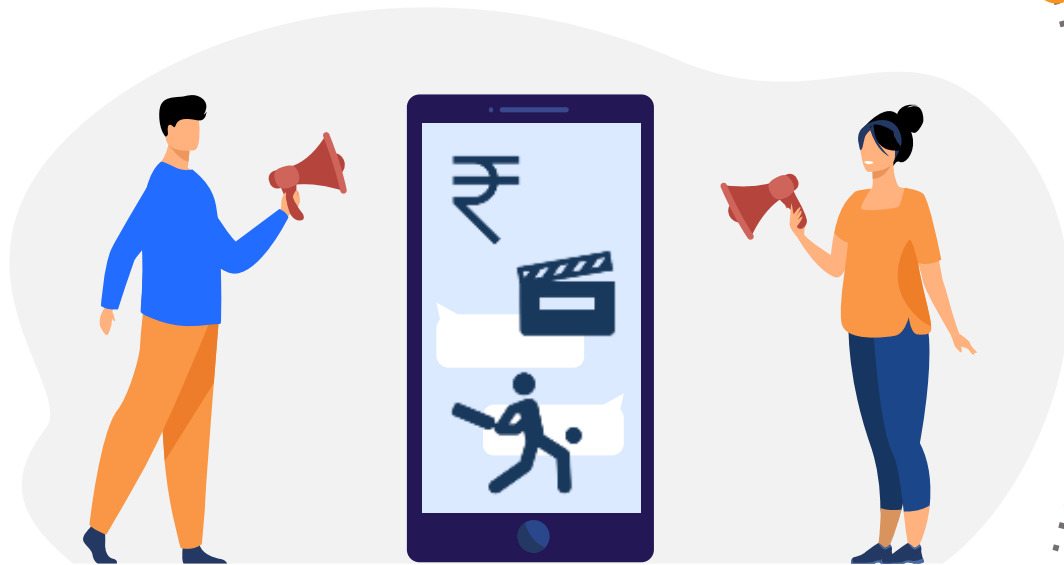


# GROOKS

Make a Fortune Out of Your Opinions!



# Problem



Grooks in an opinion-based **Opinion exchange earning platform**.

Players can trade on opinions about the global current events from **a wide range of domains** – entertainments to sports to geopolitics.

Each opinion is backed historic data and indisputable facts to ensure players **make the most suitable matching their counter-opinions**.

Users can also **trade based on other news sources**, social media trends and their own convictions

The users with the most accurate and sharpest opinions win the **fantasy trade prize money**

# Traction

Total Opinion placed  
**30,000+**



# Opportunity



The e-sports **Industry is saturated** with Dream11 leading the crowd.

As e-sports becomes accessible and popular among Indian youth, **fantasy platforms have seen exponential growth**

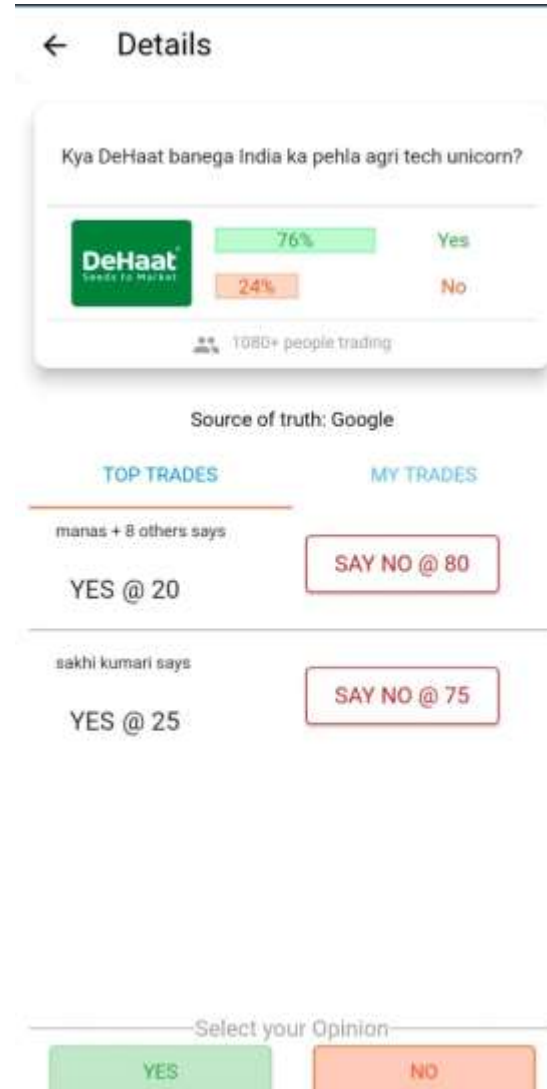
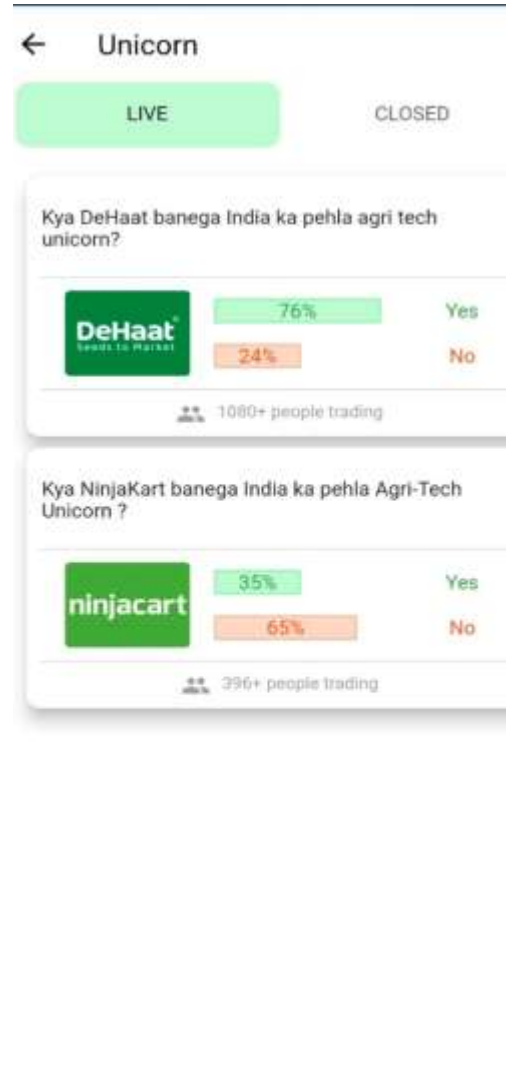
The fantasy sports industry is worth **2.5 Billion USD today** growing at a CAGR of 32% and will be worth 3.7 Billion USD by '24

Today's e-sports apps and other opinion trading apps are **restricted to English speaking population of India.**

Grooks says – **why restrict yourself to sports. The world is our oyster!**

# The App

Grooks Provides services via the off-play store app with intuitive UI.



# Team



Subodh Kumar, CEO

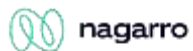
Founded & scaled to  
1,00,000 paid users.



Airbnb for storage



Tushaar Tiwari, CTO



Arya Harshwardhan, CPO



Vast Experience in Game  
Development

# Value Proposition

## Opinion Exchange Earning Platform

**A real-life Game of Opinions. - One platform, two minds.**

Two participants with conflicting views on any area of interest can make the stakes on who is right.

## Encouraging Research & Education

A well formed and researched opinion can be leveraged and **Grooks offers prize money** to the sharpest, shrewdest minds of India

## Attractive Incentives

Grooks will offer all new members **500 coins (₹50 worth)** to get a hang of the UI and trading process.

## Latest News Updates

Grooks provides data and latest news **on any subject** for the users to study and make an informed judgement

## Advanced Analytics

Users make trades on other users' opinions. Once a popular or Unpopular opinions gains traction, it is assigned a **monetary value**.

## Provision for Vernacular

Grooks aims provide services in all **local languages**

## Consolidation of REAL INDIA

Grooks will bring the new internet frontier of India, those in Tier 2,3,4 cities and rural areas into the **age of modern information trading**



# India Gaming Industry



The Economic Survey 2022 said the total telephone **subscriber base has increased** from 933.02 Mn in March 2014 to 1.2 Bn+ in March 2021

Rural Internet users in India stood at 300 Million clocking in at 31% of the rural population, with a **CAGR of 13%.**

India's active internet userbase stood at 830 Million in 2021 slated to grow to 1.2 Billion in the next two years, of which **less than 150 million engage in e-sports**

## USP

Grooks aims to **mobilize even those not interested in e-sports** towards opinions trading



# Market Analysis

Grooks is targeting the prize-winner gamer category, and will eventually expand to include non gamers.

## User Weekly Screentime

19 HR

These players spend over 19 hours a week on intensive gaming, with the key driver - earning monetary returns

## Market Segmentation

33%

33 per cent of prize-winner gamers are from tier one, 33 per cent of gamers from tier two and 34 per cent of gamers from metro

## Paid Users

68%

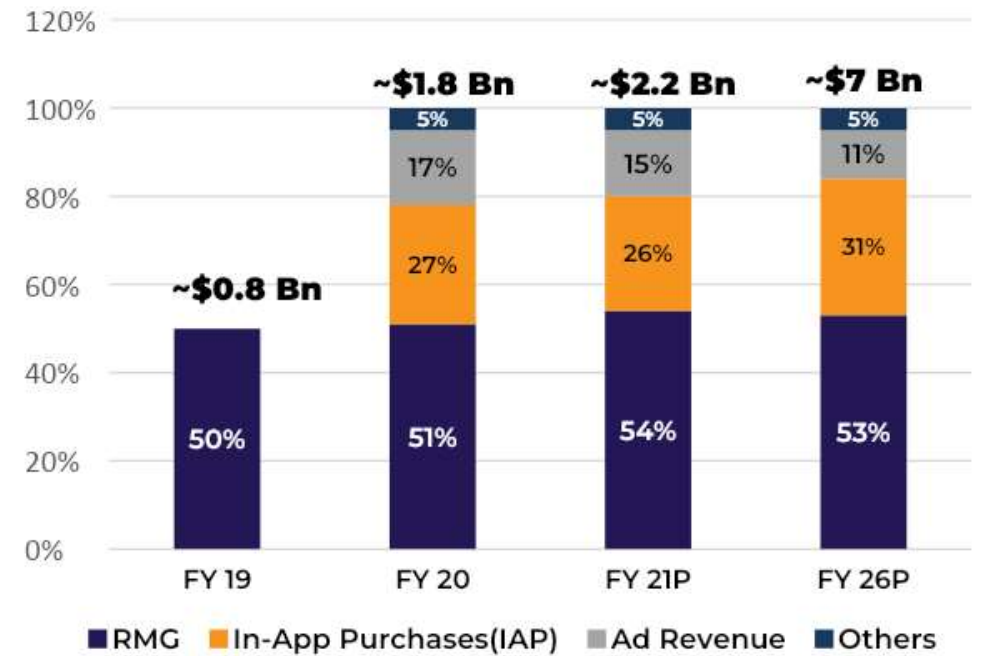
68% of the users are paid users with average users spending 3-5 USD, while average paid users spend 15-16 USD

## Marketing Strategy

100%

Grooks is starting small ticket trades to incentivise the rural and middle-income population of India

CAGR '21-'26



# Target Market

Total Available Market –  
**900 Mn**

Total Number of internet users in India

Serviceable Obtainable Market –  
**40 Mn**

Welcome offers and deals  
Attractive prize money advertising  
Aggressive digital media marketing campaigns  
Incentivizing media publications for news on app,  
driving in traffic

Serviceable Available Market-  
**240 Mn**

100 Mn (e-sports active users) + 60 Mn(Online Gamblers) + 20 Mn(Day Traders) + 10Mn (InShorts User base) + 50Mn (Miscellaneous television watchers)



# Business Model

## Premium Model

Paid boosts and upgrades  
Premium memberships to exclusive content  
Subscriptions for monthly data sets and fact checked news

## Freemium Model

10 percent winning commissions  
5% withdrawal fees

## Private Tournaments

Buy-in fees for private pools  
Commissions from private tournaments



# Competition

**probo.**

TradeX, Better  
Opinions are our  
**Direct competitors**  
but they only operate  
among the English  
speaking populations  
without vernacular  
options."

**InDirect competitors**

1.



**Winzo – Casual Reward  
Based Games**

20 Million  
Monthly Active Users

2.



**Teen Patti – Fantasy  
Card Games**

150 Million  
Monthly Active Users

3.



**Dream11-Fantasy Sports**

100 Million  
Monthly Active Users

"Grooks presents  
an edge over this  
as we also cater  
to the local,  
domestic and  
international  
levels of trades"



# Competitor Funding's

## BETTER OPINION

(**\$1 Million** to get  
1 million users &  
next round **\$2-2.5  
million** \$ valuation  
at **\$ 25 million** by  
**Meta** )

Backed By Y-  
Combinator , Soma  
Capital.

## TradeX

**\$1 Million** to get  
**1 million users**

Backed By Y-  
Combinator , Soma  
Capital, Anupam  
Mittal.

## Probo

**Raised \$2-3 Million**  
so trying to raise new  
round for valuation  
for **\$100 million.**

Backed By  
Sequoia Capital,  
Elevation-Capital,  
Honeney-Stone  
Capital, Kunal Shah .

# THANK YOU!

Contact Us at - 9872577979

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info@grooks.in

[www.grooks.in](http://www.grooks.in)

# RISK MITIGATION!

- Geographic lead

- Data lead-Personal is encrypted,

- Technology risk->AWS hosting - Redundancy.

- Fictitious id- 18+

- Legislative

- Right information - Pullout The Information