

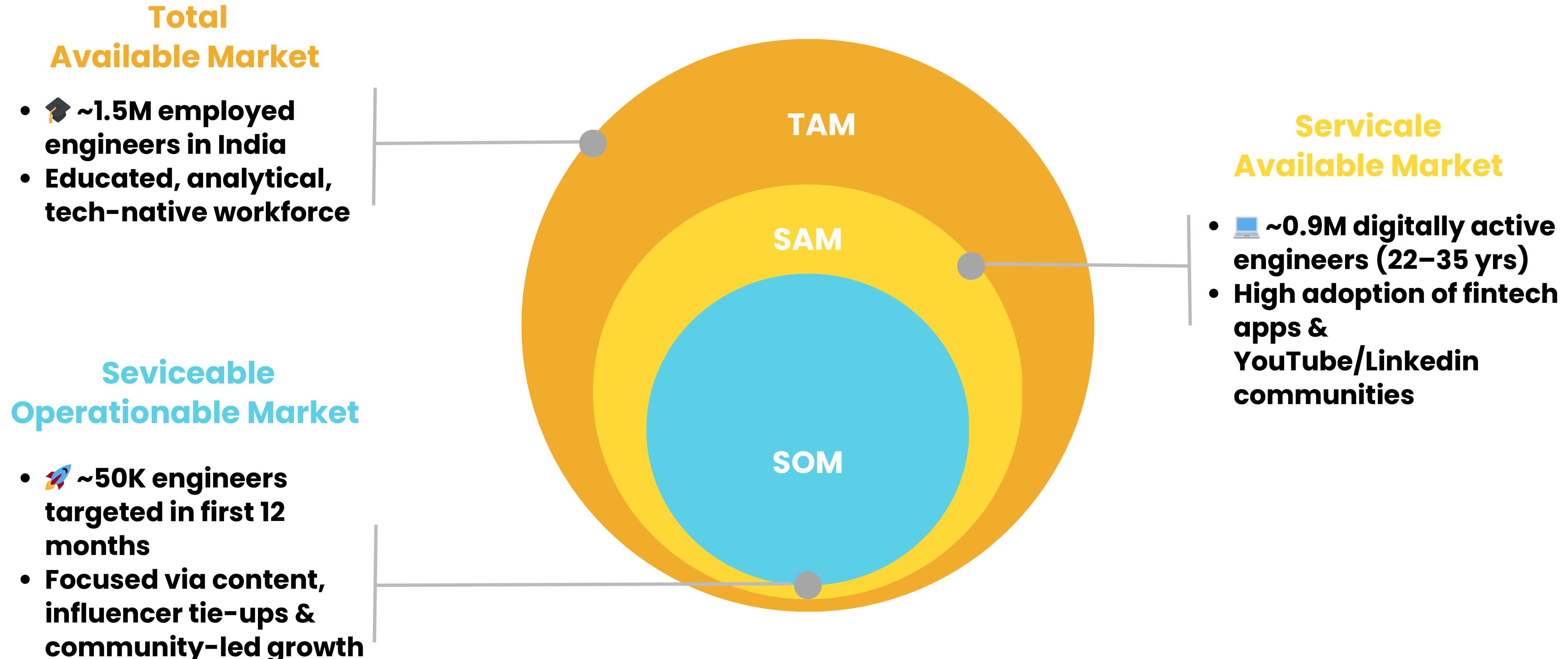


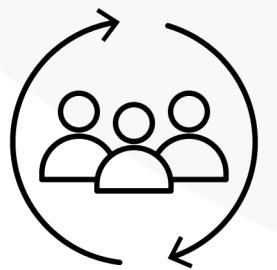
From Code to Capital

**Empowering Engineers: Bringing India's
Tech Talent into Trading with Nubra**

Presentation by-
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Market Sizing: From 1M Engineers to 50K Traders





Why Engineers?

Engineers in India = 1.5M new grads yearly, tech-savvy, underemployed, and seeking income → perfect early adopters for trading automation.

Huge Talent Pool

- **1.5M graduates yearly**
- **Actively seeking growth & income**

Underemployment Pressure

- **Only ~10% get quality jobs**
- **Many look for side income streams**

Analytical & Tech-Savvy

- **Strong with numbers & problem-solving**
- **Early adopters of APIs, tools, automation**

Networking

- **Strong alumni & online presence**
- **Word-of-mouth spreads fast**

Nubra GTM Framework

Product

All-in-one trading platform + ₹0 Demat, ₹1 trades, pro tools

Distribution

Online-first: LinkedIn, Slack, YouTube, Quora + influencers
Community

Timeline

12 months: Pre-Launch → Launch → Post-Launch



Customer

India's 1M+ engineers – digital natives, analytical, early adopters

Competitive Advantage

API + automation + ₹1 trades (tech-first approach)

Business Model

Zero brokerage (Free Entry) + upsell advanced tools/features

Go-to- market Strategy for Nubra



- Build India's largest trading community of engineers
- Position Nubra as the go-to tech-driven trading platform

1-Year GTM Plan (3 Phases)



**Phase - I: Pre Launch
Awareness &
Education**

**Phase -II: Launch
Adoption Push**

**Phase -III: Post Launch
Engagement &
Retention**

Phase I : Pre- launch (Awareness & Education)

- **Objective: Build awareness among engineers before adoption.**
- **KPI: 1,000 Slack/Discord members, 10 influencers onboarded**
- **Timeline: 3 months**

Channel	Activity	Resources
Blog+ YouTube	"Trading for Engineers" content series	Content writers, video editor
Quora + LinkedIn	Answer finance + tech Qs, thought leadership	Analyst interns, community manager
Influencers	Partner with 10 tech/finance creators	Marketing budget, outreach team

Phase II : Launch (Adoption Rush)

- **Objective:** Drive active usage of Nubra among engineers.
- **KPI:** 10,000 active users
- **Timeline:** 1 month

Channel	Activity	Resources
Blog + Newsletter	Organic launch announcement	Content team, CRM tools
Paid Ads	Coverage in Product Hunt India, YourStory	PR agency, media contacts
Influencers	Partner with 10 tech/finance creators	Marketing budget, outreach team

Phase III : Post- Launch (Engagement & Retention)

- **Objective: Keep engineers trading & engaged.**
- **KPI: 50% monthly retention, 20% API adoption**
- **Timeline: 8 months**

Channel	Activity	Resources
Referrals	Gamified referral program	Dev team, rewards budget
Trading Challenges	Monthly competitions for engineers	Ops team, prize pool
API Hackathons	Feature co-building with power users	Tech team, event budget

Competitive Landscape & Our Advantage



Risks

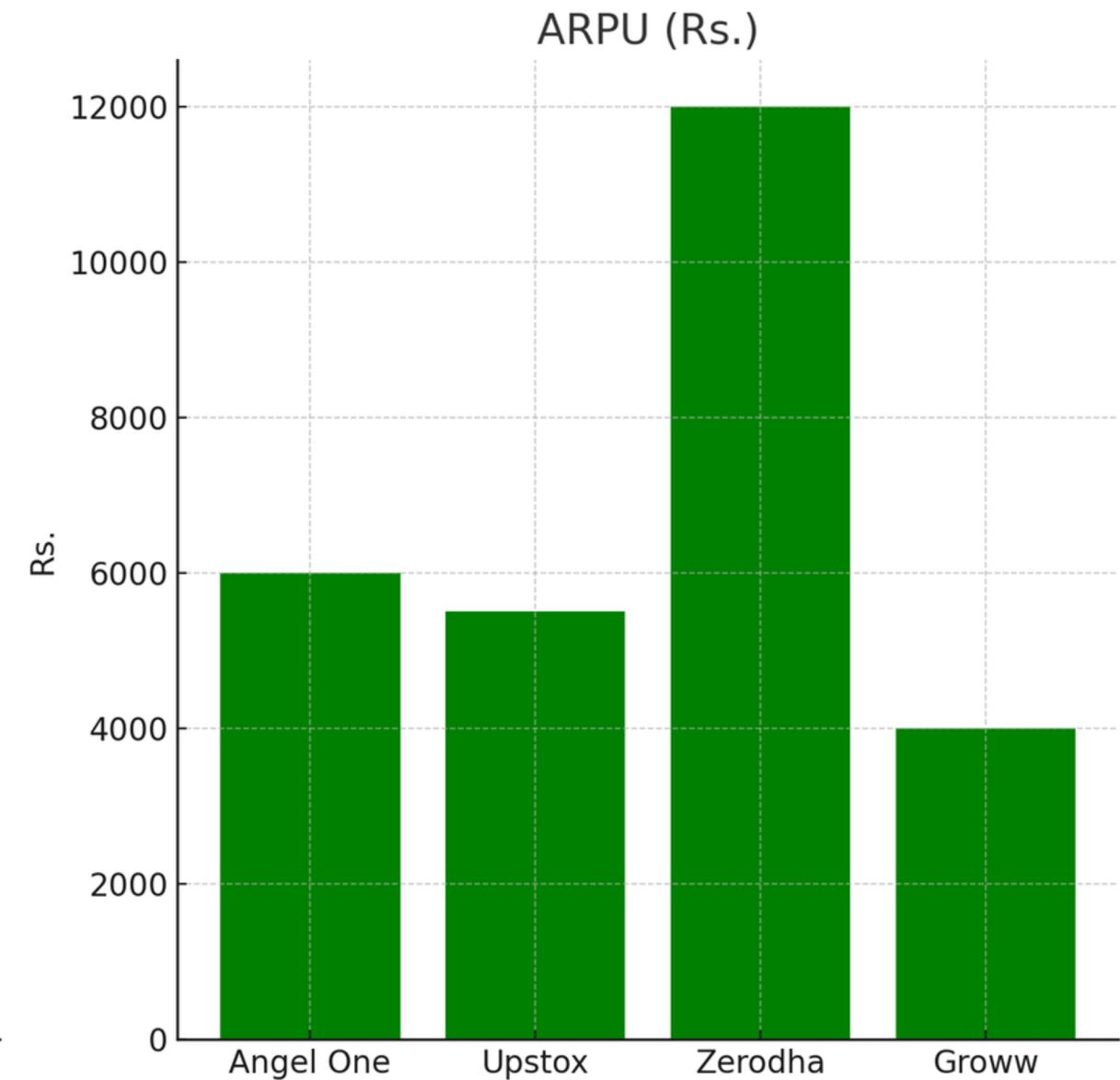
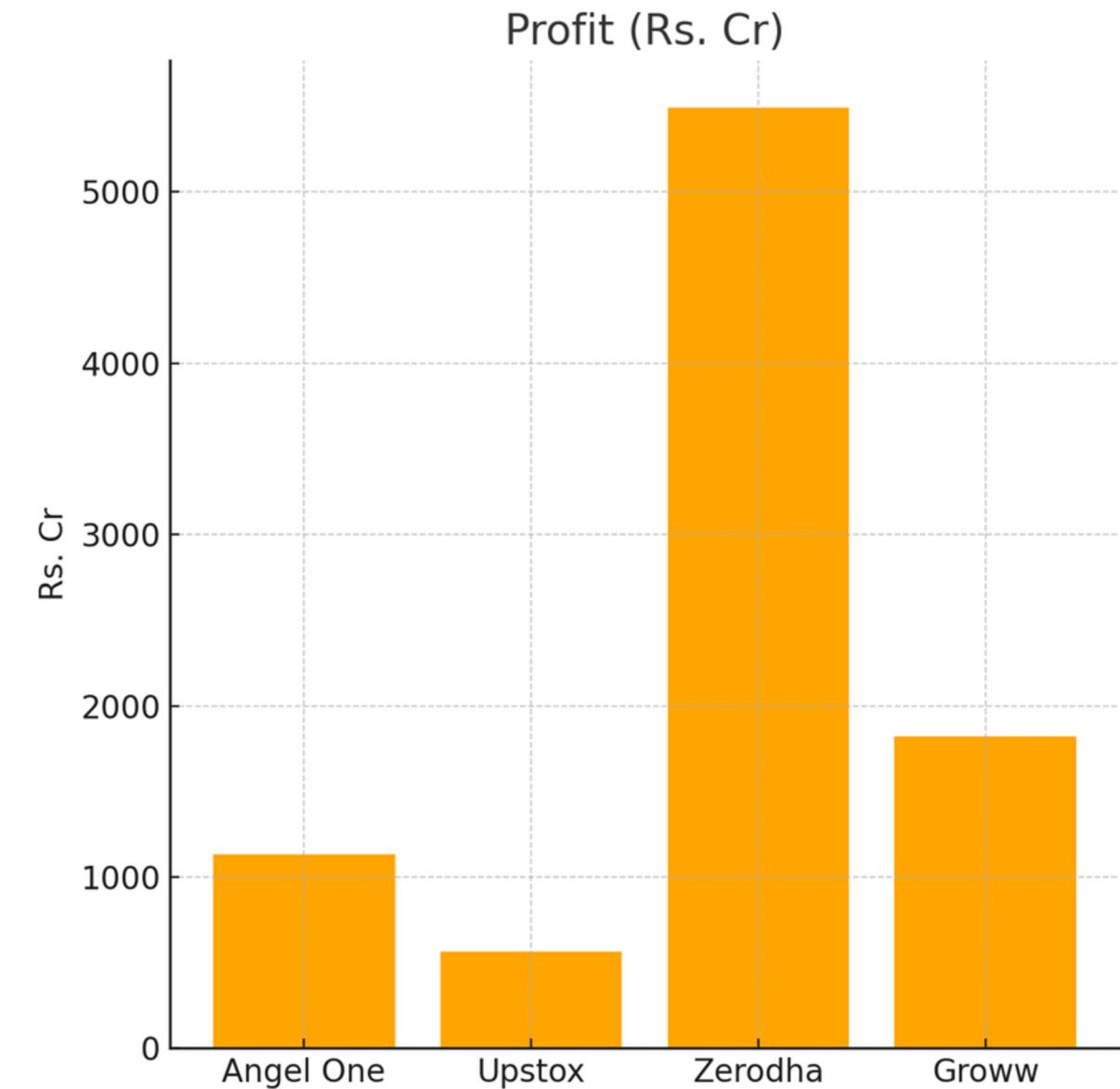
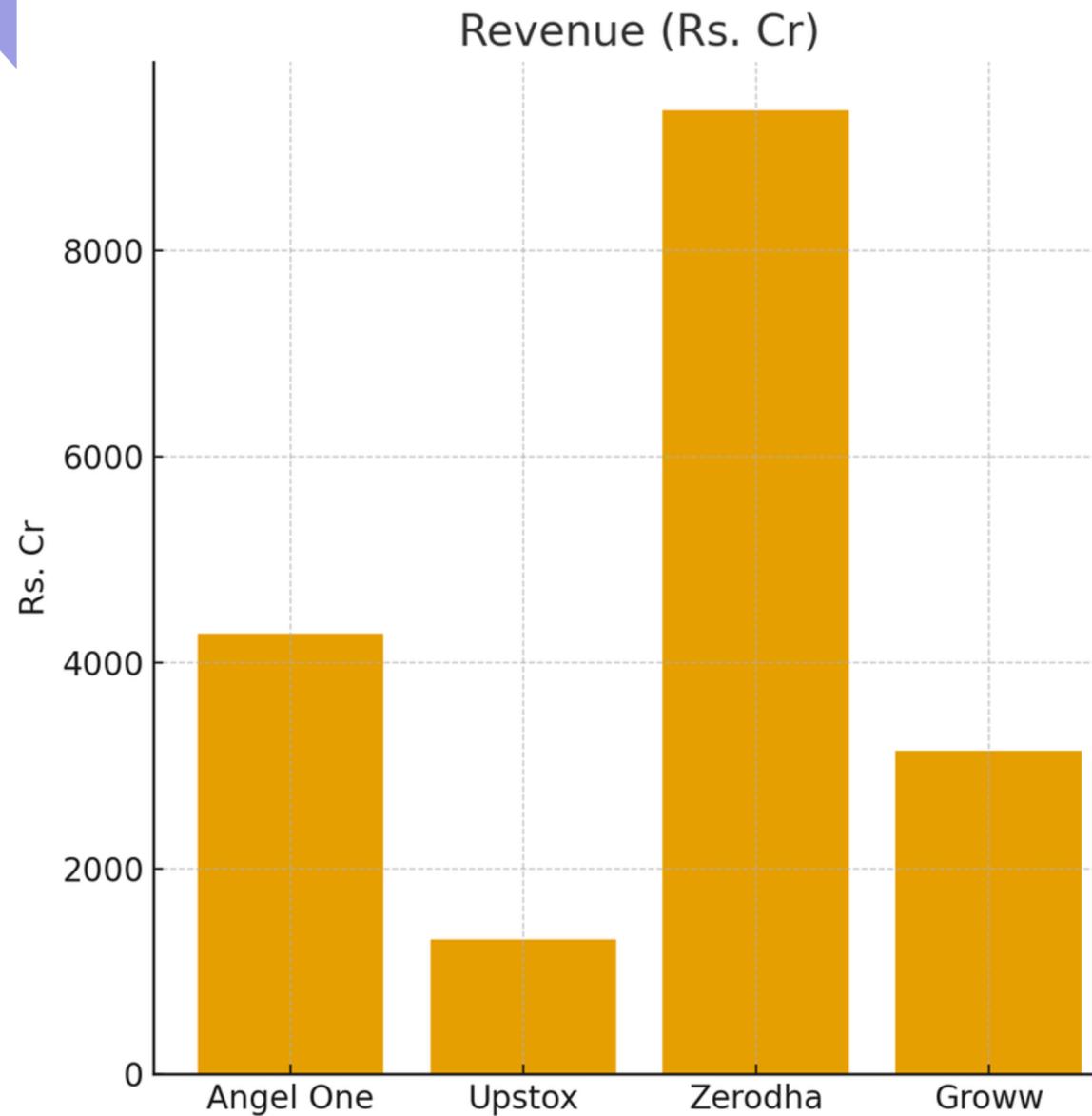
- **Competition:** Big players like Zerodha, Upstox, Groww dominate market
- **User Churn:** Young users may try, then drop off
- **Regulation:** SEBI tightening norms on APIs & algo-trading
- **Trust Barrier:** New platform = credibility gap with engineers



Nubra's Edge

- **API + Automation:** Engineer-first differentiator (not offered by all competitors)
- **Low Cost:** ₹0 Demat, ₹1 trades vs higher fees elsewhere
- **Community:** Slack/Discord, hackathons, competitions build stickiness
- **Speed to Market:** Targeted engineer-first GTM avoids “generic trader” crowd

Competitor Landscape



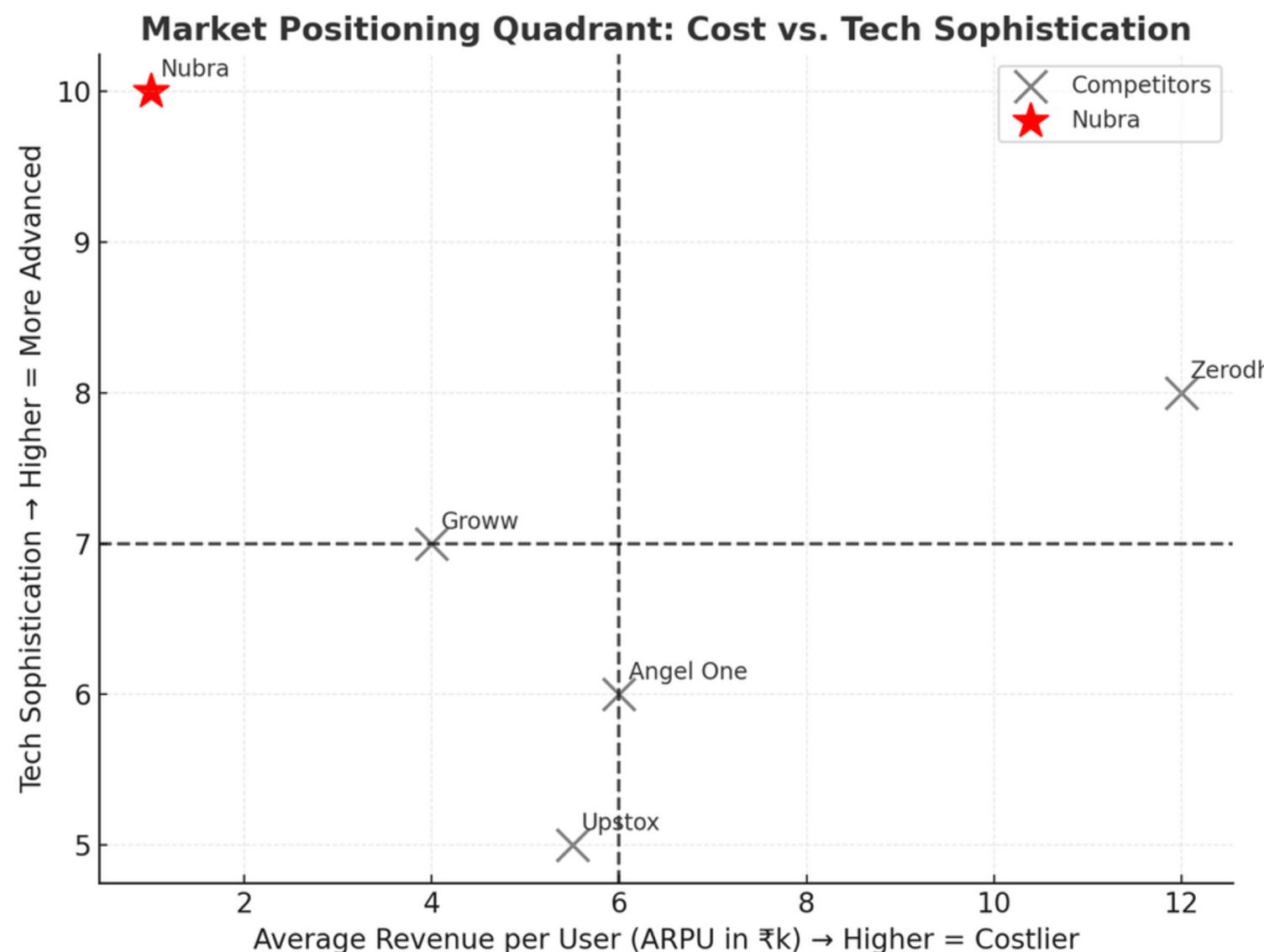
- Zerodha leads in revenue and profit with the highest ARPU (₹12,000), showing strong monetization efficiency.
- Angel One balances scale and profitability with 20M users and steady earnings.
- Groww has rapidly built a large user base (13M) but struggles with low ARPU (₹400) and losses.
- Upstox lags in both profitability and user monetization, making it the weakest competitor.



Why Nubra Wins

✗ Others' Weaknesses

- **Zerodha**
→ High ARPU but intimidating for beginners
- **Groww**
→ Big user base, low ARPU, weak tools
- **Angel One**
→ Legacy platform, not engineer-focused
- **Upstox**
→ Smaller user base, weak monetization



✓ Our Differentiation

- **🚀 API-first**
→ build & automate like coding
- **⚡ ₹1 trades + zero brokerage**
→ no entry barriers
- **📊 Smart Flexi Orders + pro chart**
→ advanced but simple
- **👤 Community-driven growth**
→ hackathons, challenges

Where others serve the masses, Nubra is built for the analytical, tech-driven engineer segment – combining affordability with automation.

Source: Fiscal Year Report 24, Economic Times, TOI

Key Metrics to track Growth & Engagement

- 1
- 2
- 3
- 4
- 5

USER GROWTH

Signups per month (activation)

Target: 10k+ active users/Month, 5k community members

RETENTION

Active traders vs dormant accounts

Target: 50% monthly retention, rising trading frequency

API ADOPTION

% of engineers adopting API features (engagement)

Target: 20% of active users using APIs

REFERRALS

CAC (Customer Acquisition Cost) vs LTV (Lifetime Value)

Target: 15% of new users via referrals

ECONOMICS

Community size (Linkedin/Facebook/Slack/Discord)

Target: 15% of new users via referrals



Key Takeaways

- 🤖 Nubra turns engineers → traders with API-first, ₹1 trades.
- 🌱 1-year GTM: Awareness → Adoption → Retention.
- 🎓 1.5M grads/yr = perfect early adopters.
- ⚡️🔥 Edge: Automation + Low-cost + Community buzz.

Thank You!

Sources-

AICTE Reports, LinkedIn, Ministry of Labour & Employment Reports, NITI Aayog Reports, FY 24 Reports, TOI, Economic Times

Tech Stack-

Power BI, Matplotlib,
Numpy, Panda

