



NFX DIGITAL SUPERSTARTUPS





SuperStartUps Asia 2018 a badge of honor for the crème de la crème of the Asian start-up world. The awards are not presided over by any panel of judges but by the citizens, or Netizens of India and neighboring countries.

Thousands of 'voters' in and around the subcontinent will choose online brands they love. For brands, this is an invaluable opportunity to be recognized for the effort they have put in, for their quality control standards, for all their value additions and for all the things that make them stand apart.

The title is a sign of trust, reliability and an innate recognition for the brand.

Congratulations Yapnaa on having earned the title of SuperStartUp!

Yapnaa

<https://yapnaa.com/>



Founded by IIT and IIM alumni, Yapnaa is an application that makes the process of customer grievance redressal and product servicing much faster, by directly connecting consumers with brands.

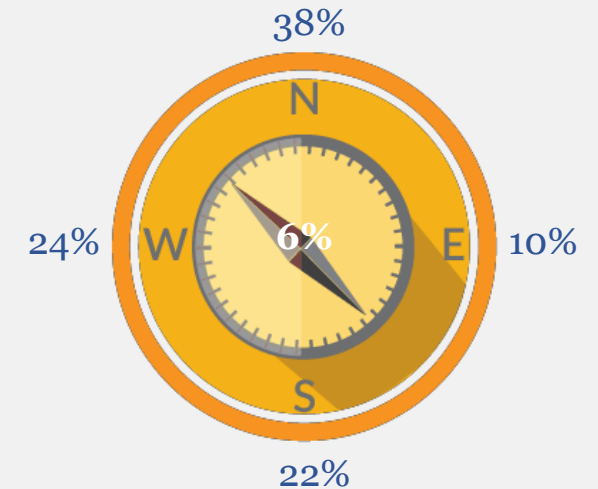
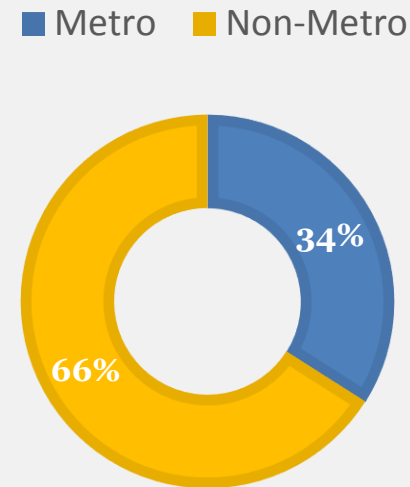
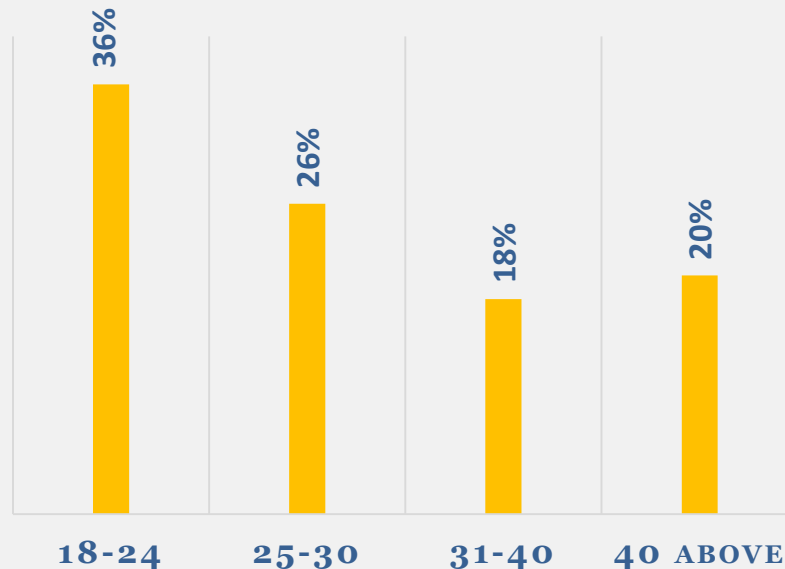
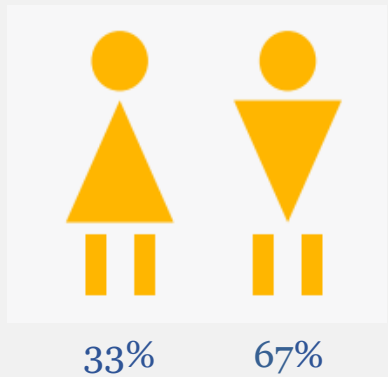
Bills, warranties and other product information can be safely stored on cloud in the application's "digilocker" in order for users to manage their purchases, who emerge empowered with the exercise.

The result? Accountable brands. Smarter consumers.

Yapnaa is an application that makes the process of customer grievance redressal and product servicing much faster, by directly connecting consumers with brands.

Research Approach and Methodology

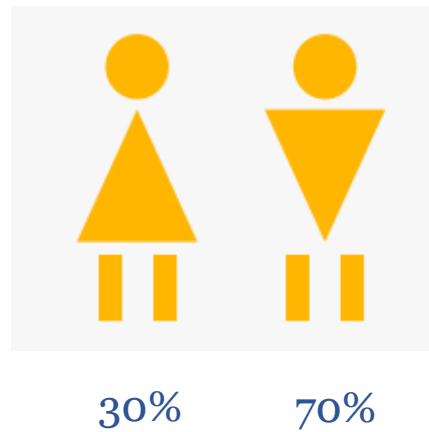
- Quantitative online interviews were conducted among users of Adytude.com
- These users are registered and verified by Adytude.com, a platform where users play the 'ad Game' and win rewards for their feedback
- The users were asked to rate the brand on 4 parameters: Uniqueness, Creativity, Relevance and Delivery. The level of user engagement was also assessed. Based on the overall rating and a combination of the above factors, we determined if a brand is a SuperStartUp.
- Sample achieved (base) : **360**



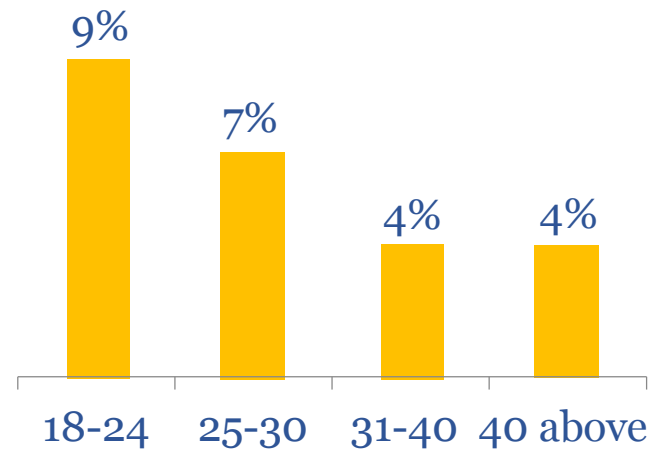
Awareness of Yapnaa

Users were asked if they have heard of Yapnaa. Here is how they responded:

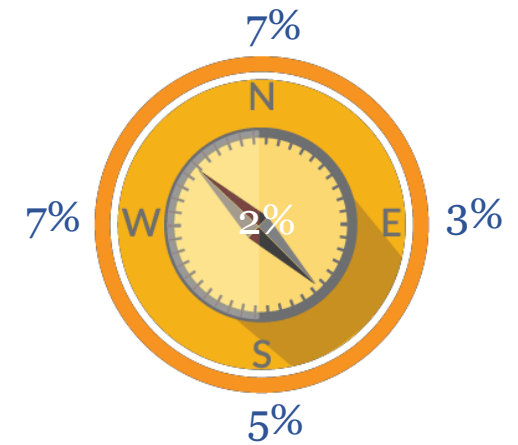
Gender - Wise



Age - Wise



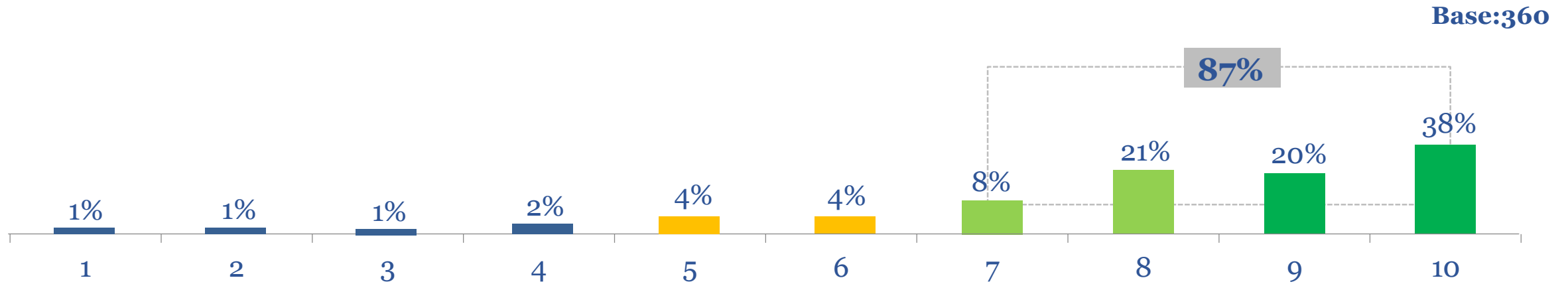
Zone - Wise



While 24% of the total user base is aware of Yapnaa, users of 18-24 age group have heard of Yapnaa the most.

How 'Unique' is Yapnaa?

We asked the respondents to score Yapnaa on its uniqueness on a scale 1-10, and here's what we found:



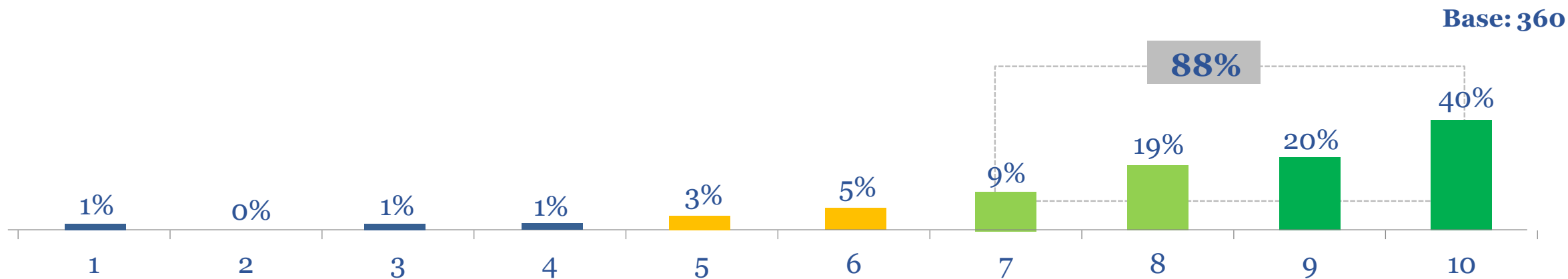
Average Score: 8.4

- Men (90%) found Yapnaa to be more unique as compared to women (81%).
- Users in 31-40 (92%) age group found Yapnaa to be highly unique as compared to other age groups.

87% of the users gave a Uniqueness score of 7 and above for Yapnaa

Is the Yapnaa concept ‘Creative’?

“How creative is the concept?”, the users scored Yapnaa from 1 to 10



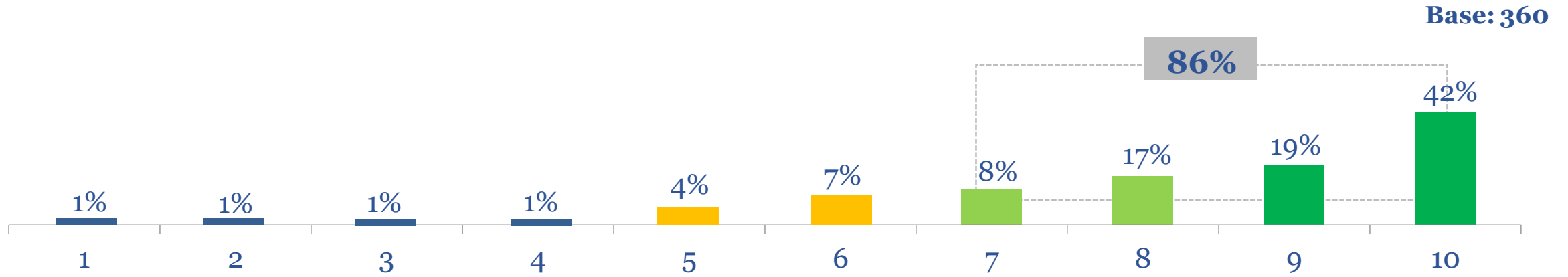
Average Score: 8.5

- 94% users in southern zone and 87% in northern zone found Yapnaa higher on the creative parameter.
- Men (90%) found Yapnaa to be more creative as compared to women (85%)

Over 88% of the people found Yapnaa to be a creative concept

Is Yapnaa “Relevant and Useful” to you?

The users were asked to score Yapnaa on its relevance and usefulness on a scale 1-10



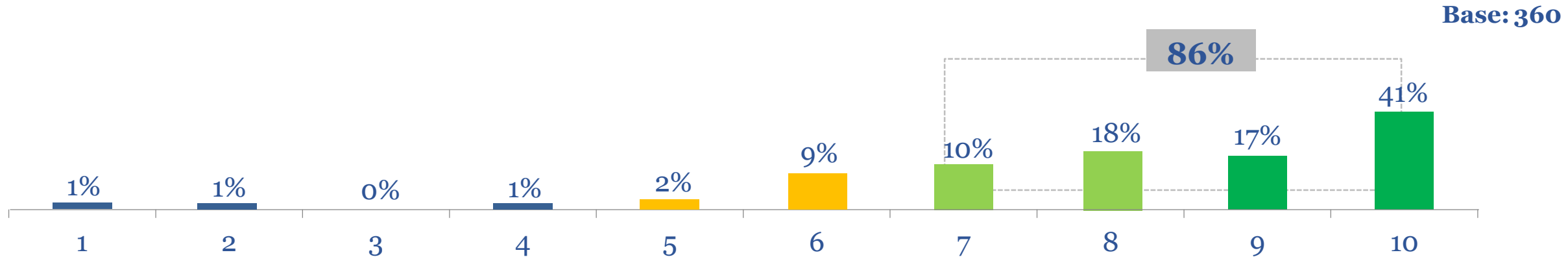
Average Score: 8.5

- At least 81% users of all age groups and gender found Yapnaa significantly relevant.
- Users of 31-40 (92%) age group found the brand most relevant. After them, it is 40 & above (90%) age group users.

86% of the respondents found Yapnaa relevant and useful.

Can Yapnaa deliver what it promises?

We asked the people to tell us if they were confident that Yapnaa would make good on its promises and we got the following results:



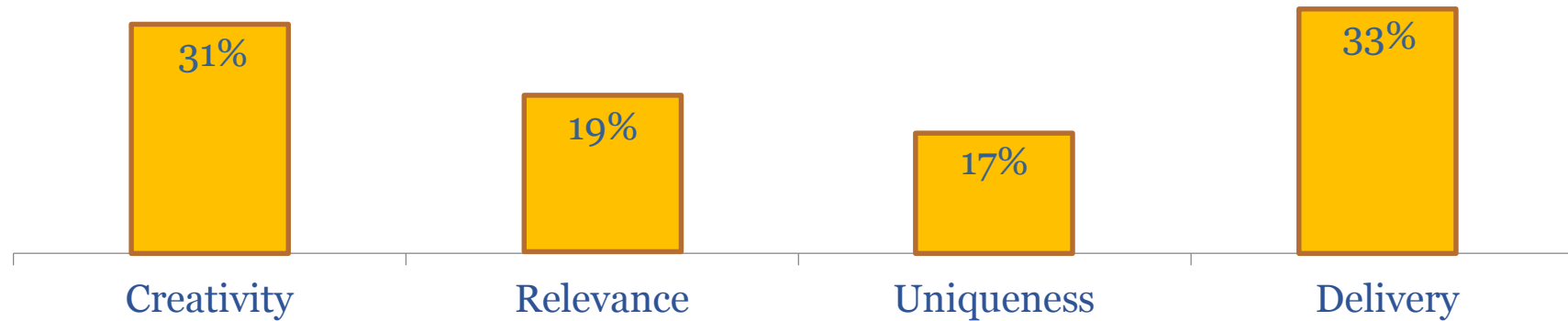
Average Score: 8.5

- Both men & women are equally confident that Yapnaa will deliver what is promises.
- The age group that highly believe that Yapnaa can deliver its promises is 31-40 (89%).

86% of the people trust Yapnaa to deliver on its promises!

Impact of Parameters on Overall Score

While Yapnaa performs well across key parameters, some appear to be more important than others in the user's overall assessment of the brand. In order to understand the impact of each parameter on the overall score, a shapely-value regression analysis was conducted. The regression coefficients shown below denote the relative impact of the four parameters on the overall score :



Delivery seems to be the most important factor for a user while deciding the overall score.

Yapnaa should continue to come up with fast customer service and .

The next important factor appears to be Creativity.

Users of 31-40 age group found the concept of Yapnaa highly creative.

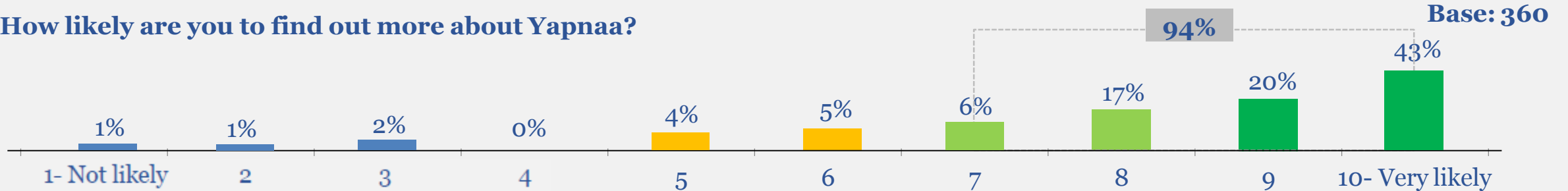
The mean overall score of brand relevance is 8.5

Uniqueness appears to be least important factor affecting the overall score.

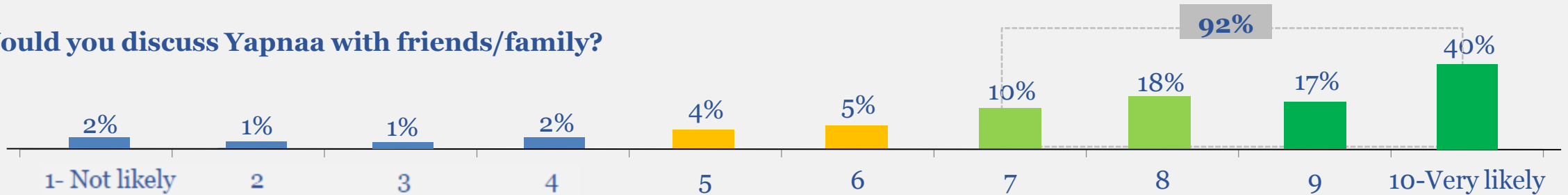
User Engagement Levels

We set out to find the level of engagement of the brand among the respondents.

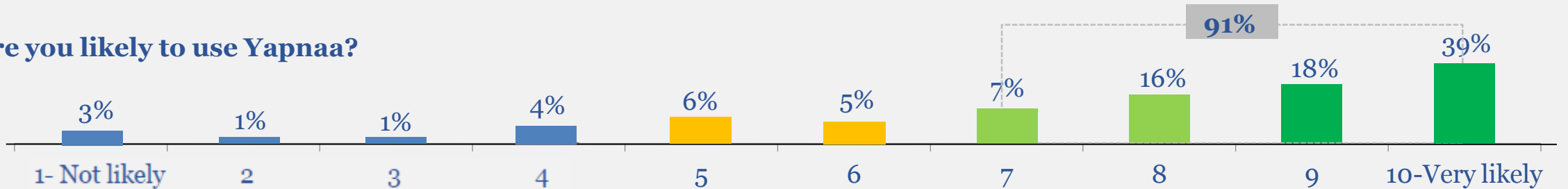
How likely are you to find out more about Yapnaa?



Would you discuss Yapnaa with friends/family?



Are you likely to use Yapnaa?

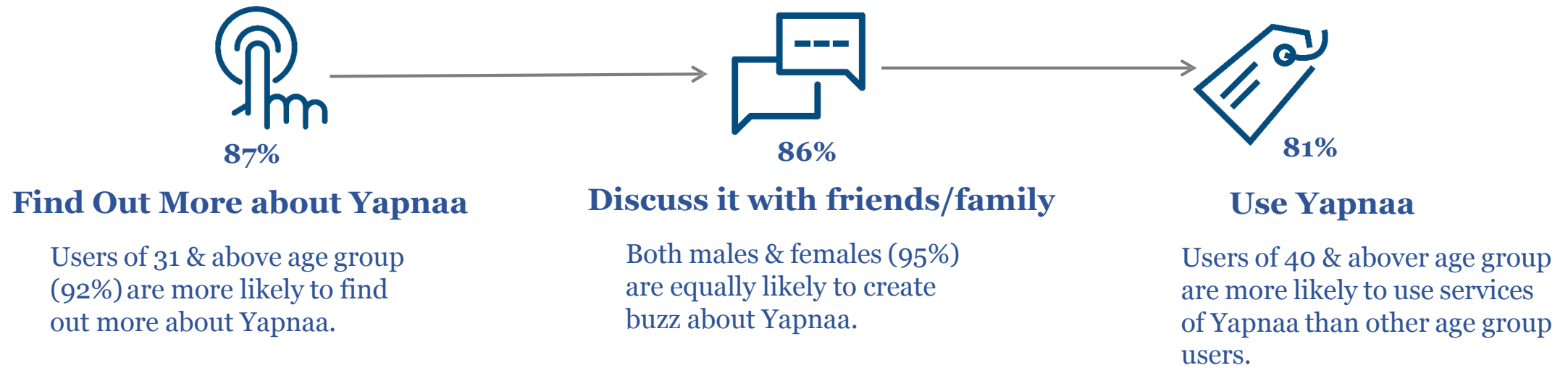


Q. How likely are you to find out more about Yapnaa on a scale of 1 – 10? Where 1 = Not likely at all, and 10 = Very Likely (*RADIO BUTTON*)

Q. How likely are you to discuss Yapnaa with friends and family?

Q. On a scale of 1 to 10, how likely are you to use/purchase Yapnaa?

Healthy Level of Consumer Engagement



Consumer speak

“It’s a good concept.”
Female, 28, Ludhiana

“I will surely suggest it to my friends.”
Male, 25, Mumbai

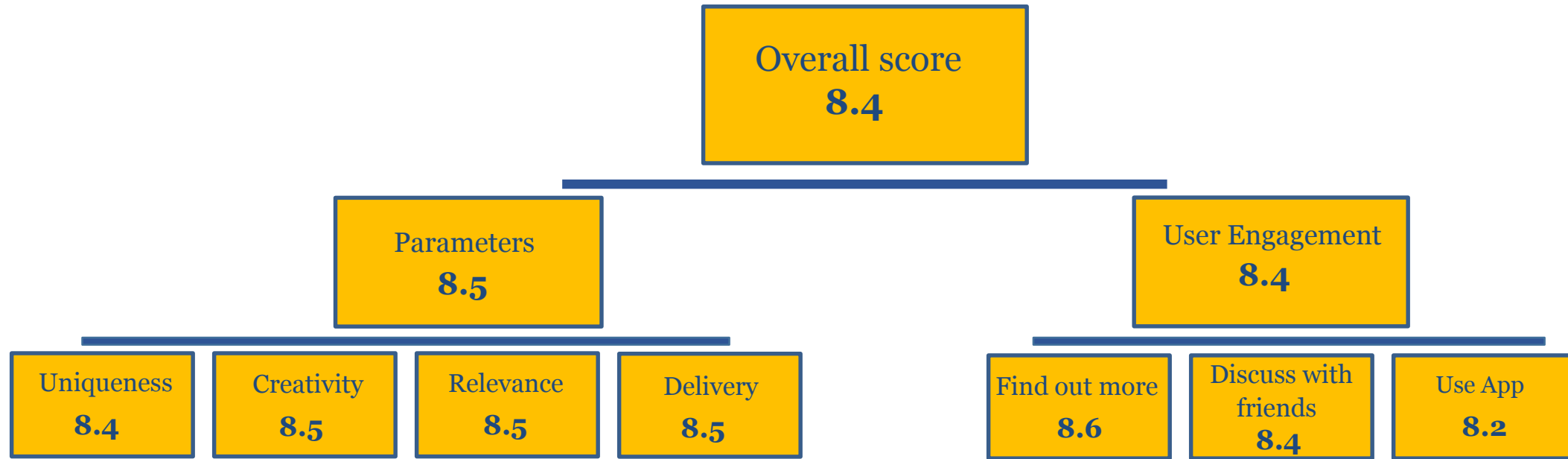
“Value for money.”
Female, 25, Dehradun

“Smart and captivating.”
Male, 36, Delhi

“Nice and innovative concept.”
Female, 29, Delhi

“Seems really helpful.”
Male, 24, Rishikesh

Conclusion



With efforts made by Yapnaa to stay ahead of the curve by innovating and staying relevant, it scores high on each of our SuperStartUp parameters as well as user engagement factors. With an overall rating of **8.4**,

Yapnaa has earned the title of

SuperStartUp

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