Groww App New Feature Proposal

UnWall-it

- Powered by **Groww**

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INTRODUCTION

Mobile apps are getting into developing their own payment digital wallets to have greater control over financial transactions within their ecosystem. They are aiming to reinforce brand identity and foster customer loyalty, in the hope that their LTV will increase, but sadly they have **failed to do so because of a lack of trust from users!**

PROBLEM STATEMENT

"I don't trust the wallets of these apps, I feel unsafe and suffocated when I get bound in their ecosystem, also it is excruciating to get KYC done for each one- I feel that I will never be able to use these wallets to avail extra discounts."

~story of every in-app digital wallet user

UnWall-it aims to solve this problem by inducing flexibility & convenience to the process.

USER PERSONA

GenZ (18-25 yrs) - *"I am always low on Budget, I can't afford to freeze my money in different wallets"*
Pain Point- low/no flexibility offered by wallets

Millennials (25-40 yrs) - *"Tired of completing KYC every time for different apps. It is just a sheer waste of time"*
Pain Point- KYC verification is sluggish and takes time.

GenX (40-55 yrs) - *"Nowadays, every app has its own own promotions & digital wallets, all this becomes too confusing. I wish I could get all this information at one place"*
**Pain Point**- wants to save but lack of knowledge

Made with ◆ Whimsical

5 reasons why consumers still don't use digital payments - The Economic Times (indiatimes.com)

1) **For Apps-** Go Cashless and avoid scams: This Uni-wallet will help people gain more trust in Digital wallets and drive a tendency toward them eventually increasing LTV and avoiding the threats of crime.
2) **For Users-** Wealth Creation: Money saved is money earned, eventually the money saved by customers can be invested in our demat app.
3) **For Groww-** Capture Market share and brand stability: Existing traders will remain loyal and similarly new customers will pitch in and start investing in our app, creating another source of revenue stream.
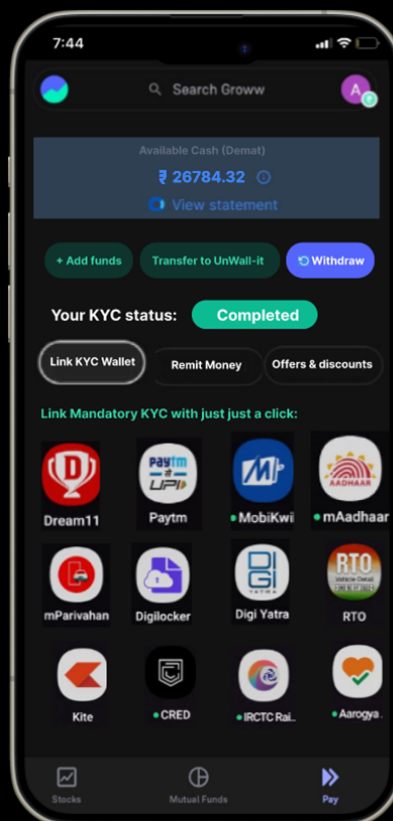

THE SOLUTION!

FEATURE OVERVIEW

" *Break the walls with UnWall-it*"
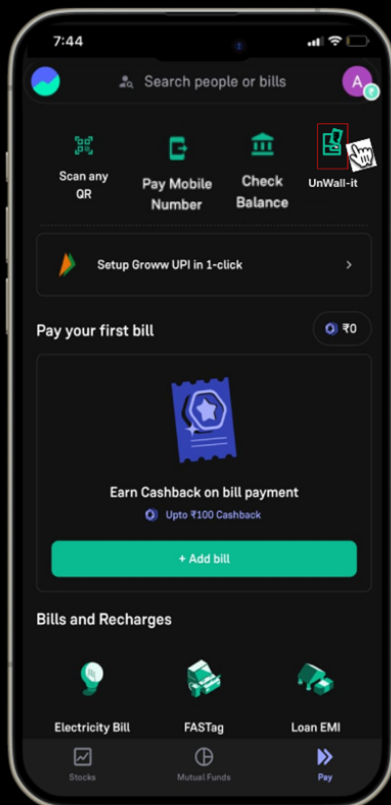
It is a user-friendly uni-wallet which is built to break all the barrier walls :
- Easy to use
- Saves money
- Gives flexibility
- Transpirancy
- Safe to use
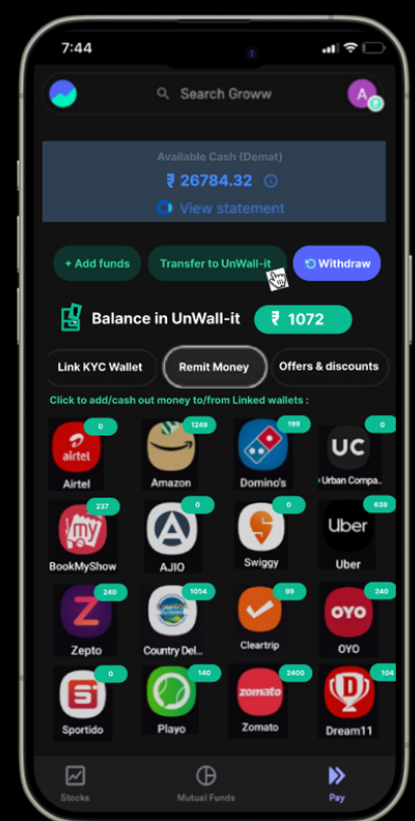- Hassle-free
- Track your savings

FEATURE-1
Link KYC wallets

Steps:
1) Open UnWall-it
2) Your KYC is completed (linked with demat)
3) Go to Link KYC Wallet
4) Choose app
5) Congratulations! You have vanquished the barriers.

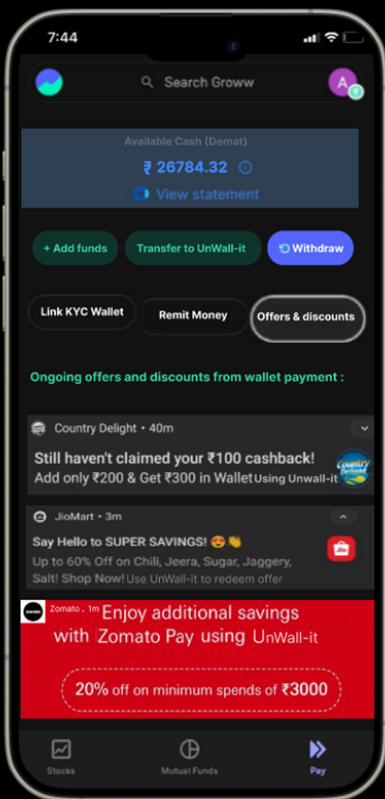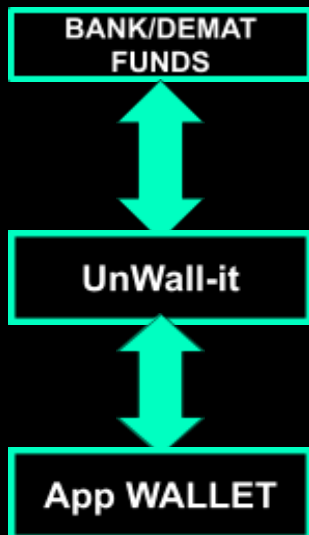### FEATURE-2
Remit money

Steps:
1) Open UnWall-it
2) Add money to UnWall-it from bank or Demat Funds.
3) Go to Remit Money (Bidirectional)
4) Add/Withdraw Money from one Wallet to Other.
5) See Balance in each wallet easily from the icons.
   (you can also take out money from app wallets)
6) Click on App to add/withdraw money from it.
7) Congratulations! You seem to have 360 flexibility now.

MONEY FLOW OF FEATURE 2

BANK/DEMAT FUNDS

⇕

UnWall-it

⇕

App WALLET

FEATURE-3
Offers & discounts

Steps:
1) Open UnWall-it.
2) Go to offers & discounts.
3) View exciting offers.
4) Add money to App wallet.
5) We wish you Happy shopping for Your upcoming trip.

GTM STRATEGY

Acquisition: Onboarding UnWall-it balance for those who are not using Groww Demat (CAC)

Activation: Discounts and promotional tie-ups with app wallet payments.

Retention: Offer Bonus and rewards as loyalty program for frequent usage, educate users about MFs and equity trading.

Referral: Get Bonus if your referral adds money to UnWall-it.

Revenue: Get brokerage from trading and app wallets.

Revenue streams

From existing/New Groww users
- Trading brokerage
- UnWall-it ➡ Bank (1% of transaction)

From partnering App wallets (we are increasing their LTV)
- On a transfer from UnWall-it ➡ App wallet (1% of transferred amount)

SUCCESS METRICS

- **Transaction Volume Growth (NORTH STAR METRIC):** Track the increase in transaction volumes within the digital wallet to check adoption and user engagement.
- **User Acquisition Rate/ MAU:** Measure the number of new users acquired post-launch, to check that if there is a spike because of new feature launch.
- **Retention Rate:** Monitor the percentage of users who continue using the digital wallet over time, indicating towards trust-issue resolution.
- **CSAT:** To identify areas of improvement, evaluate user satisfaction through surveys about User experience.
- **Conversion Rate:** Track new Users who started using our other products- Stocks/ Mutual Funds.

ROADBLOCKS

- **Government regulations:** Current regulation may not allow for a unified KYC feature as different businesses are required to do their own KYCs.
- **App wallet partnerships:** Apps might have frictions in partnering with us because they have to give us a cut.