

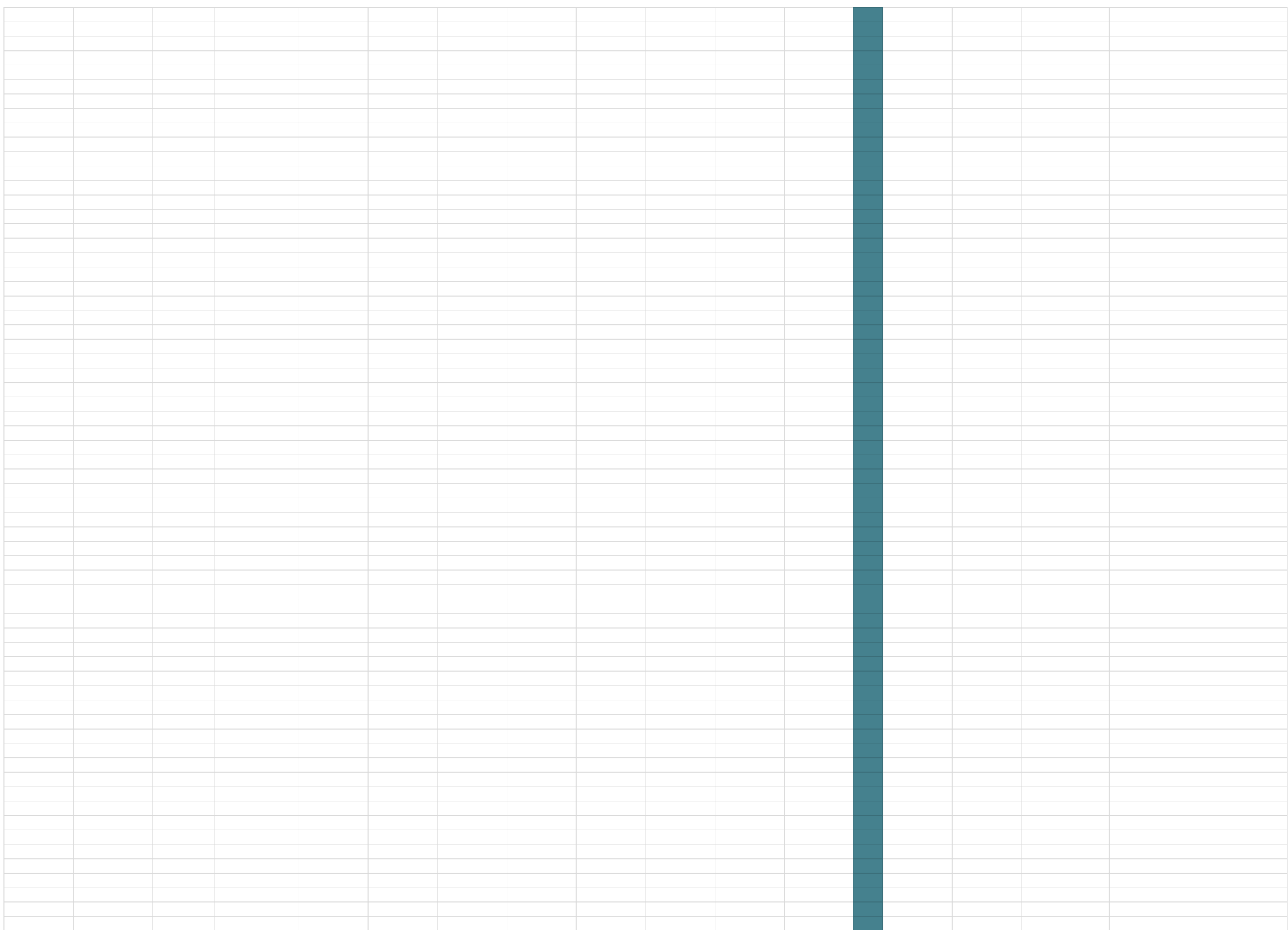
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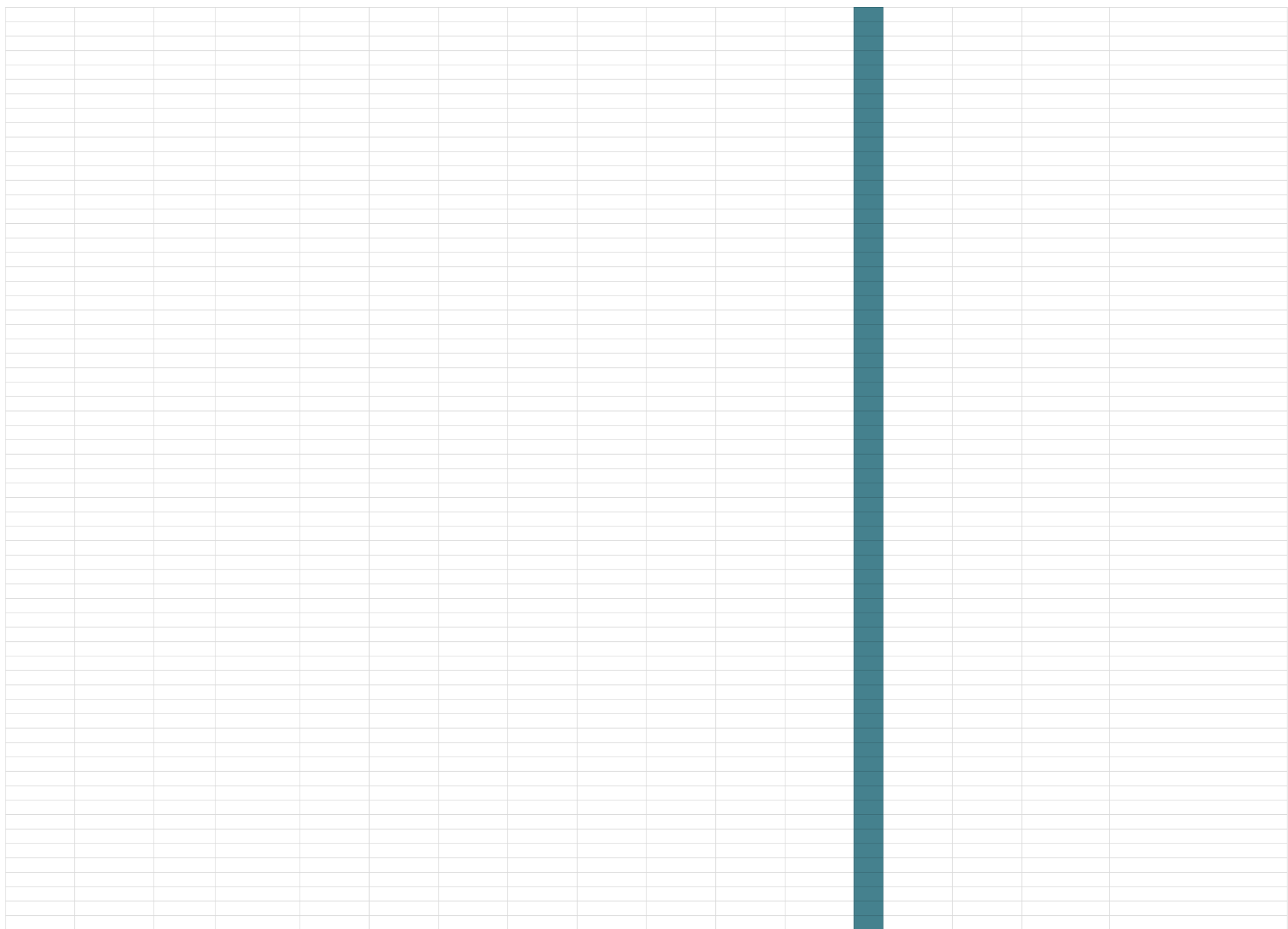
	Research & Survey	Strategy	Deliverables	Action plan	To dos	Timeline/Responsibility			
Referrals		To increave the GMV on platform we need to onboard established merchants	To roll out referral programs organically (Cashless Reward)	1. Referrals from existing sellers by giving them 1 month free access to platform 2. Referrals from Employees by giving them Top Performer Recognition 3. Referrals from Partners by giving them Top Performer Recognition	1. Referral landing page with GMV slabs and rewards and details about how the Program works - Done 2. Email reg. roll out of the Referral Program to be sent out to Existing Sellers, Contacts & Partners - Template created 3. Employees to promote this Program in their Email Signature - Done 4. Referral program to be also rolled out on LinkedIn, FB , Twitter and Instagram 5. Thank you message and Thank you email to be sent out to those who signed up - Done 6. Based on the open/unopened rate, second email cadence to be sent out - Template created 7. Top performing employee for giving maximum referrals to be mentioned on website under team page 8. Top performing partner for giving maximum referrals to be mentioned on website under Channel Partner Page				
			To target audience and incentivise them (Cash Reward)	1. Referrals from existing sellers by giving them cash reward 2. Run paid campaings to target wider audience 3.	Referrals from existing sellers				
Investor									
Outsource sales									
					"Website - Product based content to be added. Simplified for current audience. -Also keeping in mind that global SAAS clients can digest the content -Changes on homepage sliders giving a one shot snapshot of what Eunimart's value proposition with built in sign up form and demo video"				

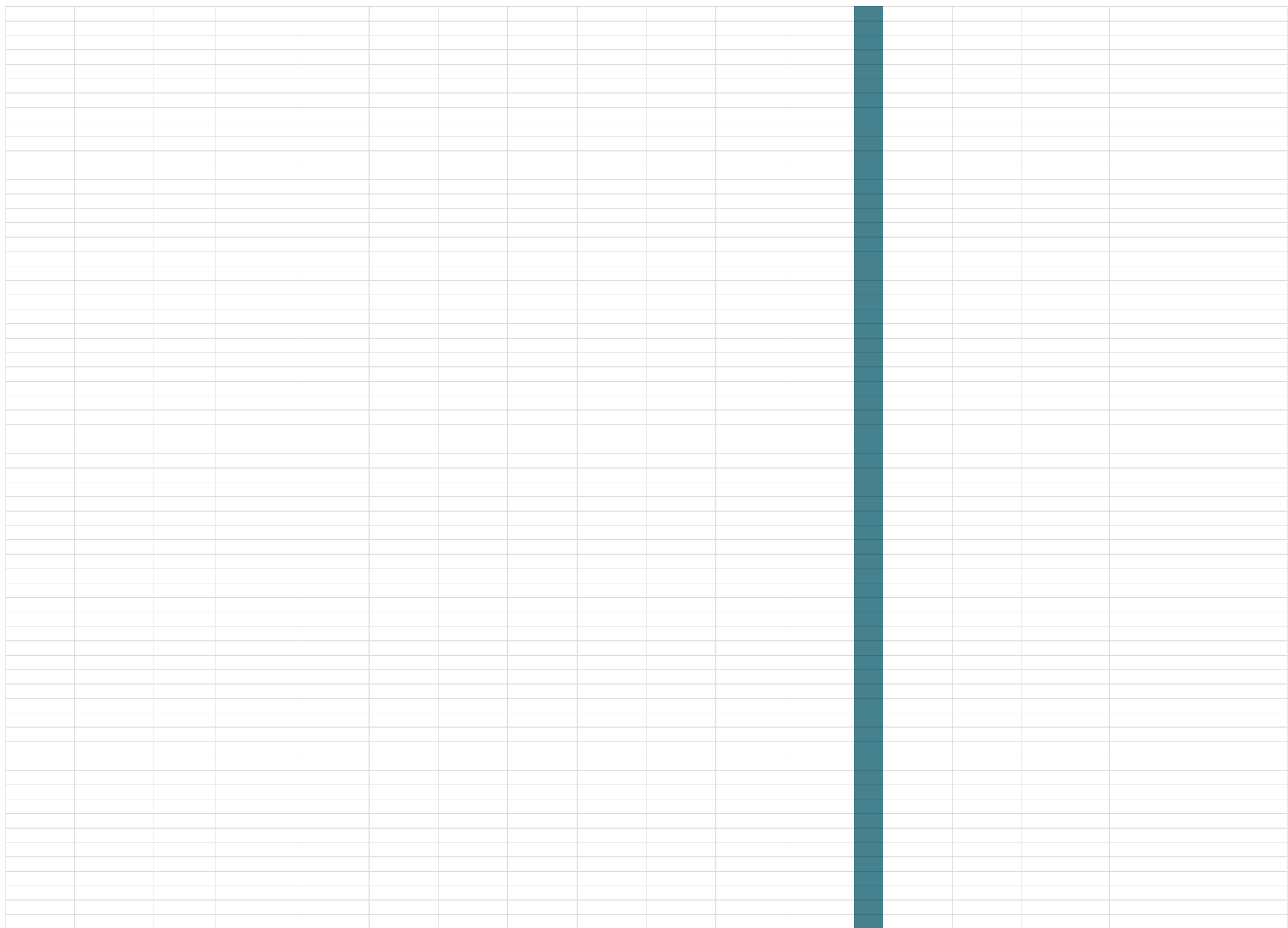
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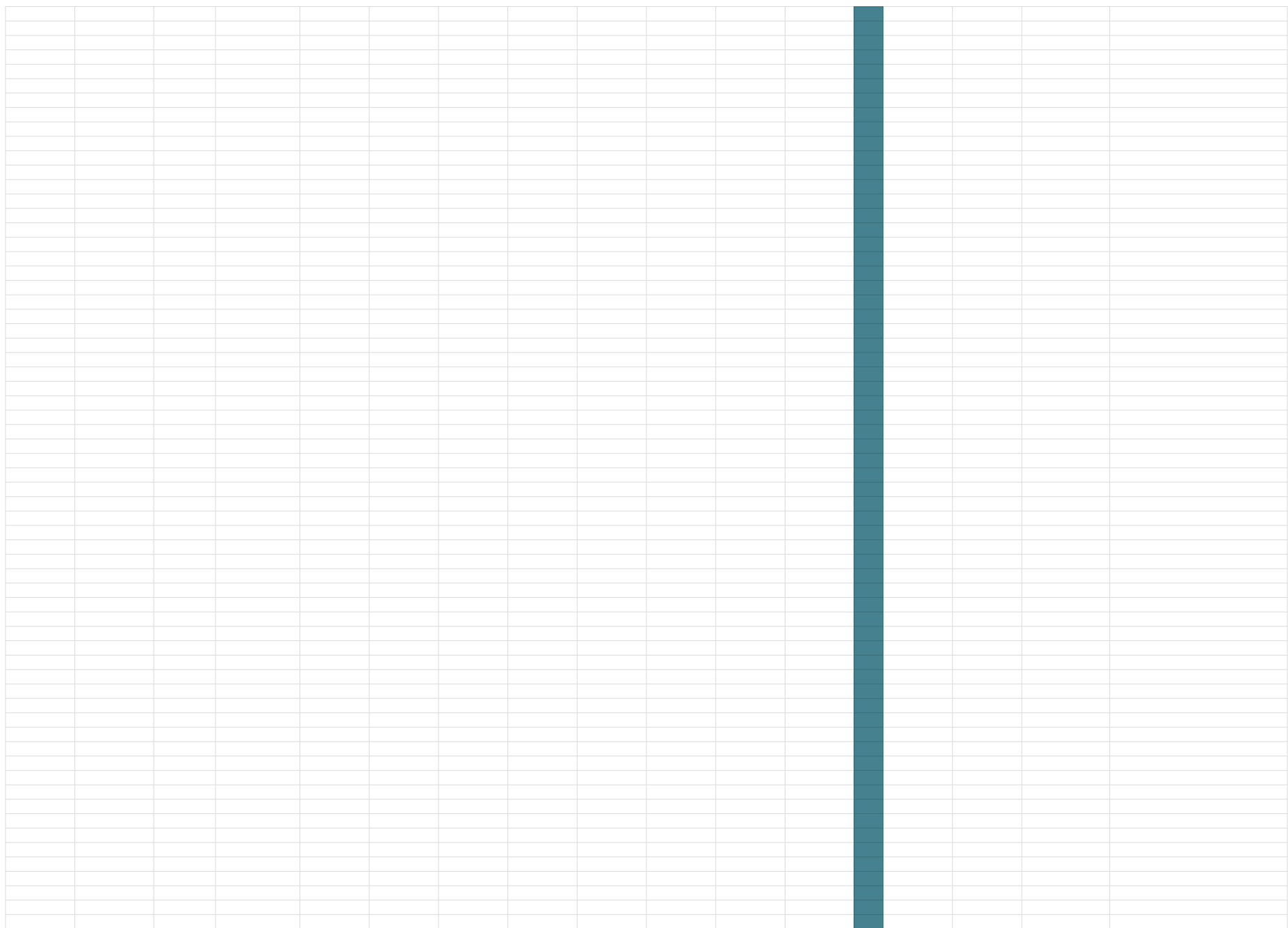
CATALOGING	Download Category Template	Pop-up	Product Listing has never been so easy. Download your category template, fill and upload it and earn 30 reward points if unloaded within Nevermind. Very few sellers get 100% uploads right in the first				Tutorial Video on Filling the category template and uploading				
	Fill the template										
	Upload file				48 hours						
	Error Correction-> Yes	Pop-up		Upload to Marketplace page			Tutorial video on the common upload errors				
	Error Correction-> No				24 hours						
Progress Bar	Profile	Marketplace Account Creation	Payment Account Creation	Logistics Account Creation	Cataloging	Pricing	Sync to Marketplace	Live on Marketplace	First order on Marketplace	First Order Fulfillment	First 100 Order Fulfillment
Reward Points Earned	40	20	20	20		50					
Leaderboard	Show the sellers ranking at this stage vis-a-vis other sellers to inculcate competition and make the seller pull up his socks and move fast to the next level										
PRICING											
	Download Pricing Template	Pop-up	Product Listing has never been so easy. Download your category template, fill and upload it and earn 30 reward points if unloaded within	Update Pricing page			Tutorial Video on the Pricing calculations and Pricing Calculator works				
	Fill the template										
	Upload file				48 hours						
Progress Bar	Profile	Marketplace Account Creation	Payment Account Creation	Logistics Account Creation	Cataloging	Pricing	Sync to Marketplace	Live on Marketplace	First order on Marketplace	First Order Fulfillment	First 100 Order Fulfillment
Reward Points Earned	40	20	20	20		50	20				
Leaderboard	Show the sellers ranking at this stage vis-a-vis other sellers to inculcate competition and make the seller pull up his socks and move fast to the next level										
SYNC TO MARKETPLACE	Sync Catalog to Marketplace	Pop-up	You are very close to going LIVE on marketplace. Please sync your catalog to the marketplace within 24 hours and earn 10 reward points	Products --> Sync Log							
	Sync Pricing to Marketplace	Pop-up	You are very close to going LIVE on marketplace. Please sync your pricing to the marketplace within 24 hours and earn 10 reward points	Pricing --> Sync Log							
					24 hours						
Progress Bar	Profile	Marketplace Account Creation	Payment Account Creation	Logistics Account Creation	Cataloging	Pricing	Sync to Marketplace	Live on Marketplace	First order on Marketplace	First Order Fulfillment	First 100 Order Fulfillment
Reward Points Earned	40	20	20	20		50	20	20			
Leaderboard	Show the sellers ranking at this stage vis-a-vis other sellers to inculcate competition and make the seller pull up his socks and move fast to the next level										
LIVE ON MARKETPLACE			Oh Wow..! Congratulations..! Your products are now live in the Marketplace.	NA							
					48 hours						
Progress Bar	Profile	Marketplace Account Creation	Payment Account Creation	Logistics Account Creation	Cataloging	Pricing	Sync to Marketplace	Live on Marketplace	First order on Marketplace	First Order Fulfillment	First 100 Order Fulfillment
Reward Points Earned	40	20	20	20		50	20	20			
Leaderboard	Show the sellers ranking at this stage vis-a-vis other sellers to inculcate competition and make the seller pull up his socks and move fast to the next level										
First Order on Marketplace			Congratulations Buddy..! You cracked your 1st Order from Amazon	NA							
Progress Bar	Profile	Marketplace Account Creation	Payment Account Creation	Logistics Account Creation	Cataloging	Pricing	Sync to Marketplace	Live on Marketplace	First order on Marketplace	First Order Fulfillment	First 100 Order Fulfillment
Reward Points Earned	40	20	20	20		50	20	20	10	100	
Leaderboard	Show the sellers ranking at this stage vis-a-vis other sellers to inculcate competition and make the seller pull up his socks and move fast to the next level										
First Order Fulfillment	First Order Fulfillment	Pop-up	Fulfill your order within 48 hours and earn 100 reward points	NA		It's time to celebrate..! Your 1st order sucessfully shipped.	Tutorial video on Order Fulfillment Process				
					48 hours						
Progress Bar	Profile	Marketplace Account Creation	Payment Account Creation	Logistics Account Creation	Cataloging	Pricing	Sync to Marketplace	Live on Marketplace	First order on Marketplace	First Order Fulfillment	First 100 Order Fulfillment
Reward Points Earned	40	20	20	20		50	20	20	10	100	150
Leaderboard	Show the sellers ranking at this stage vis-a-vis other sellers to inculcate competition and make the seller pull up his socks and move fast to the next level										
First 100 Order Fulfillment	First 100 Order Fulfillme	Pop-up	You have reached your 1st Milestone. Many more to go. Congratulations.	NA							
					48 hours						

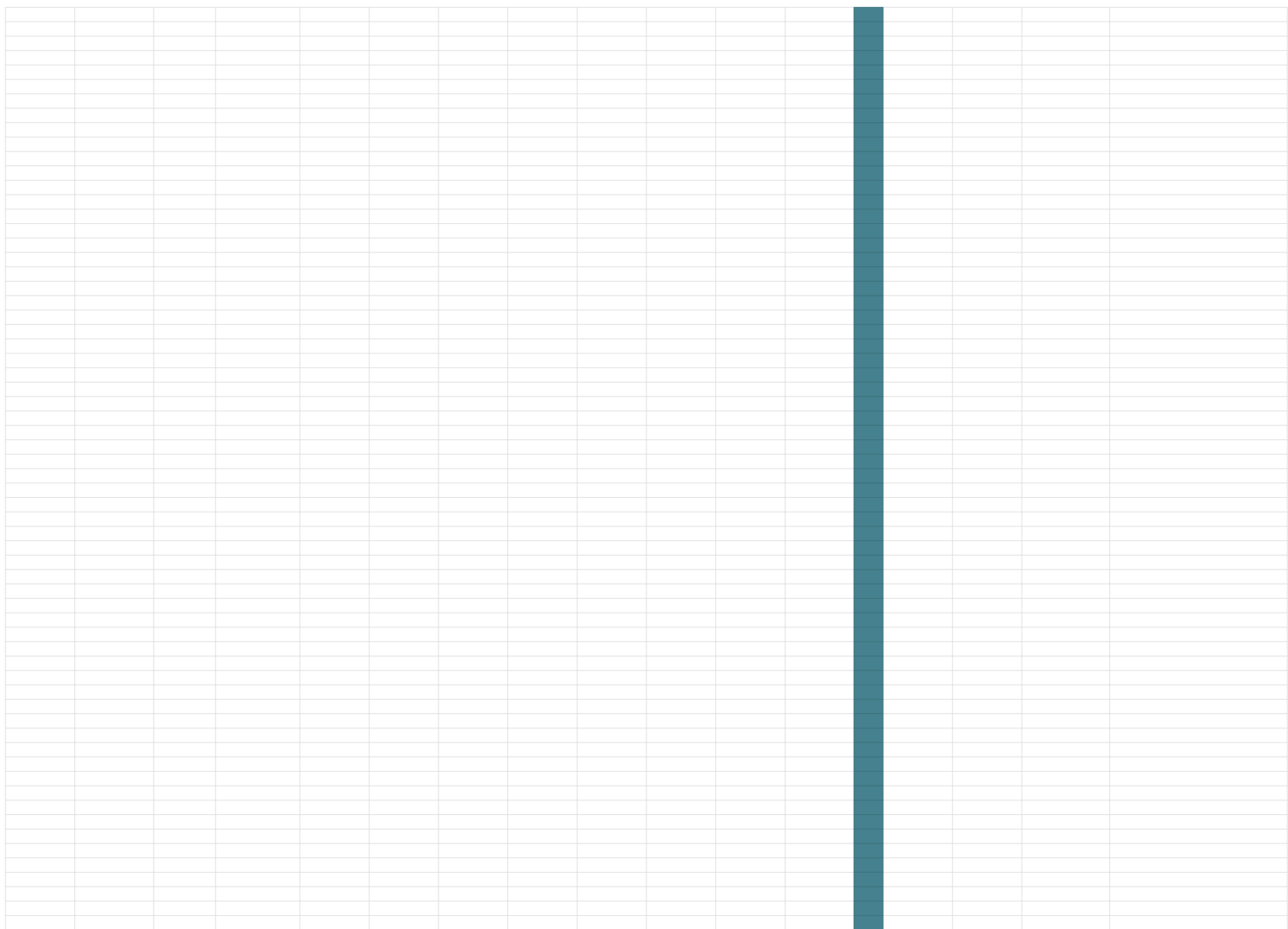
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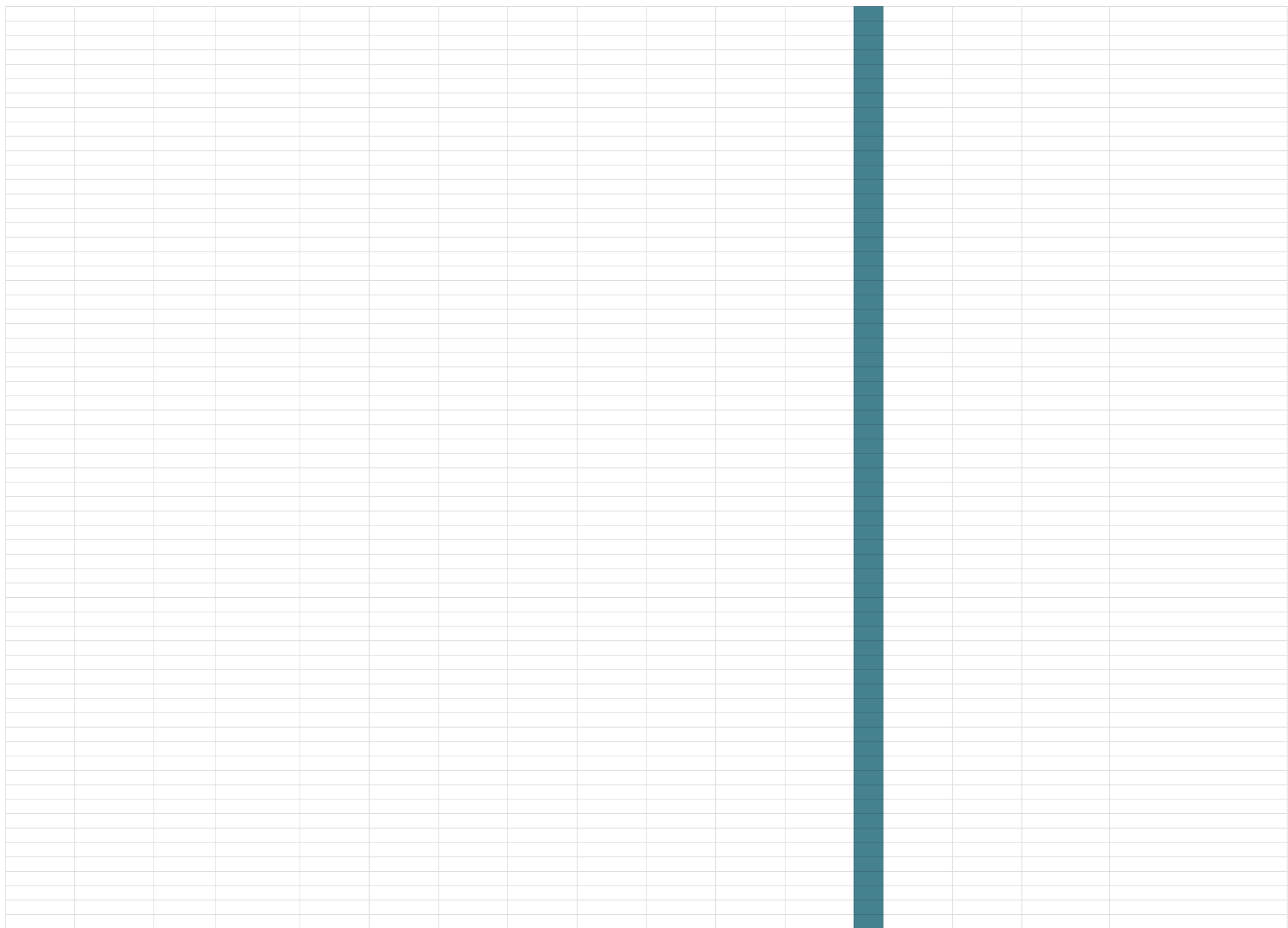


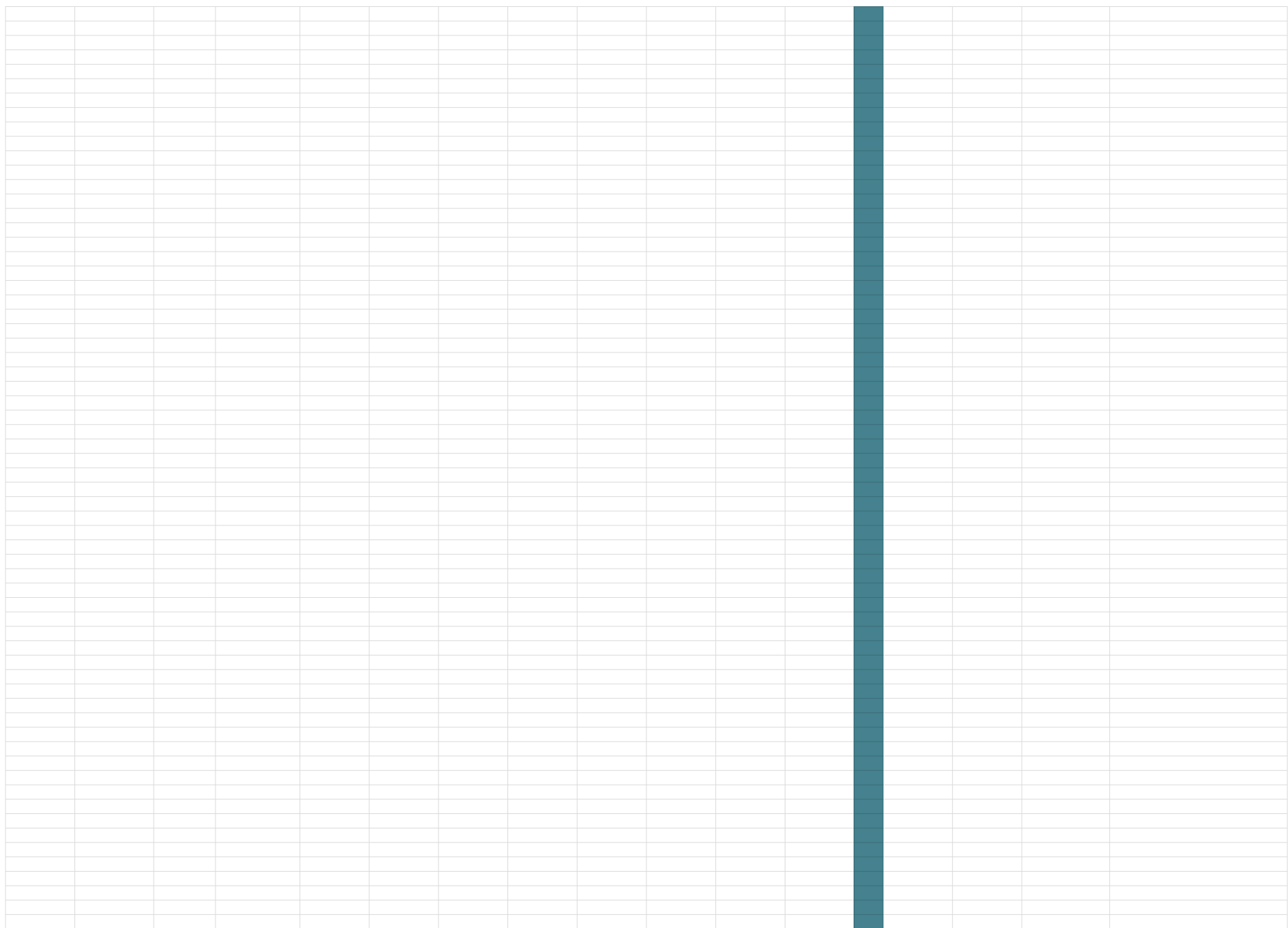


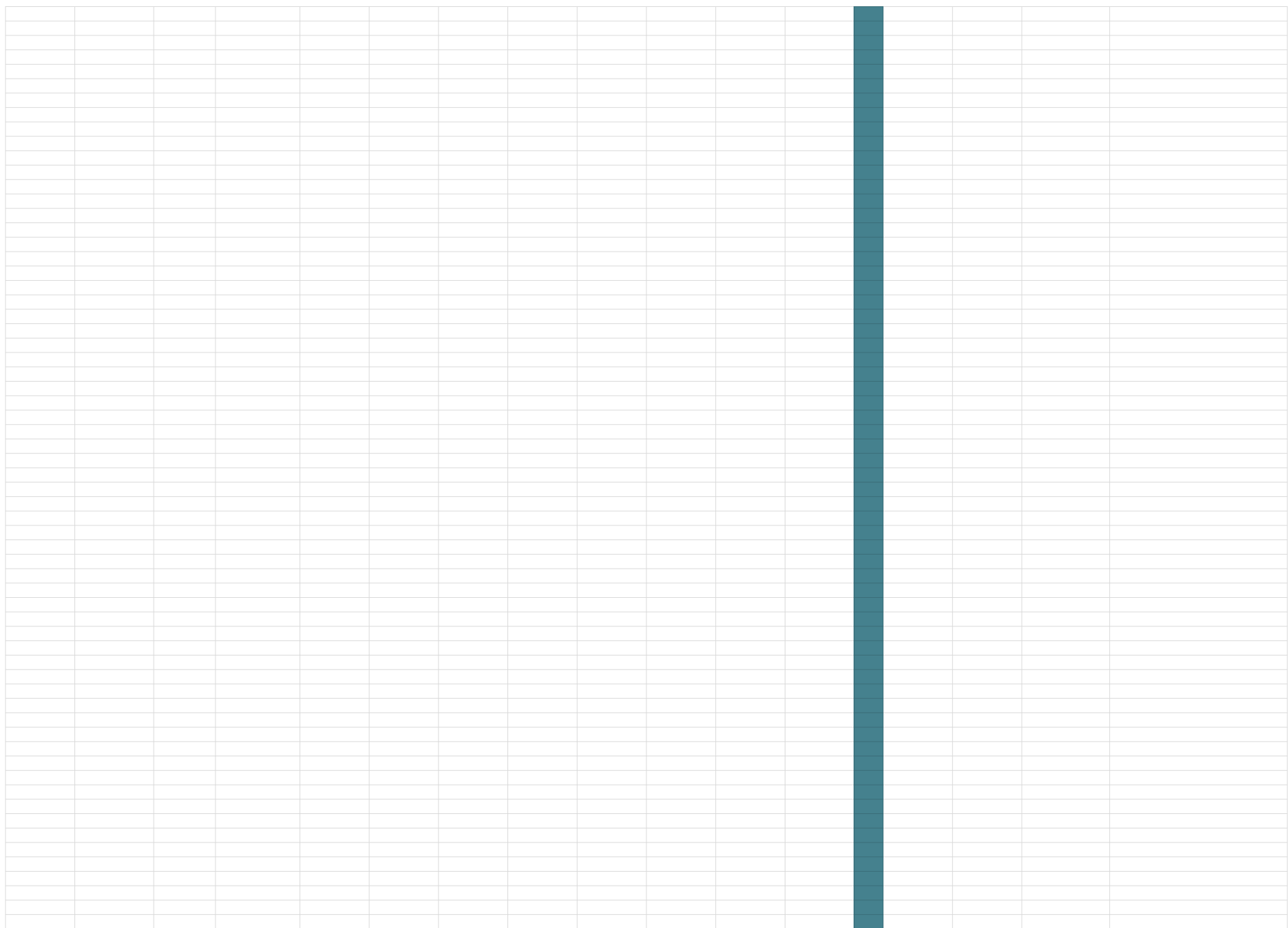


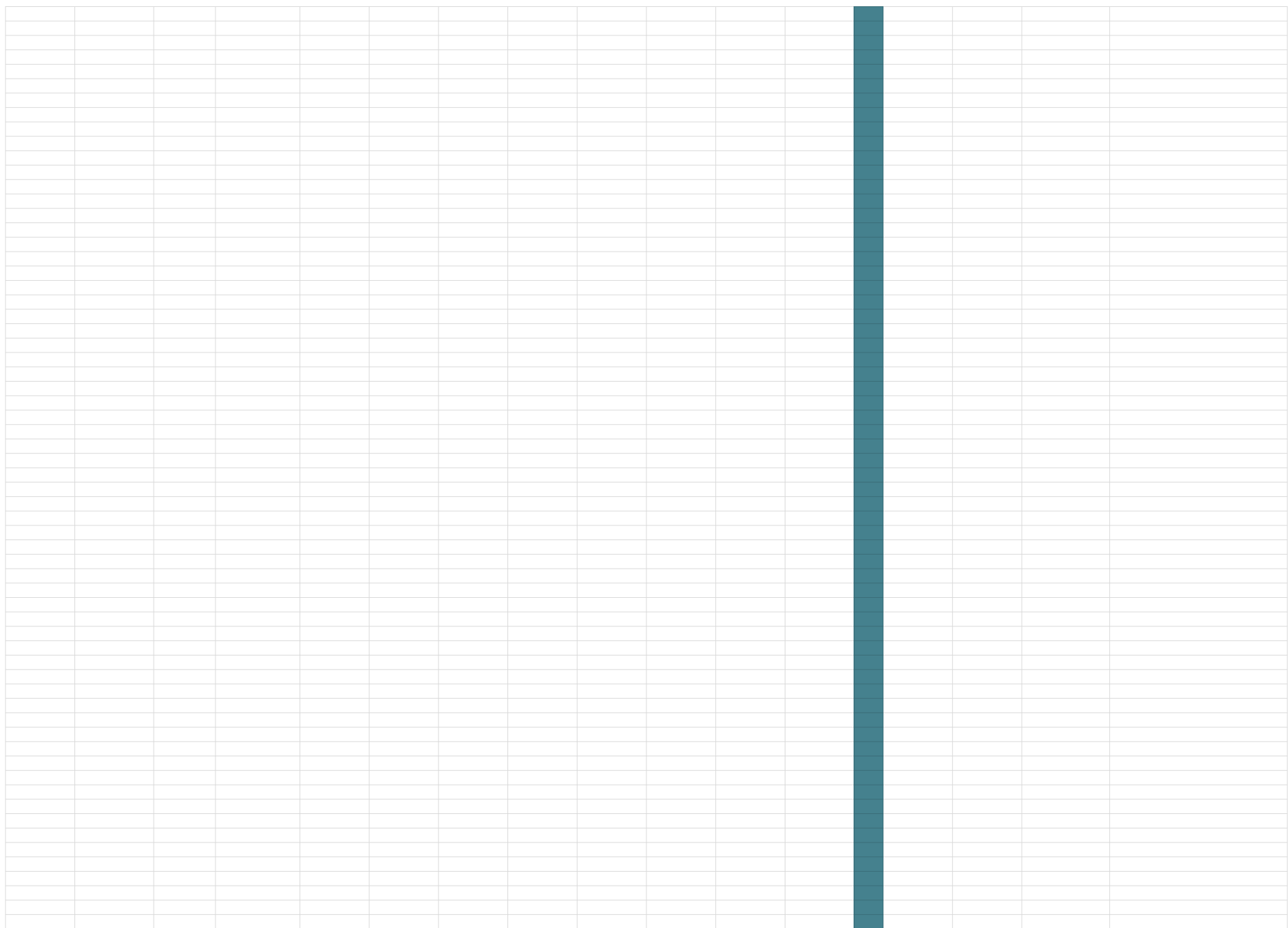


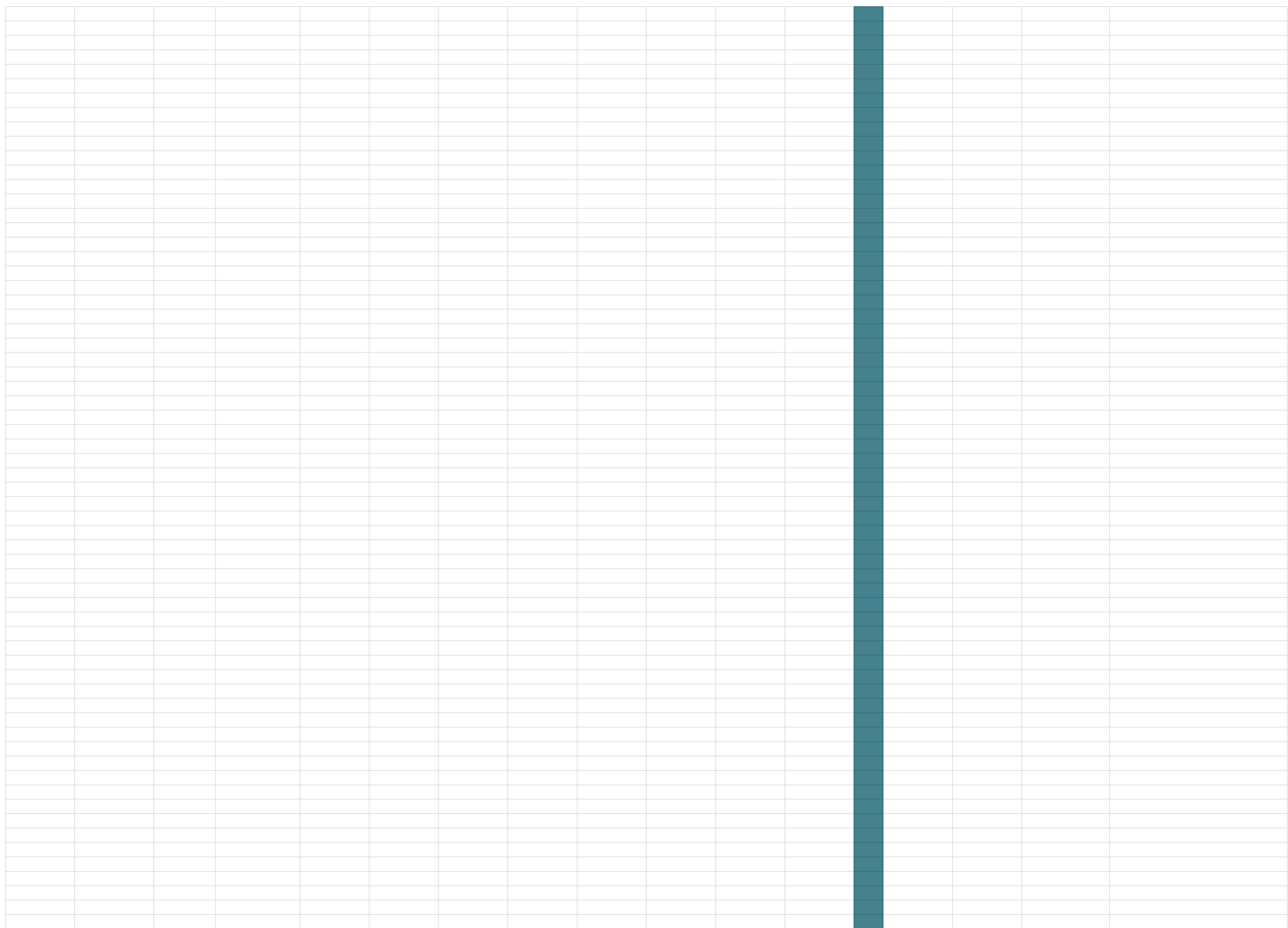


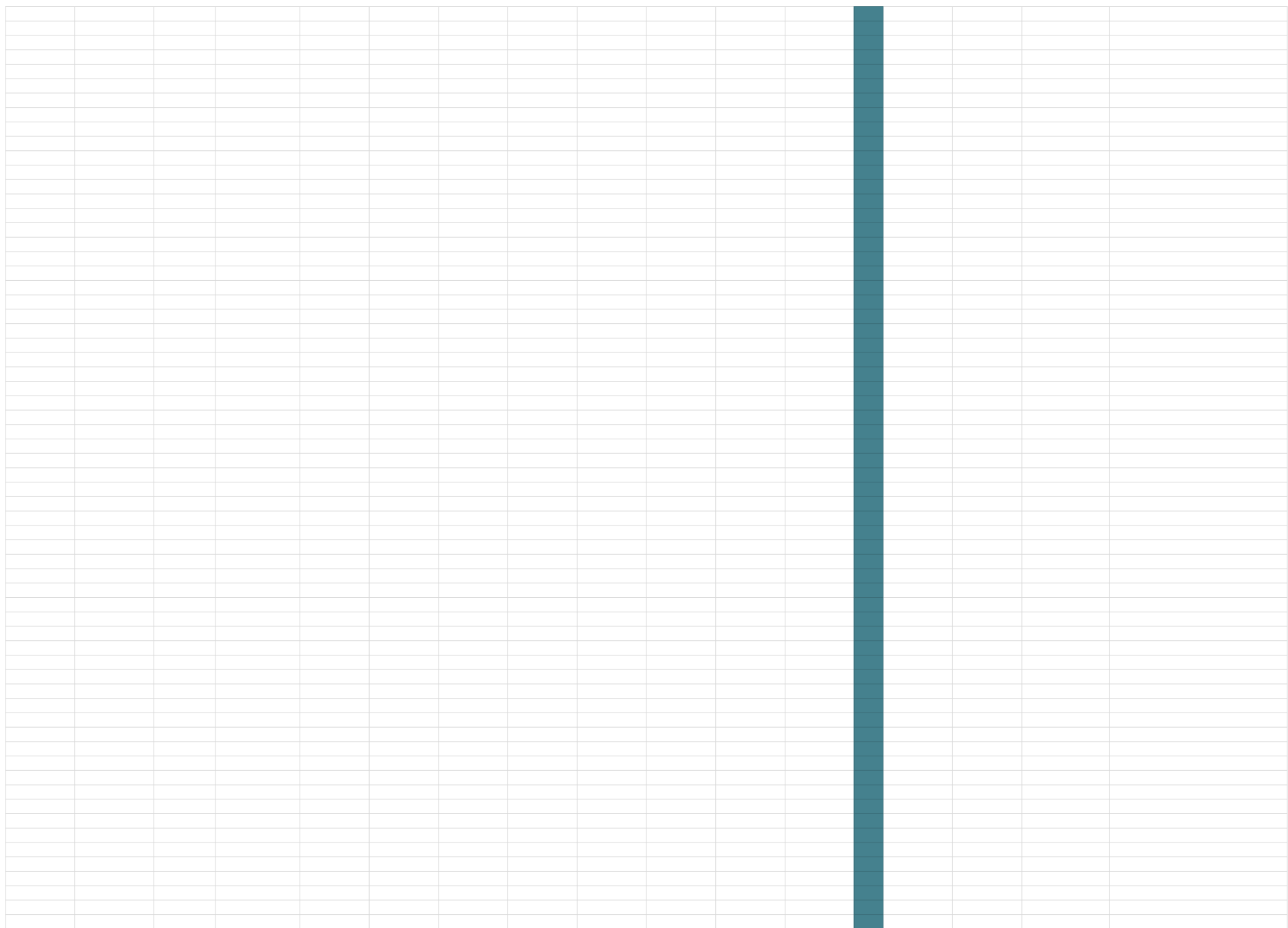


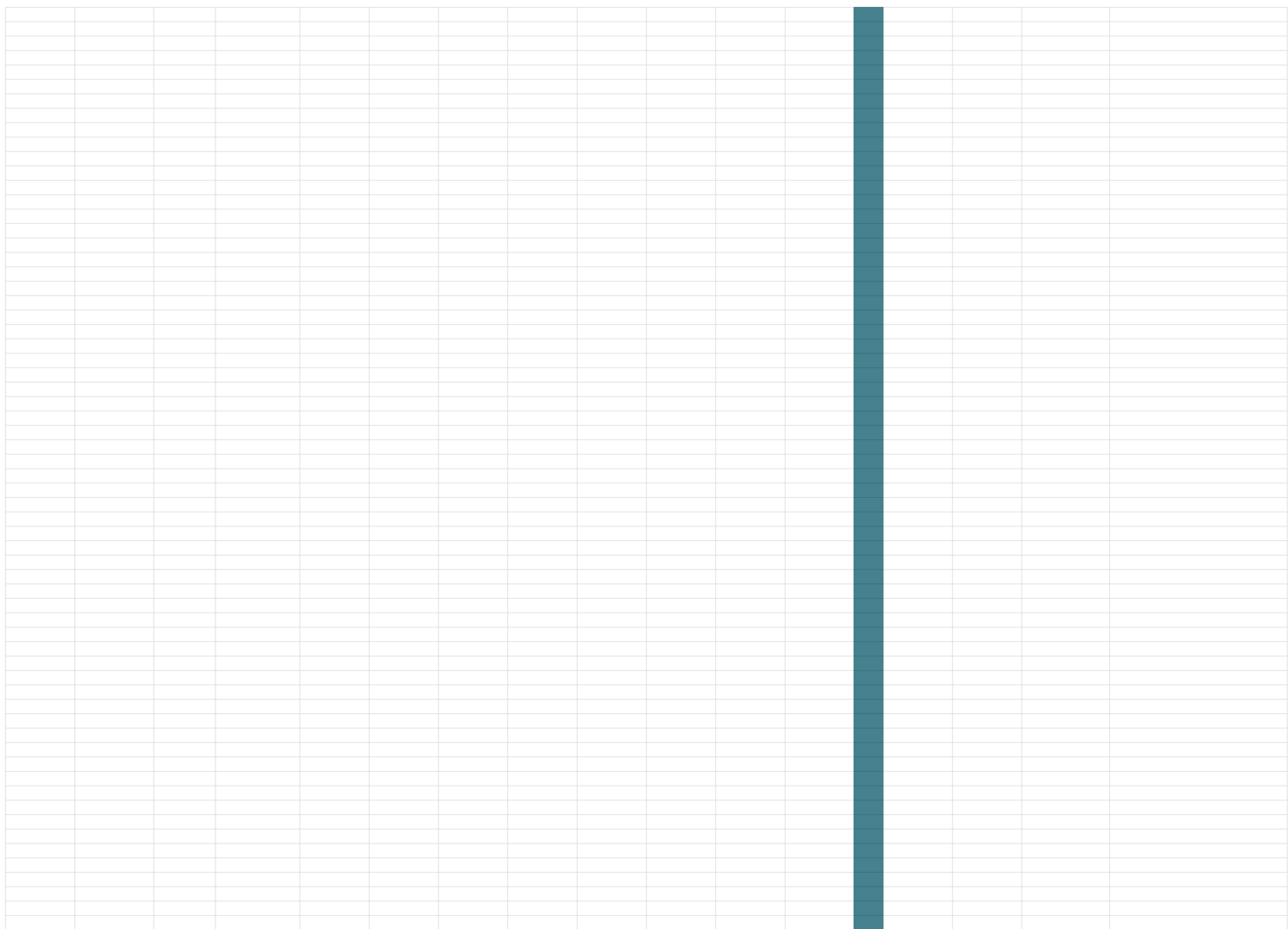


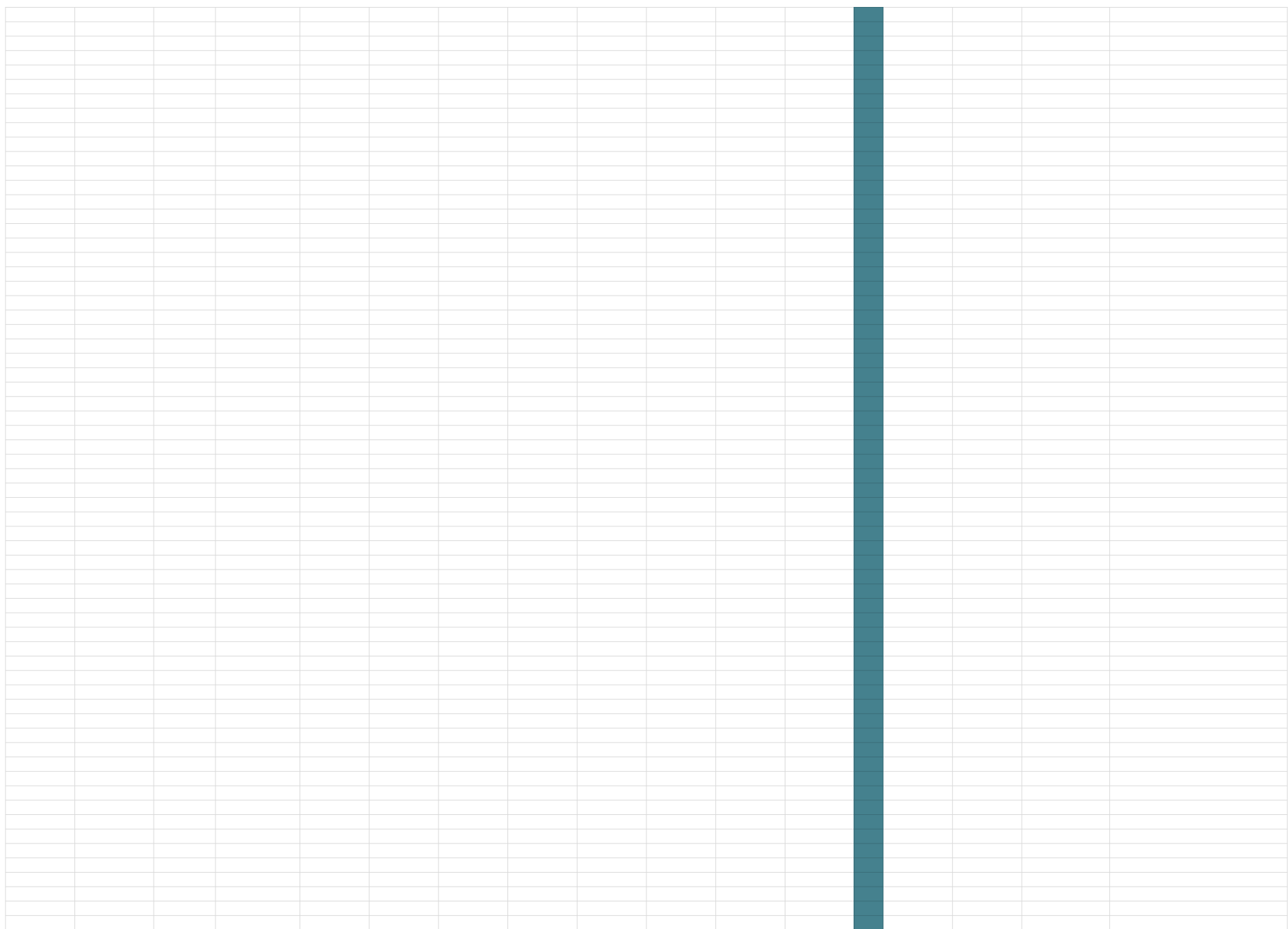












This image shows a full-page view of a blank sheet of graph paper. The paper features a light gray background with a fine grid of thin gray lines. A prominent vertical teal-colored bar is positioned on the right side of the page, extending from the top to the bottom edge. The rest of the page is covered by the standard grid pattern.

SURVEY					
Target Audience	Objective	Where?	Reward		
Existing sellers	To get the messaging clear about the existing sellers impression about the product and accordingly streamline the message - Product offering - Products Value Proposition	Externally (Not in-app)			
Questions to focus on:					
What do you think is the product sold to you?					
How do you describe our platforms value? How does it resolve the pain points of your business?					
What is our product's unique value proposition?					
TAGLINES					
The Taglines should talk about the overall value proposition of the business in a subtle way rather than pushing the would-be users to buy the product					
Tagline 1	Tagline 2	Tagline 3			
Sell Global, Its easy	Crossborder ecommerce simplified	Unified platform to manage complete ecommerce across the globe			
BRANDING					
Key Drivers for Product Virality					
Low cost					
Reach					
Credibility					
Branding Activity		Gamification	Remarks		
All Eunimart Invoices to have Eunimart Logo & Tagline	Invoices are typically looked at by CA's who must be having many other clients like the existing user. Logos with clear messagin on what we do adn help businesses will create a virality effect				
Shipping labels to have Eunimart logo & Tagline	By having our logo and taglines on shipping labels can give us branding us well. There will be virality among other sellers who ship products through these carriers				
Knowledge Based articles or videos	Our knowledge based articles at every step of users journey should have our branding to create the viral effect. Social Media share icons or materials can be shared on sellers website with our branding on the materials	Yes			
Social Sharing	At every step of the user journey, on completion of any task, a message should go out like "Hey . You have successfully created your Amazon account in just 5 min. Wasn't it easy?". Social Share experience on Linkedin, FB, Instagram	Yes			
Collaboration virality	Within the organization. For example, a person might be incharge only till the order fulfillment process. Once success is achieved till that stage, he can internally recommend other users on his company for example those who can interpret reports, AI better to use the platform. Use a share button to invite that particular user within the organization.	Yes			

Leaderboard Virality via Messaging	Hey, I have just got my first order on Eunimart and currently in top 5 in leader board. You can track my progress on give tracking link. Objective is to make the potential user sign up on Eunimart in addition to tracking his friends progress.	Yes			
Email Notification	Notifications that go through email in a users journey congratulating him on completing a process, getting rewarded and achieving cost savings of 25% should have Eunimart branding logo, a crisp consolidated tagline and a sign up link in the signature so that other users can check it out after the email is forwarded				
Self video recording	Users can become our brand ambassaors by recording video of the value proposition they have received through platform usage through the golden features. The recorded video with our branding done on it can then be shared with the peers who can sign up with us. Videos have a better impact than text, hence this strategy should pay off.	Yes			
Learning Management System	Advanced Certification for existing seller who can be an advocate and onboard new sellers from his peer group explaining the benefits of our platform and how he can use the certification to guide them in their journey				
Seller Referral	Ask for Referrals, Reward Both Parties	Yes			
	Referrals should typically come from users who have started to see some benefits from the usage of the platform.				
	Referrals should also come from users who have now become paid customers				
	Referral from Existing User				
	Create in-app banner campaigns typically at places where the user experiences value or where there is a golden feature				
	Banners should typically speak about the ease of usage, time and cost savings for each feature usage				
	For example: Costs savings during Catalog-listing process or Savings when using Logistics				
	Clicking the Banner Campaign will take the seller to the Seller Referral section under User Profile				
	New user referred with get 10 reward points. Existing user will receive 25 reward points only after the new referred user syncs his marketplace account				
	Referral from Paid Customer				
	Banner campaigns talks about the key summary of the value proposition Eunimart has brought about in terms of cost savings, increased sales, efficiency etc.				
	For example: Costs savings during Catalog-listing process or Savings when using Logistics				
	Clicking the Banner Campaign will take the seller to the Seller Referral section under User Profile				
	New user referred with get 10 reward points. Existing user will receive 25 reward points only after the new referred user syncs his marketplace account				
Celebrity Endorsement					

Events to be captured					
Adoption Techniques	Event	Timeframe	Type	Messaging	
Holiday Calendar	Signed up on our platform but not created marketplace or payments account		In-app messaging/App Notification	Mother's day coming up	
	Created Marketplace Account but not uploaded category		In-app messaging/App Notification	Mother's day coming up	
	Uploaded Products but not updated pricing		In-app messaging/App Notification	Mother's day coming up	
	Updated Pricing but not synced to marketplace		In-app messaging/App Notification	Mother's day coming up	
Banner Campaigns for Messaging	Finished account creation but not started with cataloging		In-app messaging/App Notification	Messaging around Feature USP	
	Finished cataloging but not started with pricing		In-app messaging/App Notification	Messaging around Feature USP	
	Finished Marketplace registration and pushing him to create Logistics Account		In-app messaging/App Notification	How many sales are lost due to high shipping costs? Don't give up on those customers. Create a carrier account with Eunimart and save 30-40% costs	
	New Marketplace Channel Registration		In-app messaging/App Notification	Already sell on Amazon? Consider expanding to several of the many countries where Amazon also has a local marketplace	
Learning Management System	Pushing him for New Marketplace Channel Registration				
	Every Stage				
	e.g. Filling up KYC info and uploading documents				
Marketplace offers specific to Eunimart seller	e.g. Marketplace Account Creation - Existing Seller - Insert API Key				
Platform feature benefits	All stages until the Products are Live on marketplace				
	Every Stage				
	e.g. Auto-Listing				
	e.g. Shipping				
Trivia or Quiz					
	After Marketplace Registration and for Logistics account creation			<p>1. Which carrier will be the cheapest to ship from India to US for a package weighing 500 gms and having 25cms in LWH dimensions?</p> <p>A. Fedex B. DHL ecommerce C. India Post</p> <p>Your answer is correct. Eunimarts discounted Logistics rates come at a price approx 30% cheaper than the market rate. So why don't you create a logistics account with us</p>	

	For New Marketplace registration after signup			<p>1. Do you know which is the Most Recommended Marketplace by EcommerceBytes Sellers for the period 2013-2018?</p> <p>A. Amazon B. Bonanza C. Ebay</p> <p>Your answer is correct. 60,000 independent sellers voted Bonanza as the most recommended marketplace to sell on. Eunimart has Bonanza on its platform. Create an account on Bonanza and get 20 reward points</p>	
Seller Referral					
Self video recording					
Exit Intent					

ADOPTION STRATEGY FOR IN-APP USER				
Adoption Techniques	At what point	Sample Messaging	Type	Rewards
Holiday Calendar	Auto-Listing	Mother's day is coming up in a month's time. Americans spend \$170 on an average to buy gifts for their mothers. Want to be a part of it. Resume your listing process and earn 20 reward points		30
	Inventory Update	Thanksgiving is coming up in US in a months time. Make sure, you upload your inventory in synch with planned sales. Upload your inventory and make sure you decentralize it	Banner	10
Banner Campaigns for Messaging	Products Live on Marketplace but no sales happening	Are you getting edged out by competitors? It's a good time to evaluate your pricing strategy. Learn how to build a competitive pricing strategy on marketplaces with our Pricing Calculator	Banner	20
	Auto-Listing	Cataloging is the first step in making your products go live? Make sure your content and images are optimised for different channels and that you're providing the right images for each marketplace's requirements	Push notification, In-app message	30
	Logistics Account Creation	How many sales are lost due to high shipping costs? Don't give up on those customers. Create a carrier account with Eunimart and save 30-40% costs	Push notification, In-app message	20
	New Marketplace Channel Registration	Already sell on Amazon? Consider expanding to several of the many countries where Amazon also has a local marketplace	Push notification, In-app message	20
Learning Management System	Every Stage	<p>LMS modules to be defined at each and every step right from onbaording to products going LIVE</p> <p>At each and every step, webinars or tutorials should be available to learn the onboarding steps and then make practical application of the same.</p> <p>Existing Seller can be provided certification for every level he/she completes. Once the seller completes a certain level of tasks, he/she can be awarded a Advanced Seller Certificate.</p> <p>This certification can then be used to advocate Eunimart and can be used to help the newbie or newly onboarded seller to sign up on the platform and complete his journey.</p> <p>Marketing will be responsible for the video content</p>	Push notification, In-app message	
	e.g. Filling up KYC info and uploading documents	IEC - Need help in getting your IEC document. Please click here to learn how	Push notification, In-app message	

	e.g. Marketplace Account Creation - Existing Seller - Insert API Key	API Key - Tutorial video on how to get your Marketplace API	Push notification, In-app message	
Marketplace offers specific to Eunimart seller	All stages until the Products are Live on marketplace	Create Banners displaying specific offers that will be allowed for some marketplaces such as Bonanza to market their products if the products go live in these resp marketplace within a fixed period of time	Banner	
Platform feature benefits	Every Stage	These will be the golden features	In-app message	
		We do the cataloging for you. Sit back & relax !		
	Finished Catalog Listing	Did you know you just saved 25% costs with your 500 products uploads today.	In-app message	
	Finished Order Shipment	Do you know you saved 20% of your cost with the shipment of your most recent order on our platform?	In-app message	
Trivia or Quiz		Conduct an in-app trivia or quiz at every step of the event to keep the momentum going. Objective is he will explore the platform better and complete the events		
	For Logistics creation	<p>1. Which carrier will be the cheapest to ship from India to US for a package weighing 500 gms and having 25cms in LWH dimensions?</p> <p>A. Fedex B. DHL ecommerce C. India Post</p> <p>Your answer is correct. Eunimarts discounted Logistics rates come at a price approx 30% cheaper than the market rate. So why don't you create a logistics account with us</p>		
	For Marketplace registration	<p>1. Do you know which is the Most Recommended Marketplace by EcommerceBytes Sellers for the period 2013-2018?</p> <p>A. Amazon B. Bonanza C. Ebay</p> <p>Your answer is correct. 60,000 independent sellers voted Bonanza as the most recommended marketplace to sell on. Eunimart has Bonanza on its platform. Create an account on Bonanza and get 20 reward points</p>	In-app message	

VAS SALES		
VAS Sales will be cross-selling done for paid customers since they have already benefitted from our platform.		
Warehouse Management through Platform		
Returns Management through Platform		
LaaS Local		
POS Solutions for offline retailers		
Supply Chain AI		
AI for Marketing		
Cloud-based POS Solutions		
Action completed	Target	Messaging
Inventory upload against the resp sku	Existing User	Are you also looking to keep a track of your store inventory in real. Eunimart has the solution to this. Register for our Cloud Based POS solutions
Warehouse Management through Platform		
Action completed	Target	Messaging
Order Fulfilled	Existing User	Hey, you have just saved 30% by signing up with Eunimart Partnered carrier. You can save additional 10% in storage costs by subscribing to our warehouse management system
Delivery completed	Existing User	Hey, your order got delivered on Feb 20. Now you can deliver your orders faster by subscribing to our WMS
AI for Marketing		
Action completed	Target	Messaging
Products LIVE on Marketplace but not getting order	Existing User	Worried about not getting enough orders. Let us do all the marketing intelligence for you. Sit back and relax and register for our AI Marketing solutions

IN-APP USER ADOPTION METRICS		
	Details	Benchmark (TBD)
Percentage of users that use a particular event or product feature	Percentage of users who competely finshed user a particular feature on the platform This will be calculated for each of the events	
Number of steps or clicks it takes a customer to complete core pro	Number of steps or clicks it takes a user to complete using a specific platform feature. For example: Downloading the Catalog Template, Filling it, Uploading it, Correcting the errors if any and then uploading it back	
Average number of days it takes a newly signed-up prospect to fully onboard with the product	Avg number of days it takes a user to complete using a specific platform feature. For example: Downloading the Catalog Template, Filling it, Uploading it, Correcting the errors if any and then uploading it back	
Average time it takes for a user to complete core product	Avg number of days it takes a user to complete all the events ((Sign-up to Products Live on Marketplace)	
VIRALITY METRICS		
Advocacy Rate	Percentage of existing users or paid customers who have shared our message	
Share Rate	Average number of unique shares per user	
Referral Rate	Number of new users onboarding through referral / Total number of users	
VAS METRICS		

VAS Conversion %	(Number of paid customers who purchased any of the VAS such as POS, WM, RM, LaaS) / Total paid customers approached	
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Company	Area of Business	PLG Strategy Adopted	Objective of the PLG Strategy	Achievement
Dropbox	File-Hosting Service Provider that provides cloud storage	<p>Dropbox reduced the onboarding process to a mere 6-steps</p> <p>Dropbox implemented a 2-sided referral program for a compelling product, that rewarded both sides for completing the desired task; registering for Dropbox</p> <p>Since the product offered storage space in the cloud, Dropship decided to reward people with 500 MB of more free space not only for referring their friends but also for accepting an invitation</p>	Increase User Registrations for its product	Dropbox managed to double its user base every 3 months, resulting in their users sending 2.8 M invites in April 2010. It achieved a 3900% user growth in 15 months
Intercom	Customer Messaging Platform	<p>Implemented their branding across:</p> <ol style="list-style-type: none"> 1. Intercom branding links were provided on their product Educate, a knowledge base product where users and their customers can create their own help content 2. Intercom logo and link in a chat window of their Acquire product, live chat that leads to email capture 3. Resolve, a Intercoms ticket support tool customer answers a support ticket with their customers => Reply-to address contains Intercom domain => Some percentage of support ticket creators navigate to Intercom and start a free trial 	Product Virality for increased user base	Intercom has 100,000 monthly active users, ranging from startups to small businesses to mid-sized and larger tech companies. It caters to 17,000 companies
Slack	Team collaboration tool and services provider	<ol style="list-style-type: none"> 1. Slack came up with a simple yet brilliant onboarding process. They provided all the training, tutorials, and resources the customer needs to get the rest of his or her team on board <p>All new users who login for the first time are instantly taken through a tutorial with What Next steps?</p> <ol style="list-style-type: none"> 2. At any point of the users journey, Slack wanted the user to get a complete experience of their product without getting a sales tone pitch nor pushing the user to upgrade the plan to paid 3. Slack added gates at the following points and converted them to paid users: <ul style="list-style-type: none"> - Chat history that stops after 10,000 messages - File storage that stops after 5GB - App integrations that stop after 10 apps 	Conversion for majority from Free Trial to Paid	Slack has 1.25+ million paid users. Their trial to paid conversion rate is 30%.

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Companies creating virality without Google's seo										
Grammarly	Via extension they try to control all text which user type on any window. Gramarly logo pops up everytime even though you have not made any typos									
Docusign	Docusign has logos on every doc user sign and has their brand name on URL. They are allowing people to share brand and making other user use it and get to know it.									
Mailtrack	Makes user to track every email he sends to clients, thus pushing the logo via email so that other user can come across the brand and get curious to try it out.									
Eunimart										
All Invoice to have Eunimart Logo & Tagline										
Shipping labels to have Eunimart logo & Tagline										
All notification email to have Eunimart logo , Taglines and upcoming features										
A/B test the setup										
Get \$100 for DIY setup i.e Profile, Logistics a/c, payment account										
Spend \$100 from your wallet for an expert to set up your account										