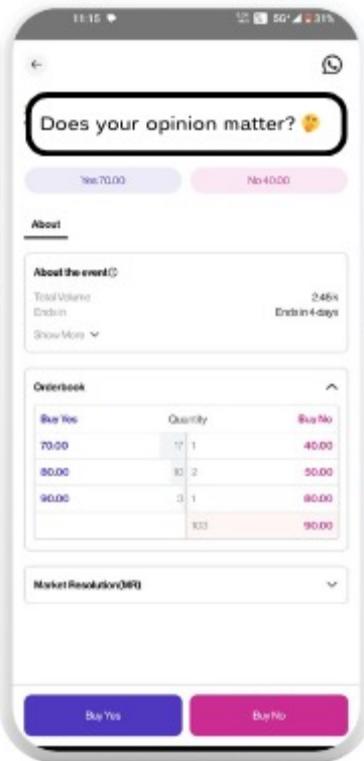




Go-to-Market Strategy

TEAM DTAI

Does your opinion matter?



YES

NO

LINK

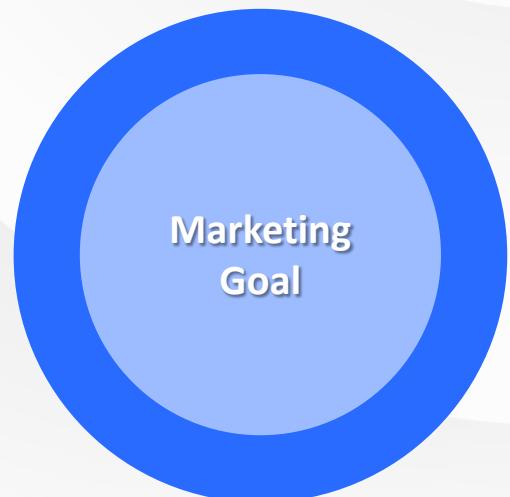
Agenda

- Objectives & Goals
- Target Market
- Competitive Analysis

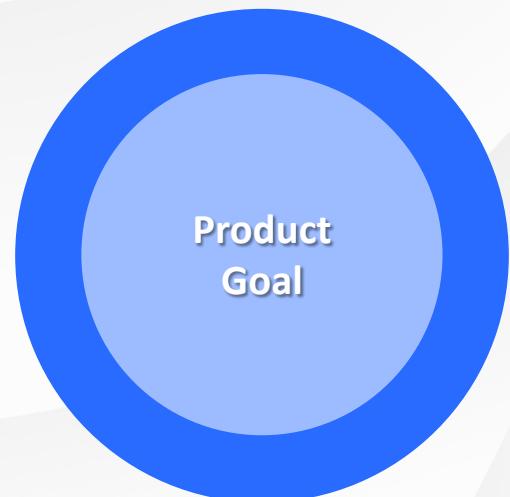
- User Base & Persona
- Acquisition Strategies
- Recommended Technologies

- Key Performing Indicators
- OEM & Projections
- Executive Summary

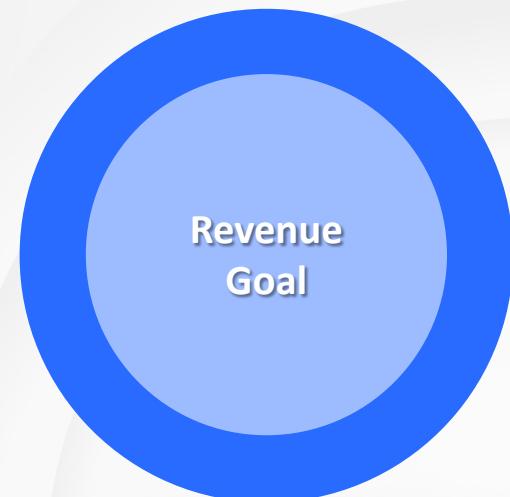
Goals



Achieve 100% organic user growth
MoM and community-driven
referral program



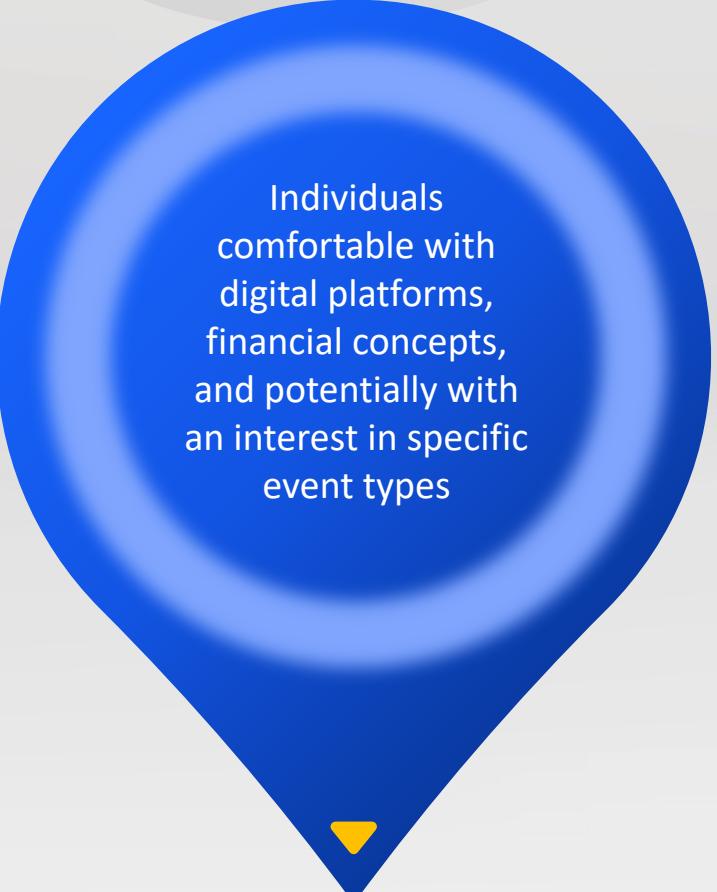
Onboard 100,000 new users in the
first year



Reach \$5 million in transaction
volume by end of year 1

Target Market & User Persona

(Analysis based on available information and potential interpretations)



Individuals comfortable with digital platforms, financial concepts, and potentially with an interest in specific event types



Willingness to risk personal capital based on predictions and market fluctuations.



Fun fact? Prediction market user check portfolios 4x more frequently when they have money riding on major sporting events.

Sanket



Age: 20-30

Casual Speculator

Job title	Student
Location	India
Company size	N.A.
Education	Undergraduate/graduate
Acquisition channels	Discord Server
Goal	Entertainment, test knowledge on various topics, and potentially win small rewards
Frustration	Complex market dynamics, difficulty understanding underlying data, lack of educational resources for beginners

Anne



Age: 30-40

Geopolitical Analyst

Job title	Senior Journalist
Location	Canada
Company size	200
Industry	Media
Acquisition channels	Business Affairs
Goal	Willing to speculate on political outcomes but prioritizes reliable information and analysis
Frustration	Limited markets on specific geopolitical events, potential for bias and misinformation, lack of transparency in market dynamics

Syed



Age: 25-35

Data-Driven Trader

Job title	Quantitative Analyst
Location	Bangladesh
Company size	100
Industry	Tech/IT
Acquisition channels	Social Media
Goal	Generate alpha returns, exploit market inefficiencies, and identify undervalued predictions
Frustration	Lack of advanced order types, limited tools for algorithmic trading, potential for market manipulation by sophisticated bots

Competitive Analysis



Polymarket

A decentralized prediction market built on the Ethereum blockchain, focusing on political and economic events.

Competitive Advantages:

- Security
- Global Reach
- Transparency



Kalshi

A prediction market platform specializing in financial markets and business outcomes.

Competitive Advantages:

- Institutional Focus
- Regulatory Compliance
- Focus on Real-World Assets



Probo

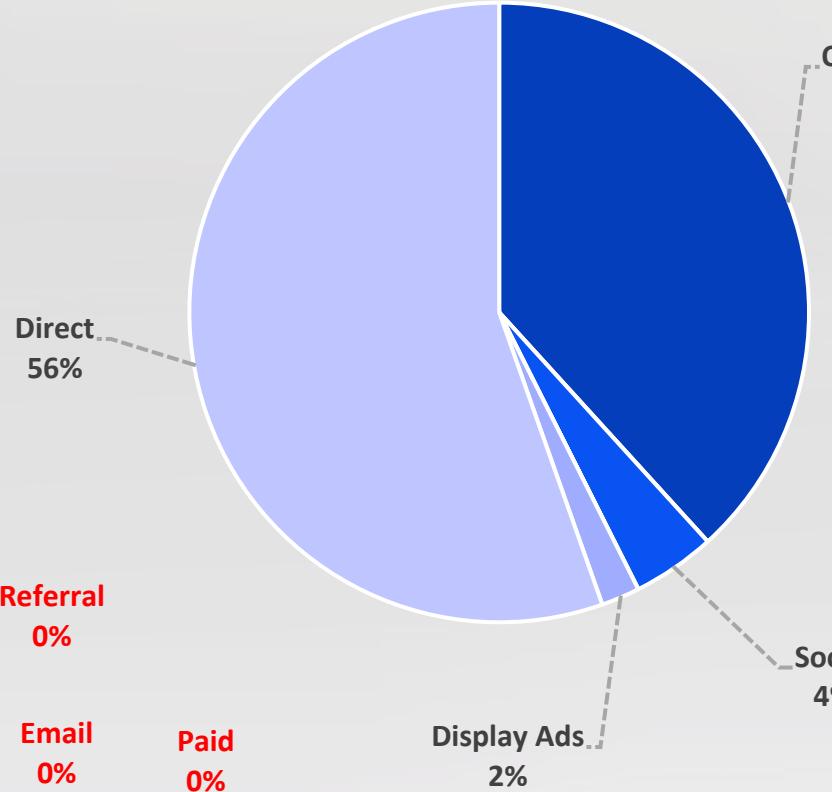
An Indian prediction market platform focusing on a diverse range of events, including cricket, politics, entertainment, and even weather.

Competitive Advantages:

- Localized Focus
- Loyalty Programs
- User-Friendly Interface

Acquisition: Now vs Post-Launch

How are we acquiring users now?



What will we focus on post-launch?

Build virality into the product

Make referrals part of the product and encourage word of mouth

Drive acquisition through SEO

compete in the online marketplace through increased visibility, organic traffic, and enhanced user experience

Leverage online communities

Expand the community team and acquire and engage users via a Reddit, Telegram, Discord etc.

Acquisition Strategy

Channel	Description
Referrals	Word of mouth, referral programs
SEO	Creating content around relevant product keywords
Communities	Telegram, Discord, Reddit
Partners	Integrations, co-marketing
Email	Welcome and onboarding emails
Social media	Twitter, Instagram, LinkedIn

Recommended Technologies

- **Widget: Slack**

Messaging app for teams that makes working together simple and efficient.

- **Analytics and Tracking: Hubspot**

Hubspot provides marketing information and leads via inbound marketing

- **Content Management System: Clevertap**

Customer relationship management (CRM) platforms

Key Performance Indicators

KPI

1

Marketing KPIs

- Daily website visits
- Daily signups
- DAUs/MAUs



KPI

2

Product KPIs

- Avg transactions per user
- Retention rate



KPI

3

Revenue KPIs

- User-to-customer conversion rate
- LTV



OEMs

Mobile phone manufacturers

PC/Laptop OEMs

Gaming console companies

Pre-load the TradeX app on specific phone models

Pre-install TradeX software on their computers

TradeX available for download on their app stores

Executive Summary

SEO and discovery

Effective influencer marketing

Minimal motivation for user referrals & sharing

Community feel and engagement

Differentiated positioning & messaging

Technical optimization of site architecture and content strategy focused on prediction-related keywords and topics

Build authentic relationships with nano/micro-influencers aligned to niche interests

Implement referral program mechanics with rewards, gamification and social recognition for brand advocates

Foster user interactions through forums, content, competitions and social features in the product experience

Highlight unique features, transparency, and community in inbound outreach.

THANK YOU!!

- TEAM DTAI
IIT KGP

