



Fixing the Decline in Organic Growth in Finshots

17TH JUNE 2024

[\[PM SCHOOL COMPETITION LINK\]](#)

Agenda

Executive summary

01

Objectives

02

Market

03

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04

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05

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01

Executive summary

Summary

Background

Finshots aims to make financial news more accessible through storytelling.

Current Problem

Low traction through organic channels and Single article Read & Exit behavior.

Goal

Redesign UI/UX to encourage habitual engagement.

02

Objectives

Goals

Goal #1
Increase
organic app
traction.

Goal #2
Cultivate a
habit-forming
user experience.

Goal #3
Encourage
exploration
beyond a
single article.

Key Metrics to track (more details covered in (6) Success metrics section)

Increase in
Session Length
and Number of
articles read
per session.

Improvement in
Daily and
Monthly Active
Users.

Growth in
premium
Subscriptions and
Engagement with
in-app
notifications.

Number of
Recommended
content items
read out of total
content items read

04

User Personas



Vijay

Goals	Stay updated with the latest financial news, gain insights quickly due to a busy schedule.
Pain-Points	Lack of time, overwhelmed by the volume of news.
Preferred Features	Personalized news feed, daily digest, in-app notifications.
Industry	Tech / IT
Age	26
Location	Chennai, IN



Mukesh

Goals	Make informed investment decisions, understand market trends.
Pain-Points	Difficulty in understanding complex financial news, needs simplified explanations.
Preferred Features	Interactive infographics, premium content with expert analysis, bookmarking.
Industry	Hospitality
Age	36
Location	Mumbai, IN



Shweta

Goals	Learn about financial markets, participate in discussions and debates.
Pain-Points	Limited access to quality financial news, lacks a platform for discussion.
Preferred Features	Discussion forums, social sharing, gamification.
Industry	Finance
Age	24
Location	Delhi, IN

Suggested new features

01

Enhanced Gamification with Challenges

Introduce time-bound challenges and financial literacy missions that reward users for completing tasks.

***Benefit:** Engages users more deeply through interactive learning and rewards.*

02

AI-Driven Financial Advice

Offer AI-driven personalized financial advice based on user preferences and reading history.

***Benefit:** Provides added value, encouraging users to stay and explore more content.*

03

Community-Driven Content

Allow users to contribute articles, share insights, and participate in community discussions.

***Benefit:** Builds a sense of community and increases organic engagement.*

Suggested new features

04

Integrated Podcasts and Webinars

Introduce time-bound challenges and financial literacy missions that reward users for completing tasks.

***Benefit:** Engages users more deeply through interactive learning and rewards.*

05

Interactive Quizzes and Polls

Add interactive quizzes and polls related to financial news and trends.

***Benefit:** Increases engagement by making the content interactive and educational.*

06

Advanced Content Recommendations

Apart from the existing content Recommendations, implement ML algorithms for deeper personalization, suggesting not only news articles but also related topics, trends, & expert opinions.

***Benefit:** Enhances user engagement by offering more relevant and diverse content.*

Prioritized feature list (after RICE scoring)

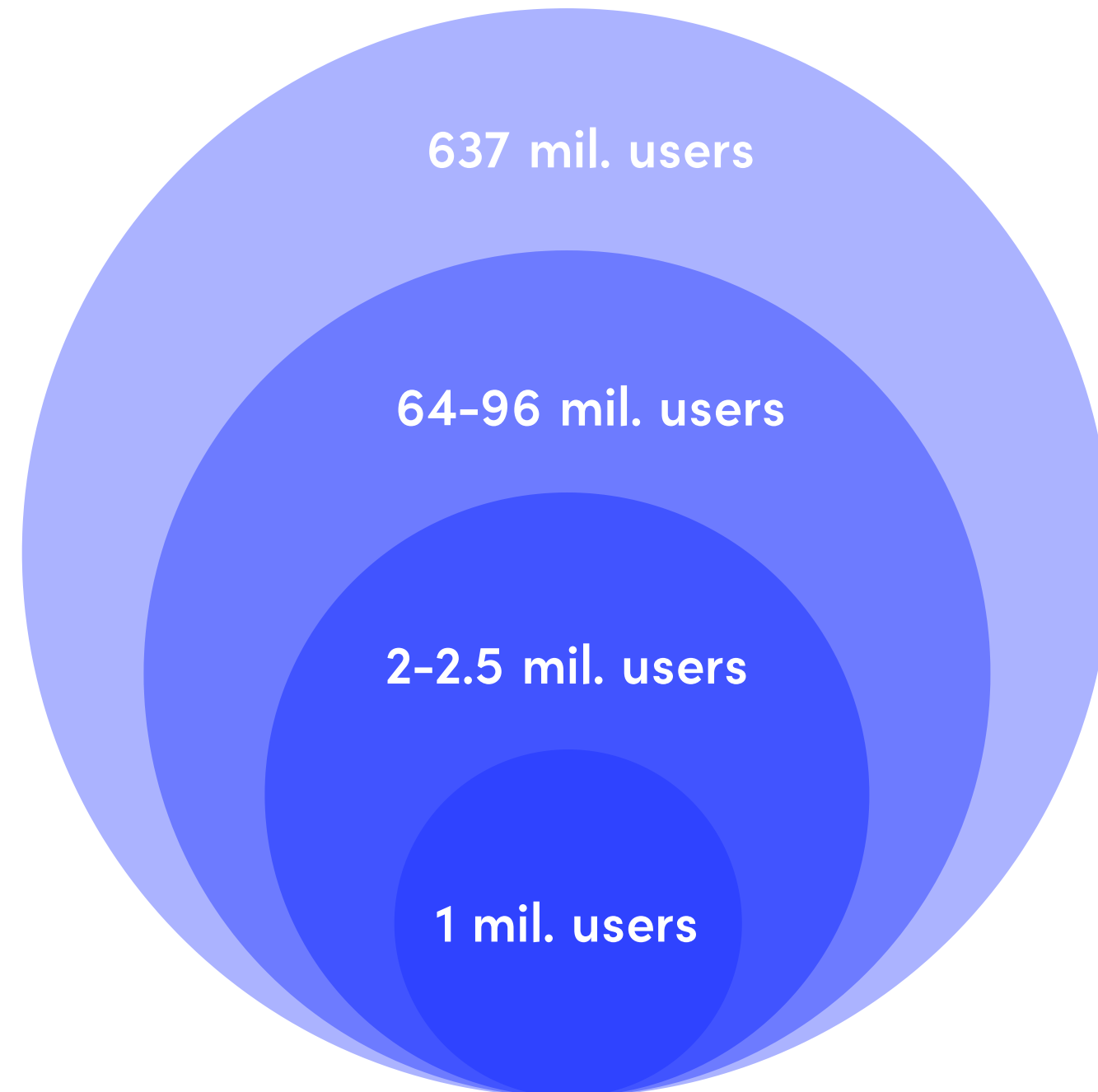
Feature	Reach (R) [3-1]	Impact (I) [3-1]	Confidence (C) [3-1]	Effort (E) [1-3]	RICE Score
Advanced Content Recommendations	High	High	Medium	Low	18
Interactive Quizzes and Polls	Medium	High	Medium	Low	12
Integrated Podcasts and Webinars	Medium	High	Medium	Medium	9
Enhanced Gamification with Challenges	Medium	Medium	Medium	Medium	8
AI-Driven Financial Advice	Low	High	Medium	High	6
Community-Driven Content	Low	Medium	Medium	Low	4

03

Market

Market size

- 01** Total Addressable Market (TAM)
TAM = 637 million internet users in India
- 02** Serviceable Addressable Market (SAM)
SAM = Finance associated or interested users = 10-15% = 64-96 million users.
- 03** Target Market
SOM = Considering 500,000 users in 2022, a good SOM would be 2-2.5 million users
- 04** Market Share
Current market share = 1 million users



Business Opportunity

01

User Growth

Improved user experience and engagement features to grow the user base.

Done via:

- Targeted Market campaigns,
- Onboarding optimization,
- Expansion of content

02

Retention

Implementing habit-forming features can increase the frequency and duration of user interactions with the app.

Done via:

- Personalizing content,
- Daily digests, notifications, polls
- User Feedback loop

03

Brand Loyalty

Building brand loyalty involves creating a positive user experience that fosters trust and encourages repeat usage.

Done via:

- Consistent content quality
- Community engagement through events
- Exclusive content for subscribed users

Monetization Strategy

- **Freemium Model:** Basic access for free with ads, premium content requires a subscription.
- **In-app Advertising:** Revenue from targeted in-app ads.
- **Affiliate Marketing:** Partnerships with financial services for referral commissions.
- **Sponsorships:** Sponsored content and partnerships with financial institutions.
- **Exclusive Events:** Paid access to exclusive webinars and live events with industry experts.
- **Merchandise and Books:** Selling branded merchandise and financial literacy books.

05

Figma Wireframes

01 - Interactive Quizzes/Polls



For 25 FinCoins (redeemable)

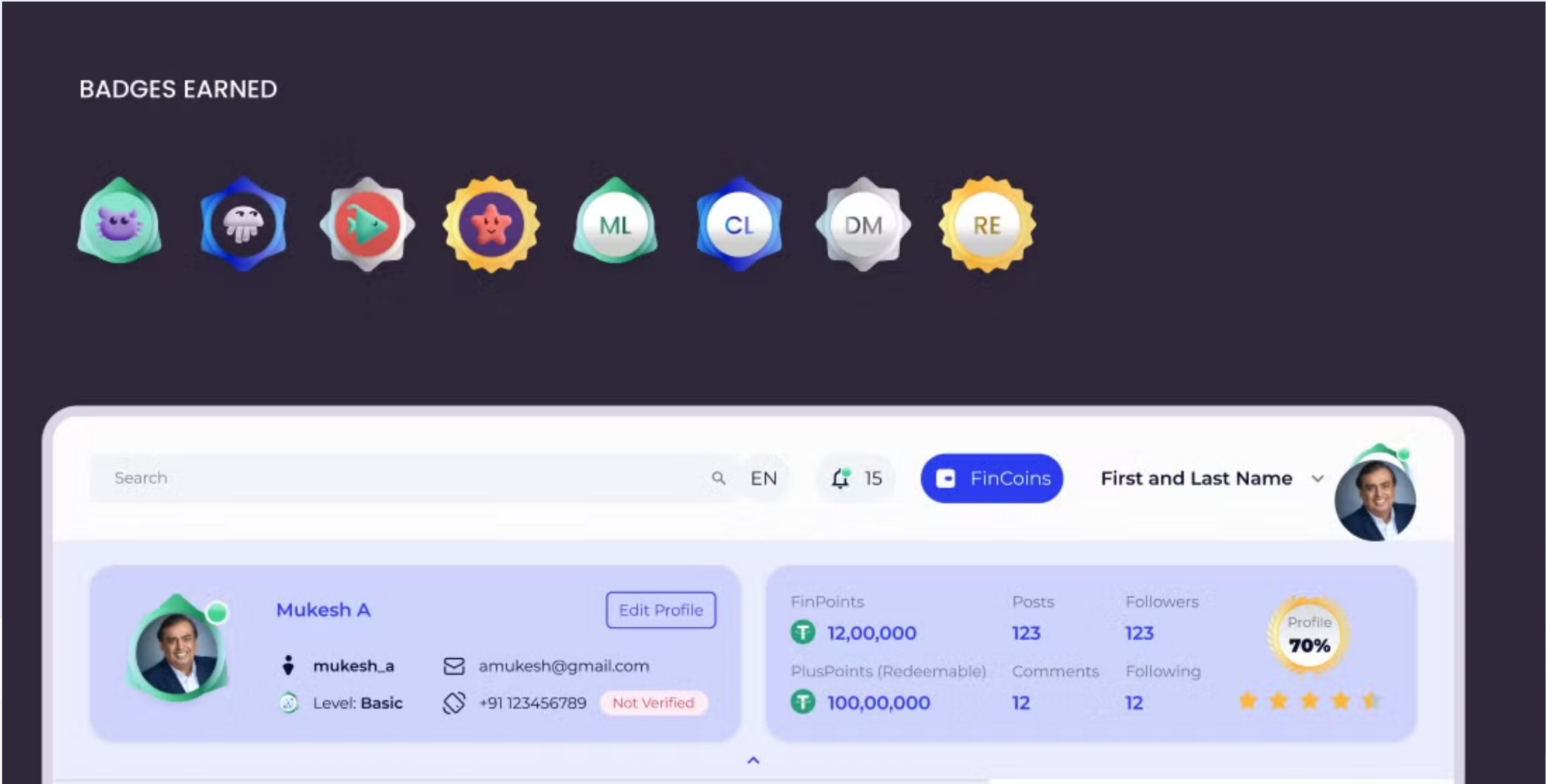
**Guess the name
of the stock**

_ I N D _ S T _ N U _ _ L E _ E R
L _ M _ T _ D



T&E Apply

02 - User Profile with Enhanced Gamification Elements



Success Metrics – I

1. Increase User Engagement

- **Target:** 20% increase in session duration and 30% increase in articles read per session within six months.

2. Improve User Retention

- **Target:** 15% improvement in 1-week retention, 10% improvement in 1-month and 3-month retention within six months.

3. Increase Conversion Rate

- **Target:** 20% increase in conversion rate from free to premium subscriptions within six months.

4. Enhance Monetization

- **Target:** 25% increase in subscription revenue, 15% increase in ad revenue per user, and 10% increase in affiliate and sponsorship revenue within six months.

5. Boost User Satisfaction

- **Target:** Increase NPS by 10 points and achieve a 4.5+ average rating in user reviews within six months.

6. Foster Organic Growth

- **Target:** 30% increase in new users acquired through organic channels within six months.

7. Build a Community

- **Target:** 25% increase in user interactions (comments, shares) within six months.

8. Enhance Content Accessibility

- **Target:** Introduce 5 new interactive infographics and videos per month, with a 20% increase in user engagement with these formats within six months.

Thank you !

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