



IITG

KRITI'25

The Product Perspective

Organizer :
E-Cell Club



Low Prep
| 250 Pts



250 Points

The Product Perspective

Start : 28/01

End : 05/02

INTRODUCTION

Product management is both an art and a science, focused on guiding a product from its initial concept to market success. It involves understanding consumer needs, navigating market dynamics, and responding to competitive challenges. Product managers act as strategists, aligning product features with a clear vision while collaborating with cross-functional teams to deliver meaningful, customer-centric solutions. They are the driving force behind turning innovative ideas into successful products.

Recognizing the critical role of product managers in today's industry, E-Cell introduces The Product Perspective. This case challenge encourages you to step into the shoes of a product manager and solve a real-world problem creatively and effectively.

Case Study: Building a Lending & Credit Product for INDmoney Company Background:

INDmoney is a Super Money App where 2 Mn+ users track all their finances in one place. The platform allows users to connect and manage their investments and liabilities across Stocks, Mutual Funds, US Stocks, EPF, NPS, Credit Cards, Loans, and more. The company is recognized for offering a seamless financial tracking experience with personalized insights and recommendations to help users make informed financial decisions.

Problem Statement:

INDmoney aims to become the one-stop solution for consumers to manage their entire financial life. However, the platform currently lacks a comprehensive lending and credit product that can leverage the wealth of user data available. Your objective is to develop an efficient and user-friendly lending product tailored to INDmoney users' needs.



PROBLEM EXPLANATION AND EVIDENCE:

1. User Expectations for Lending Services:

Customers have expressed interest in a lending product that integrates seamlessly into their existing financial ecosystem within INDmoney, providing personalized loan offerings based on their financial health.

2. Competitor Offerings:

Competing platforms such as Paytm Money and Cred provide personalized credit solutions and quick disbursal features, which INDmoney currently lacks.

3. Trust and Convenience Concerns:

Users prefer trusted platforms for financial services, and offering credit within INDmoney's ecosystem can enhance user trust and engagement.

4. Revenue Diversification:

Introducing a lending product can help INDmoney tap into a new revenue stream while enhancing user stickiness.

EXPECTED SOLUTIONS/DELIVERABLES:

Participants are expected to propose solutions that help build a lending and credit product for INDmoney. These solutions should include:

1. Feature Development:

- Design a lending product leveraging user financial data for personalized credit offerings.
- Define the key features of the MVP (Minimum Viable Product) such as eligibility checks, loan types (personal loans, credit line), and repayment options.

2. Go-to-Market (GTM) Strategy:

- Develop a marketing strategy to introduce the lending product via digital channels, partnerships, and user education initiatives.
- Propose influencer and financial expert collaborations to drive awareness.



3. North Star Metric Determination:

- Identify key performance metrics such as "Loan Approval Rate," "Customer Lifetime Value (CLV)," or "Repeat Borrowing Rate" to measure the success of the product.

4. Roadmap for Implementation:

- Provide a phased rollout plan detailing feature development, pilot testing, and full-scale deployment.
- Suggest KPIs to track performance and areas for iterative improvements.

Submission Format:

Submit a presentation in PDF format. The number of slides must not exceed 20 (including the introduction and thank you slides).

Evaluation Scheme:

Each team will be given a score out of **100**, distributed as follows:

1. Problem Understanding and Solution Alignment: 20/100

- Clarity in identifying INDmoney's challenges and alignment of proposed solutions with pain points, supported by research and evidence.

2. Feature Viability and Business Impact: 30/100

- Evaluation of how well the proposed lending product aligns with INDmoney's goals of financial inclusion alongside feasibility and scalability.

3. Innovation and Differentiation: 20/100

- Assessment of the uniqueness and creativity of solutions

4. Implementation Roadmap and Attention to Detail: 20/100

- Evaluation of a clear, structured roadmap with phases and defined metrics to measure success.

5. Presentation and Communication: 10/100

- Assessment of the clarity, cohesiveness, and professionalism