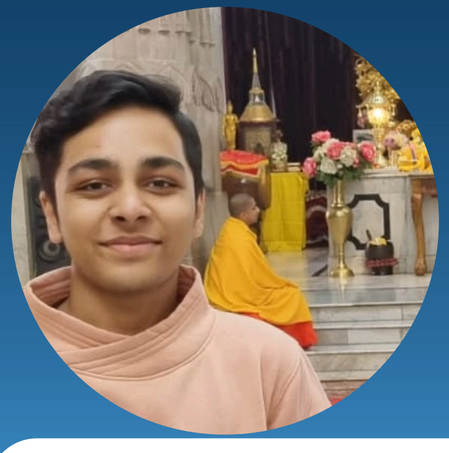
IIT Delhi's Rendezvous
A Bewitching Euphoria ✦ March 9-12

PokerBaazi
YOU HOLD THE CARDS

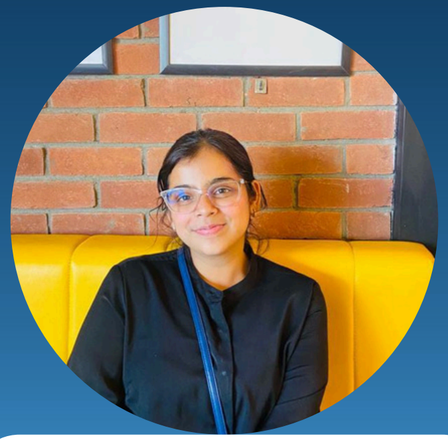
ShARE
IIT DELHI

ALL-IN
STRATEGY CHALLENGE

TEAM QUARTET



Sajal Mittal



Bhavya Singh

Raksha Kushwaha

Rajneesh Kumar

Overview

ABOUT POKERBAAZI

- Pokerbaazi, launched in 2014 belongs to the house of Baazi games and has a userbase of 2.5Mn.
- It supports different variants of online poker like texas Hold'em,PLO-4,5,6 etc.
- Tournaments are organised to provide a competitive experience.
- PokerBaazi recorded INR 249 Cr in revenue in FY22, clocking a 64% YoY growth in revenue.

Target

- To increase retention percentage of users playing any game (free or real money) after sign-up.
- To improve median engagement time per week on the product for new and old users.

PROBLEM

55% 'Organic' users usually stop playing within 3-5 days without trying any game formats.
These players have been driven to the platform without any paid ads. Hence reasons for high churn rates are:

- Lack of attractive offers for users
- New players find it difficult to understand the game
- Absence of a feature to show off their poker skills
- Users don't find the environment competitive enough.
- Need of features that tempt the users to spend more time on the app.

Market Research

PRIMARY RESEARCH

STRATEGIES

- PokerBaazi have a strong social media presence with over 100,000 and 200,000 followers on instagram and facebook respectively.
- They also sponsor events and tournaments to increase their brand visibility.

MARKET SIZE

- The online gaming market in India is expected to reach $3.8 billion by 2024, with a CAGR of 22.1%.
- The online poker market is expected to grow at a CAGR of 22.7% during the forecast period.

TARGET AUDIENCE

- PokerBaazi's target audience is young adults between the ages of 18-35 who are interested in online gaming & are looking for a platform to play poker.
- They target individuals who are interested in competitive games

COMPETITORS

- PokerBaazi faces competition from other online poker platforms such as Adda52, Spartan Poker, and PokerStars India.
- It's user-friendly interface and seamless gaming experience gives it an edge over others.

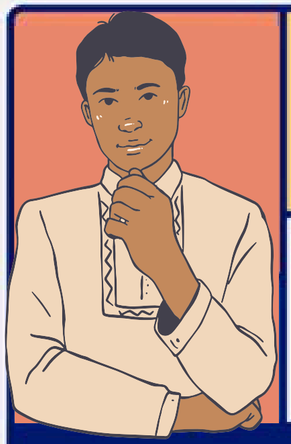
SECONDARY RESEARCH

- PokerBaazi is a leading online gaming portal for skill based games, primarily Poker in India that targets young adults interested in online gaming and competitive games.
- It is ranked as second best platform for poker in India.
- It primarily markets itself through digital channels and faces competition from other online poker platforms.
- The overall online gaming market in India is growing, PokerBaazi has the opportunity to expand its user base and market share.

Sources

- https://timesofindia.indiatimes.com
- https://inc42.com

User Persona



ROHIT BEGWANI

Age:	28
Location:	MUMBAI
Occupation:	BUSINESS
Income:	-
Status:	MARRIED

LARGEST MANUFACTURER OF THERMOCOL IN INDIA GOT CALLS FROM IIM'S BUT UNABLE TO JOIN.

GOALS

TAKE CARE OF HIS BUSINESS AND FEED A FAMILY OF FOUR

PERSONALITY TRAITS

PASSIONATE
HELPFUL
INTELLIGENT
CURIOUS

FRUSTRATIONS

NOT ABLE TO PURSUE HIS LOVE FOR MATH AND MANIPULATIONS

PREFERRED BRANDS AND INFLUENCERS

APPLE
STARBUCKS
BOAT

PARIDHI SINGH

Age:	22
Location:	RANCHI
Occupation:	STUDENT
Income:	-
Status:	SINGLE

SHE IS SERIOUS ABOUT PLAYING POKER AND WAS ONE OF THE PLAYERS IN NPS FINALS.

GOALS

CLEAR CAT EXAM AS WELL AS PURSUE POKER AS A CAREER

PERSONALITY TRAITS

SMART
HAPPY
LEARNING
MOTIVATED

FRUSTRATIONS

UNABLE TO DECIDE WHICH PATH TO FOLLOW.

PREFERRED BRANDS AND INFLUENCERS

REDMI
McDONALD'S

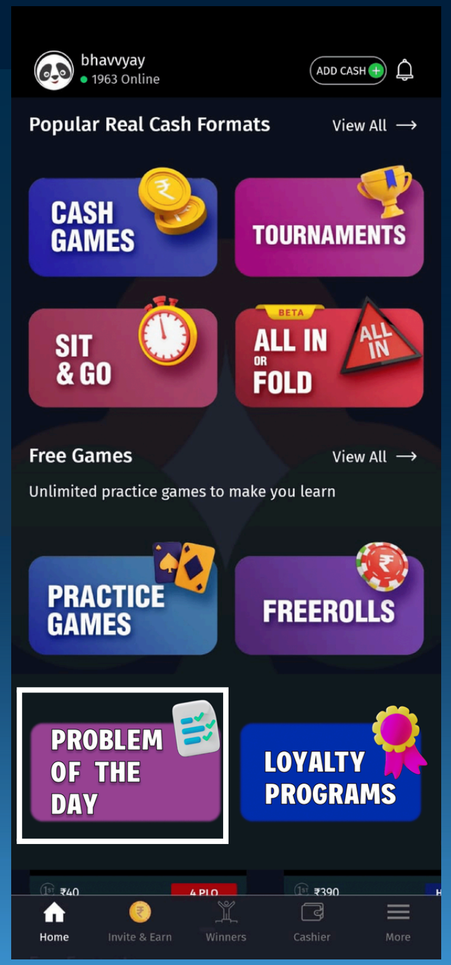
Solutions

1.Understanding the Game

Major Problem

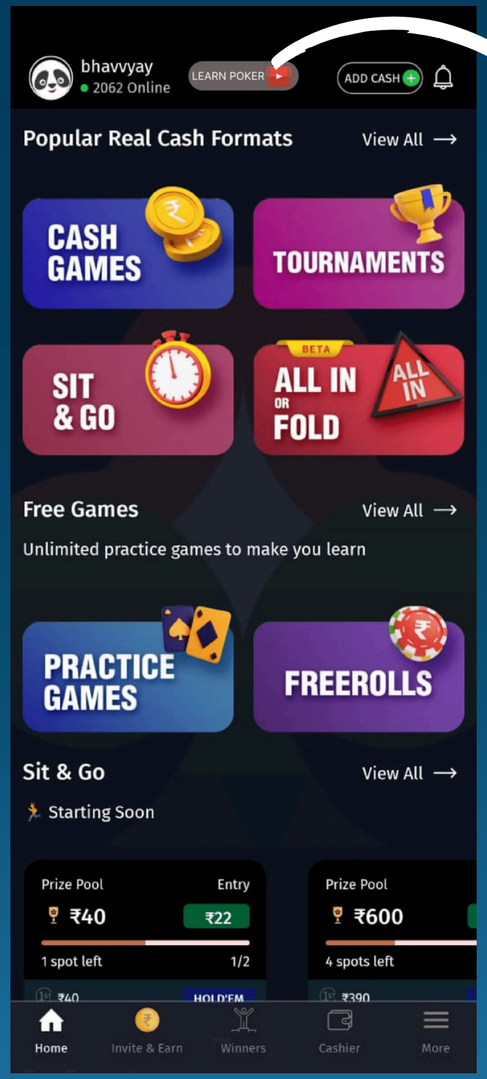
(i) Daily tasks

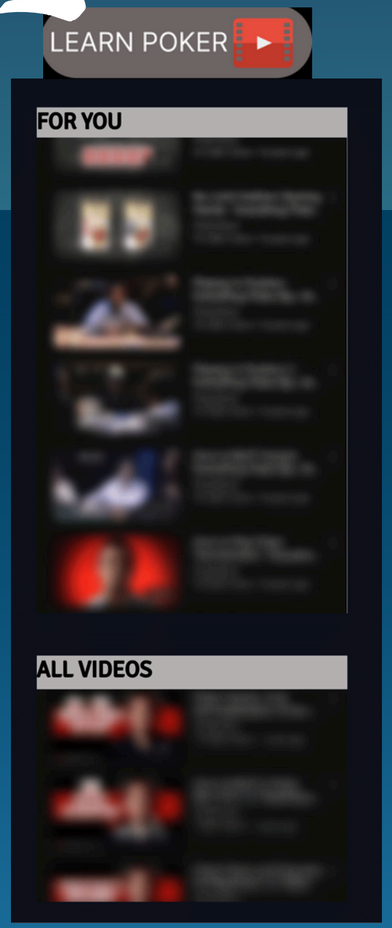
- Challenging game problems will be given daily along with their bot analysis.
- A new page will be added which will be helpful in better and fast learning of games.
- This will ensure that players do not get bored and engage more frequently. Also, the median engagement time per week will increase.



(ii) Shorter learning videos

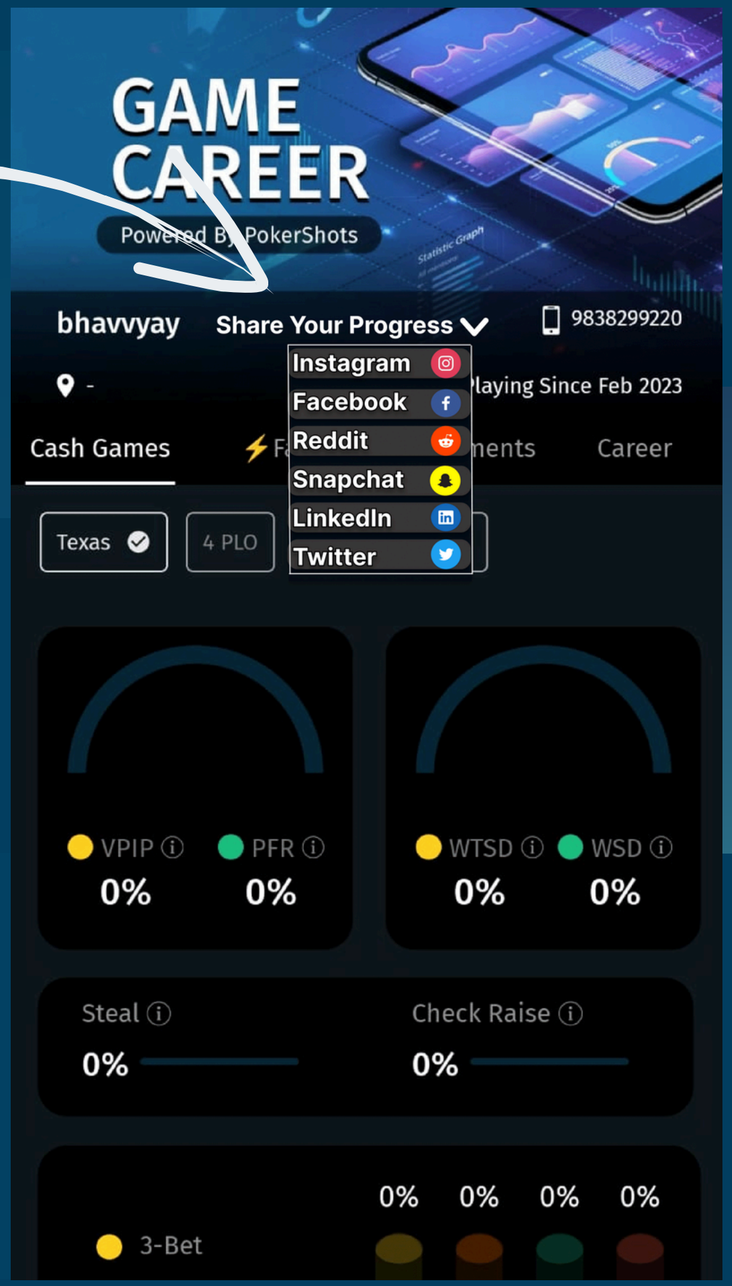
- Instead of the regular videos that are given in the app to learn poker, we can have short 30 second videos.
- These videos will be customized according to the user's game history and needs.
- As the videos are short, the small concentration span of humans will not be a problem.





2.SHARING PROGRESS AND SKILLSET

- We can add a **share your progress** button which will allow users to share their achievements on social media.
- When they will share it on social media, a referral link will also be shared which will allow the viewer to download the app from link.
- Referral benefit will be given to the viewer who downloaded the app.
- Sharing progress/achievements will create curiosity among the friends of the user.
- This will also motivate the user to spend more time on the app in order to make their gameplay better.



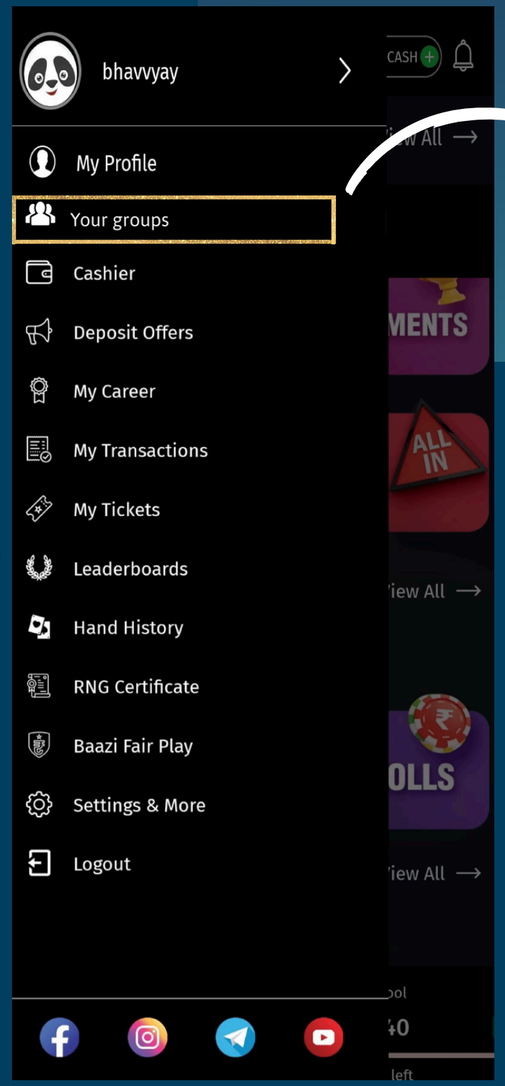
3.Developing Competitive Environment

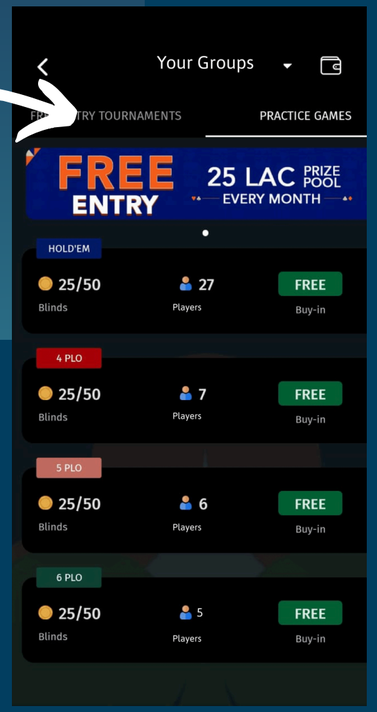
(i)Giving badges

- Badges can be assigned to players which will be shown on their profile
- Badge earning history will be displayed in graphical format.
- Badges will be upgraded based on the player's performance.
- This will motivate the users to play more in order to earn higher badges.

(ii) Weekly competition and rewards

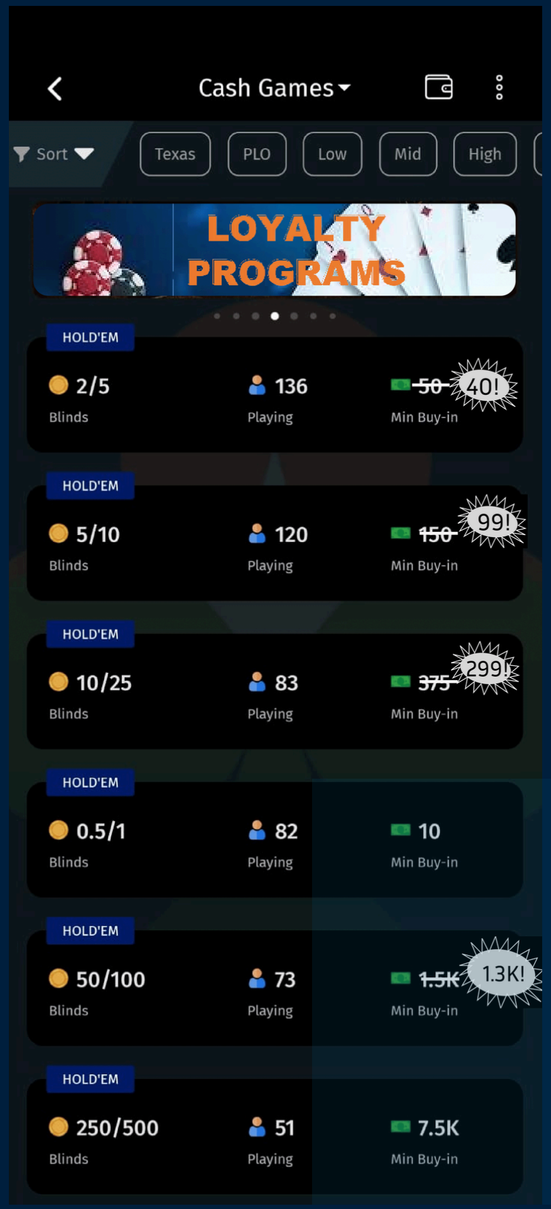
- Players at same level/experience will be divided in groups to compete in weekly challenges.
- Winners of these weekly challenges will be given rewards and mystery boxes.
- Such challenges will amplify the competition and increase user engagement time.





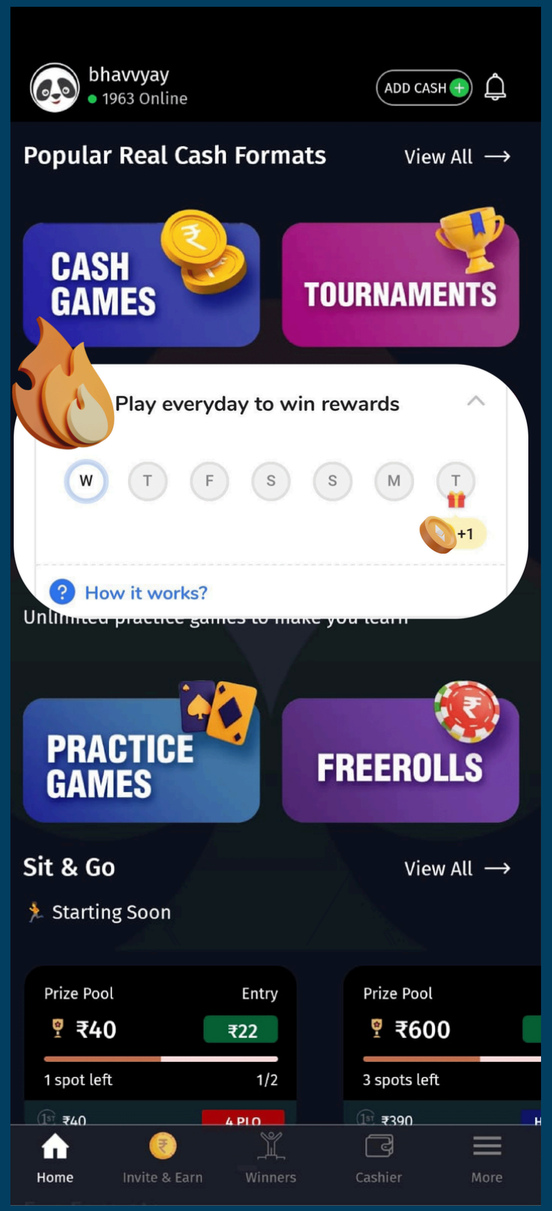
4. Attractive offers

- **Special discounts** and **loyalty programs** can be offered to new users
- These offers will only be available until 2 weeks after joining.
- This will tempt the users to try out the games due to the low prices.



5. Other Exciting features

- On having a continuous winning/ visiting **streak** rewards will be given.
- Mystery boxes will be waiting for them after each weekly streak.
- Rewards will be multiplied as the streak increases.
- Mystery boxes may sometimes contain actual vouchers which will make users visit regularly.



MAJOR REASON

PROBLEM: 55% of organic users leave within 3-5 days without trying any game formats.

Difficulty in understanding the game is the most important issue that needs to be addressed at the earliest.

- As the users are not familiar with the rules of various game formats, they are unable to try them out.
- The ability to play multiple tables and many hands per hour makes the online players do not get engross in the game sooner than expected. Users play without any aim/task and hence get bored easily.
- The players do not feel the need to play the game daily due to lack of rewards and non-availability of the feature of making streaks.
- Regular monotonous videos make the users lose interest in learning the game.

SUCCESS METRICS

Type	Narrative
North Star 🌟	• Increase in number of Daily Active Users. • Increase in mean time spent by users on the app per week.
Awareness	• Number of new users downloading the app. • Number of new users coming from referral links and social media.
Aquisition	• Number of unique user accounts made. • Number of new groups formed.
Activation	• Number of daily visits. • Increase in participation in tournaments and weekly challenges.
Retention	• Number of new users continuing with the app. • Churn rates after implementation of suggested solutions.
Happiness	• App store rating • Net Promoter Score

THANK YOU!