

Marketing Plan

By Aakash Goswami



DISCUSSION POINTERS



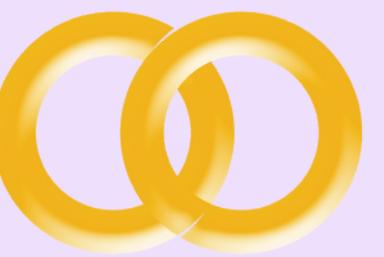
- Executive summary
- Competitors
- Market Analysis
- Target Audience
- Problem
- Solution
- Advertising strategy
- Distribution channels
- Reporting and analysis
- Budget & Distribution



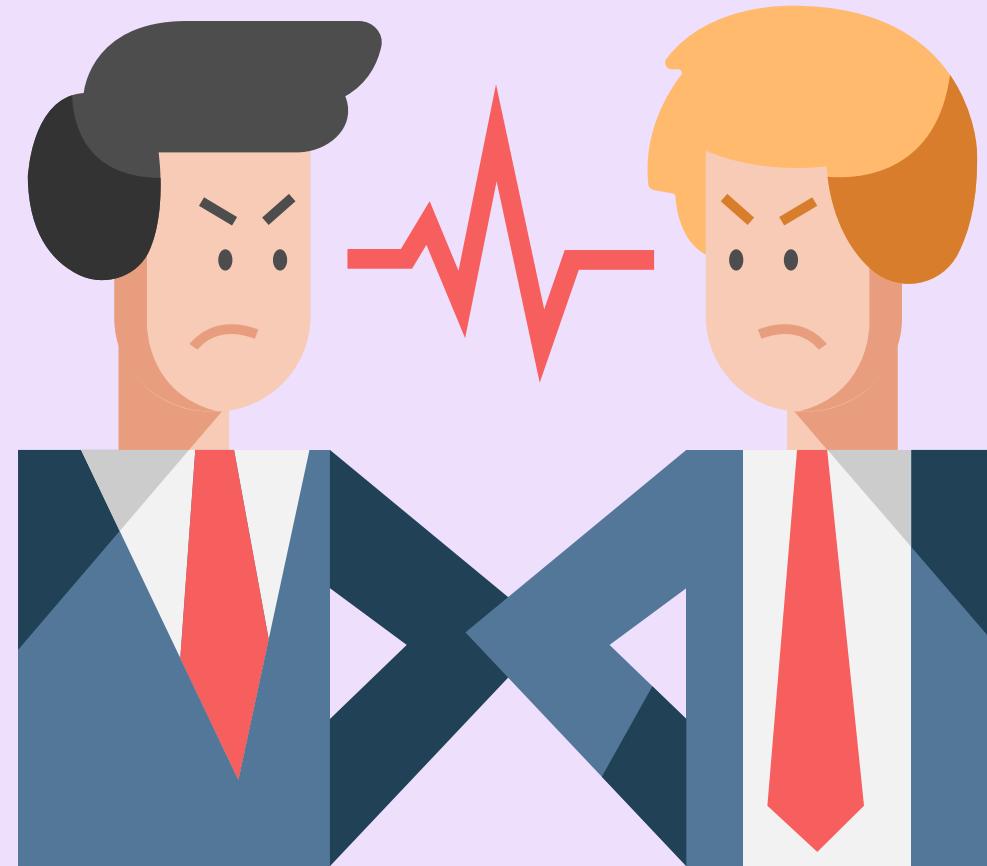
EXECUTIVE SUMMARY

So, In this part of the Presentation, I am going to Take you through our marketing plan for the coming year along with the information on what the competition is up to and how we are different?

COMPETITION



BizDateUp
Technologies Pvt Ltd



Direct competitors

Tyke, Pod, Satee and other online platforms who are into startup investments



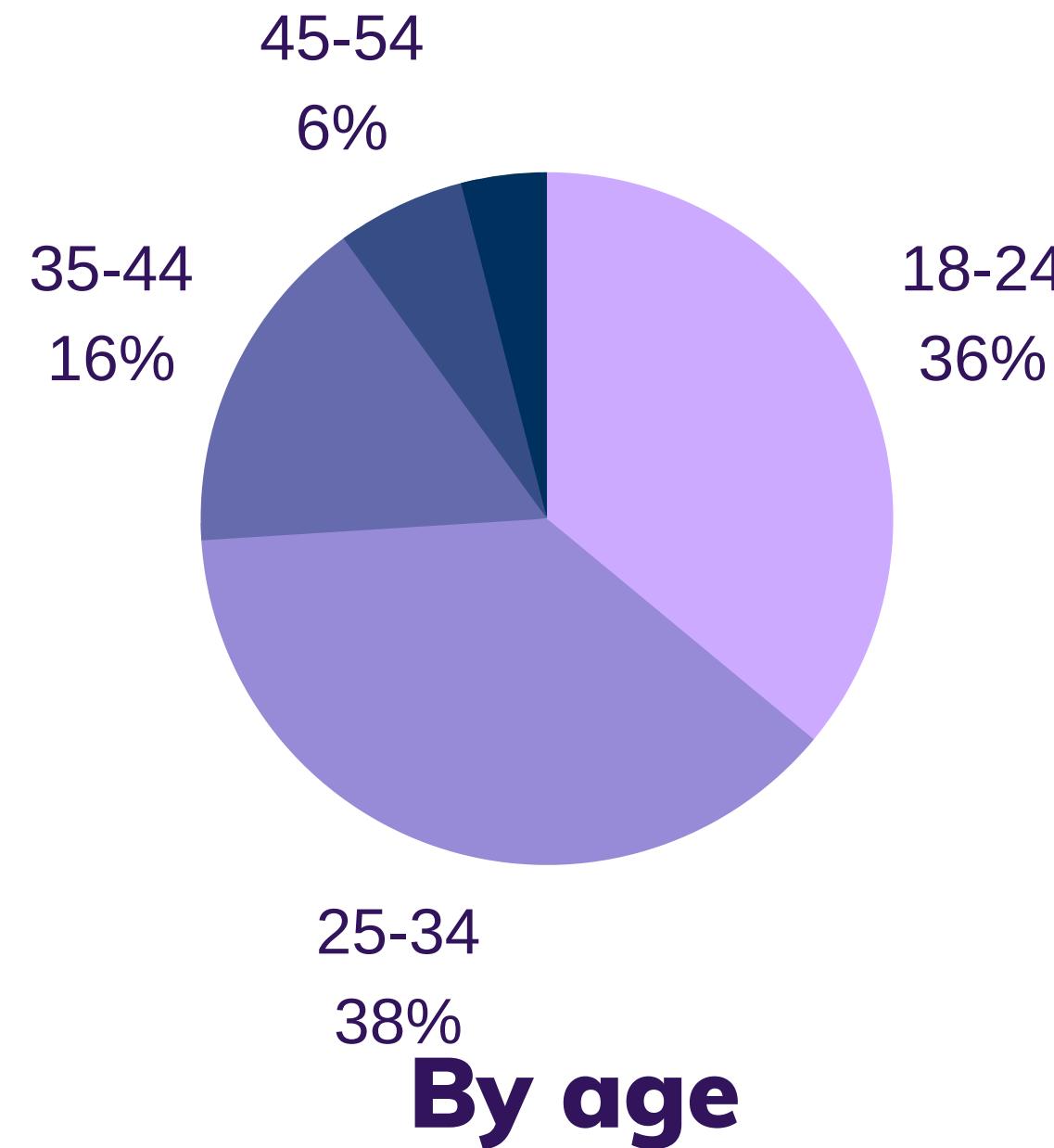
Indirect competitors

Republic, Grip invest, Angel-list, lets venture and other platforms which have variety of alternate investments as products

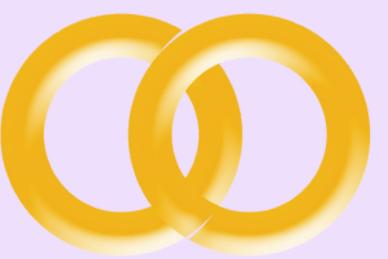


BizDateUp
Technologies Pvt Ltd

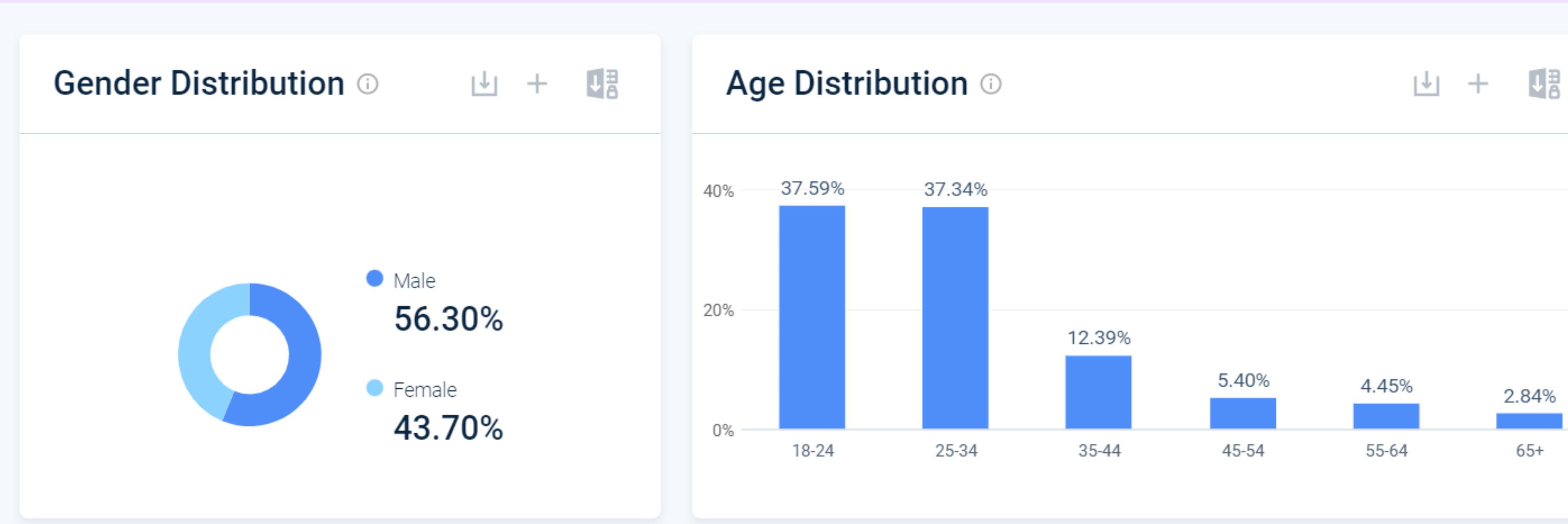
MARKET ANALYSIS



Competitor's traffic



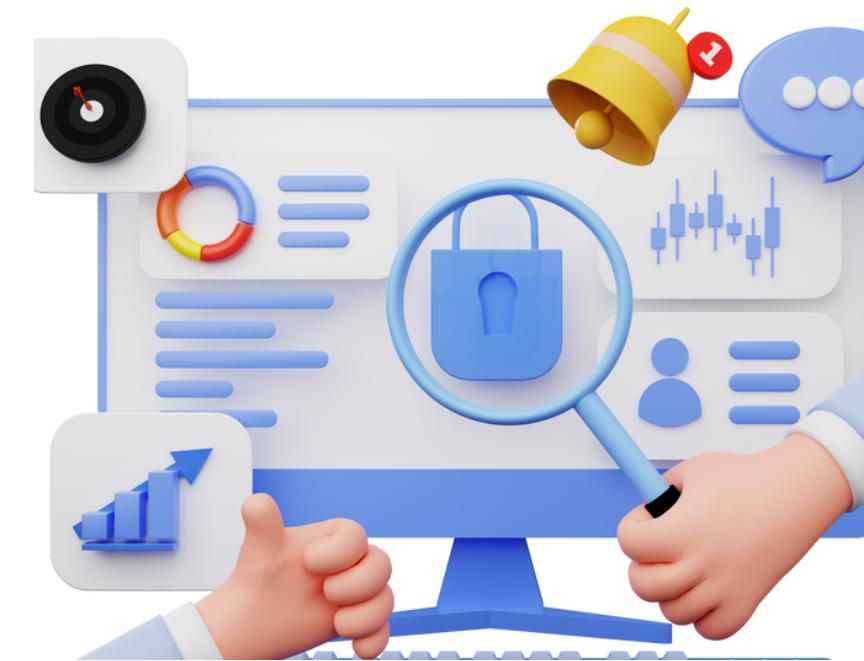
TARGET AUDIENCE





BizDateUp
Technologies Pvt Ltd

MARKETING PROBLEM



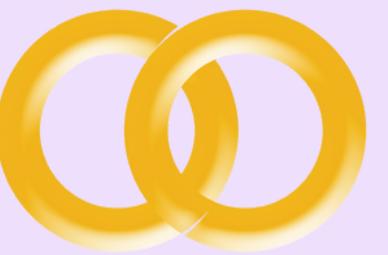
Awareness



Trust



Profitability



BizDateUp
Technologies Pvt Ltd



SOLUTION

Solution is to Stand out from the Competition and take an Omnichannel Marketing Approach to make our TG aware, trust us and make them profitable.

ADVERTISING STRATEGY



Awareness

Spreading Awareness through Social Campaigns and paid media

Trust

Building Relationships and maintaining regular connects with Consumers through Social media, IRs & Events & Road Shows

Profitability

issuing Quarterly reports to Customers about their Profitability and Testimonials

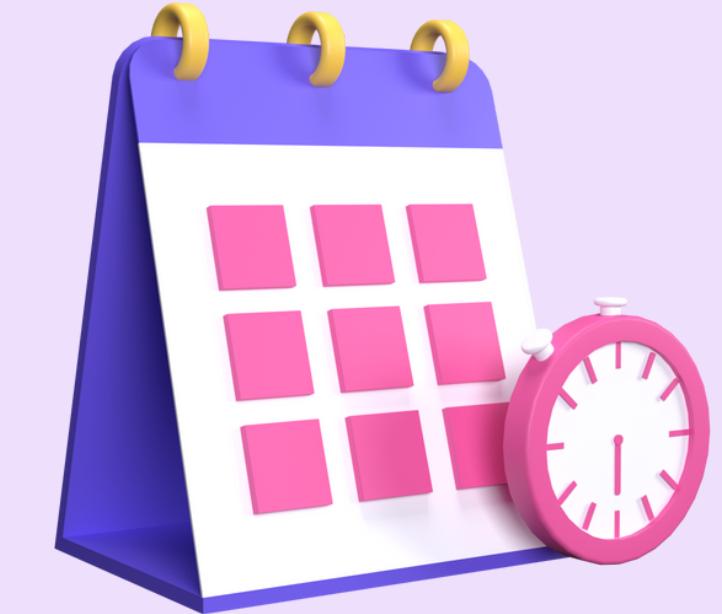
DISTRIBUTION CHANNELS



Social Media



Online Paid Media



Events & Road shows



IRs & BDMs



Affiliates & Brokers



BizDateUp
Technologies Pvt Ltd

REPORTING & ANALYSIS

01

Analytics & Data Studio

02

WFM Reports

03

CRM & Journey Reports

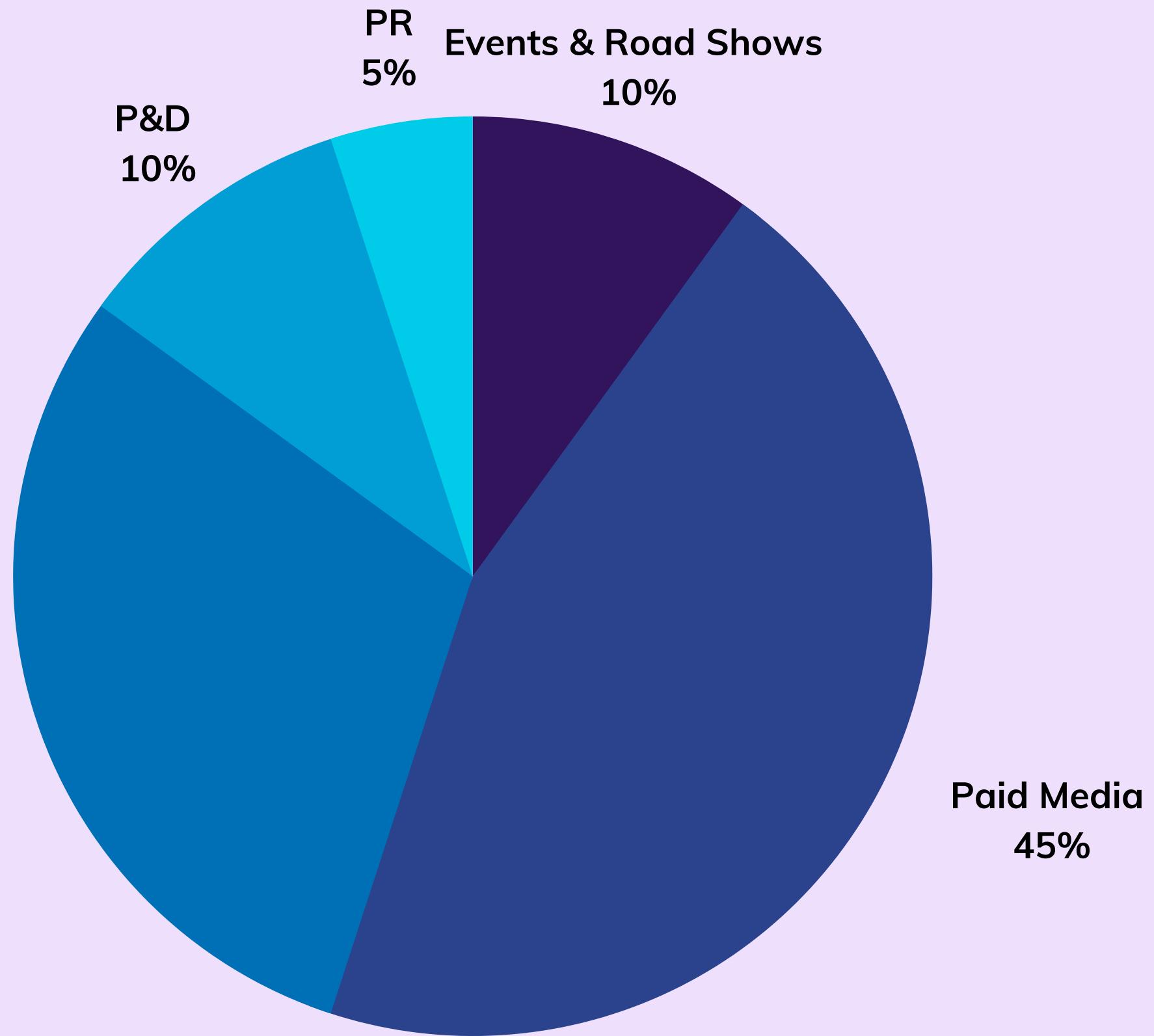
04

Monthly Growth Reports to Stakeholders

BUDGET & DISTRIBUTION

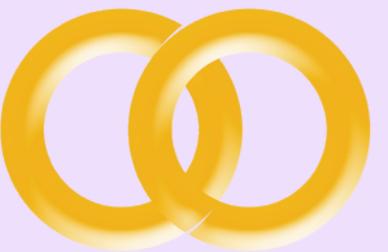


BizDateUp
Technologies Pvt Ltd



TOTAL BUDGET

₹02,00,00,000





BizDateUp
Technologies Pvt Ltd

Tech Plan

By Saloni Mishra



Discussion points



- Current Technology
- Market analysis
- Problems
- Solution
- Short term milestone
- Long term milestone
- Budget

Current Technology

- Website - MEVN Stack
- Server - Cloud Architecture
- Automations - Multiple frameworks and software.
- Landing Pages
- KYC API
- Email and Message system

>



MARKET ANALYSIS

01 Competitors

- Grip Invest
- Tyke
- POD
- SateeQ
- Lets Venture
- Republic
- Seed Invest

02 Highlights

- Fast KYC Process
- Better Mobile Optimized
- Automations & Tracking
- Fluent user flow
- Analysis
- Tech Support
- Seamless Integration

COMPETITORS ANALYSIS

Competitors

- Grip Invest
- Tyke
- POD
- Sateeqlabs
- Lets Venture
- Republic
- Seed Invest

Specs

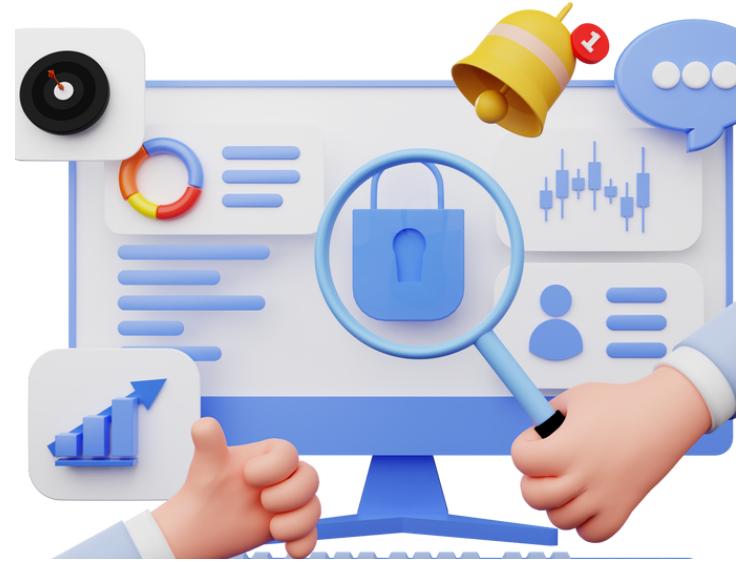
- MERN Stack - Next JS
- MERN Stack - No App
- MERN Stack - Android/iOS App
- MEVN Stack Website
- Webflow - Android/iOS App
- Ruby - Backbone JS - iOS App
- Bootstrap Nginx

Problems



- Team for Development
- Server Scaling
- Automations for higher productivity
- App (Wireframes started)

Marketing Problems



Awareness

Learn Investing,
Chatbots
Blogs



Trust

Secure
Server



Profitability

Automating,
Chatbots

Short Term Milestone



Website

KYC Improve - UI quickness - Server Side enhancement- Payment Gateway - Marketing support - Chatbots

App

Login - Register - KYC - Investment Tracking - Startup screening - Startups Apply - Accelerators

Long Term Milestone



Website and App

- Startup Investment Platform
- Founders - Cofounders can match with like minded interest. Founders can find their needed cofounder, network, ask for services.
- Artificial Intelligence in use
- Machine Learning model
- Automatic Valuations, Pitch deck, Startup Score, Risk Factors, Due Diligence, etc.

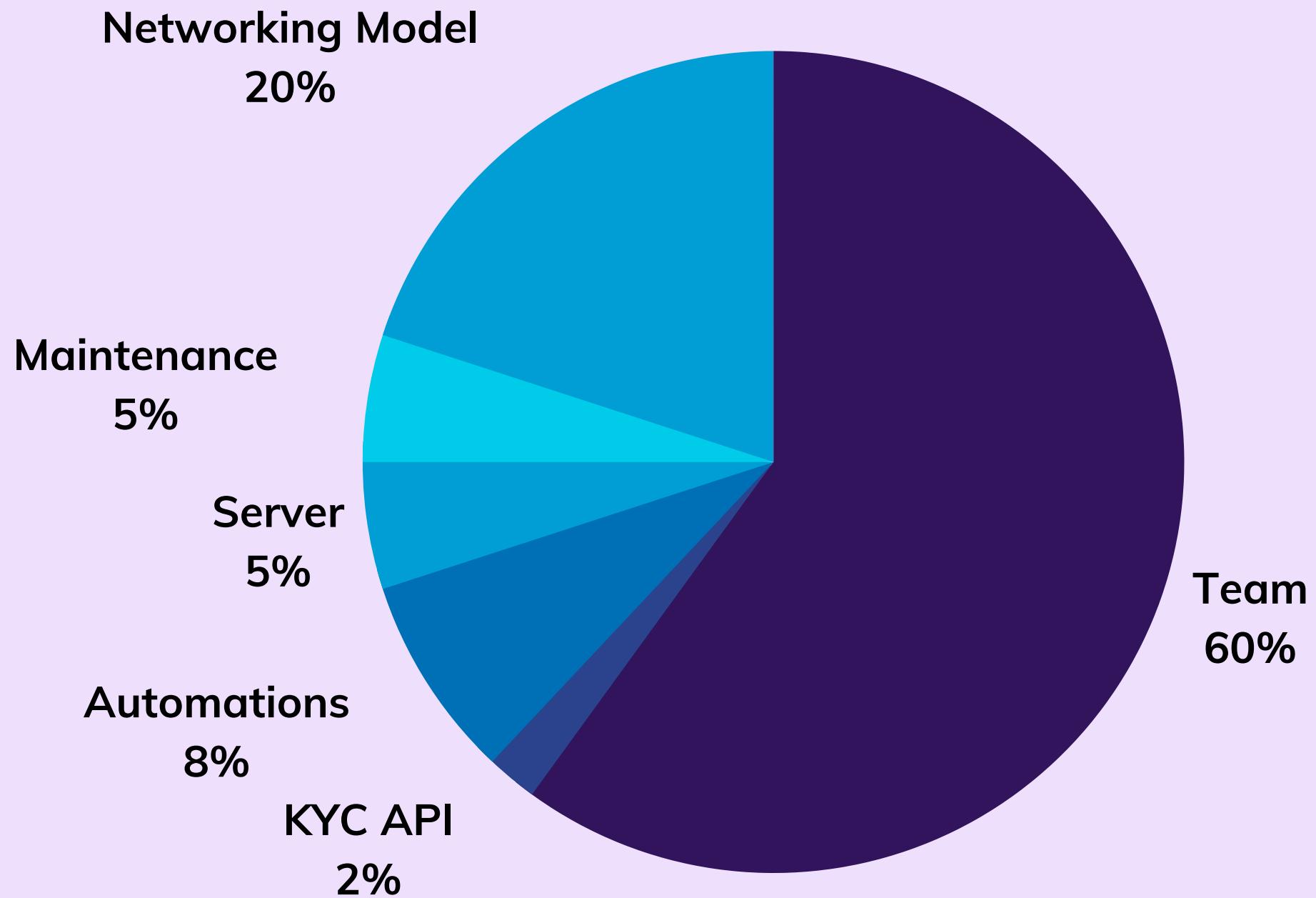


Startup? Bizdateup

Learn - Earn - Grow - Incubate -
Accelerate - Network - Valuations - Pitch
decks - Mentorships



BUDGET & DISTRIBUTION



TOTAL BUDGET
₹ 1,50,00,000



Thank you!