

# Marketing Plan

By Aakash Goswami



# DISCUSSION POINTERS

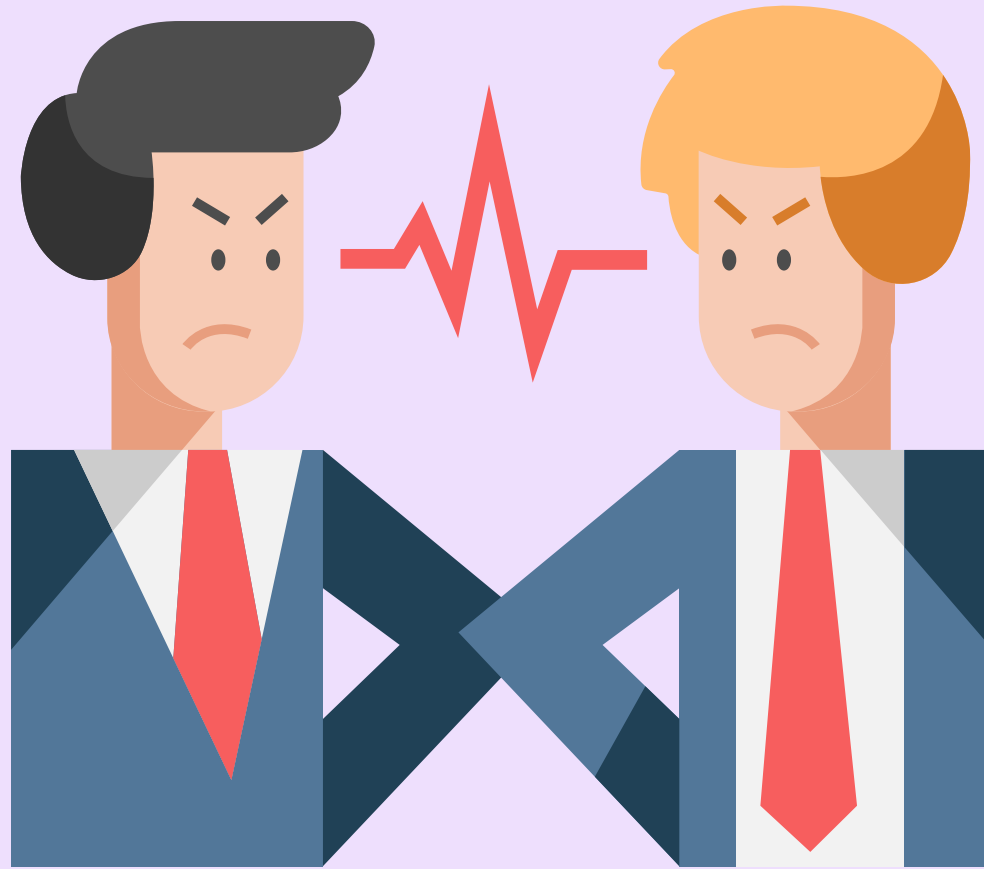


- Executive summary
- Competitors
- Market Analysis
- Target Audience
- Problem
- Solution
- Advertising strategy
- Distribution channels
- Reporting and analysis
- Budget & Distribution

# 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



## Direct competitors

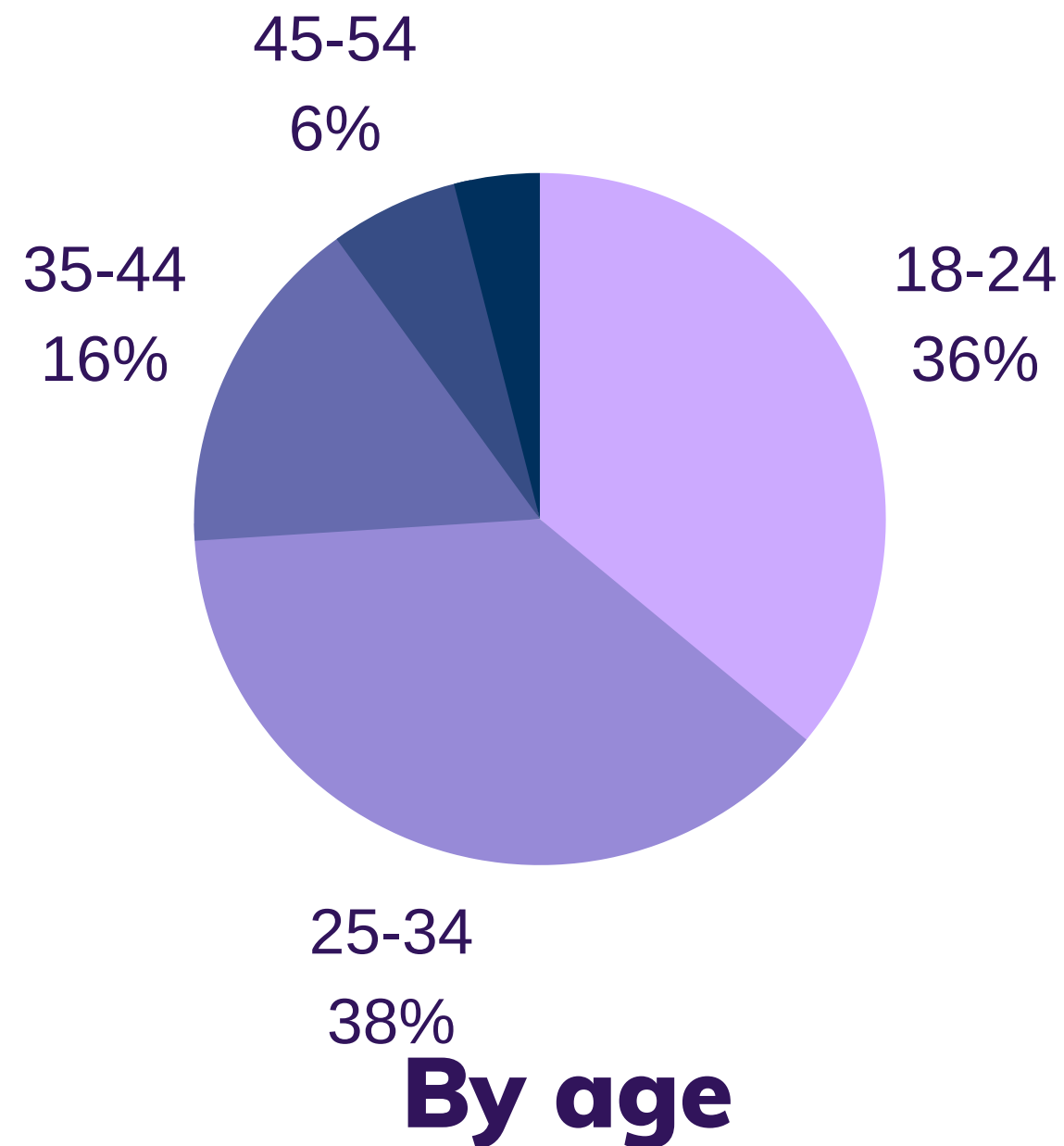
Tyke, Pod, Sateeq and other online platforms who are into startup investments



## Indirect competitors

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

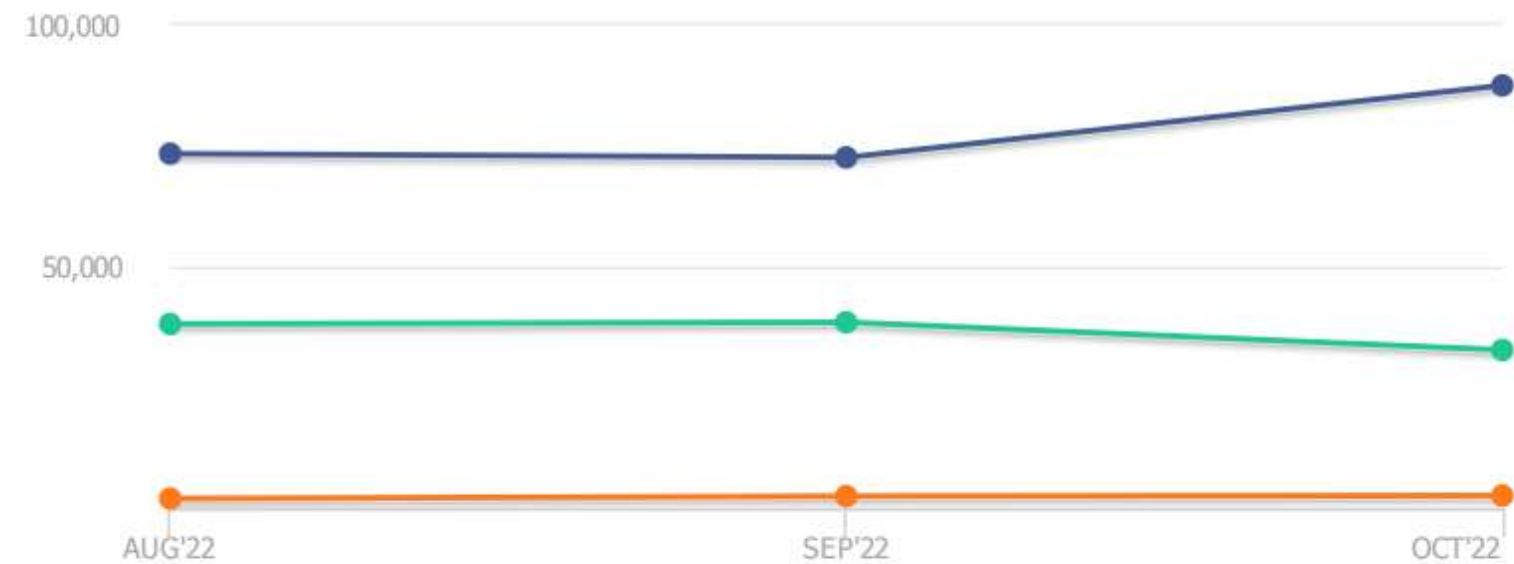
# MARKET ANALYSIS



## Total Visits

Aug 2022 - Oct 2022 | Worldwide

tykeinvest.com podworld.in letsventure.com



## Competitor's traffic



# TARGET AUDIENCE

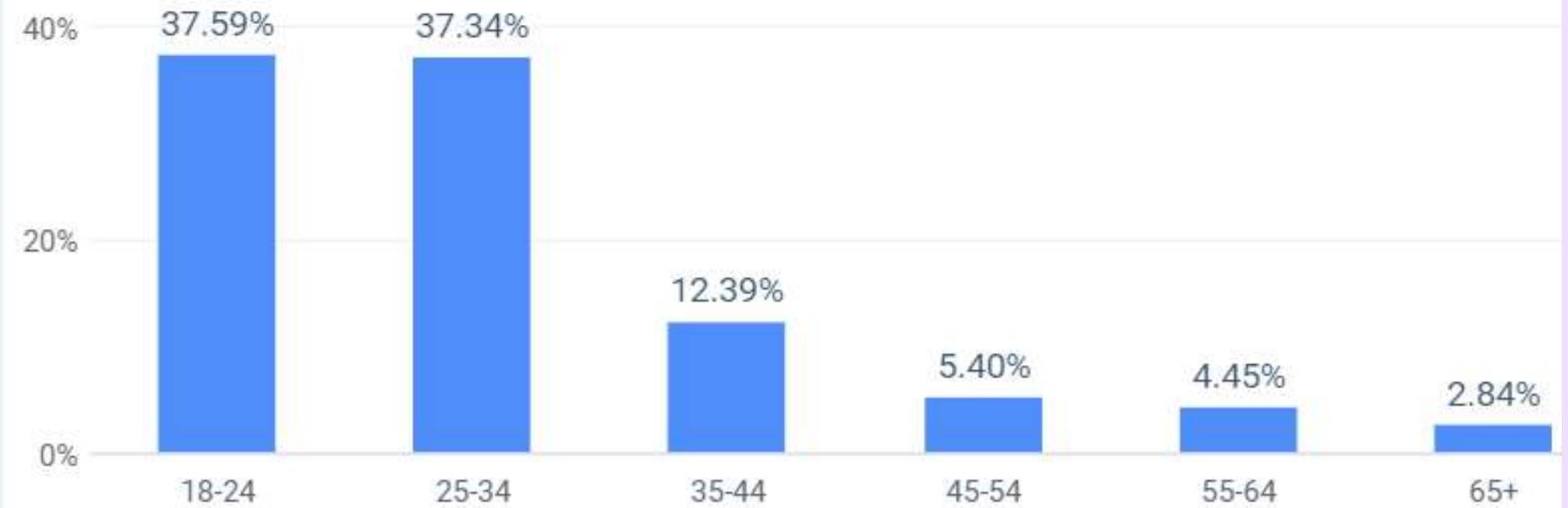
Gender Distribution ⓘ

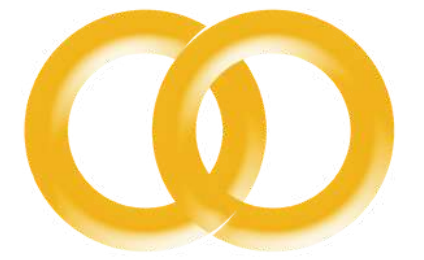


● Male  
**56.30%**

● Female  
**43.70%**

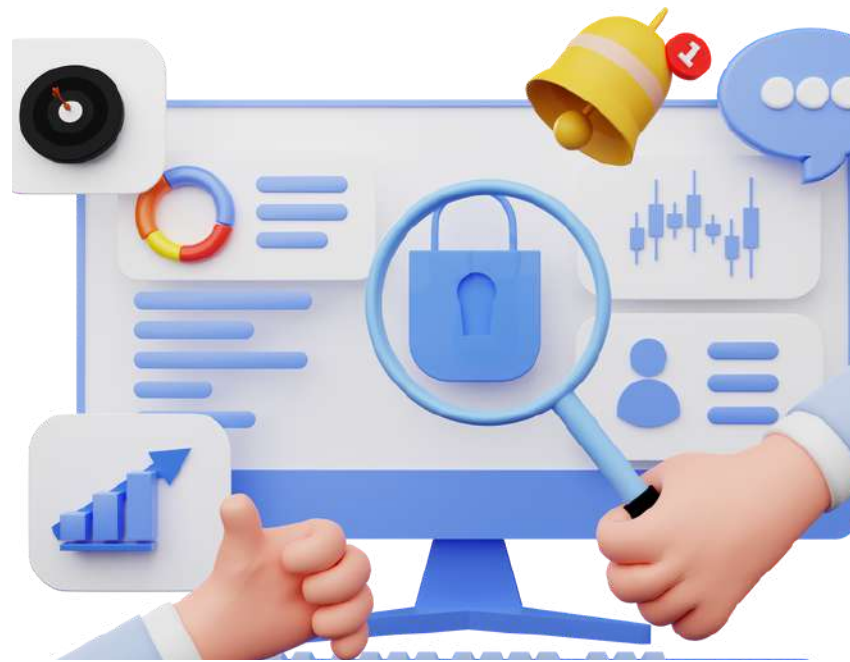
Age Distribution ⓘ





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# MARKETING PROBLEM



**Awareness**



**Trust**



**Profitability**



# 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**

# REPORTING & ANALYSIS

**01**

**Analytics & Data  
Studio**

**03**

**CRM & Journey  
Reports**

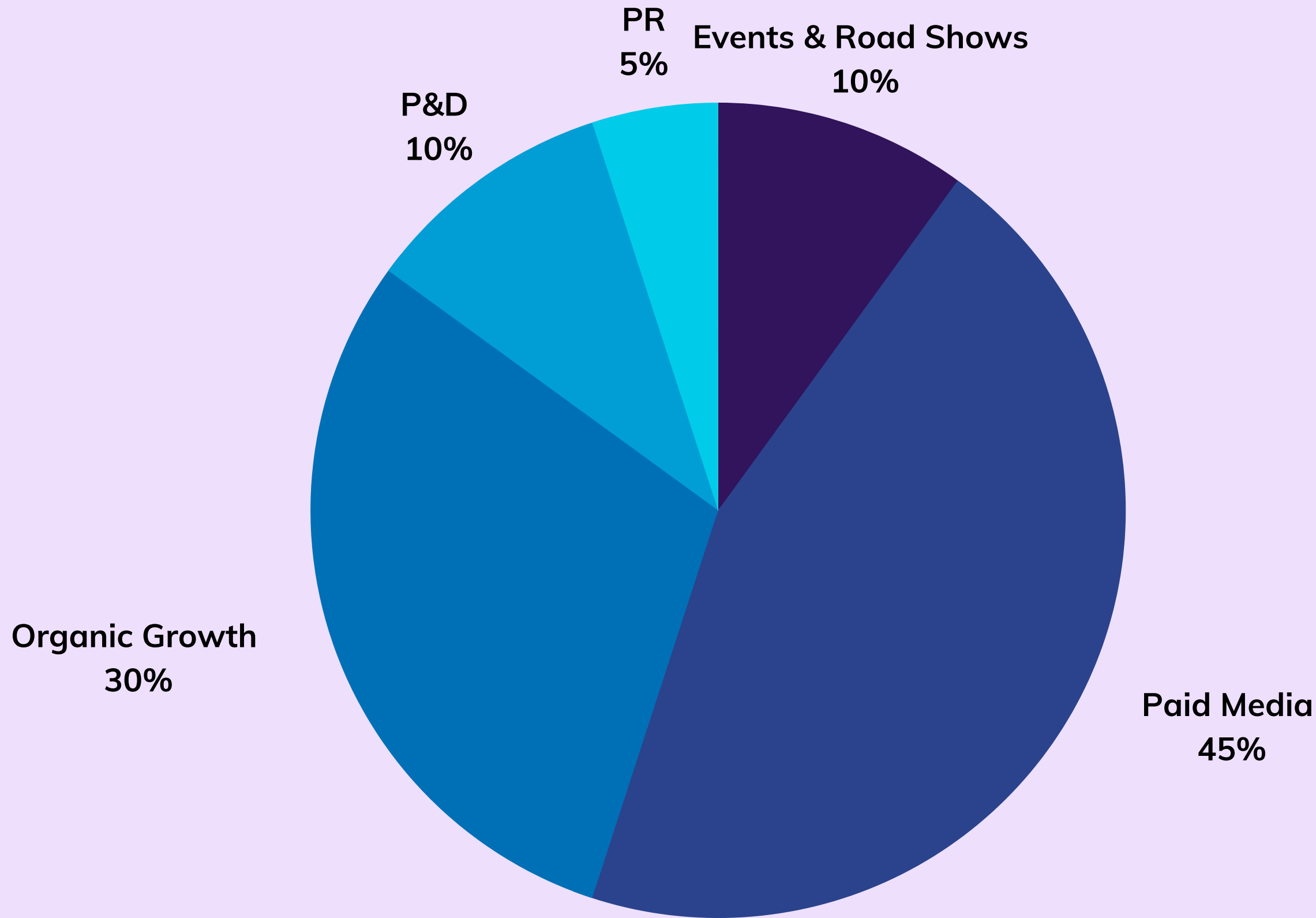
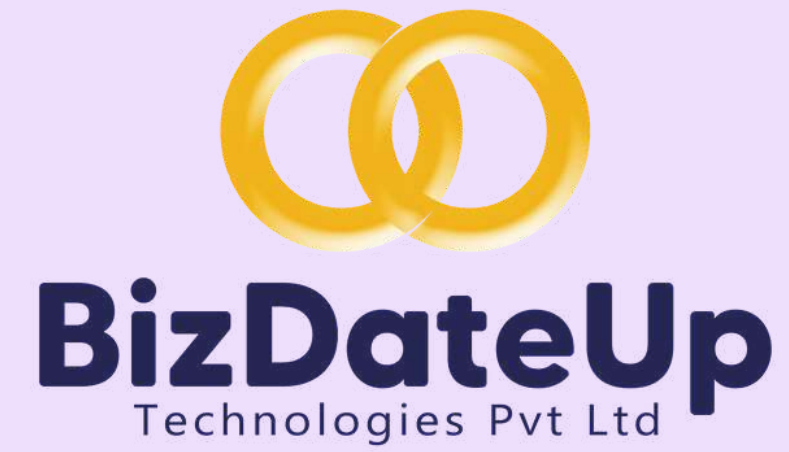
**02**

**WFM Reports**

**04**

**Monthly Growth Reports  
to Stakeholders**

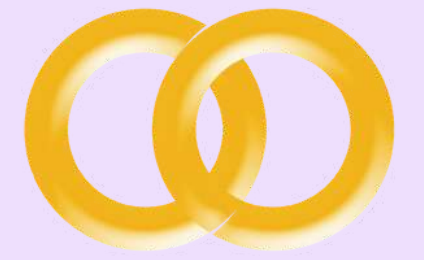
# BUDGET & DISTRIBUTION



**TOTAL BUDGET**

**₹02,00,00,000**





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**THANK  
YOU!**

**ANY  
QUESTIONS?**

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# 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
- Sateeq
- 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

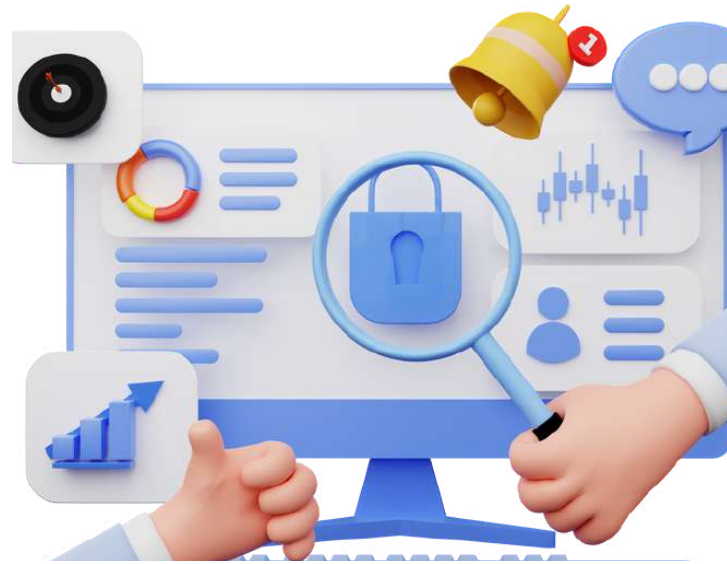
Bootstrap Nginx



# 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.

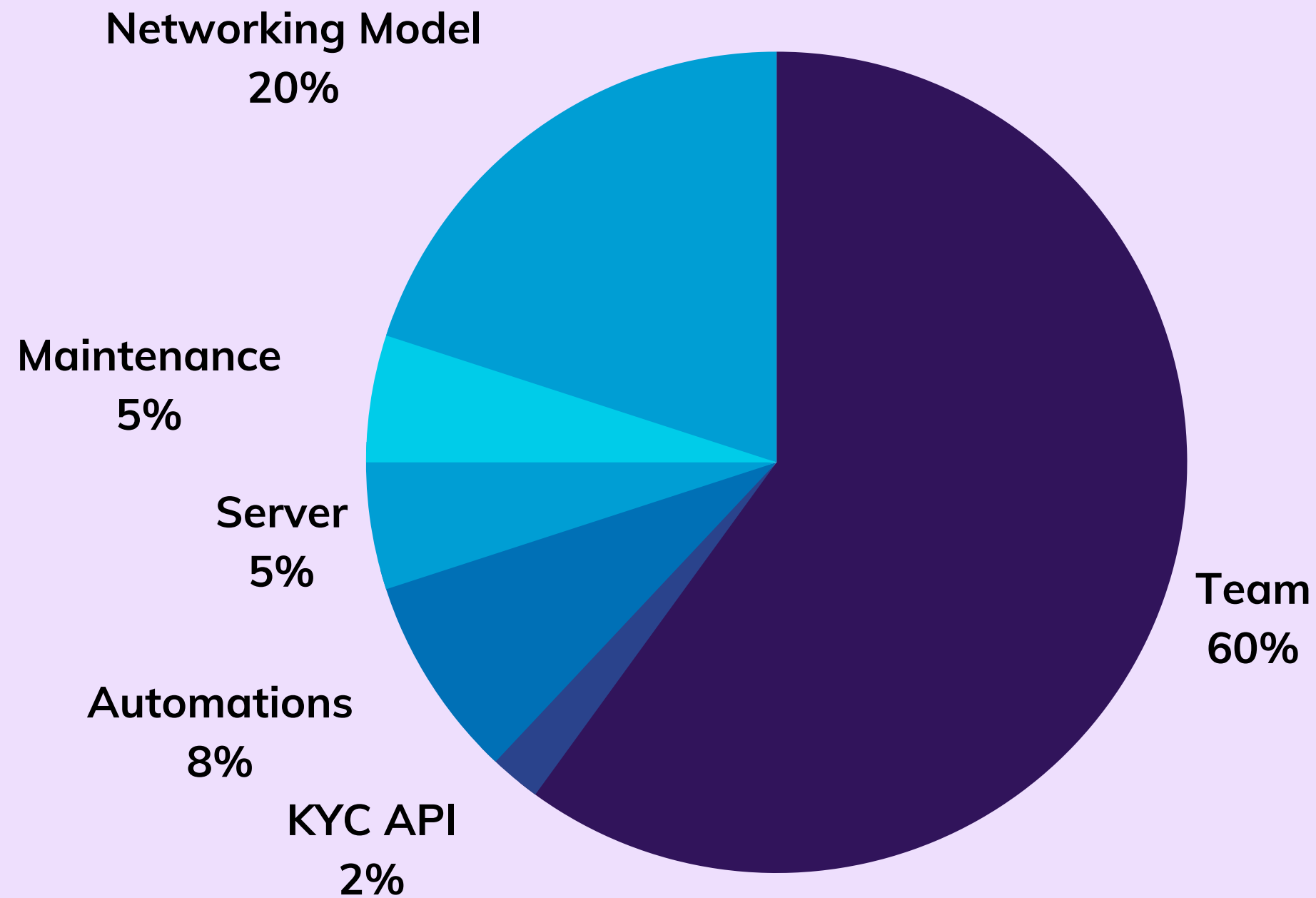


# Startup? Bizdateup

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



# BUDGET & DISTRIBUTION



**TOTAL BUDGET**

**₹ 1,50,00,000**





**Thank you!**