Zerodha Varsity GTM plan:

🚀 Accelerating Zerodha's

PLG enabled Growth via Varsity

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Problem Statement

Many new retail investors in India, now with increasing disposable income, lack the knowledge and guidance needed to invest in the stock market effectively. This gap hinders their investment potential & market participation.

Value Propositions

1. **Comprehensive Financial Education:** The Zerodha Varsity app will offer a vast collection of free, in-depth lessons on the stock market and finance, empowering new traders with the knowledge they need to make informed decisions.

2. **Product-Led Growth (PLG) Strategy**: By delivering exceptional educational value, the app will organically attract new users to Zerodha, facilitating customer acquisition without expensive marketing efforts, while increasing Retention & Brand loyalty.

3. **Integration with Zerodha's Ecosystem**: The app will seamlessly connect with Zerodha's existing tools, allowing users to apply their learning directly and enhancing engagement with the platform.

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Growth of Demat accounts in last 4 years: **250%** [1]

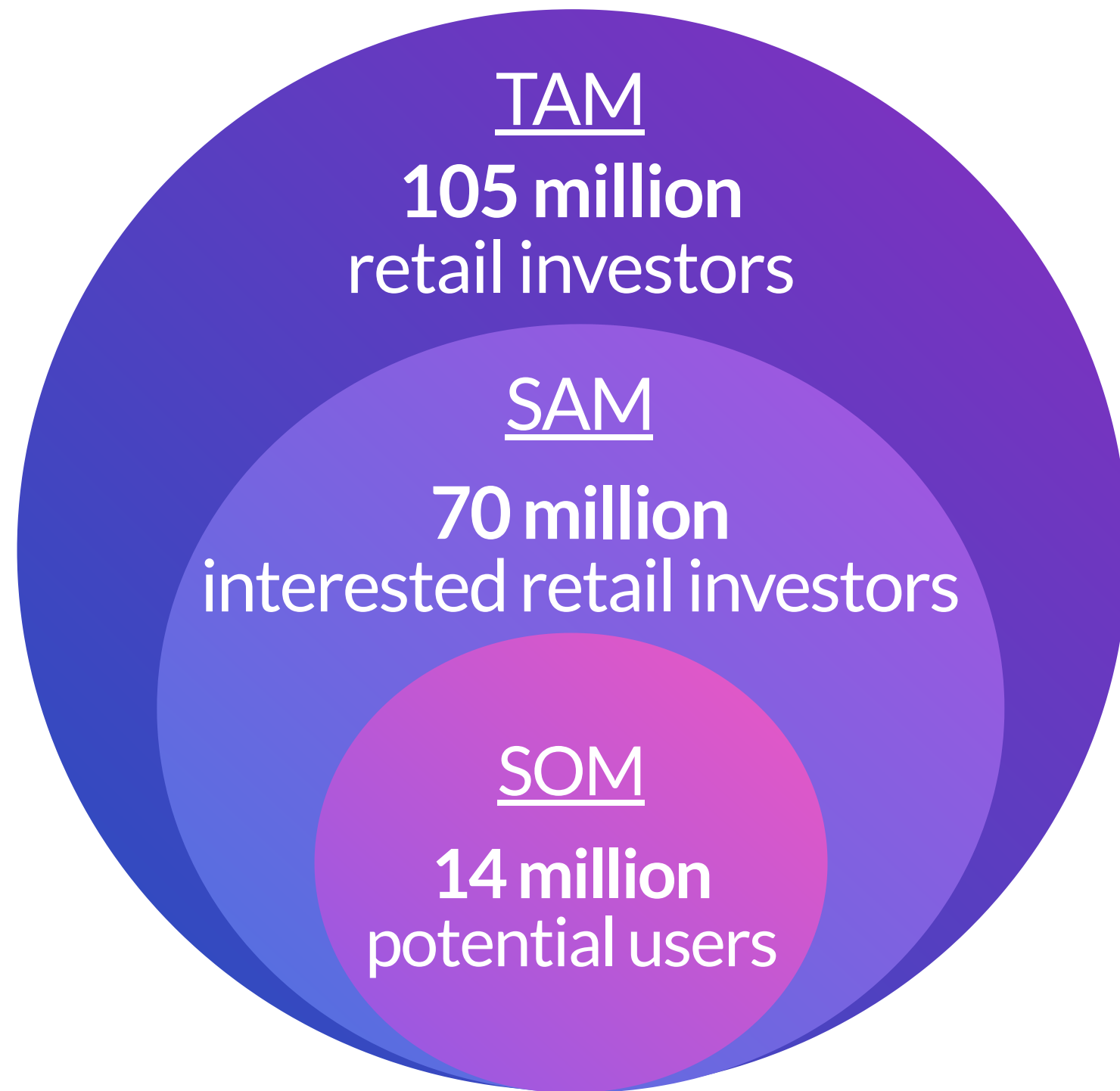# of Unique accounts registered with NSE ('19 - '23): **120M** [2]

YoY Growth in SIP registrations Jan '24 : **36%** [3]

Market share of Zerodha (end of FY '24): **17.9%** [4]

Some key statistics on _new_ Indian Investors

Market Sizing

Total Market

TAM
105 million
retail investors

SAM
70 million
interested retail investors

SOM
14 million
potential users

As Varsity is free, we'll identify potential # of users, instead of market share ($).

Taking Top-Down approach,

1. Total Addressable Market (TAM)
Total Population of India: Approximately **1.4 billion** (2024 estimate).
Internet Penetration: About 50% of the population has internet access, which equates to **700 million internet users**.
Potential Retail Investors: Assume 15% of internet users have an interest in investing, adding to us **105 million potential retail investors**.

2. Serviceable Available Market (SAM)
Target Age Group for Investors: 50% of pop.: 18-40 years olds: **700 M**.
Assume 50% internet penetration in this group: **350 M** people.
Assume 20% of this group are interested investing: **70 M potential users**.

3. Serviceable Obtainable Market (SOM)
Zerodha is a leading player in the Indian Retail Investment market.
Assume Zerodha aims to capture 20% of the serviceable market.
20% of 70 million = **14 M potential users for Zerodha Varsity.**

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User Personas

	Aspiring Investor Akshay	Mid-career Investor Meena	Risk Taker Rita
Background	• **Age**: 28 • **Occupation**: Product Manager	• **Age**: 35 • **Occupation**: Senior Project Manager	• **Age**: 38 • **Occupation**: Vice President of Marketing
Goals & Needs	1. Learn the basics of stock trading and investing. 2. Start investing a portion of his savings. 3. Achieve financial independence and grow wealth over time.	1. Diversify investment portfolio with stocks and mutual funds. 2. Stay updated on market trends and investment strategies. 3. Plan for her children's education and retirement.	1. Leverage high-risk investments to achieve significant returns. 2. Stay ahead of market trends to capitalize on opportunities. 3. Diversifying income streams by exploring various options.
Pain Points	1. Feels overwhelmed by the complexity of financial markets. 2. Unsure where to start and how to assess investment risks. 3. Concerned about losing money due to lack of knowledge.	1. Limited time to research & analyze market due to work commitments. 2. Difficulty finding reliable and concise financial information. 3. Concerned about market volatility and its impact.	1. Struggles to find up-to-date information on volatile investment opportunities. 2. Needs insights on leveraging high-risk investments while protecting existing assets.

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Feature #1: Beginner's Learning Path & Certifications

Description	• Offer structured learning paths specifically designed for beginners, covering essential topics in stock trading and investing. • Modules include videos, quizzes, and interactive content to ensure comprehensive understanding. • Upon completion, users receive certificates that can be shared on Social media/LinkedIn.
Pain-Points resolved	• Simplifies complex concepts for **all User Personas** , reducing overwhelm. • Provides a clear roadmap on where to start and how to progress, addressing the lack of knowledge and guidance.
Input costs	• Content creation costs for developing beginner-friendly modules & multimedia. • Platform development for integrating interactive features, tracking user progress, and generating certificates.
Other benefits	• Improves user satisfaction by making learning accessible and engaging, leading to higher retention rates. • **Facilitates user acquisition by providing shareable certificates that act as social proof, encouraging users to showcase their achievements and attract their network to Zerodha.**

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Feature #2: Virtual Trading Simulator

Description	• Offer a simulated trading environment where users can practice investing with virtual money. • Include features like real-time market data, mock portfolios, and **weekly trading competitions** to create an engaging learning experience.
Pain-Points resolved	• Provides a risk-free environment for users like **Aspiring Investor Akshay** to gain practical experience without financial risk. • Helps users overcome the fear of losing money by allowing them to experiment and learn from mistakes.
Input costs	• Development and maintenance of the simulator and integration of realistic market data. • Costs related to creating interactive features and maintaining updated market scenarios.
Other benefits	• **Increases user confidence and competence, encouraging a smoother transition to actual trading with Zerodha.** • Boosts user engagement through gamified elements like leaderboards and competitions, fostering a sense of community.

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Feature #3: Real-time Market updates (notifications) with Actionable lessons

Description	• Deliver real-time market updates alongside curated lessons on what actions investors should consider in response to current events. • Provide context on market trends, significant news events, and expert insights to help users make informed decisions.
Pain-Points resolved	• Assists users like **Risk Taker Reena** by providing timely information on volatile market conditions. • Addresses the need for actionable insights, reducing uncertainty about what steps to take during market changes.
Input costs	• Investment in real-time data integration and analytics to ensure up-to-date information is available. • Content creation for lessons that contextualize market updates and provide actionable advice.
Other benefits	• **Boosts user acquisition by showcasing Zerodha's expertise and reliability in providing timely, practical trading advice, encouraging learners to open full trading accounts.** • Builds trust in Zerodha as a reliable source for both market information and education, potentially increasing user loyalty.

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Feature #4: Community Forums, Groups and Peer Learning

Description	• Create a platform for community forums where users can interact, ask questions, and share insights with peers and experts. • Enable users to form groups based on similar interests and knowledge levels, where they can collaborate on investment strategies. • Include features like Q&A sessions, discussion boards, and peer mentorship opportunities.
Pain-Points resolved	• Provides a supportive environment for **Risk Taker Reena** and other users to discuss high-risk strategies and market trends. • Offers an avenue for users to learn from real experiences and insights.
Input costs	• Development costs for building and maintaining a robust community platform with secure, interactive features. • Moderation and content management expenses to ensure a positive and educational UX.
Other benefits	• **Facilitates user acquisition by enabling users to form groups, collaborate on strategies, and co-invest, which encourages group members to use Zerodha for executing these strategies.** • Fosters a sense of community and belonging, increasing user retention and loyalty to the Zerodha platform. • Groups can leverage the collective knowledge to make informed decisions, creating a natural pull for new users who want to join and learn from these established networks.

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Prioritization by RICE scoring

Feature	Reach (# of users)	Impact (out of 3)	Confidence (out of 10)	Effort (in person-months)	RICE score = (R*I*C) / E	RICE Priority Rank
1. Beginner's Learning Path & Certifications	4 M users	2.5	9	8	11.25M	**1**
2. Virtual Trading Simulator	3.5 M users	3	8	12	7M	**3**
3. Real-time Market updates (notifications) with Actionable lessons	2.5 M users	2	7	10	3.5 M	**4**
4. Community Forums, Groups and Peer Learning	3.5 M users	2.5	7	6	10.2 M	**2**

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Success Metrics (Performance metrics) to be tracked

Feature	Success Metric to be tracked
1. Beginner's Learning Path & Certifications	• Course Completion Rate • Certificates Shared on Social Media • New User Sign-Ups from Shared Certificates • Average Course Progress Rate
2. Virtual Trading Simulator	• DAU • Session Duration • Leaderboard Participation Rate
3. Real-time Market updates (notifications) with Actionable lessons	• Notification Open Rate • Content Interaction Rate • Lesson Completion Rate Post-Update
4. Community Forums, Groups and Peer Learning	• Active User Participation Rate • New Group Formations • Referral Rate from Community

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GTM Strategy Plan

Launch Plan

- **Pre-Launch Campaigns**:
    - Build anticipation with teaser content, countdowns, and exclusive early access offers.
    - Engage beta users for feedback and testimonials.
- **Launch Event**:
    - Host a virtual launch event with keynote speakers, demos, and live Q&A.
    - Offer launch-day incentives like discounts on premium subscriptions.
- **Post-Launch Follow-Up**:
    - Analyze initial user data to refine marketing strategies and improve user onboarding.
    - Continue engagement with follow-up emails, new content releases, and community building.

Pricing and Monetization

- Free Access with Premium Features:

— Offer basic courses and resources for free to attract a wide audience.

— Introduce premium features such as advanced courses, personalized coaching, or exclusive webinars at a subscription fee.

- Affiliate Programs: Encourage existing users to refer friends and colleagues by offering incentives like discounts or free access to premium content.

Additional GTM Strategy elements

Messaging about Value Propositions:

Education and Confidence Building:

Value: Comprehensive courses, simulations, and real-time insights that turn novices into confident investors.

Messaging: "Empower your financial future with Zerodha Varsity – Your first step towards smart investing."

Seamless Transition to Real Trading:

Value: Easy transition from learning to trading with Zerodha's platform.

Messaging: "Learn, practice, and trade seamlessly – all with Zerodha."

Community and Support:

Value: Engage with a thriving community of investors for shared learning and growth.

Messaging: "Join a community that supports your journey to financial success."

Positioning Statement

"Zerodha Varsity is your all-in-one financial education platform, designed to empower you with the knowledge and tools needed to become a confident investor. Transition effortlessly from learning to trading with India's leading brokerage, Zerodha."

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