**Namma Yatri**

Problem Statement 3: Customer Acquisition

**Problem Statement**: Out of the Bangalore auto-riding population of 50 lakhs, only 3-4 lakh customers (<10%) have signed up for the product. As of today, product awareness is relatively low. Also, customers are reluctant to try a new app as multiple existing options exist. There is also scope to increase conversions from installs to first rides. Nearly 75% of people who installed the app haven't yet taken their first ride.

**Solution Scope & Deliverables:** The goal is to increase the number of new users (anyone taking the first ride). Namma Yatri doesn't believe in unsustainable discounts or offers to acquire customers. Given drivers' thin margins, they can't offer free or discounted first rides. Think of growth ideas to acquire new customers cost-effectively and sustainably.

Broad themes:

1. Creative Content / Concept / Idea

2. Customers WOM / Referral

3. Drivers as a channel of acquisition

4. Marketing Innovations (Digital or Offline)

5. Product Led Growth

6. Partnership Models

7. Any other ideas including Viral / Guerilla Marketing

You can submit your solutions/ideas as a Video / Google Doc / Slides / PDF / PPTX / DOCX / Video / Figma.