

Improving top of the funnel activities for Smallcase.

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Context:

The aim of this document is to chart out strategies for improving the top of the funnel activities, namely awareness and acquisition for Smallcase. Smallcase has grown incredibly well as a stock investing platform leveraging “ideas as a concept” to invest in and has seen promising results as a trusted platform by investors and brokers. alike. These features are meant to improve overall awareness and acquisition for Smallcase and open up new avenues for monetization

Understanding the boom in Equity investing in India and how Smallcase is playing a pivotal role in it:

Equity investing in India is at an all time high with the Sensex recently crossing the coveted 60,000 mark. As per Zerodha’s and SEBI reports more than 10 million new demat accounts were created between April 2020 and January 2021. This is more than double the accounts created in the previous years. Majority of these are retail investors joining the share markets during and after the covid aftermath.

Following are few of the motivations that fuel these new investors:

1. People are having more disposable income.
2. People are having more free time when working from home.
3. People are realizing the value of investing and compounding due to various factors like increasing inflation, nudges by influencers and peers and the boom in the fin-tech sector as a whole.
4. Markets were at their lowest points during FY21, millennials and short-term investors were using this to make short-term gains and looking at it as an alternate source of income.

Smallcase is a basket of stocks that reflects an idea. They are fully customizable and are created and managed by SEBI certified professionals and finance experts.

More and more investors are investing in Smallcases after realizing the value addition it provides in the diversification, stability and returns for their portfolio.

Metrics:

The success of discussed ideas can be measured using a variety of metrics like DAU, MAU, WAU of the features and the app, CAC, impressions, Token usage, Conversion rates.

Ideas for improving top of the funnel:

Improving awareness and acquisition among consumers:

1. **Investing and creating smallcases with friends and family** – The art of investing is essentially an individual task, and this is especially true for retail investors. Also, some smallcases might be too expensive for new or existing users. Allowing users to co-invest with friends or family in selected smallcases (can be limited to 2 or 3 investors) can help resolve these pain points.

2. **Introducing Smallcase tokens (Incentivized usage)** – Provide tokens for investing in smallcases. Tokens can be provided based on the amount invested, duration of investing in smallcases and referrals. These tokens can be used for purchasing fee based smallcases (by paying a portion of the fee with the tokens).

3. **Earnings Calculator** – Selecting and opening a smallcase can show a small button called “Earnings Calculator”. It will show the estimated value in specific periods like 3, 5 and 10 years based on the previous performance and the current amount that needs to be invested. Users can customize the values like duration, amount and others, if they want.

4. **Nudging users to share their created or invested smallcases**- Users can be nudged to share their created or invested smallcases after they have been investing for some periods of time and generating expected or more than expected returns.

5. **Tie-ups and support for financial creators**- Smallcase has tied up with several financial creators and this can be ramped up as more and more creators are creating finance content. Supporting small and medium creators can be started as well since social media platforms are providing more organic reach to these creators and they are amassing more and more followers.

Live-stream events can be held on the smallcase app or on YouTube with financial experts.

6. **Tie-ups with games and gaming platforms** – This represents a large opportunity to tap into the massive gaming community. With mobile games reaching viral new heights everyday and with the growing interest in gaming among millennials, gen-z and investors alike, this is a great opportunity to increase awareness.

Prioritisation:

To ensure bias-free prioritization of ideas, I utilised the RICE framework for prioritization with some educated assumptions in place.

RICE Framework - The RICE scoring model is a prioritization framework designed to help product managers determine which products, features, and other initiatives to put on their roadmaps by scoring these items according to four factors. These factors, which form the acronym RICE, are reach, impact, confidence, and effort.

Formula - $(R+I+C)/E$

Scoring of Ideas based on RICE Framework:

Idea	Reach	Impact	Confidence	Effort	Score
Investing with friends and family.	8	9	9	7	3.7
Smallcase Tokens	6	8	8	5	4.4
Earnings Calculator	3	6	4	2	6.5
User nudges to share smallcases	6	6	5	2	8.5
Tie-ups with financial creators and gaming platforms.	7	7	6	6	3.3

Summary:

In summary, I looked at smallcase as a platform, analysed the user base and motivations and needs and brainstormed ideas for improving user awareness and acquisition for smallcase followed by prioritization of those ideas.

Overall, equity investing is still done by a small part of India's population and as the purchasing power rises and more and more people become aware of investing, smallcase is set to witness a rapid growth over the coming years.