

A silver laptop is open, showing the Topmate.io website on its screen. The website has a light gray header with the Topmate logo, "For Creators", "Pricing", and "Earnings calculator". Below the header is a search bar with "Q AI Search" and a "Go to dashboard" button. The main content area features a large orange button with a white lightning bolt icon and the text "Create your Topmate page in a flash". To the left of the button, it says "Start earning \$\$ by the time you finish reading our website". Below the button is a link "Launch your page". On the right side of the button, there's a user profile card for "Vivianne Miedema" with a small photo, the name, and the URL "topmate.io/Vivianne". Below the profile card are four colored squares (red, orange, purple, green) with a checkmark icon. At the bottom of the button, there are three notifications: "New sale | \$30", "A new testimonial", and "New booking | \$100".



LIVE CHALLENGE #189

By- Anmol Gupta



# About Topmate.io

Topmate.io is a platform dedicated to help professionals and content creators manage and monetize their interactions with clients and followers. It offers tools for scheduling 1:1 sessions, setting up priority dm, hosting webinars, selling courses subscription etc. Users can create personalized profiles, set up booking systems, and integrate payment options, streamlining their business activities online. The platform is particularly beneficial for freelancers, coaches, and consultants who want to efficiently manage client engagements and optimize their revenue streams.

The image shows two screenshots of the Topmate.io website. The left screenshot is the homepage, featuring a large call-to-action button 'Start your side hustle today' and a testimonial from 'Danny'. The right screenshot shows a user profile page for 'ankit\_mandal/' with a section titled 'Get inspired' displaying profiles of other users like Sumit Kumar Singh, Tanu Agarwal, and Dimos Papadopoulos.



**Start your side hustle today**

Low traffic! Increase your visibility



Problem Statement



Market Analysis



User Persona



Solution 1



Solution 2



Solution 3



Solution 4



Prioritization



GTM



Success Metrices

# The Problem Statement

Founded in 2021, Topmate empowers professionals to manage incoming requests for advice or guidance by opening up ways for others to be able to reach out to them in a more personalized manner. It simplifies personalized professional interactions, by providing avenues for everyone to share their knowledge and wisdom with their followers or people willing to connect with them.

You've been hired as the Chief Product Officer of Topmate.

A constant feedback you receive from your users is the poor overall experience on the platform. From an unintuitive experience to finding the right mentors to poor customer support in case of frequent fraud by mentors - the pain points faced by mentees are numerous. You wish to create a seamless experience on your platform for the mentees to improve their acquisition and attract more users to sign up on the platform



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# Market Analysis

**3M**

Total Visits

**55.07%**

Bounce Rate

**2.89**

Page per Visit

**02:57**

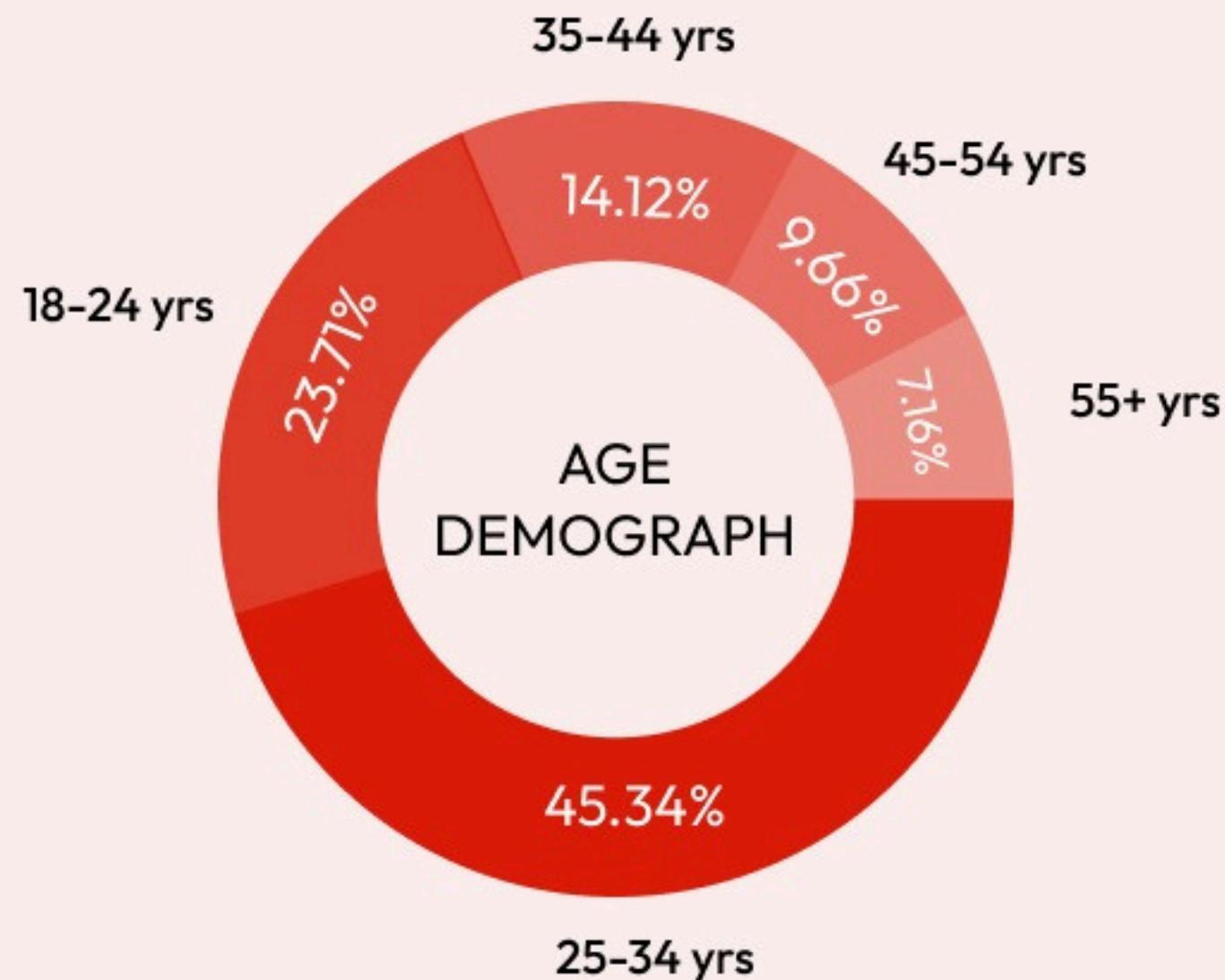
Min Avg Visit Duration

**\$138.8M**

Current Annual Revenue

**1000+**

Mentors



Female  
**33.56%**

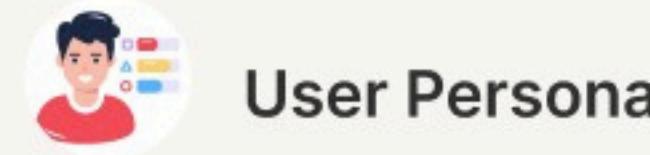
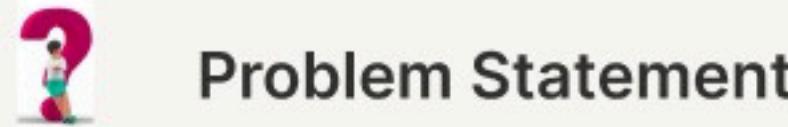


Male  
**66.44%**



**Targeted audience categories**

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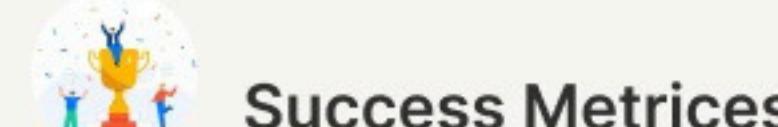


★ Solution 1

★ Solution 2

★ Solution 3

★ Solution 4



# Market Analysis

## Competitors



crowdcast

teachable

superpeer

- Total Visits On Platform

668.1K

14.3M

189.4K

- Bounce Rate

56.51%

48.18%

59.53%

- PROS

Crowdcast offers robust interactive features like polls, Q&A, and chat, making it great for live events and webinars where audience engagement is key.

- CONS

Crowdcast is relatively expensive compared to other platforms, especially for larger audiences.

Teachable offers extensive tools for creating and selling online courses, including quizzes and certificates.

While great for pre-recorded content, Teachable lacks advanced features for live interaction compared to other platforms.

Superpeer excels in facilitating one-on-one mentorship and personalized sessions, making it ideal for coaching and consulting.

Superpeer is more focused on individual sessions, which may not be as suitable for larger group classes or webinars.

# User Personas

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## Pulkit Singh

Age:-28



Occupation:- Senior Software Engineer

### Lifestyle:-

Pulkit is a tech-savvy, polymath, who leads a busy work and social lifestyle.

### User Characteristics -

- Pulkit is job professional who wants to switch his job profile to management related.
- He usually get confused about other fields and use to ask his seniors about it.

### Goals & Needs-

- Gain necessary skills and knowledge to transition from a technical role to a management role
- Understand responsibilities and challenges faced in management roles
- Want to gain guidance and knowledge from industry experts,

### Challenges-

- Very few connections working in management roles.
- Struggles to find the right mentor among those available online.
- Unsure of the credibility of online mentors.

## Maya Ahuja

Age:-20



Occupation:- College Student

### Lifestyle:-

Maya is a 1st year student, a tech-savvy, curious, and generally very busy in college life.

### User Characteristics -

- Maya is student still exploring different fields of working.
- She easily get confused about different fields and whenever her seniors tells her about those.

### Goals & Needs-

- She need to connect with qualified and trustworthy mentors who can provide personalized career advice.
- She want to use a well-structured platform with clear mentor profiles and transparent communication tools.
- She values a safe and secure environment where the service actively protects mentees from fraud.

### Challenges-

- Wants to gain career guidance and mentorship but feels apprehensive due to negative feedback..
- Uncertain about the quality and expertise of mentors on the platform.
- Worried about the risk of encountering fraudulent mentors.

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## Solution 1: Multi-Step Verification

Current concerns from mentees regarding fraudulent activity and unqualified mentors are hindering user trust and platform adoption.

We propose a multi-step verification process for all mentors on Topmate to ensure user safety, build trust, and enhance the overall experience.

### Benefits

- Increase User Trust
- Improved Mentee Experience
- Reduced Fraudulent Activity

### Multi-Step Verification Process:

1

#### Identity Verification

- Require government-issued ID verification with document upload and validation.
- Integrate with a trusted third-party service for secure identity verification.

2

#### Background Checks

- Conduct background checks based on mentor location and industry standards.
- Partner with a reputable background check provider to ensure compliance and accuracy.

3

#### Credential Verification

- Require mentors to submit relevant academic certificates, professional licenses, or other relevant credentials.
- Partner with professional organizations or accreditation bodies to verify the authenticity of credentials where applicable.



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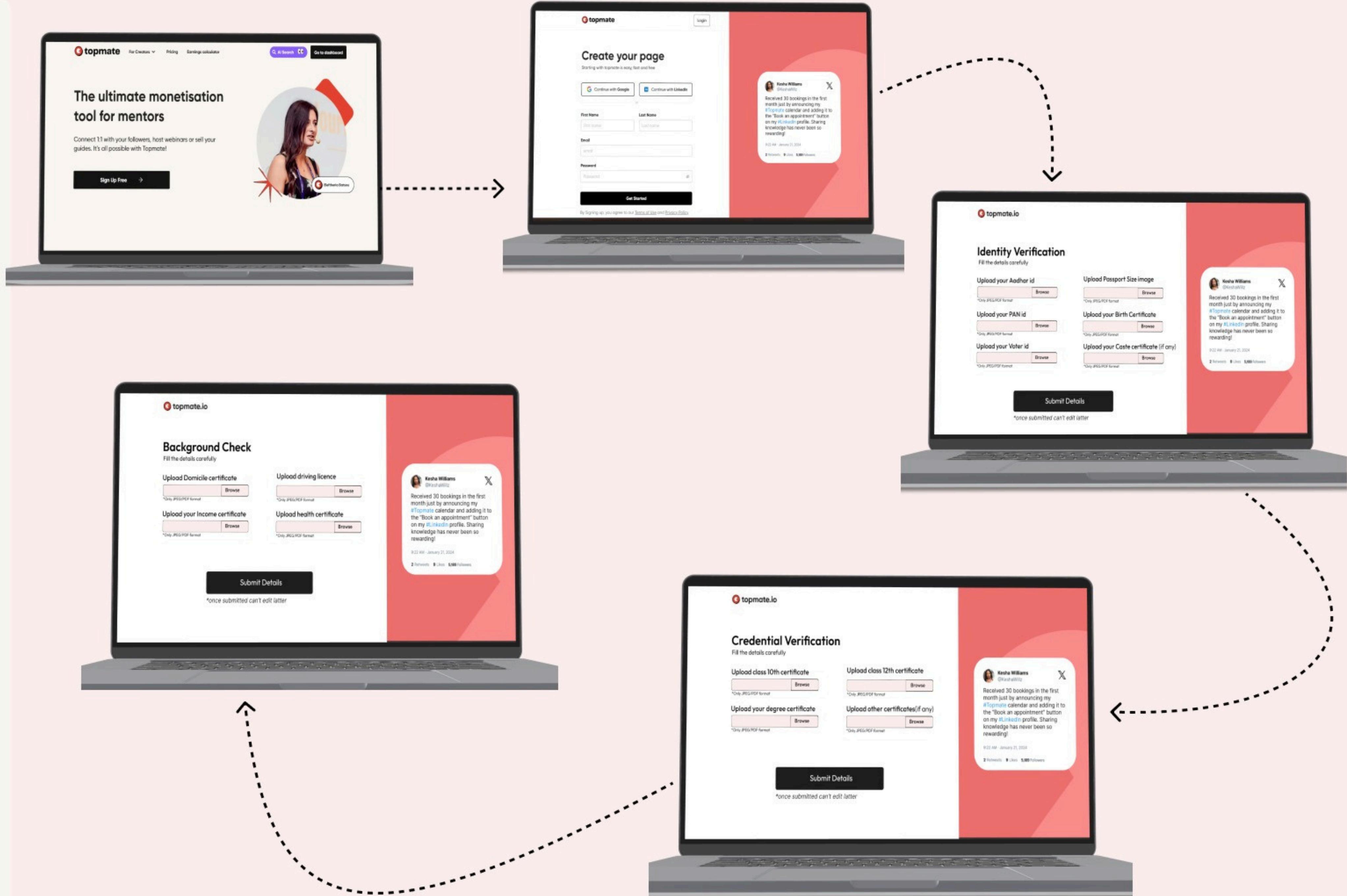
## Solution 3

## Solution 4

## Prioritization

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## Solution 2: Short introductory video in Mentor's Profile

Mentees currently have limited ways to assess a mentor's personality, and teaching style, beyond their profile information. This lead to difficulty in choosing the right mentor and potentially disappointing experiences.

These videos would allow mentors to showcase their personalities, expertise, and communication style, providing valuable insights for mentees.

### Benefits

- Improved Mentee Matching
  - Enhanced Brand Building
  - Increased Trust and Transparency
- ★ Develop clear guidelines for mentor video creation, including length, content recommendations, and technical specifications.
- ★ Integrate a user-friendly video upload system within the mentor profile management section.
- ★ Promote the use of introductory videos by highlighting the benefits for mentors (attracting ideal mentees) and mentees (better match selection).
- ★ Mentees can gauge the mentor's communication skills, teaching methodology, and personality.



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## Success Metrics

The screenshot shows a grid of three expert profiles. Sunil Soni is a Staff @CTO Office with 3375 bookings and a 4.8/5 rating. Avisek Lahiri is a Research SWE with 224 bookings and a 4.6/5 rating. Ashveen Bansal is an SWE3 with 96 bookings and a 4.9/5 rating. Below the profiles is a call-to-action button labeled "Get Listed".

The screenshot shows a detailed profile for Arushi Singh. Her photo, name, and job title are displayed. Below this is a summary: Staff @CTO Office | Featured on Times Square, New York | Ex: Adobe, McAfee, CA Technologies | NITW Alumnus. To the right are four digital product offerings: Oracle Interview question (188 sales), Flipkart Interview questions (32 sales), ServiceNow Interview question (30 sales), and DE Shaw interview questions (29 sales). At the bottom is a chat interface with Arushi AI.

The screenshot shows a detailed profile for Arushi Singh. Her photo, name, and job title are displayed. Below this is a summary: Staff @CTO Office | Featured on Times Square, New York | Ex: Adobe, McAfee, CA Technologies | NITW Alumnus. To the right are four digital product offerings: Oracle Interview question (188 sales), Flipkart Interview questions (32 sales), ServiceNow Interview question (30 sales), and DE Shaw interview questions (29 sales). A video thumbnail titled "Hit Your Goals" is also shown.

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## Solution 3: AI-Powered Chatbot for Mentor Matching and Customer Support

The AI-powered chatbot aims to enhance user experience on the Topmate platform by providing personalized mentor recommendations and efficient customer support.

### ★ Mentor Matching:

Collect data from mentees including their professional background, goals, preferences, and any specific areas of interest or expertise they are seeking in a mentor.

Provides mentees with highly relevant mentor recommendations based on their professional background, goals, and preferences, ensuring a better fit and more productive mentorship relationships.

Streamlines the mentor selection process, saving mentees time and effort in finding the right mentor.

### ★ Customer Support:

Build a comprehensive FAQ database that the chatbot can access to answer common queries. understand and categorize user queries accurately.

Quickly addresses account issues, platform navigation questions, fraud reporting, and technical problems, enhancing overall user experience.

Identify queries that are too complex for the chatbot and escalate them to concerned human customer support agents by providing contact details such as phone/fax number, email ids

### Benefits of AI based ChatBot:

- ▷ Personalized Mentor Recommendations
- ▷ Enhanced User Experience
- ▷ Improved Customer Support



Low traffic! Increase your visibility



## Problem Statement



## Market Analysis



## User Persona



## Solution 1



## Solution 2



## Solution 3



## Solution 4



## Prioritization



## GTM



## Success Metrics

The screenshot shows the topmate.io dashboard for a user named Ankit. The main header says "Hi, Ankit". On the left is a sidebar with various menu items: Home, Bookings, Priority DM, Testimonials, Calendar, Services, Analytics (Beta), Marketing, Payments, Profile, and Rewards. A "Publish Profile" button is at the top. The main content area has a title "Launch your page" with a sub-section "Unlock the potential of your topmate page". It lists several items with checkboxes: "Add availability" (checked), "Complete your profile" (checked), "Create a service" (checked), "Share a post" (unchecked), "Add your topmate to your social link in bio" (unchecked), and "Connect payout" (unchecked). Below these is a "Doodle" button with a red circle and the number 1, which is circled in red in the screenshot. To the right is a "Get inspired" section showing profiles of Sumit Kumar Singh, Tanu Agarwal, and Dimos Papadopoulos.

The screenshot shows the topmate.io dashboard for a user named Ankit. The main header says "Doodle (AI Bot)". The sidebar includes "Doodle" in the navigation. The main content area says "You are now connected with Doodle" and describes Doodle as an AI tool for asking doubts. It features two buttons: "Customise the bot icon" and "Ask question about anything". Below this is a message from the bot: "Hi Antony! How can I help you?". At the bottom is a search bar with "Type something" and a "My checklist" button with a red circle and the number 3.

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Success Metrics

## Solution 4: Discussion Forum

Create forums where mentees can discuss topics, share experiences, and seek advice from the community, enhancing engagement and providing a platform for collaborative learning.

### ★ Key features of Discussion Forum

- The forum interface is easy to navigate with clear categorization of topics.
- Discussions are organized into categories such as Career Advice, Skill Development, Industry Trends, and Personal Growth.
- A voting system would be implemented for users to upvote or downvote posts and comments, helping highlight valuable content.
- Uses algorithms to show users discussions and posts relevant to their interests and activity.
- Allow users to create polls and surveys to gather opinions and insights from the community.
- Tagging System: Allow users to tag their posts with relevant keywords to improve discoverability.

### ★ Integration with Chatbot

Use of the AI-powered chatbot is to guide users to relevant discussions and provide instant answers to frequently asked questions within the forums

### ★ Benefits of Discussion Forums:

- Enhanced Learning and Development: Mentees can explore a wide range of categories such as Career Advice, Skill Development, Industry Trends, and Personal Growth, gaining insights across various domains.
- Improved Engagement and Participation :Upvoting and downvoting and polls/surveys encourage active participation and make discussions more engaging and structured
- Supportive Community and Networking: Dedicated spaces for mentees to collaborate effectively, building strong professional networks.

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# RICE Prioritization

	Features	Reach	Impact	Confidence	Effort	Final Score
	<b>Multi-Step Verification</b>	8	5	90%	4	9 
	<b>Introductory video</b>	9	5	80%	5	7.2 
	<b>AI ChatBot</b>	7	4	80%	5	4.48
	<b>Discussion Forum</b>	8	3	70%	3	5.6 



Finally prioritized solution based on RICE Framework: **MULTI STEP VERIFICATION**

# Go-To-Market Strategy

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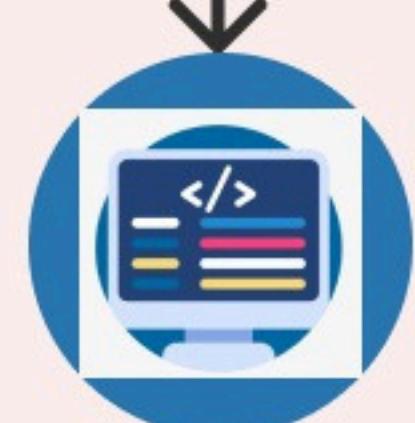
 GTM

 Success Metrices



## Research

- Competitor analysis to gain insights for building features
- User survey to know user behaviour & pain points
- Market size estimation for new features to be launched
- Prioritize all the functionalities to be developed in MVP through insights thus gained



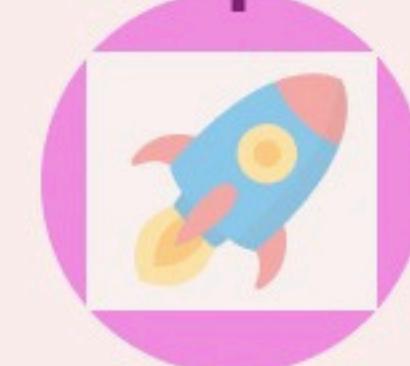
## Development

- Design & development of different features according to priority
- Testing of the developed features
- Market size estimation for new features to be launched
- Fix initial technical errors and ready for BETA launch



## Scaling

- A/B testing of the features with a focus group
- Clear all the identified bugs
- Final launch with large scale marketing
- Advertise with banner on home screen for better reach



## Launch

- Track user response
- Continuously monitor reviews & feedbacks from users
- Review performance of metrics and develop strategies for scaling the feature

# Go-To-Market Strategy

	Soln 1	Soln 2	Soln 3	Soln 4
Target Users	<ul style="list-style-type: none"><li>Mentees Seeking Credibility</li><li>Corporate Clients</li></ul>	<ul style="list-style-type: none"><li>Individuals looking for expertise, background and personality of potential mentors</li></ul>	<ul style="list-style-type: none"><li>Busy professionals with limited time who need to find the right mentor quickly</li><li>Students seeking specific expertise</li></ul>	<ul style="list-style-type: none"><li>Individuals looking to share and gather experience about different mentors</li></ul>
Marketing	<ul style="list-style-type: none"><li>Emphasize security and trust in marketing material</li><li>Conduct sessions on importance of mentor verification and how topmate ensures quality and safety through multi step verification</li></ul>	<ul style="list-style-type: none"><li>Send out regular Email Newsletters featuring new mentor introduction to subscribers</li><li>Use pop ups on the Topmate platform to draw attention to the short intros, encouraging users to engage and explore</li></ul>	<ul style="list-style-type: none"><li>Write blogs and create videos explaining how the AI-powered search works and its benefits</li></ul>	<ul style="list-style-type: none"><li>Community Building: Host online events and webinars where mentees can discuss and share experiences.</li><li>Prompt users to join discussions with In-App notifications about trending topics and new forum posts</li></ul>
Post Launch	<p>▷ Monitoring of success metrics and overall contribution to north star metric:</p> <ul style="list-style-type: none"><li>Frequency: daily monitoring for the first 14 days, then weekly monitoring</li><li>Follow up: A/B test, Customer feedback from champion user group, social media monitoring</li></ul>			

# Success Metrics

Success metrics are the measurable data used to determine the achievements of business efforts



## Multi-Step Verification

- Increase User Trust
- Improved Mentee Experience
- Reduced Fraudulent Activity hence increase brand value

## Short- Intro Video

- Improved Mentee Matching
- Enhanced Brand Building
- Increased average no. of new users
- Increase the brand value of topmate
- Decreases bounce rate

## Discussion Forum

- Increases no. of active users
- Track the total number of posts created and comments exchanged within the forum.
- Track how many mentees who actively participate in the forum go on to book sessions with mentors
- Increase average session length

## AI- Chatbot

- Increases the user base
- Helps user in silly doubts
- Attracts new user toward the platform
- Enhanced User Experience