



# Growth Strategy for Padh.Ai

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# Company Overview

Padh.ai is an AI-first product through which solves the pressing problems of UPSC aspirants using technology. They envision democratizing UPSC preparation (and making it fun!).

# Product Overview

The MVP app lets UPSC aspirants duel questions from various subjects such as Current Affairs, Science, Economics, and other exam subjects with friends and other aspirants.

# Problem Statement

**To reach out to UPSC aspirants throughout the country and scale to 100K+ users in a month.**

**To develop a strategy to reach out to the aspirants in the most time and cost-efficient manner**

# Tasks

- Identify 5 communities/forums/social media groups etc where UPSC aspirants actively engage.  
Develop a GTM strategy for one of the
- community
  - Estimate the potential unique impressions that can be achieved through this community  
Propose the content strategy to
  - acquire users from the community.

# Solution Approach

- Identifying the correct channels for the strategy  
Devising a '**Channel Ambassador**'
- and a '**Bi-Weekly Duel Tournament**'  
plan to acquire users and increase app userbase  
Introducing additional features in the app for the strategy
- Devising plans for retaining the userbase
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# Available Online Channles

Platform	Category	Channel/Page/Group Name	Number of followers/members
Discord	General Study Channels	Books, Coffee and Dreams	6600
		Study Aesthetic	5200
	UPSC Channels	UPSC CSE	5500
		UPSC+	1300
Instagram	Pages	UPSC World Official	1.8M
		_upsc_notes	722k
		UPSC Goals	1.4M
		upsc_trick_only	957k
		upscmeme	357k
		upsc_guide	851k
Facebook	Pages	Mission UPSC	1.4M
		UPSC India	74k
		UPSC Gyan	97k
		UPSC Only	326k
		Mission UPSC India	186k
	Groups	UPSC Tayari(Mission IAS & IPS)	97k
		Mission UPSC	1.7M
		UPSC GK GS Group	472K
Telegram	Groups	UPSC Current Affairs and GK	279K
		UPSC IAS Static GK GS Quiz	287k
		UPSC SSC CUrrent Affairs GK GS Quiz	330k

# Channel-Product Fit:

## Discord

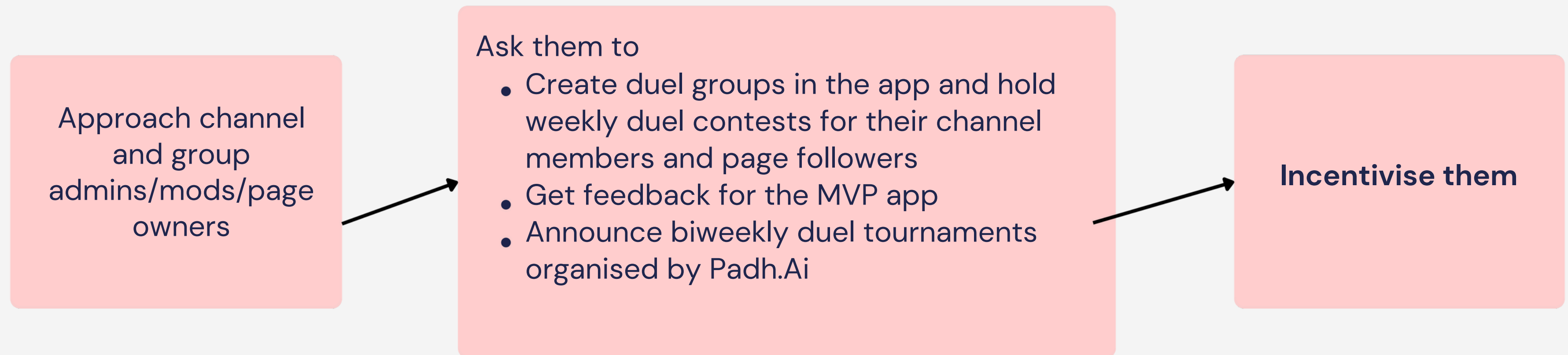
- Discord is a highly collaborative community. The members involved in that community collaborate and compete together.
- Discord channels have study rooms where aspirants sit together and discuss questions. This can be targeted as our product is a learning opportunity in a competitive cum friendly way.
- Discord Channels are mostly active 24x7.
- Impact of advertisement is more in discord channels than Instagram or Facebook Channels
- The admin or mod holds a great position who can be used as a channel ambassador.

	Discord	Instagram	Facebook	Telegram
REACH	6	9	9	6
IMPACT	8	6	6	7
CONFIDENCE	90%	80%	70%	85%
EFFORT	5	6	6	5
RICE SCORE	<b><u>864</u></b>	<b>724</b>	<b>630</b>	<b>714</b>

- Adding the number of members in all researched discord channels(4 channels), we get an approximate number of 20,000.
- Assuming 30% of individuals to be present in 3 channels, 40% to be present in two channels and the remaining 30% to be present in only one channel, we get  
**POTENTIAL UNIQUE IMPRESSIONS= 12500**

# Channel Ambassador

The Channel Ambassador program is an idea to increase the user base of the Padh.Ai app by appointing social media like Discord, Instagram, Telegram and Facebook group owners as the Channel Ambassadors for the app. Through various activities, they will be asked to promote the app in their channels. In return, they and their channels will be incentivised with gifts and rewards.



## Perks for Ambassadors

- For every 50 duels played in the ambassador's group, the ambassador gets rewards like UPSC preparation books, Merchandise, Nitro Boost for Discord Channels etc.
- Increase in followers because of gamification of preparation
- Increase in channel activity

## Perks for Us

- Increased User Base
- Increase in app awareness
- Feedback and Reviews
- Increase in app activity

# **Bi-Weekly Duel Tournaments**

- **Padh.Ai should organise Bi-Weekly Duel Tournaments for existing and new user.**
- **The contest can be for a single subject or for various subjects combined.**
- **The contest can follow Arena format: There will be total of 30 questions and 30 minutes. Each player to answer a question correct gets 2 points and each wrong answer gets negative one point. Simultaneously a live leaderboard shows the ranking of the tournament. The players will be rewarded ratings as per their performance.**
- **Duel Tournaments are a way to acquire new users and engage existing users.**
- **The tournament can be promoted through channel ambassadors.**
- **Highest number of participation from a channel gets rewards**



# User Analysis

## For Ambassadors

Create Group

Add members from friends or  
through link

Group Duel Option

Organize Group Duel by  
selecting subjects, number  
of questions, time etc

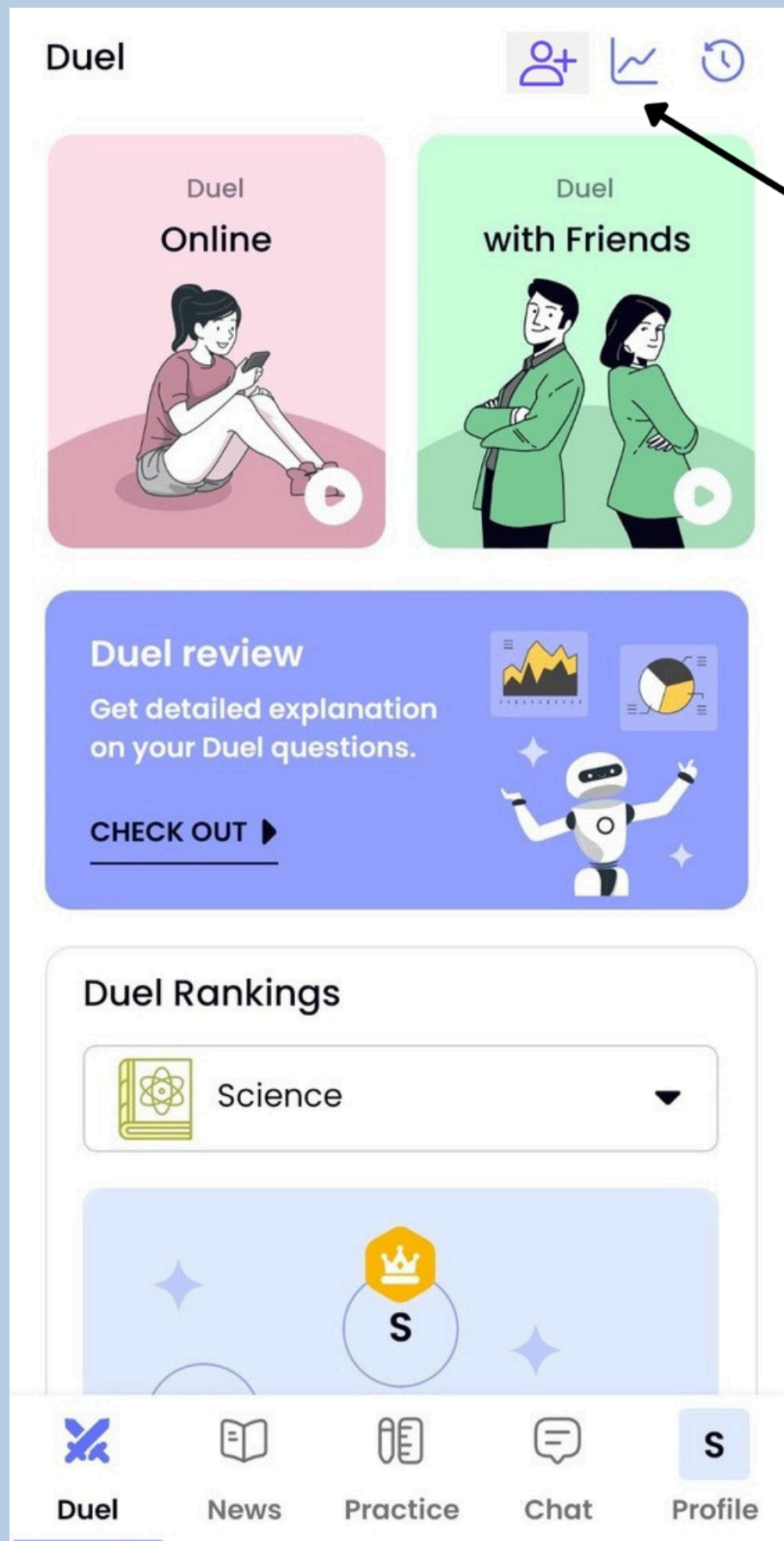
## For participants

Will be notified about  
a group duel

Can challenge  
someone in the group  
or create a challenge  
with multiple users

Can participate in Bi-  
Weekly Tournament  
through links given by  
ambassadors





Create a Group

Ambassadors  
can use  
group link to  
share in thier  
channels

A vertical flowchart for creating a group. It starts with a blue rounded rectangle containing an illustration of four people high-fiving. Below this is a green rounded rectangle with a pencil icon and the text 'Type Group Name'. Next is a pink rounded rectangle with a group of three people icon and the text 'Add from Friend's List'. Finally, it ends with a dark blue rounded rectangle with a link icon and the text 'Share Group Link'.A screenshot of a group chat interface. At the top is a blue header bar with the text 'UPSC DUELLERS' and a close button (two crossed swords) and a menu button (three dots). Below the header are three black speech bubble icons of varying sizes and a light purple rounded rectangle at the bottom, representing a text input field.

# Launch Plan

Development team will work on Designing, Development and Testing of the new features while the strategy and growth team will identify suitable channels and gain user insights and approach ambassadors

	Week 0.5	Week 1	Week 1.5	Week 2	Week 2.5	Week 3	Week 3.5	Week 4
Conceptual Strategy								
Design								
Development and Testing								
Identifying Channels								
Approaching Channel Ambassadors								
Launching Bi-Weekly Tournaments								

# Additional Features and Improvements

- Notifications can be increased. Latest News can be notified.
- The Avg Time Taken per Question axis in the graph in Duel Stats section should be reversed. Graph should not show upgoing nature if time taken increases.
- Add Friend option can be added after an online duel.
- Friends can track and see each other's duelstats.

## Success Metrics

- Churn Rate and Retention: Target is to reduce the Churn Rate and Increase Retention.
- Growth or Consistency in Bi-Weekly Tournament participation.
- Increase in reviews and feedbacks.
- Increase in Channel Ambassador and their activity.
- Increase in referrals.
- Percentage increase in time spent on app by a user

# Retention Techniques

## **Rewards for**

- Duelling 5, 10, 50... times.
- Making 5, 10, 50... friends.
- Spending certain hours on the app.
- Logging in certain number of times

## **Regular Notifications:**

- Challenge your friend to a duel, whoever loses gives a treat
- Your friend has passed your rating, Challenge him for a 1v1
- Why Scroll Reels when you can scroll some news

**Huge rewards for referrals**

# Thank You!

