The concept is so amazing that I was already crunched to know more about the vision behind it. I am still an amateur but the massive confidence boost that I get after every duel is like hitting a new PR!. All I want to say from the hearts of thousands like me is THANK YOU.

THANK YOU SUSHANT, MOHAN AND SUDHANSU FOR MATIKS!
Forever grateful and appreciate your efforts.

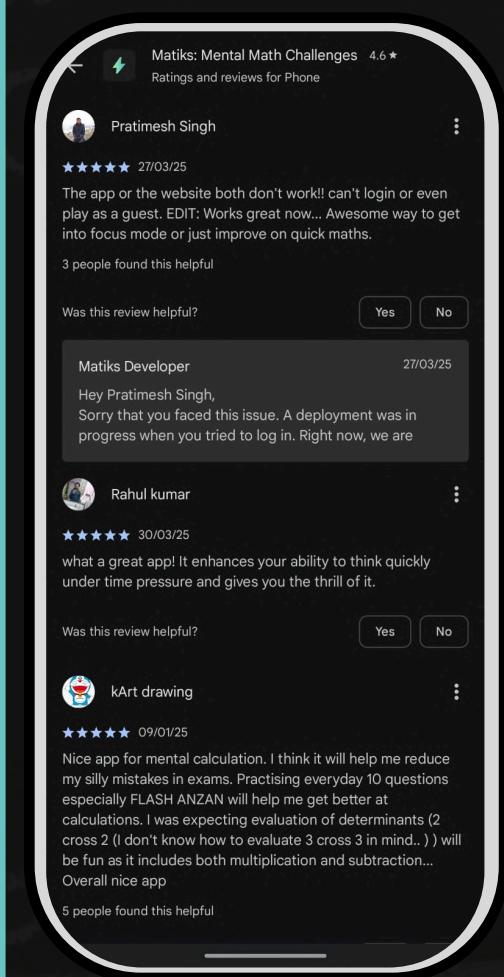
Regards,
Raj Awasthi.

THE MATIKS FEVER!



In the month of August exactly a year before I came across this post of some founder with 750+ Mathletes and a mental math app, I was intrigued and played my first random 1 min duel and from then there has been no stop. As of today Matiks has topped charts with 10k+ downloads , 4.5+ rating on play store and a community that is growing exponentially.

Matiks has swiftly redefined math learning by transforming it into an engaging and competitive experience. Within a year, it has attracted over 10,000 users, offering features like Anzan, Math Duels, Puzzles, and 1v1 challenges that make math practice both fun and addictive. Users commend its ability to enhance mental agility and concentration, making it a go-to app for daily brain workouts. With continuous updates and new features on the horizon, Matiks is poised to further its mission of making math simple, fast, and enjoyable for all.



GROWTH STRATEGY

TTM - TRIED 'N' TESTED METRICS

Matiks has already achieved an amazing organic growth with its word of mouth spread with 10k+ downloads but to multiply these numbers with 100 and more, there are three simple and proven strategies that can help Matiks to excel exponentially.

I have categorized them broadly in three different categories:

1. Marketing and Social Media

- Active Social media content.
- Creative and Interesting Social Media Campaigns.
- Challenge the crowd

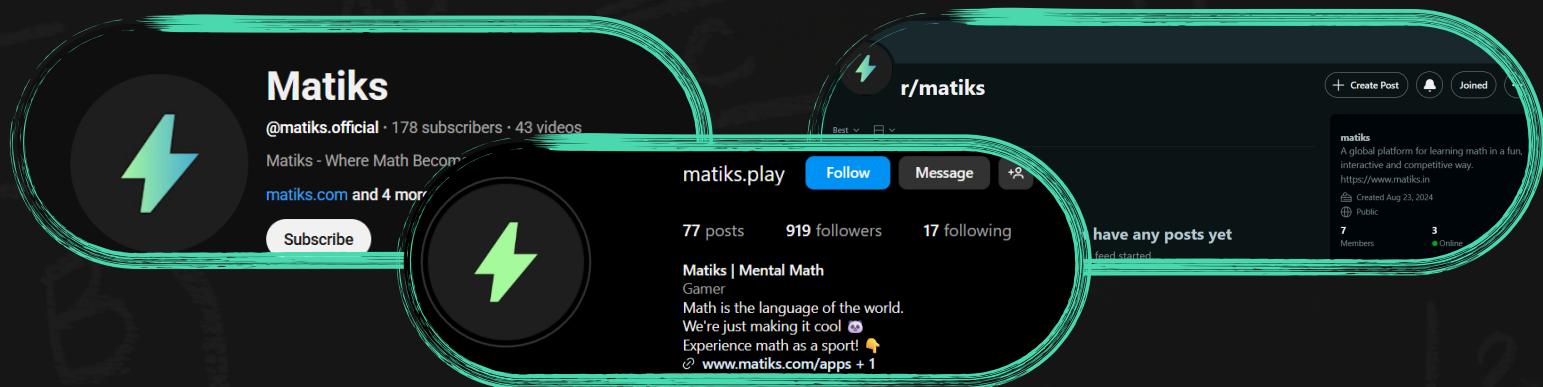
2. Community Driven Activities

- Developing an active Youtube, Reddit or Discord Community
- Focusing more on crowd engaging events (i.e. Livestreams, featuring content creators etc.)
- Updating community and making them part of building Matiks

3. Live hands on events.

- One on One events, where Matheletes can meet.
- Hands on tournaments and competitions.
- Starting the Matiks Mania across the country.

MARKETING & SOCIAL MEDIA



Matiks has a fair subscriber count on all Social Media platforms and decent user engagement. Till now Matiks uses an organic marketing strategy to engage more user on platforms. To engage more organic crowd Matiks can follow these three simple steps:

S-1. *Social Media Content*

Matiks must tailor down there Instagram post into three different categories.

- Educating Math related content which provides facts or tricks for improving Maths.
- Posting more Meta-driven content. i.e Content that is more related to younger aged audience (some inspos given).
- Lets Duel: A Instagram live session where you guys can duel with your audience on live,

Using above Matiks can increase engagement on Socials.

The first screenshot shows an Instagram post from @matiks.official featuring a green owl icon and a French sentence for translation. The post has 5 likes and the caption reads: "Translate this sentence".
The second screenshot is a Facebook comment section for a post by duolingo.india. It includes a reply from amena (@109) and a reply from kanikarawat02. The post itself discusses streaks and language learning.
The third screenshot is a mobile app interface for Chess.com. It shows a statistics screen with 7.3 x 10^12 games played, 318 puzzles, and various performance metrics. A red arrow points to a new button labeled "Watch" at the bottom right of the screen. The text overlay on the right says: "anyone else notice this new button in the Chess.com app?"

S-2. Starting Engaging campaigns/trends

- *Matiks has already* created an amazing campaign for Intern Hirings, engaging Founding team , crowd and infact the whole country.
- Matiks has potential to create amazing campaigns
I.e. -
 1. Math Ice bucket challenge - Table of 26 but if you fumble you get an ice shower. Challenge 3 people to do it and tag Matiks.play.
 2. 1-min Duel - For every wrong you get a water splash on your face.
 3. Find the Root: Look around your surroundings and find a number which has possible root (i.e. 4), number with the highest root number wins the price.

S-3. Challenge the Crowd

- *Challenge the crowd* is the going on streets or random places and challenging people for Math duel on the spot.
- Get on the streets and ask questions , challenge them or i.e. maybe ask them googly math questions .
The point is to make them engaging and more fun for people who are watching.
- Inspo :
 1. https://www.instagram.com/reel/DItfVCWMOQW/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFIZ==
 2. https://www.instagram.com/reel/C11HZ37BAeJ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFIZA==
 3. https://www.youtube.com/watch?v=0_vEztBL4dc

COMMUNITY DRIVEN ACTIVITIES

Matiks has a great community of recurring users. Matheletes are ever ready and interactive amongst each other. Mohan , Sudhanshu have been quite active on the discord and address all the issues or suggestions very promptly. I personally find it very impressive that they tend to appreciate there user's wins. I just had few suggestions that could streamline the User- Founder connect and even help them to interact better.

1. Active Youtube and Reddit Community

Remember those lockdown days when we used to wait for Samay's chess streams, wait for guests, infact match the exact seconds just to play against him. I would like to see this with Matiks , I want Tanmay, Samay , Sudhanshu , Mohan and Sushant on a Live stream and have a Math Duel. A community that is ready to watch Matiks duel's even if they are not on the app because it engages community to join the movement and be part of the change.

2. Calling Out all the Creators to be part of Matiks Fever

Matiks is slowly getting the heat, with Tanmay mentioning it, Matiks needs more Creators /Comedians/ young creators to spread the heat. This can be done by 2 simple ways:-

1. Starting a Duel competition of Creators (i.e. Comedians on Board:- the chess tournament COB).
2. Stream and Onboard : Stream and onboard a creator to Matiks live. Like increase there rating , or teaching them how Matiks works.
3. We can call stream where Matheletes compete with creators live . i.e. IMO finalist v/s Comedians/Writers etc.

LIVE HANDS-ON EVENTS

Matiks has aced the Live hands on events by regularly hosting Mathathons in collaboration with colleges . Live events formulates bond amongst community members and drive brand's image in public to expand user base.

Some interesting Ideas for Live events can be :-

1. Pop-up Math Duels at Public Spots

- Format: Quick 1v1 duels in busy areas like malls, fairs, metro stations, etc.
- Scaling Tip: Set up branded booths with tablets or duel boards, offer instant giveaways.
- Example: Ludo King used pop-ups during their offline event expansion phase.

2. Live Streamed Duel Finals from Offline Events

- Format: Combine offline tournament finals with a live stream for online fans.
- Scaling Tip: Let online users vote on questions or challenges during finals.
- Example: Pokémon Go and chess.com hybrid events use this model.

3. Hackathon-Style Math Problem Solving Marathons

- Format: 4–6 hour collaborative challenge events (group-based or timed solo).
- Scaling Tip: Partner with local startups or education NGOs to co-host.
- Example: Google's Code Jam events work similarly with open halls and judges.

SUGGESTION'S

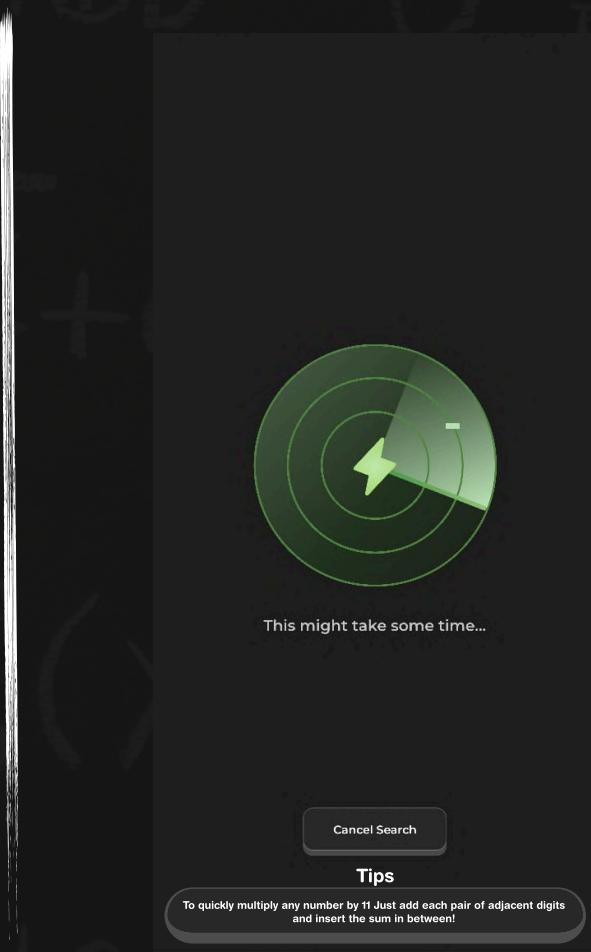
Matiks has already impressed me so much so that I honestly want to be part of the team. Even if I don't get a spot there are few personal suggestion that I want to get implemented as I personally would really appreciate them.

1. In-APP hints or clues

Great example of this is Clash Royale waiting screen before Battles.



Inspo



Changes

2. Introducing Diverse Math problems

As an former JEE aspirant I would definitely appreciate more problems on Integrals , Differentials , or vectors cause that would eradicate mathematical fear that I faced during my time.

SUGGESTION'S

3. Make it more Interactive

Matiks is competitive , yet still it lacks the feel or sense of achievement this can be because the duels are not so interactive, I would suggest if I could interact send emoji's or short messages to competitor just to make it more interactive.

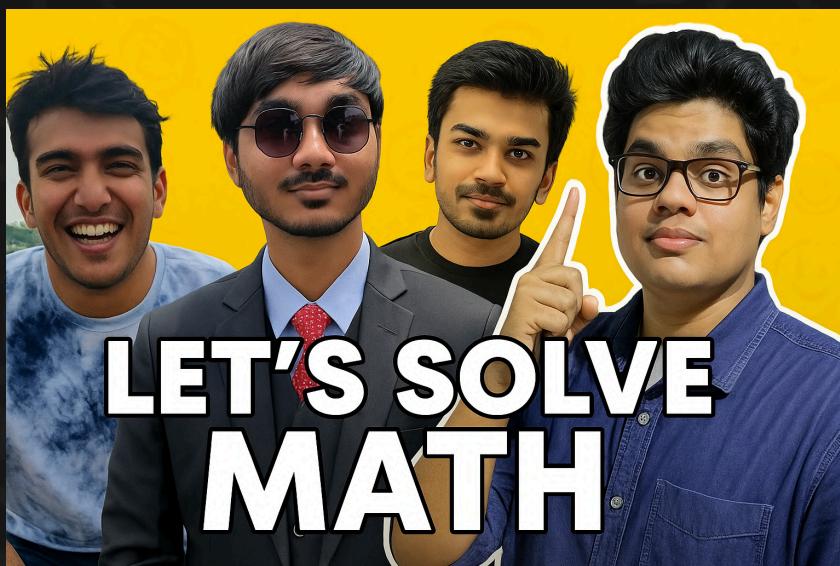
4. Content Suggestion: Let's go to the streets

I would suggest the content team to get there hands dirty and produce more in person content. Like Kota students solve 100 questions under a min , Can corporate Majdoors compete a Math duel or some think like this . The content should be hands-on that can bring a smile to viewers face.

5. Use this thumbnail

I want to be part of Matiks like Thanos want to snap the Gauntlet! but what I want more is that this startup must grow and reach to every kid or adult as we need to stop the cap and strengthen our brains.

- Here is a small thumbnail I made for your stream.



FINAL STATEMENT

All of the suggestions and observations are solely from my POV and I respect the hustle and time take by the team to built Matiks. At last I would just like to appreciate the team , the founders and the community which is always standing shoulder to shoulder to support everyone who is becoming part of Matiks.

All the Best for the Future !

I hope the best for the Matiks and Team.

Thank You !

Best of Luck