



PM SCHOOL

Weekend Challenge #35

You've joined WhatsApp as the Head of Product for India.

On the very first day, you get an email from the CEO :-

Hey there,

Whatsapp is one of the most used products in India. For the next quarter, we need to focus on getting into Fin-Tech in India. We need to enable people to buy stocks or mutual funds on WhatsApp. Expecting a plan soon.

Cheers!

As the Head of Product, come up with a detailed plan covering the following :-

- How big is the market opportunity?
- Detailed user journeys using Figma/Balsamiq
- What are your success metrics?
- Press release announcing the launch of Stocks/Mutual funds on WhatsApp

For the above, please state any assumptions you make.

This is inspired by a case given by a growing FinTech in one of the top engineering colleges in India for APM hiring.

Please submit the assignment to this mail id pmschoolx@gmail.com by 28th February 12 pm (Sunday)

Please note that this is a hypothetical problem statement and not sponsored by WhatsApp.

Alert: Chance for a mock interview with one of our mentors. (Top Assignment)