

## Bounce Elevator(Ground Floor to First Floor) Pitch

Very High Traffic, Very Low Cabs and Very High Prices.

Can't go on time

Can't explore places freely

Can't save money on commute

All problems one solution, Bounce.

## ICP

### 1. Abhay - In a Relationship w/ Bounce

Age 24 years, UX Researcher by Profession, Hometown Amritsar,

Moved to Bangalore for work. Owns a vehicle back at home.

Enjoys driving.

Enjoys hanging out with friends, Travelling, Exploring new places and foods, Plays mobile FPV shooter games like PUBG

Consumes hell lot of Instagram & Youtube. Pays for Spotify premium.

Uses Bounce for all purpose commute: Going to work (hybrid policy), Going to new places for fun, Chilling at friends. Got to know about Bounce through his friend (WoM)

For Abhay it is all Money > Time & wants control (enjoys driving), one of the prime reason to use Bounce over other commute apps, is money. He even has taken a bounce pass gives you flat 50% off on any ride for a week.

### 2. Sanjay - Casual w/ Bounce

Age 37, Married, PM by Profession, Hometown Gujarat, Moved to Bangalore for work. Knows how to drive, family has a vehicle back in Gujarat.

Apart from office work, Sanjay builds his side hustle, enjoys reading books, has subscription to ebooks, and productivity software

Apart from Hustling he meets friends over weekends for food/ events.

He used Bounce as he wanted a rental vehicle for house hunting when he immediately moved to Bangalore. He needed to check the House in-person, explore the locality, look for houses that having a to-let board. He needs to have an in-person experience primarily for the big purchases and he loved the flexibility bounce offered.

For Sanjay, Time is much more important than Money. Prefers bounce over others such Vogo as “you can leave bounce anywhere you want”. Flexibility ( aka Time ) is more important for him.

### 3. Niveditha - Committed to Bounce

Age 28, Married, handles Growth at her org. Hails from Chennai moved to Bangalore for studies and stayed, her work has had a permanent Hybrid policy.

Found out about Bounce on an article and got it for a monthly subscription. She and her Husband used to share it. Initially it was the only vehicle for the family and it was much needed as they weren't sure how long they would be in Bangalore as they had a flexible lifestyle, hence needed something that is of low commitment

She and her husband used it for all sorts of travel, meeting friends, groceries, movies etc

She is big on productivity and learning she pays for for Ken, Medium, Mint, etc. In fact she found out about Bounce from one of the news articles. She also enjoys watching TV shows.

She wanted a way to commute at will, be it meeting friends, buying groceries or going to work (if needed)

Both Time and Money?. Did not want to make a big commitment like buying a vehicle as she was unsure of the location where she would be staying and also enjoyed the flexibility that Bounce provided.

#### 4. Simran - Single

Age 22, Single (duh), Designer. Moved to Bangalore for work from Delhi. Lives pretty close to her office, walks on a regular day, auto on a rainy day. Has no Driving License.

Enjoys (creating) art and photography. Lives in a PG currently. Foodie, loves boardgames. Consumes Instagram heavy.

Knows about Bounce through her friends, she was a pillion rider.

She wants to travel independently, but has no driving License :(, none of her friends would lend her their bikes coz Bangalore - cops - no DL, she wants to use Bounce as a means learn how to drive so that she can get her DL and be independent while travelling.

Time or Money: Freedom more important than either of these at the moment.

**Decision Time:** Picking Abhay as the primary ICP. Followed by Sanjay (Mr. Casual) because Abhay is a Happy User and there are many Sanjays that come to Bangalore and need to house hunt.

## For Abhay

### **The Job to be Done Context:**

ICP wants a cheaper and flexible way of commuting - to work and to chill.

Job To Be Done - Cheap and enjoyable way to navigate within city

### **Acquisition Strategy:**

Places where ICP spends Time & Money: Spotify, YouTube, Instagram, Online gaming(mobile)

### **Understanding their Search Intent:**

Use Case: Cheap bike rentals or Cheap rides (Money > Time for this ICP)

Brand: Bounce

Competition: Vogo, Rapido, Ola

Topic: Rental Vehicles

Straight outta Google Keyword Planner - Bid size is low. Google Ads and SEO is something that we can target.

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords that you provided							
<input type="checkbox"/> cheap rides	10 – 100	0%	0%	Medium	–	₹13.00	₹72.49
<input type="checkbox"/> cheap rentals	10 – 100	0%	0%	Low	–	₹12.84	₹66.45
<input type="checkbox"/> bike rental	10K – 100K	0%	0%	Low	–	₹1.17	₹20.01
<input type="checkbox"/> cheap bike rental	10 – 100	0%	0%	Low	–	₹1.08	₹18.82

Understanding their Captive behaviour:

ICP's time flies by on Instagram and YouTube, they are big on content consumption. Follows Travel pages on Insta. Insta and YT Ads is something worth considering.

How did this specific ICP come to Bounce you ask? Word of Mouth. Potential Segway to Referral.

Decision framework used to choose Acquisition channel  
Low Effort x Low CAC x high Flexibility

SEO - Effort (Medium) x CAC (Low) x Flexibility (high)

Google Ads - Effort (Low) x CAC (Low) x Flexibility (high)

Youtube Ads - Effort (High) x CAC (Low) x Flexibility (high)

Insta Ads - Effort (Low) x CAC (Low) x Flexibility (high)

Referral - Effort (Medium) x CAC (Low) x Flexibility (high)

Given that Instagram keeps the user more captive, it is the first choice. Followed by Referral. Searching on Google for this use case and by this ICP is relatively an infrequent action.

## Insta Ad

Pricing:

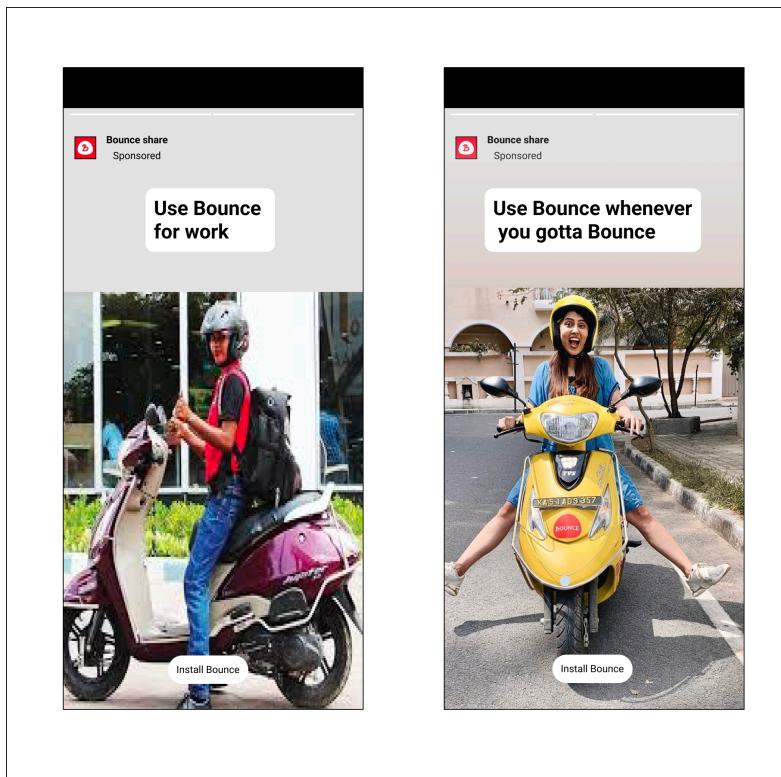
AOV of Bounce = ₹30

Insta Ad average CPC = ₹55

### Source

LTV for a user like Abhay = ₹30 \* 45times/month \* 12months = ₹16,200 (AOV \* frequency \* Retention, not considering margin)

### *The Ad*



We can also workout a similar creative for Video Ads in YouTube, we would like to do that because... “Don’t put all eggs in one Basket” - AP

## Referral

Abhay is a hardcore Bounce user (In a relationship with Bounce ;))

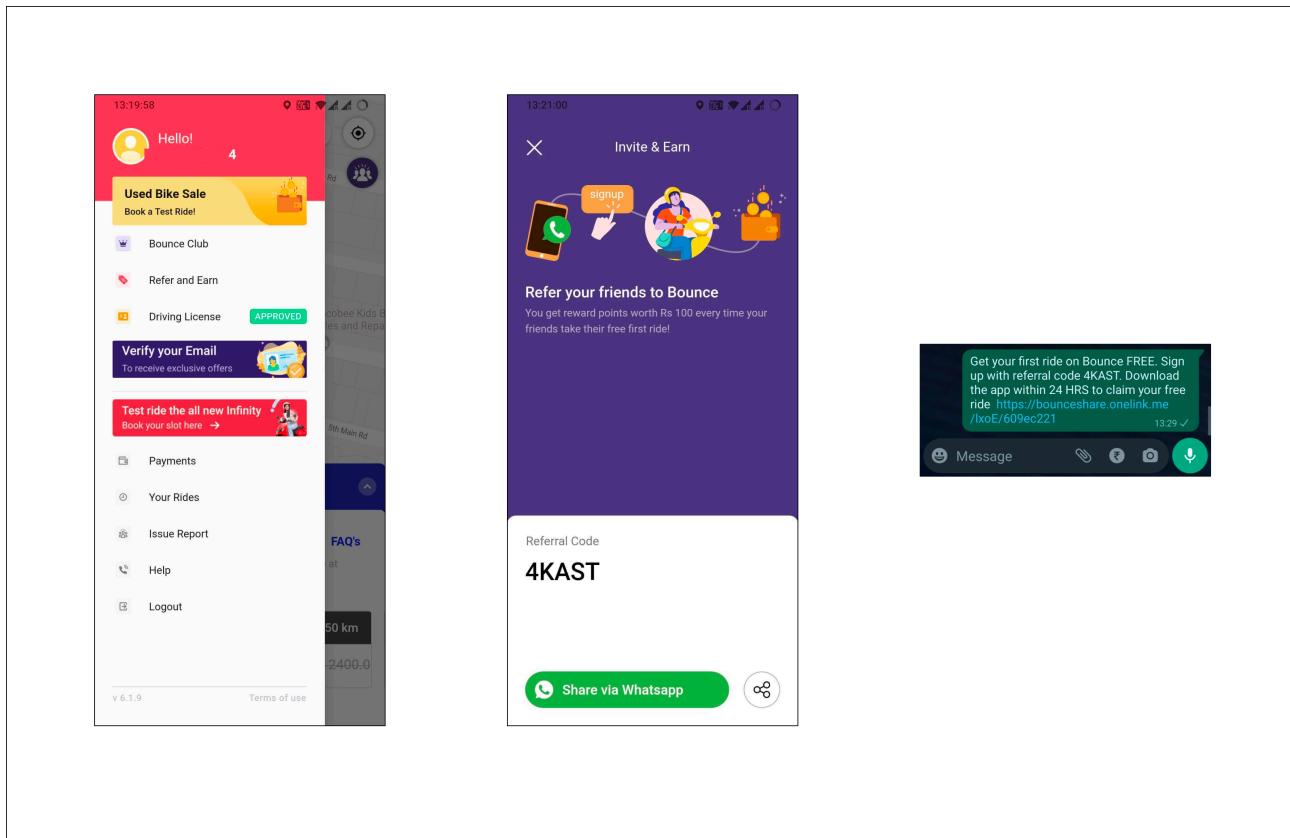
He is using Bounce twice a day, on an average and has also used the Bounce Pass (flat ‘x%’ off for ‘y’ days). He qualifies as a user who has got the AHA moment.

Defining the threshold for Aha moment for bounce: If a user has used bounce multiple times a day consistently over a week then they qualify as a Happy user or those who have resubscribed to the Bounce Pass plan would count as a Happy user.

Motivation for this User to refer is highly Monetary, has nothing to do with Fame, Access or Dopamine. Although Fame angle can also be leveraged going through the sustainability route, as bounce is all electric.

Why will ICP keep referring? Addressed shortly.

Discoverability of the referral program is currently in the Menu bar, as shown here



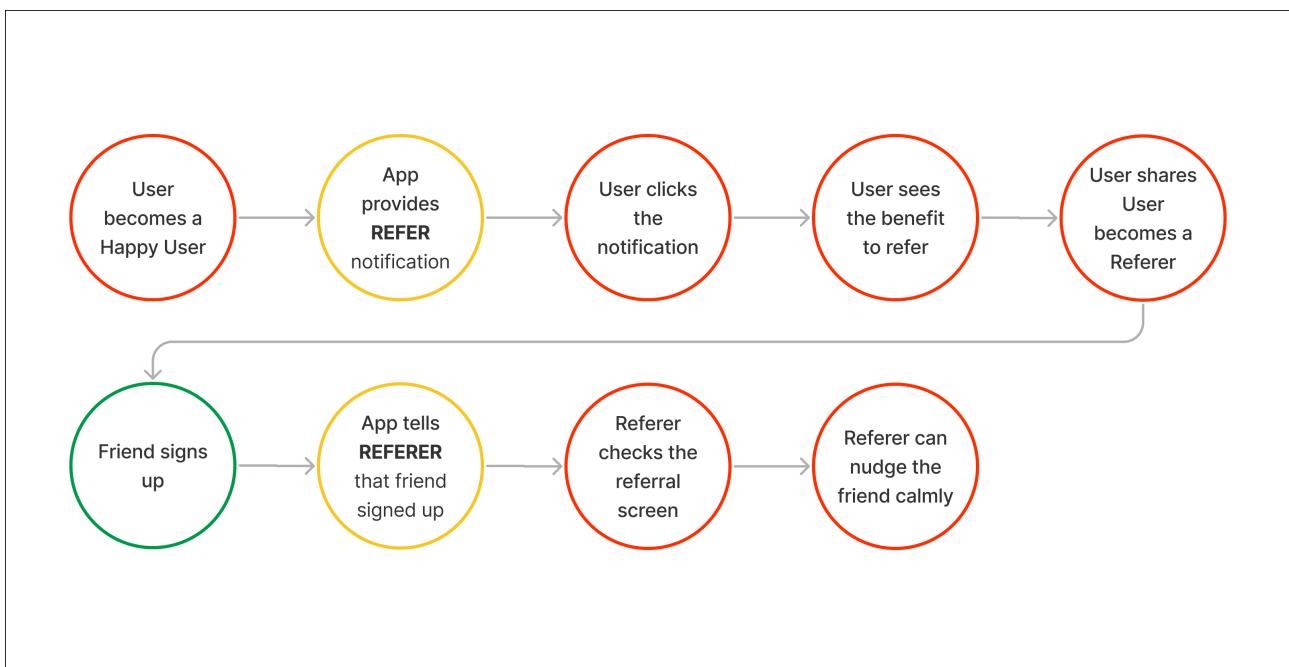
It is currently not rewarding the Happy user any better than others. The monetary benefit is ₹100, which is almost equivalent to 2-3 AOVs (Average Order Value). It is pretty easy to share. The ‘Invite and Earn’ screen has little to no clutter. The text that is shared to the contact is not really that motivating.

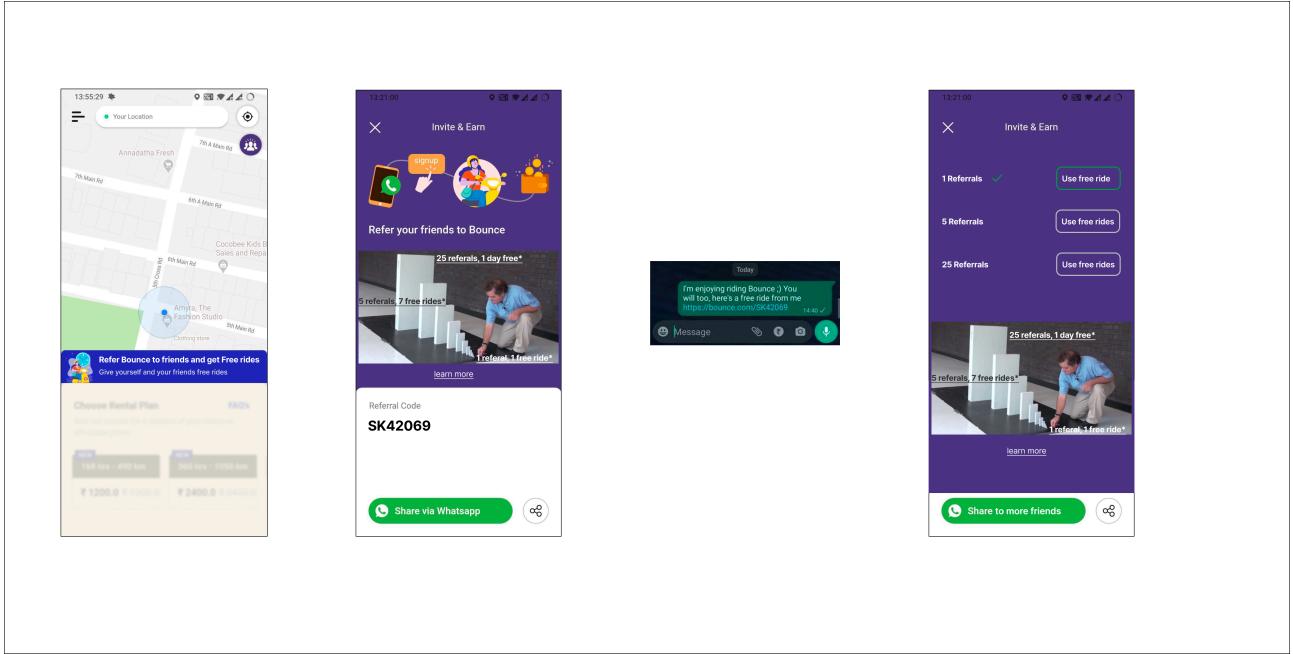
The updated Flow of referral addresses 5 things

1. Increasing chances to refer, i.e., asking the right user to refer i.e., the Happy User
2. Discoverability
3. Referer Tracking
4. Exponential benefit i.e., Why would the referrer keep referring
5. Copy shared with referee

The Platform currency when it comes to bounce is Ride fare (aka Money).

Below is the suggested referral flow.





This new flow addresses for *better discoverability, higher quality referrals*(as we are only showing this to Happy users), *higher incentive* to refer again and again, as shown in the meme (And yes there will be a meme). The copy for the referee is also more simplified.

The way the exponential referrals are structured is inspired from Nestaway and Morning Brew.

</End of ICP1 Acquisition Strategy>

<ICP2 Acquisition Strategy Begins>

### For Sanjay

**The Job to be Done Context:** ICP wants to get in-person experience while making *big decisions* and wants to flexibly navigate while doing so. One of the JTBDs - Flexibly House hunt

## Acquisition Channels: Organic Search, Google Ads, and Product Integration.

Context recap for ICPs Use Case: ICP wants flexibility for Non-negotiable in-person experiences such as House Hunting, Experience Stores, Buying a Vehicle.

Remember Mr. Casual? He is all Time > Money

Lets understand the kind of Organic Intent from this ICP

Channel name	Cost	Flexibility	Effort	Scale	Comments
Google search	Low	Medium	Low	High	SEO game to be strong
Google Ads	Low	High	Low	High	As the strategy is to show ads based on Use cases, the cost is low
Facebook Ads	Medium	High	Low	High	Targetting groups such as Flat and Flatmates
Product Integrations	High	Medium	High	High	Cost is high as effort is high

Usecase - Flexible Commute (for Flat hunting or furniture)

Brand search - Bounce

Competition - Vogo / Rapido\* / Uber\* / Ola\*

Topic - Rental vehicles

## Organic Content Generation

Generate content with subtle hints to Bounce usage for use cases that are non-Negotiable in-person experiences (flat hunting, buying furniture). Quora, FB, & Twitter are a few places for this. High SEO for Flat hunting in Bangalore, which include subtle cues for Bounce promos, example:



**PGN Property Management**

Lives in Bengaluru, Karnataka, India · Author has 849 answers and 3.6M answer views · Updated 1y

1. Plan your renal budget based on your in-come
2. Avoid broker and deal directly with owner
3. Visit property in day time and avoid property visit at night. This can be done best with Bounce scooty as you need to keep visiting multiple houses
4. Verify ownership proof before renting the property like sale deed and utiltiy bill
5. Rent the property close to office, college,
6. Search your rental property smarter. Prefer to search online over broker. Get referral from local guardian, friends, or colleagues
7. Check the frequency of water flow, electricity supply
8. Understand cost consequence of rental, security deposit, maintenance cost, parking cost, water and utility cost and if any other.
9. Keep all financial trasnactions online and avoid cash transfer. Online transfer keeps the record of payment for rental, security deposit, and utility bills
10. Understand, who is staying next door or opposite.
11. Demand draft agreement from owner at least two days in advance of signing agreement. so you might have sufficient time to understand rental terms.

## Ads

### Revisiting the Search Intent and the ICP

This is one Scenario

Usecase - Flexible Commute (for Flat hunting or furniture)

Brand search - Bounce

Competition - Vogo / Rapido\* / Uber\* / Ola\*

Topic - Rental vehicles

But we know that this ICP is highly Utility Driven, we also want to leverage that. So Here is a snippet from Google Keyword Planner for his use case, House hunting, the competition for *No Broker, house for rent, etc* is medium to low. And the top of page bid is equivalent to 3 or less Average order values (in the case of Bounce AOV = average price of a ride = ~₹30)

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords that you provided							
<input type="checkbox"/> no broker	100K – 1M	0%	+900%	Low	—	₹5.46	₹26.89
<input type="checkbox"/> bangalore houses	1K – 10K	0%	0%	Low	—	₹10.17	₹43.64
<input type="checkbox"/> rental vehicles	1K – 10K	0%	0%	Low	—	₹14.23	₹109.65
<input type="checkbox"/> bike rental bangalore	10K – 100K	0%	+900%	Medium	—	₹1.30	₹27.40
<input type="checkbox"/> house for rent bangalore	10K – 100K	0%	0%	Medium	—	₹3.64	₹24.50
<input type="checkbox"/> flats in bangalore	1K – 10K	+900%	+900%	Medium	—	₹21.78	₹81.53

Paid Ad:

On Search for the above utilitarian use case on Google, the below Ad shows up

Google search results for "house for rent bangalore".

Search bar: house for rent bangalore

Navigation: All | Maps | Images | News | Shopping | More | Tools

About 3,65,00,000 results (0.55 seconds)

**Ad · https://www.housing.com/ ▾**

**Flats for Rent in Bangalore, Karnataka**

Find Furnished/Semi-Furnished/Unfurnished **Rental** Properties on Housing.com. Use Advanced Filters to find **property** within your budget and area. Owner Listings.

[Rent A Property](#) · [Career Opportunities](#) · [Home Loans](#) · [Contact Us](#)

**Ad · https://www.bounceshare.com/**

**Perfect House can only be found when you go and look for it, Use Bounce**

Are you really going to trust just an App online and decide? Ofcourse not! Every person who used a Bounce to find their house are in love with the house, dont believe us? Your frist ride is on us

[Rent a Bounce for a ride](#) · [Rent a Bounce for a Week](#) · [Rent a Bounce for a Month](#)

**Ad · https://www.nobroker.in/ ▾**

**Rent House without Broker - No Broker Flats Bangalore**

Lookup for Residential properties for **rent/buy/sell** in India. 0% Brokerage, 100% Genuine Owners. **Property for Rent** Without a Broker! Zero Brokerage. BrokerFree Listings.

[Find Tenant In a Day](#) · [Save Hassle On Agreemeent](#)

## Product Integration

### No Broker x Bounce

The primary use case reason for this ICP to use Bounce is hunting a house online and figuring out nearby houses and the environment and the vibe of the place. After finding a house or a certain location online the relevant next action is to travel to that place and scan it out. And it's never just one house that a person looks for while house hunting it's usually a series of, say, 2BHKs in HSR layout, and hence there is a need to be able to navigate smoothly. Bounce is therefore the perfect companion to that situation.

**Filters** (2)      Premium Filters     

Apartment type  
1 RK    1 BHK    **2 BHK**    3 BHK  
4 BHK    4+ BHK

Rent Range: ₹ 0 to ₹ 18 k

Availability  
 Immediate     Within 15 Days  
 Within 30 Days     After 30 Days

Preferred Tenants  
 Family     Company  
 Bachelor

Furnishing  
 Full     Semi     None

**Advanced Filters**

**Search**      Save Search

**2 BHK Flat For Rent In Standalone Building In Manjunatha Nagar**  
HSR Layout near Sri Basaveshwara Gayatri Temple

**Budget Friendly**

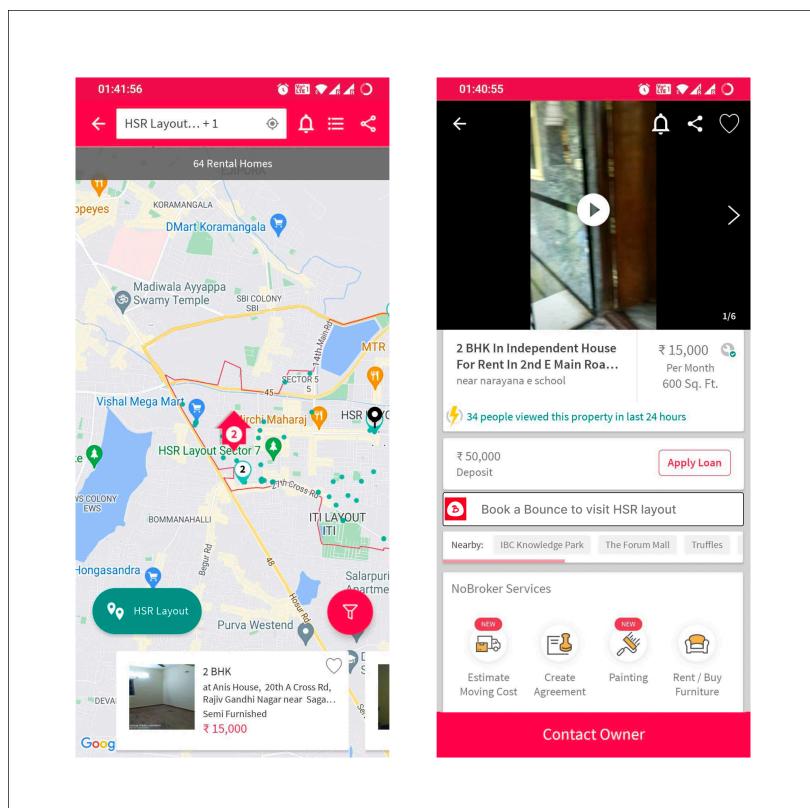
Non-negotiable    Builtup    Furnishing  
₹9,000    800 Sq.Ft.    Unfurnished

Type: Apartment    Bathrooms: 2  
Available From: Ready to Move    Apartment Type: 2 BHK  
Posted On: 3 Days Ago    Parking: Bike

**Get Owner Details**    **Book a Bounce and visit HSR layout**

Notice the secondary CTA right below the Primary “Get Owner Details”. This is where the ideal product placement for Bounce would be.

This is how it would be integrated for the mobile version.



In the mobile app, it is pretty straight forward on what happens after clicking the “Book a Bounce...” whereas in Web, one potential flow can be

1. Request for User mobile number
2. Send SMS to user, with a link
3. If User has app installed, open ride booking
  1. Else, link takes to Playstore and then ride booking

*“I personally think that Product Integration, although very high on effort compared to the others, would yield much higher results” - Author*

## TAM

Context: Bounce is available in 3 cities in India namely Bangalore, Hyderabad, Vijayawada. Every new feature or product offering Bounce launches it first in Bangalore. Bangalore is also contributing for more Bounce usage than Hyderabad/Vijayawada. Owing to the combination of high influx of non natives for Work and education, and poor public transport infrastructure compared to Hyderabad and Vijayawada.

So inorder to calculate the entire TAM for Bounce, I would go about a bottom up approach, first calculating usage in Bangalore then extrapolating it to Hyderabad and Vijayawada.

Inorder to Calculate Bangalore TAM, I’m employing a Top-down approach.

Target Age group = 18-40 years

1. Number of people in Bangalore( 18-40 years ) = 3594076 [1877504(M)+1716572(F)](includes residents and influx)  
Source: <https://www.populationu.com/cities/bangalore-population>
2. Side note: Of the total valid driving licenses, non transport, only 6.8% are women. Source:<https://www.statista.com/statistics/667549/number-of-driving-licenses-issued-among-females-by-state-india/#statisticContainer>
3. No of people owning Bikes in Bangalore = 500,000 as of 2018.  
Source: TOI
4. Bangalore potential TAM ~ 3 Million
5. Considering Bangalore contributes to 60% of Bounce users, Hyderabad 40% and Vijayawada 10%, we can arrive at the TAM being 5.5M people [3M + 2M + 0.5M]