

GO-TO-MARKET (GTM) STRATEGY

“Onboarding Engineers to Trading”

ABOUT NUBRA

Nubra is a modern trading platform built for all traders – from stock scalpers to options strategists. It combines everything you need to trade effectively: advanced option chain, multi-leg strategy builder, live market scanners, institutional-grade charts, and in-depth research from technicals to fundamentals.

"Unlocking the power of trading for every engineer—smart, seamless, and data-driven."

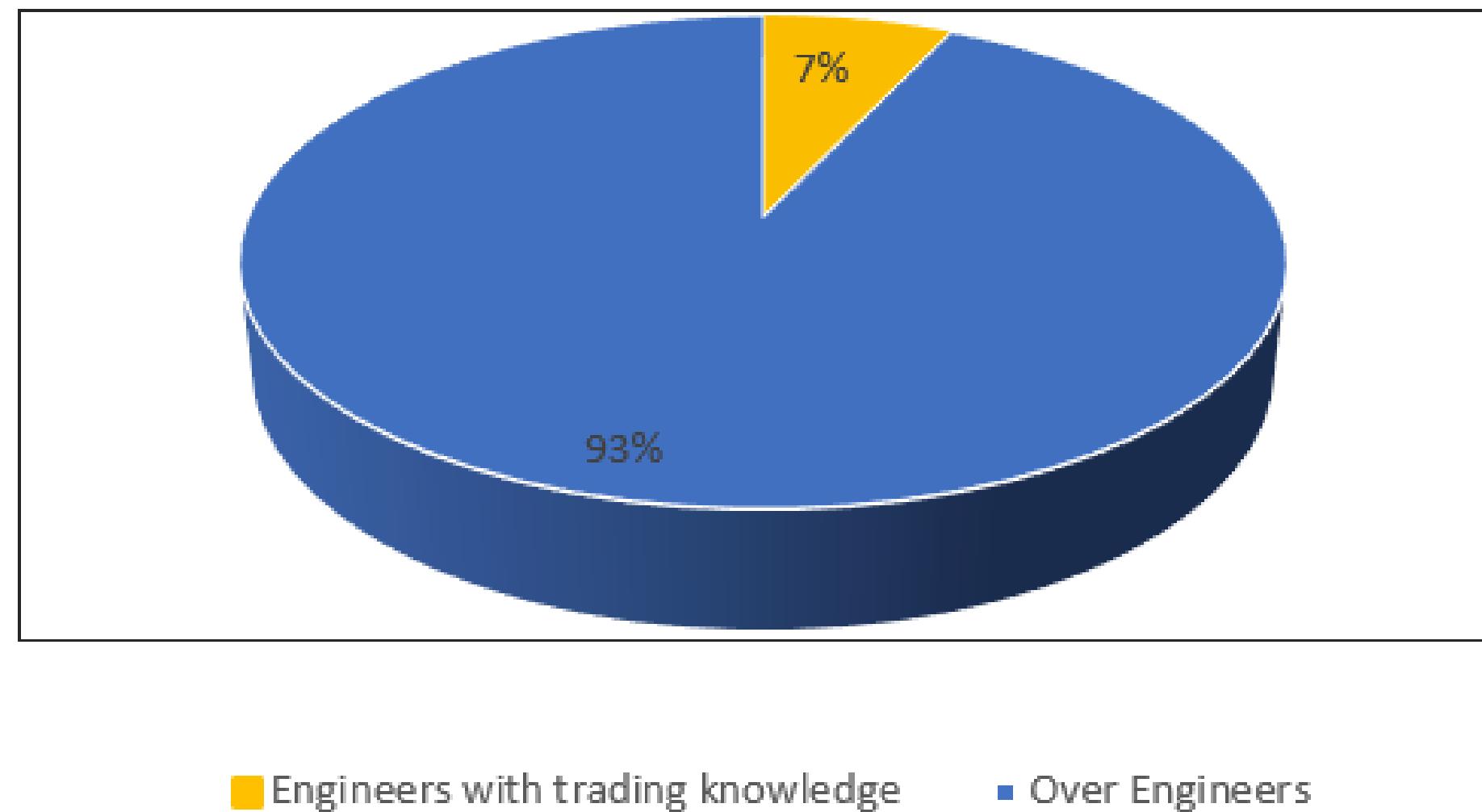
Executive Summary

Goal: Onboard all engineers in India to Nubra's trading platform

Approach: Data-driven GTM strategy with precise segmentation and phased outreach

MARKET SIZING & OPPORTUNITIES

Engineers with trading knowledge in India (2025)



1

As of 2025, the total number of engineers in India across all branches is estimated to be around 28 to 30 million. India has the largest number of engineers and engineering education institutes in the world.

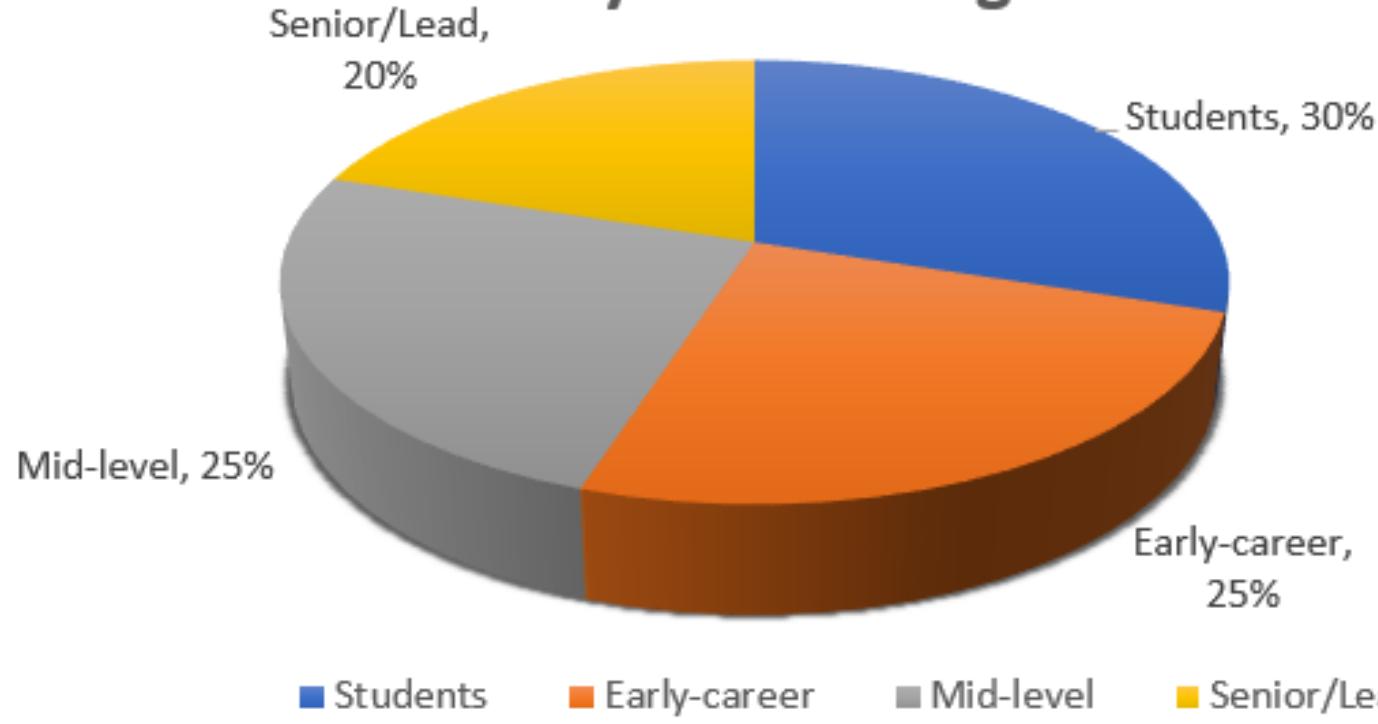
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Annual engineering graduate output is around 1.5 million. Employability among these graduates is about 72% in 2025.

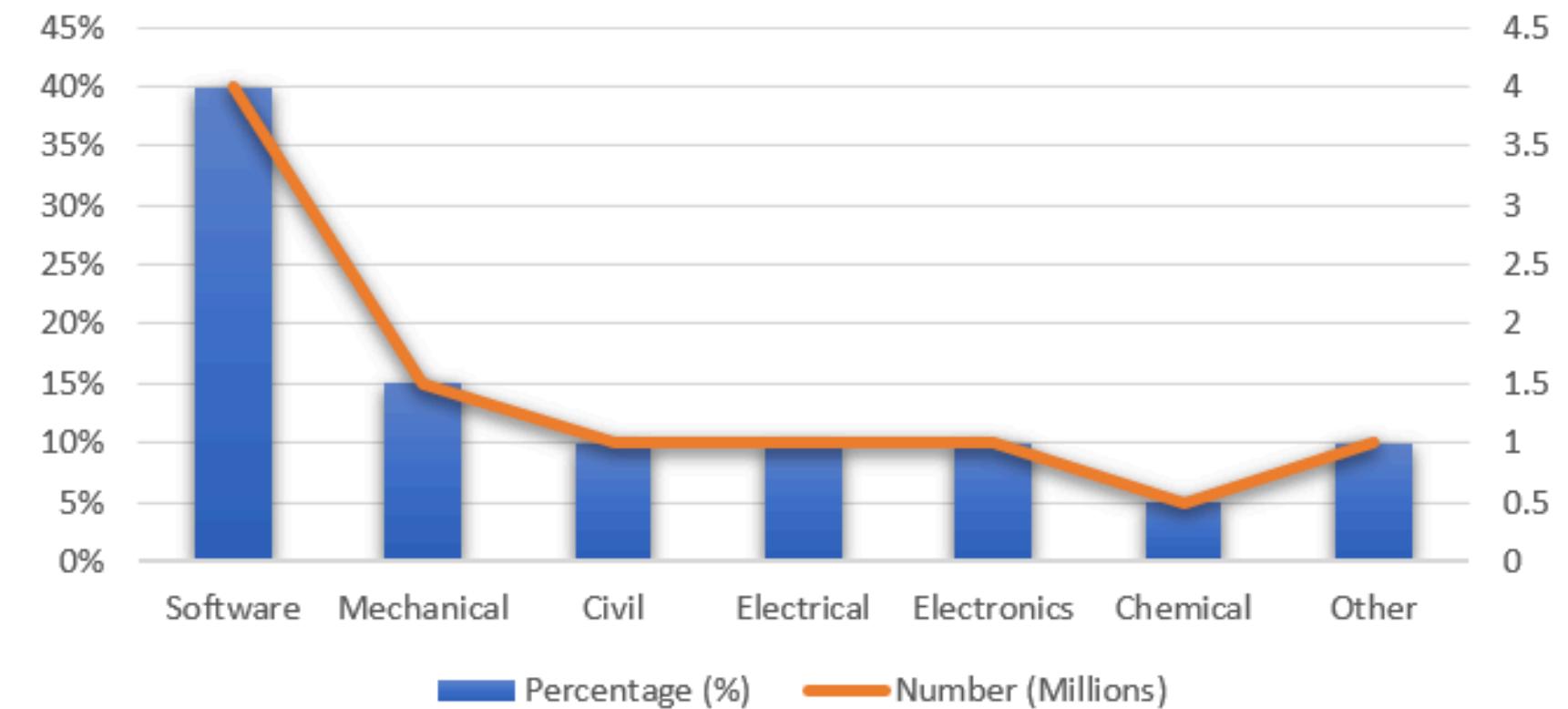
AUDIENCE SEGMENTATION

Segmenting audience (engineers) into sub-groups:

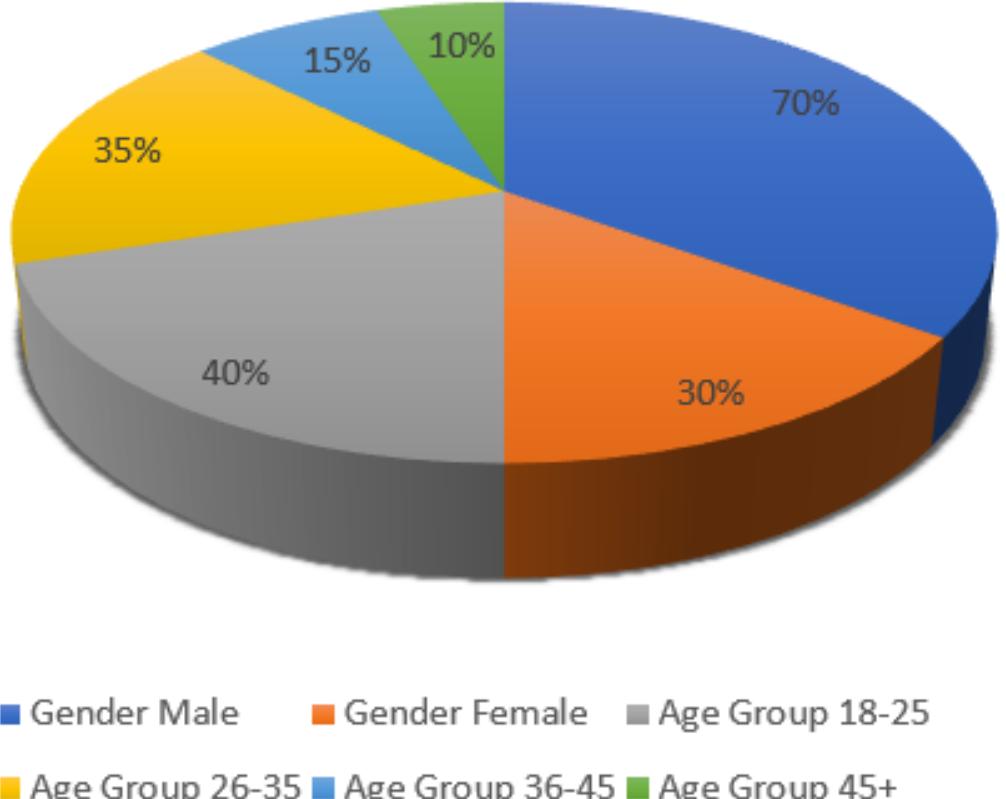
By Career Stage



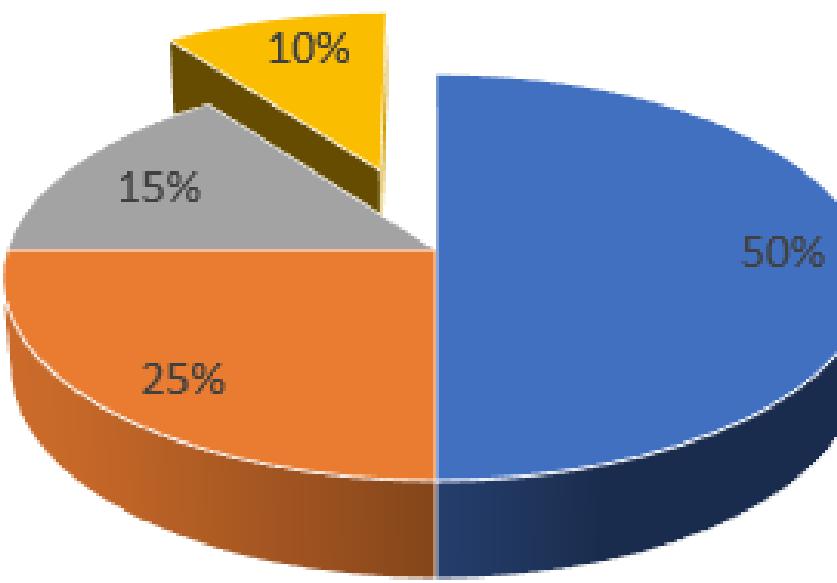
By Discipline



By Demographics



By Trading Experience

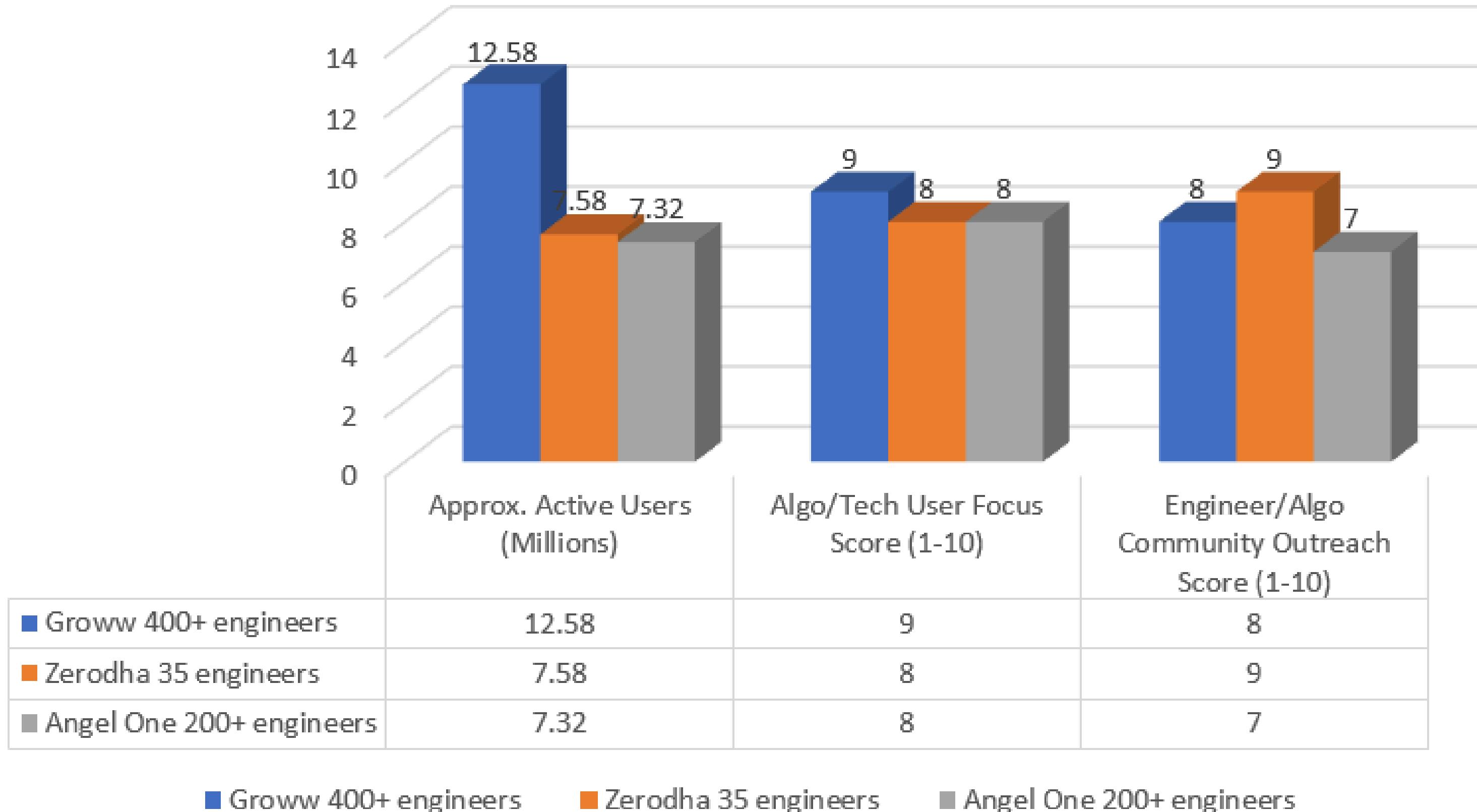


COMPETITOR ANALYSIS

Groww, Zerodha, Angel One, and Upstox are the leading trading platforms in India, competing directly with Nubra by offering a mix of user-friendly retail interfaces and advanced trading technologies. While Nubra focuses on ultra-low latency execution and intuitive automation for professional-grade trading, these platforms dominate with large user bases and strong retail presence.

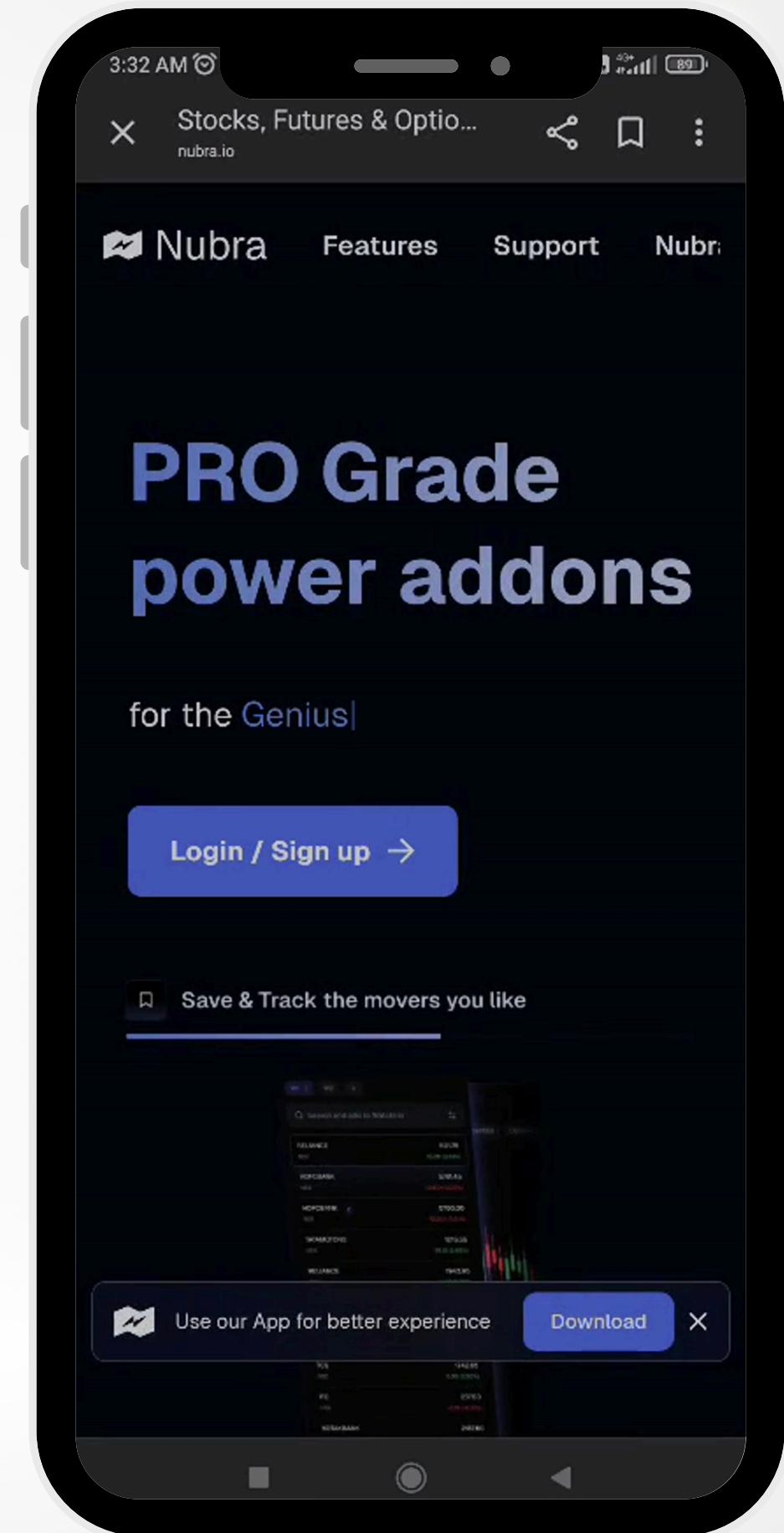
Platform	User Base (Millions)	Brokerage Model	Key Differentiator	Algo Trading Support
Groww	12.58	Discount broker	Largest retail user base, advanced options	API access, options trading
Zerodha	7.58	Discount broker	Powerful APIs, zero brokerage on delivery	Kite Connect API, backtesting
Angel One	7.32	Full-service + discount	AI advisory, multi-segment offerings	SmartAPI, AI trading engine
Upstox	1.3	Discount broker	Multi-platform access, TradingView integration	Algo trading platform

Competitor Platform Analysis (2025)



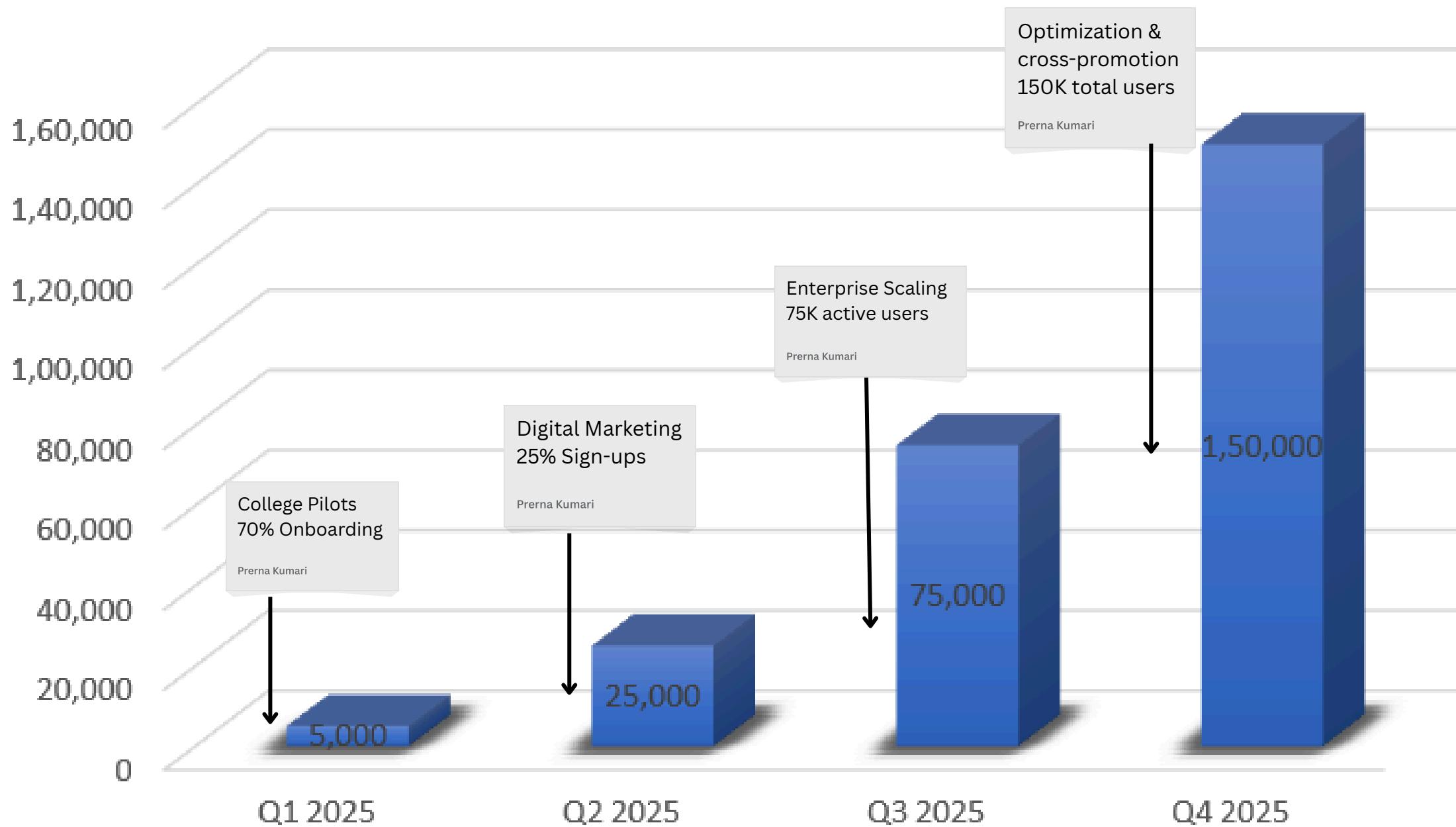
VALUE PROPOSITION & CHANNEL STRATEGY

- Nubra's advanced, algorithmic trading tools tailored for engineers' logical and analytical strength.
- Hosting hackathons and coding challenges to actively involve tech communities and foster innovation.
- Engage engineering communities on LinkedIn, GitHub, Stack Overflow, and leading tech conferences.
- Build partnerships with engineering colleges and organize tech meetups for direct outreach.
- Amplify presence through referral programs and influencer collaborations with senior engineers and tech YouTubers.



ROAD MAP 1 YEAR PLAN

Nubra Growth Plan (2025)



Q1 2025: College Pilots

- Target: 5,000 users
- Budget: ₹50 lakhs
- Focus: Establish foundation and validate product-market fit

Q2 2025: Digital Marketing & Influencer Campaigns

- Target: 25,000 users
- Budget: ₹2 crores
- Focus: Scale awareness through digital channels

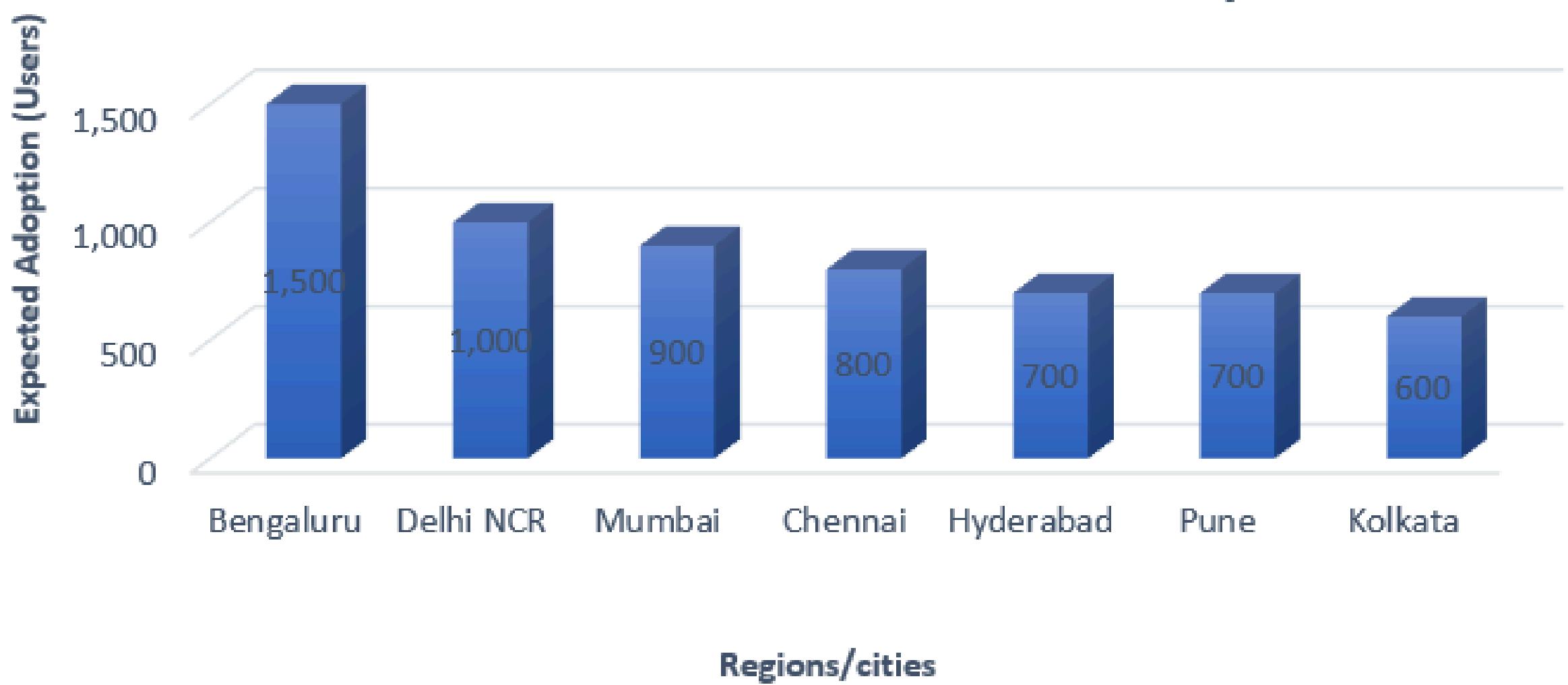
Q3 2025: Enterprise Scaling & Workplace Programs

- Target: 75,000 users
- Budget: ₹3 crores
- Focus: B2B partnerships and workplace adoption

Q4 2025: Optimization & Cross-Promotion

- Target: 150,000 users
- Budget: ₹1.5 crores
- Focus: Optimize conversion and expand revenue streams

Nubra's Channel & Partnership



Key Activities:

- Partner with 10 top engineering colleges for pilot programs
- Organize API hackathons and coding competitions
- Build case studies from early adopters
- Develop engineer-specific onboarding flow
- Launch targeted social media campaigns on LinkedIn, GitHub, Stack Overflow
- Partner with tech YouTubers and engineering influencers
- Implement referral program with API credits as rewards
- Partner with major tech companies (TCS, Infosys, Wipro, startups)
- Launch workplace financial literacy programs
- Optimize onboarding based on user feedback and data
- Launch cross-promotions with fintech partners

OUTCOME ANALYSIS FRAMEWORK

- **AARRR Framework**

- Acquisition: Track new users through multi-channel outreach campaigns.
- Activation: Measure onboarding completion and first-trade actions.
- Retention: Monitor active traders and repeat engagement.
- Referral: Evaluate user-driven growth via referral programs and influencer impact.
- Revenue: Analyze conversion to paying users and transaction volumes.

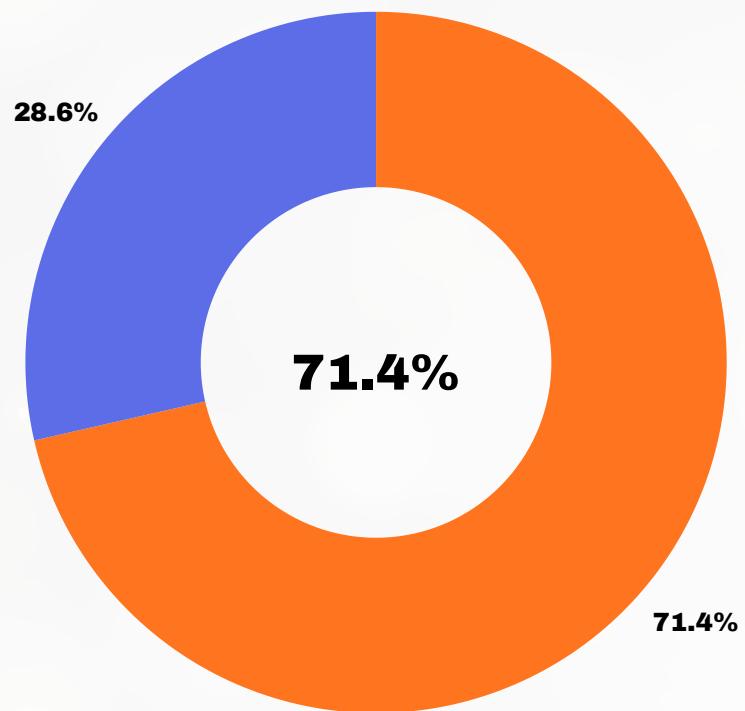
- **Quarterly Review:**

- Conduct regular quarterly analysis to assess progress across each funnel stage.
- Use real-time dashboard for KPI tracking and actionable insights.

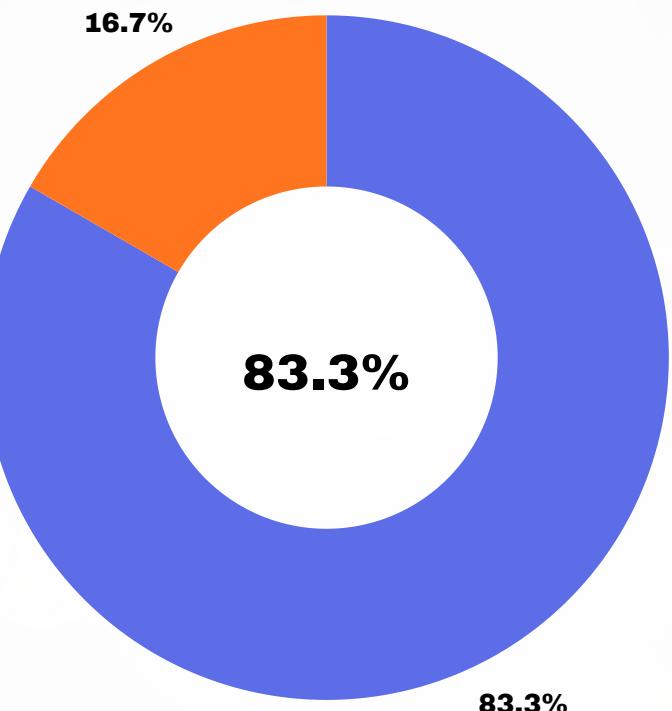
- **Visual Suggestion:**

- Display a funnel diagram showing each AARRR stage.
- Add a dashboard screenshot to illustrate key metrics tracked.

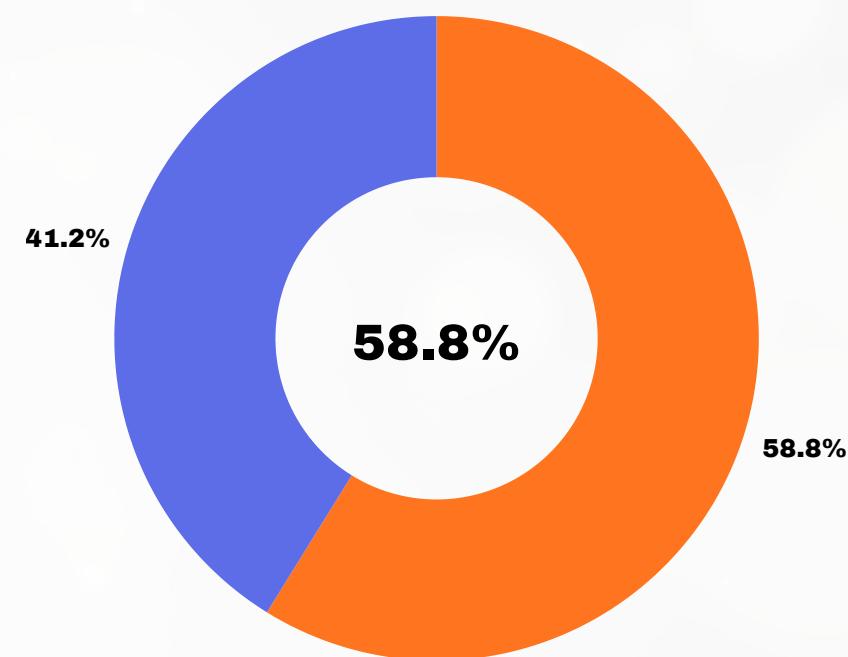
KEY METRICS TO TRACK TO MEASURE SUCCESS



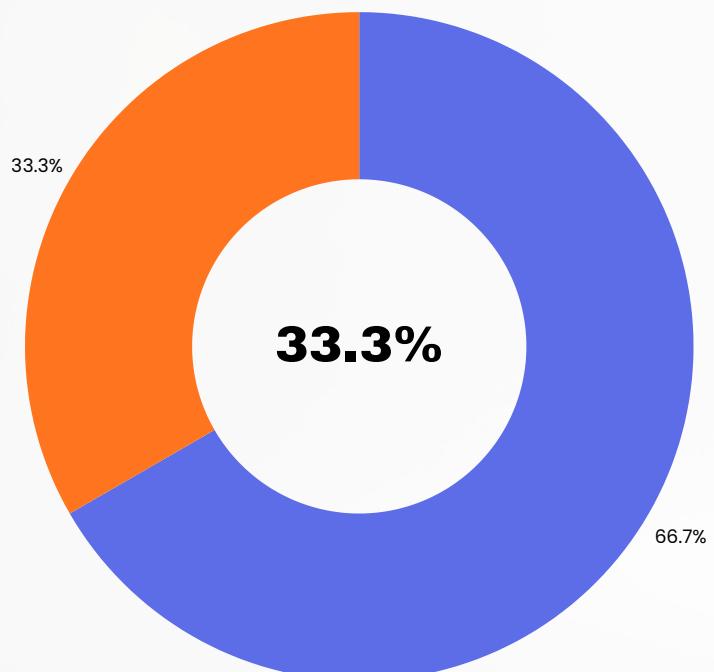
Onboard Completion rate
% of users completing the engineer-focused onboarding flow



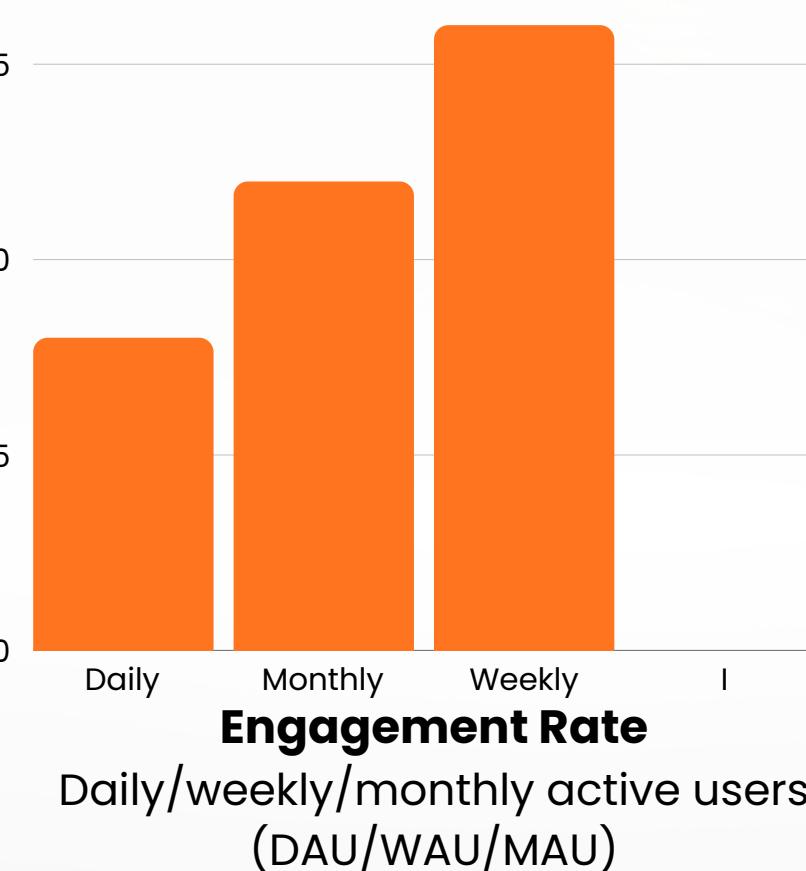
Activation Rate
Users successfully placing their first trade



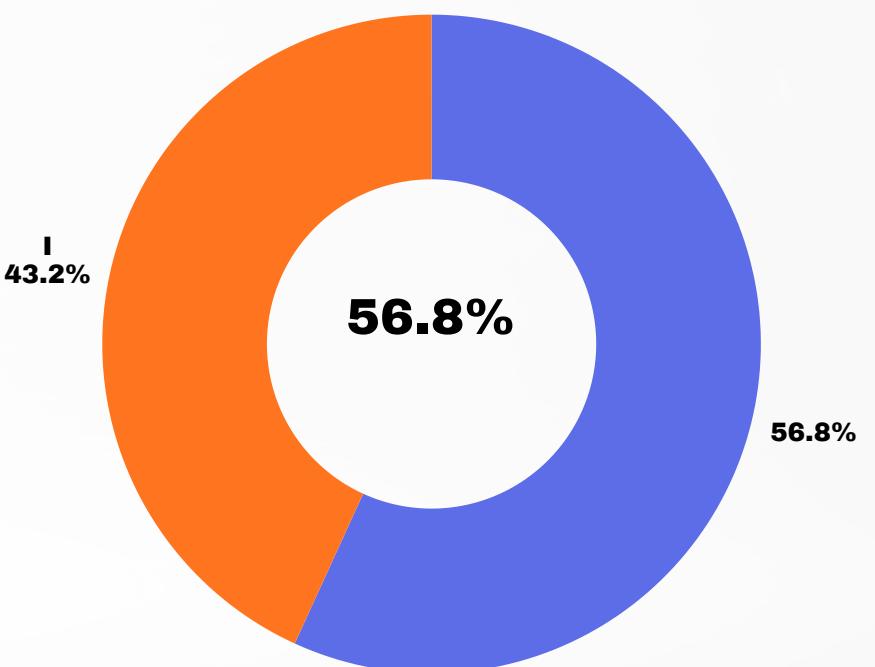
Retention Rate
% of engineers returning post-onboarding for longer than 30 days



Churn Rate
% dropping out post-onboarding



Engagement Rate
Daily/weekly/monthly active users (DAU/WAU/MAU)



Cohort Conversion Rate
% of targeted engineers signing up and transacting

THANK YOU

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