

## Case Study Questions: Swiggy & Paytm

- 1 What is meant by a 'Unicorn Start-up', and why are Swiggy and Paytm categorized as unicorns?
- 2 Discuss the initial business ideas of Swiggy and Paytm and how they evolved over time.
- 3 Explain the role of first-mover advantage in the success of Swiggy.
- 4 How did Paytm leverage demonetisation to strengthen its market position?
- 5 Analyze the funding history of Swiggy and its impact on company valuation.
- 6 Discuss Paytm's fundraising strategy and why it attracted global investors.
- 7 Compare the business models of Swiggy and Paytm.
- 8 What are the major revenue streams of Swiggy?
- 9 Explain the revenue model of Paytm in detail.
- 10 How does Swiggy's dual partnership model work?
- 11 What role does technology (like Google Maps API) play in Swiggy's operations?
- 12 Analyze Swiggy's cost structure and major expenses.
- 13 Why has Swiggy continued to incur losses despite high revenue growth?
- 14 Explain Paytm Wallet and its importance in Paytm's ecosystem.
- 15 What is interest arbitrage, and how does Paytm benefit from it?
- 16 Discuss the competitive challenges faced by Swiggy in the food delivery market.
- 17 How has UPI impacted Paytm's core business model?
- 18 Evaluate Paytm's diversification into banking and financial services.
- 19 What are Swiggy Access and Swiggy POP, and how do they add value?
- 20 Discuss Paytm's marketing strategy and its effectiveness.
- 21 Analyze the risks associated with Paytm's corporate governance structure.
- 22 Compare the future growth prospects of Swiggy and Paytm.
- 23 What lessons can new startups learn from Swiggy's expansion strategy?
- 24 What lessons can startups learn from Paytm's funding and scaling approach?
- 25 Do you think Swiggy and Paytm can maintain their unicorn status in the long run? Justify your answer.