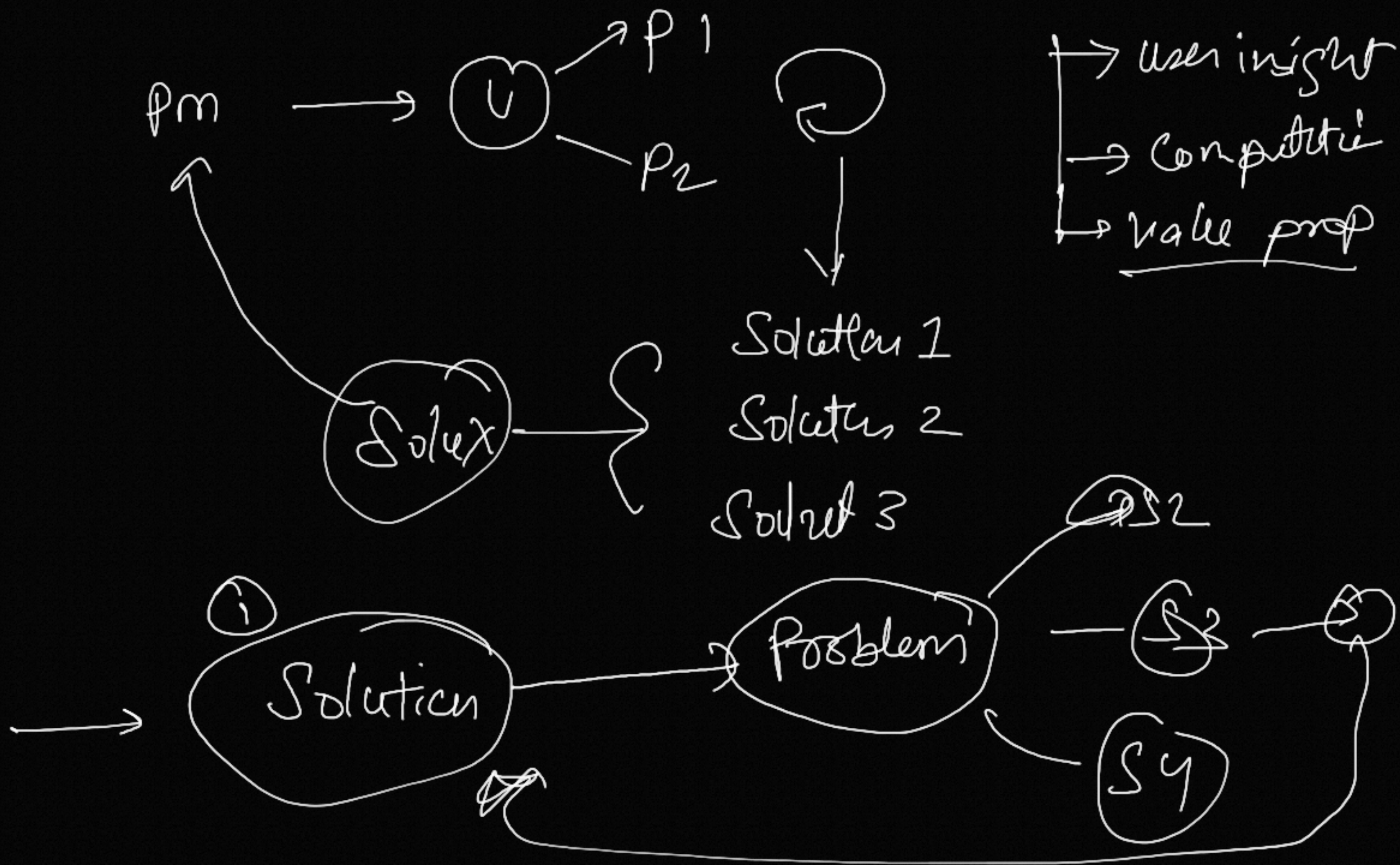


MARKET RESEARCH

$$\left(\text{Team} + \text{Technology} \right) \times \underline{\underline{\text{market}}} \\ = \bigcirc$$



Fintech

→ growth

→ find money

→ PayTM

→ Cpay

→ meubh

→ mobikwik

→ Trade Cred

→ CRED

→ Oricead

→ Amazon Pay

10-12

5-7

Dynamics

① — ②

P E S T L E

Political

Economic

Social

Technical

Legal

Demonetization

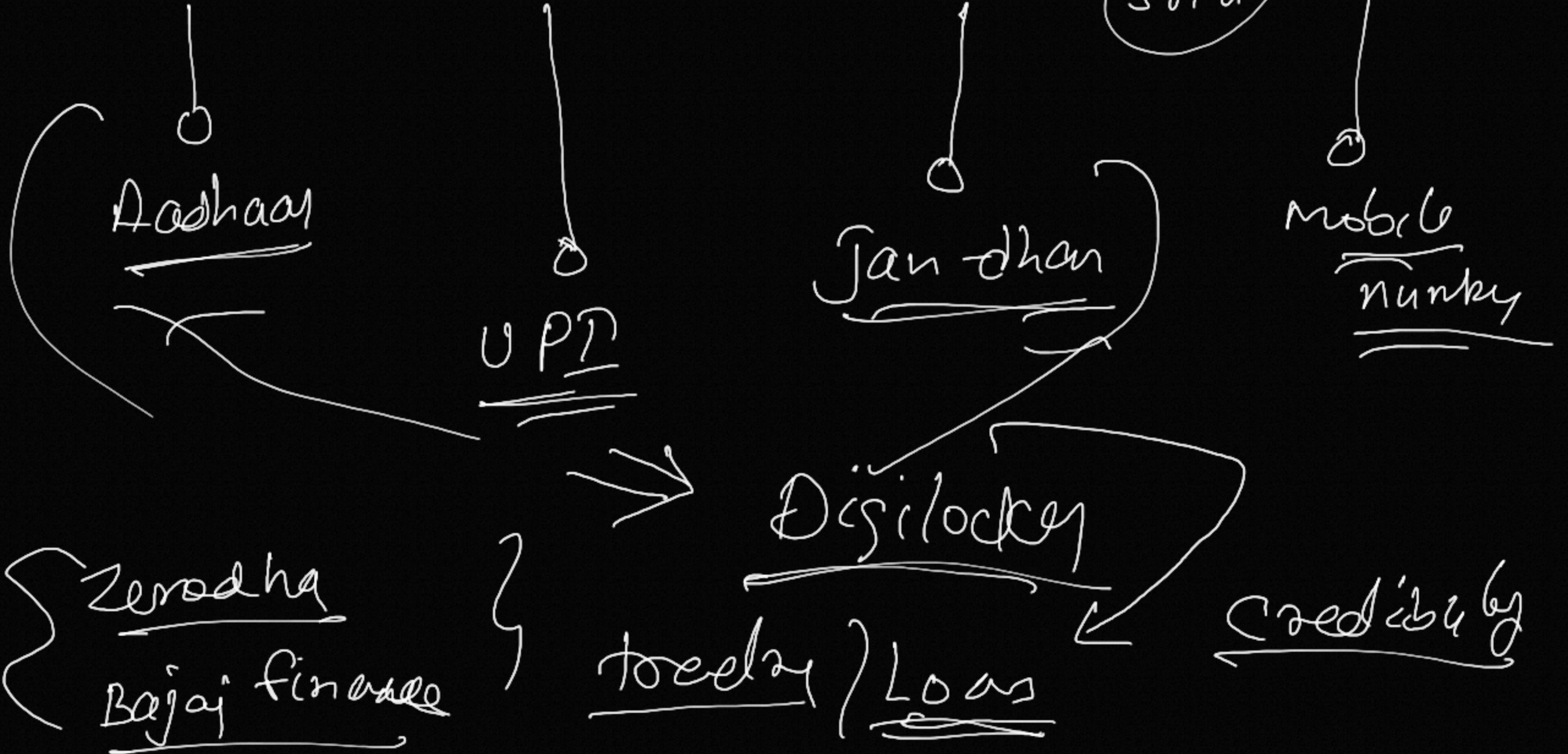
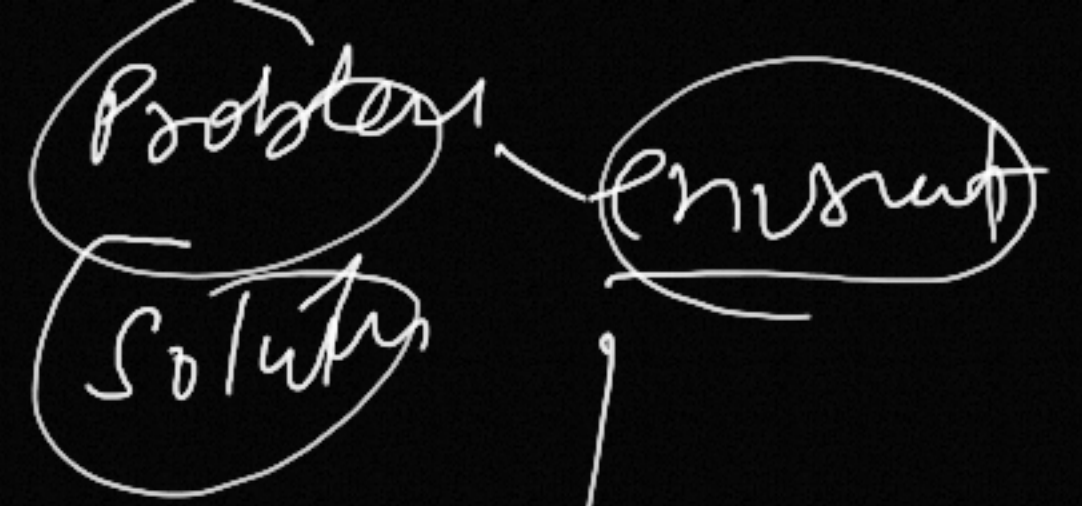
→ Promote: digital

UP)

no-internet
Smartphone

→ 1/10

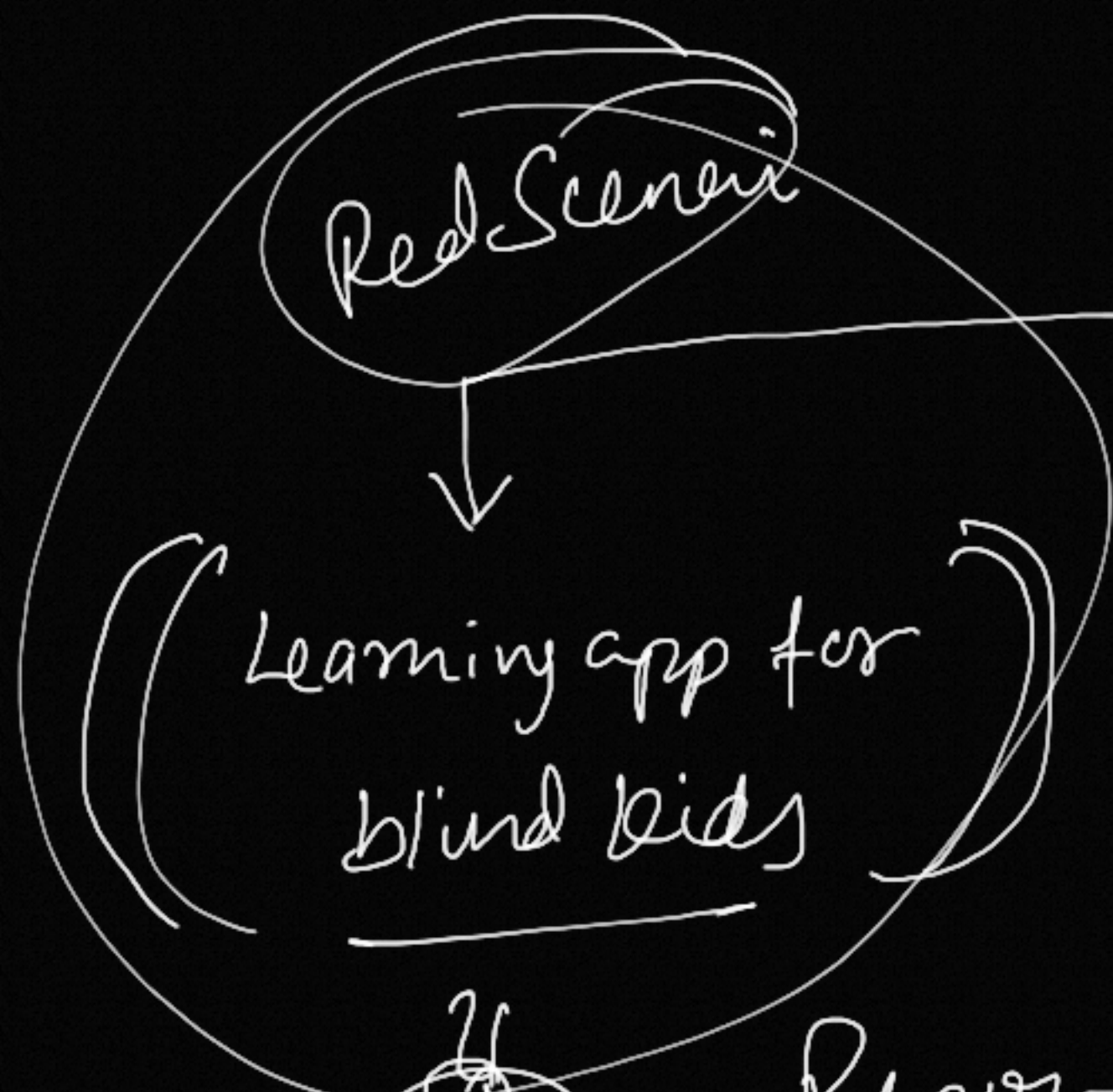
India stack



Pm

Geert Hinder

Red Scenario



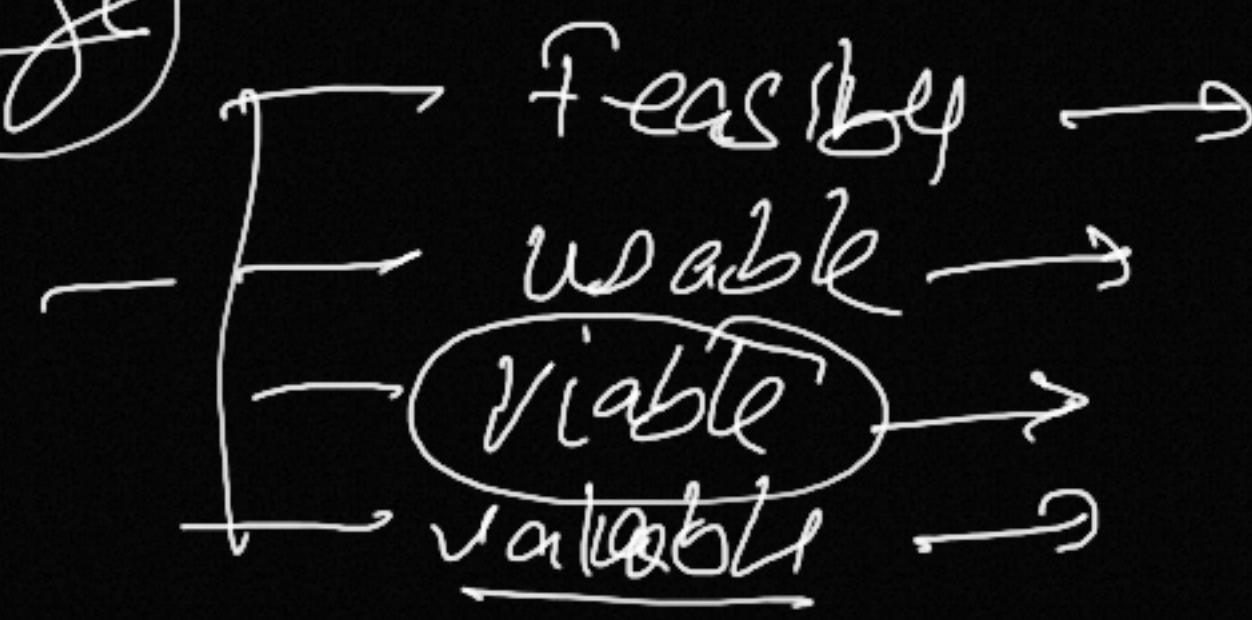
Ball? School bus?

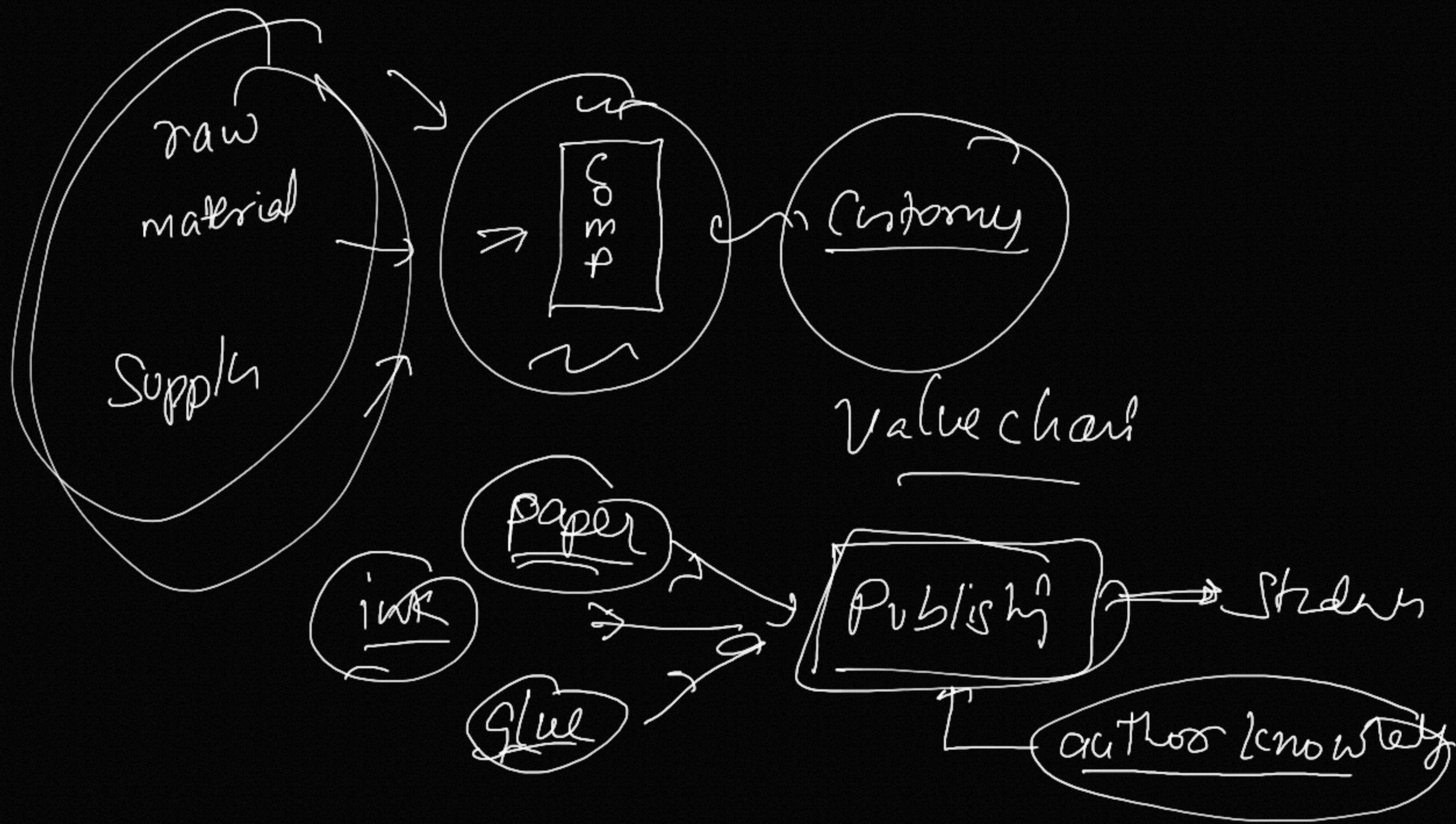
How many
dots at
this in order?

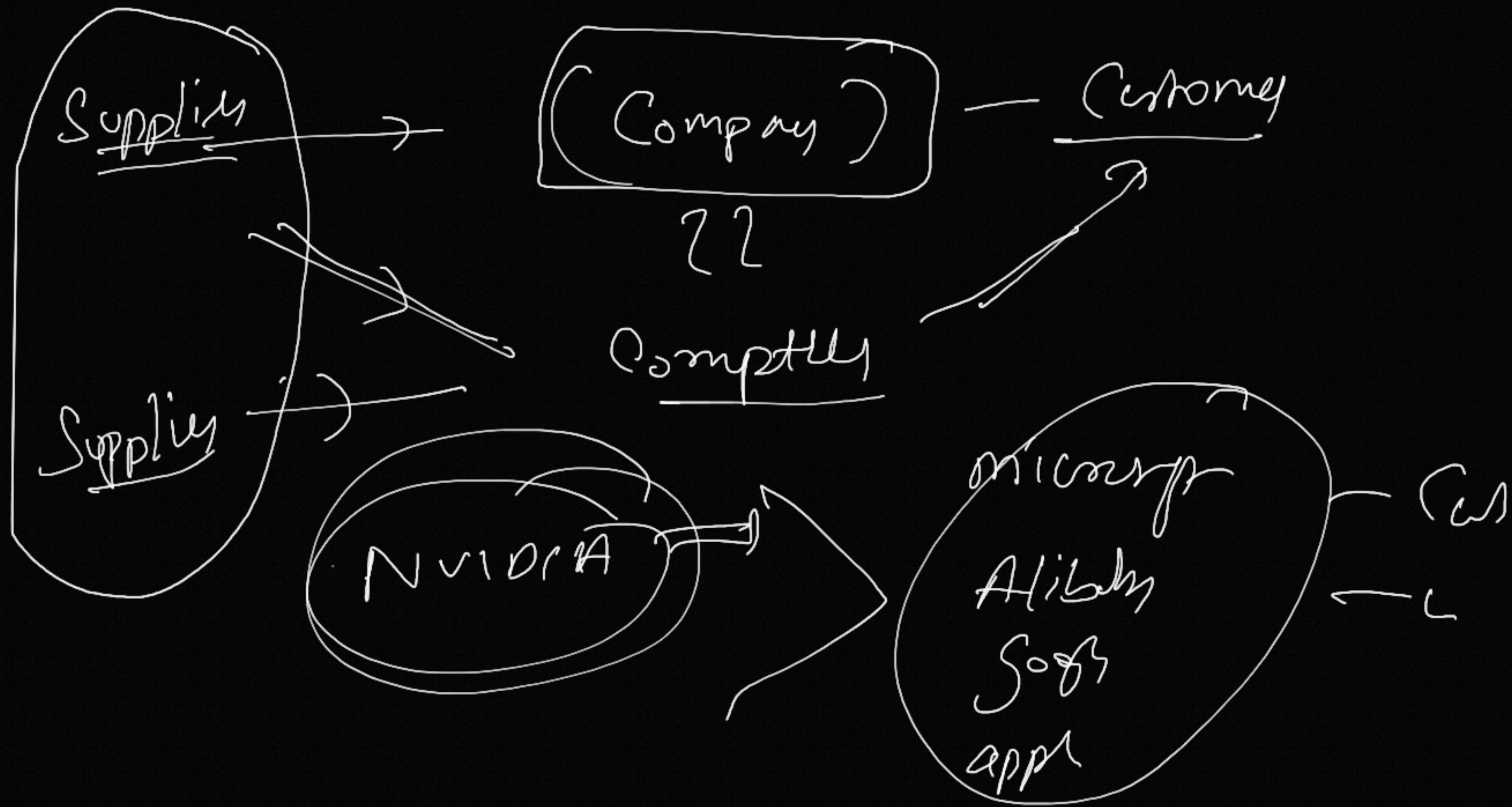
Size

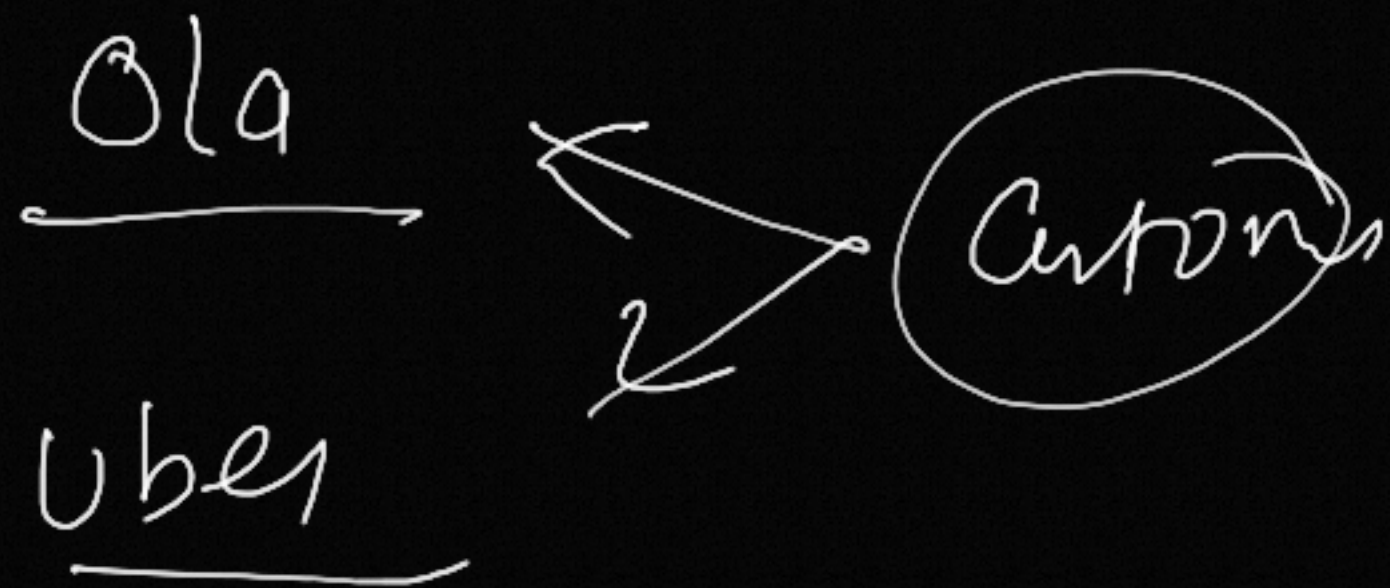
Reason

4 risks









SA



BookMy Show / Redbus

Thus

Supplier

Booking Software

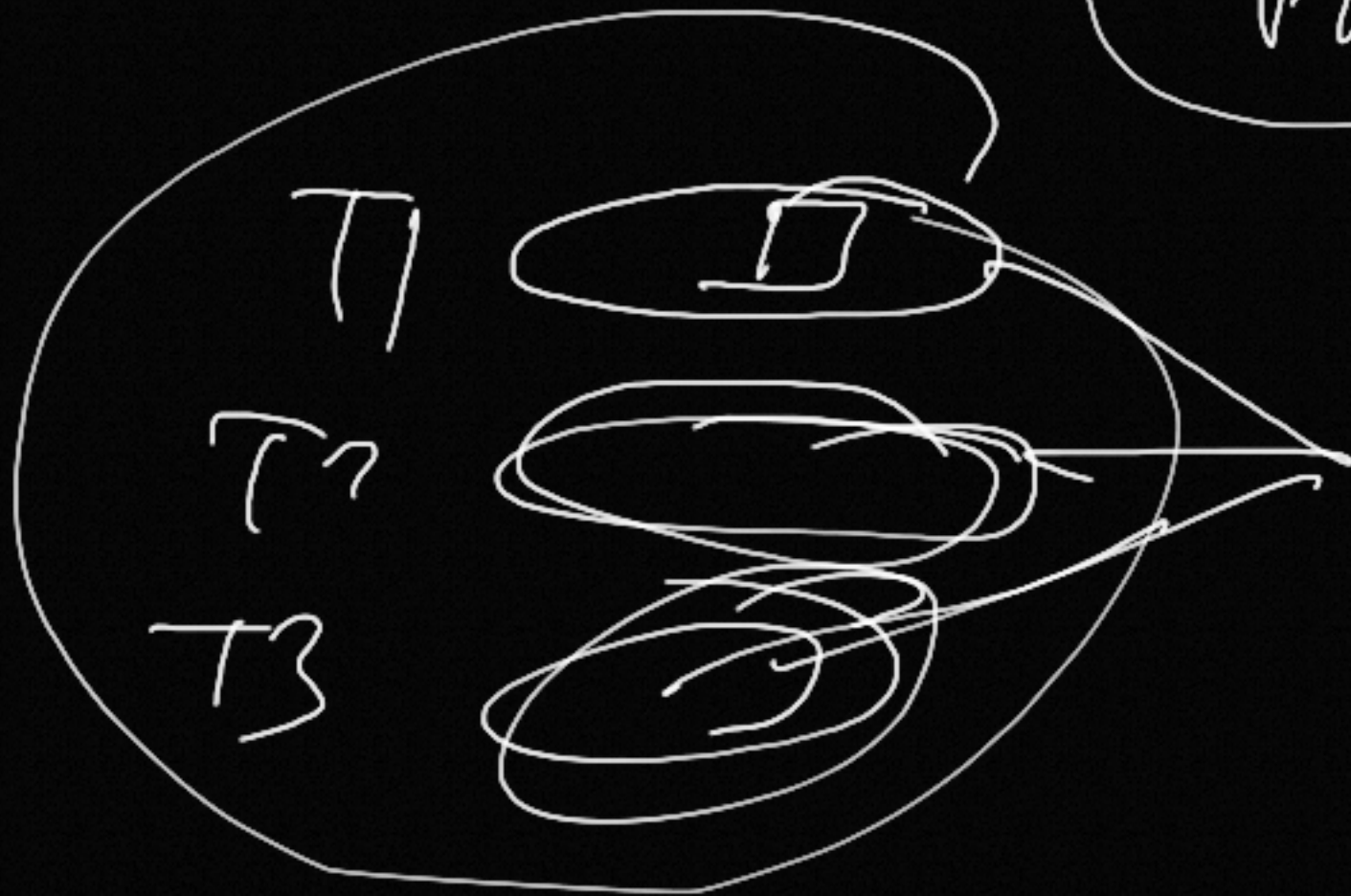
=> BMS

Redbus

Supply

Account

Goiibao



Admin
only

① uses

- Demographic
- Behaviour
- Pain point
- motivation

JTBD / moment / why

(Interviews / observations / surveys / analytics)

② market

- Competing analysis
- Compare products
- Features
- pricing
- opportunity

③ Environment

- PESTLE
- Political
- Economic
- Social
- Technological
- Legal
- Porter's force

SWOT