

mintgenie

BORN HI
DIGITAL

Creative Presentation



Agenda

- Objective
- Indian Robo Advisory Market
- New Age Investment App Understanding
- Target audience
- Brand Understanding
- Positioning and Communication Strategy
- Recommend Launch Campaign
- Campaign Execution





What's the Ask?

LAUNCH

Platform with strategic brand communication

EDUCATE

Consumers about on how the app is one stop solution for all financial learning

ACTIVATE

Channels for driving consumers for app download



Indian Robo Market Advisory Overview

The New Investment Ecosystem

- Total assets under management (AUM) will **touch \$13 billion in 2022-23**
- **Number of Indians** who use robo-advisory services is also **expected to touch nearly 330 million by 2025**
- **First-time investors** are young, tech-savvy individuals who believe in **DIY rather than seeking advice**
- Total of **85 robo-advisory firms in India currently, with Mumbai and Bengaluru** accounting for the highest number





Buzz Around Micro Investing Apps

Why are Gen Z and Millennials inclined towards these Apps?

Devashish Motawani,
28, Lucknow.

Entrepreneur. Upstox;

ease of investing, easier to follow the market.

Lagan Gupta,
25. Kolkata.

Gaming industry professional

Zerodha offers add-on tools to their platform, which help in analysis.

Simran Raj.
25, Bangalore .

IT Professional Smallcase;

Helps her connect with curated portfolios managed by investment professionals.

Aman Agarwal,
27. Noida.

Young professional Grow; to invest in shares. "Ease of use, simple UI, plus low brokerage costs

Radika Hande,
20. Mumbai . Student

Fashionista and Influencer. Niyo;

Allow me to track my expenses and ensure that I can invest the change leftover.

Dhiren Gala
34, Delhi

Self employed Scripbox; Jargon free and simplified approach to investing in mutual Funds

Changed Consumer Mindset- “Willingness to Invest”

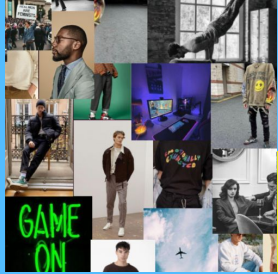
- Educate them about **finances and areas they can invest in to help their money grow**
- **Relate to the services offered** by these micro-investing apps
- Easy to use and simple access.
- **Community building** - Recommend these app to peers and friends once the trust is build
- **Low and Minimum deposit and Investment**





Consumer Understanding

Consumers Persona



**Abeer Sherwani 22, Hustler|
Young Professional|Sneakerhead**

- **Brand loyal and his brand choices** resonates his believes and values
- **Love his sneakers, coffee and Travel**
- **Ambitious about future and DIY**
- **Influenced by** friends and his favorite influencers
- Loves games and is a part time gamer.
- **Turn to community for answers** - Discord, Twitter, etc.
- **Enthusiastic about the innovations and possibilities** with Micro investing app



**Kunal Mehta, 30.
Working professional| Traveler**

- Looks for **sustainable options in all his life choices**
- **Wants to grow his money and utilise** all new age opportunities
- **Travel and indoor sports are his stress busters**
- Seeks **guidance and expert advice on** technical and financial matters
- **Influenced by Friends, family and influencers**

Understanding their Financial Behaviour

GenZ

- **Instant gratification** is quite important
- **DIY tools** to study different scenarios and do their own research.
- **Financial Investment process are extremely boring** with no immediate gratification
- Want **everything fast**

Millennials

- Better place to **park their money**
- **Investment Ecosystem** tailored to their habits, offering cost-effective access to the market
- **Seeks personalised advice and curated portfolios.**
- Solutions that are easy to use, access and monitor investments

Consumers Pain Point

High-risk environment

Younger TG can't afford to stake large amounts of money.

Lack of reference points

Almost no to very low resemblance with stock market fluctuations and no self-learning literature

Complex ecosystem

Financial Investments are a complex matter and learning the nuances can get overwhelming

Need for experience

One can only learn through trial and error, which can become an expensive affair





Understanding mintgenie

Learning (Robo Advisory)



Gaming



Financial Investment

Automated, algorithm-driven financial planning based on consumers **financial situation and future goals**

Provides **hands-on portfolio management experience** in real various financial investment through **simulation learning experience with zero loss**

Players can gain experience, get better at their financial skills, and start real time investment

What's makes us different

- Comprehensive education
- Easily accessible
- Less Financial jargons

- Different Game Categories
- Practical Learning
- No Risk

- Level up and Start investing on the same platform or other platforms
- Shortened learning Curve

Learning (Robo Advisory)



Gaming



Financial Investment

Automated, algorithm-driven financial planning based on consumers **financial situation and future goals**

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What's makes us different

- Comprehensive education
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- Less financial jargons

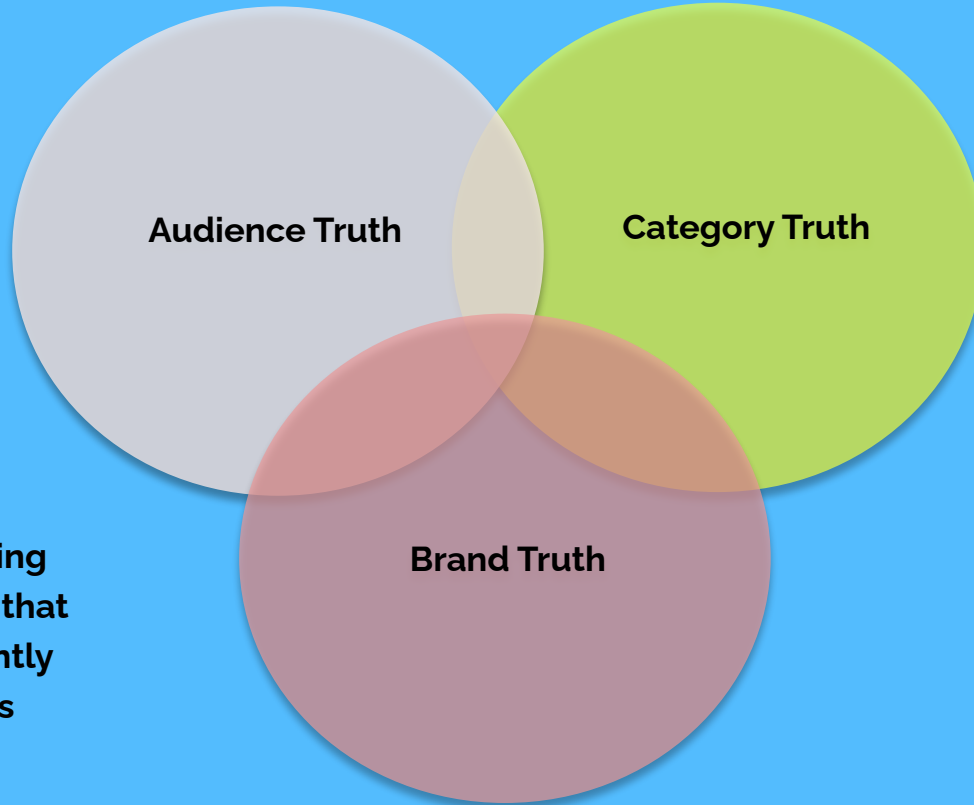
- Different Game Categories
- **Practical Learning**
- **Learning Made Easy**
- No Risk

- Level up and Start investing on the same platform or other platforms
- **Grow Your Money**
- Shortened learning Curve



Strategy for Positioning

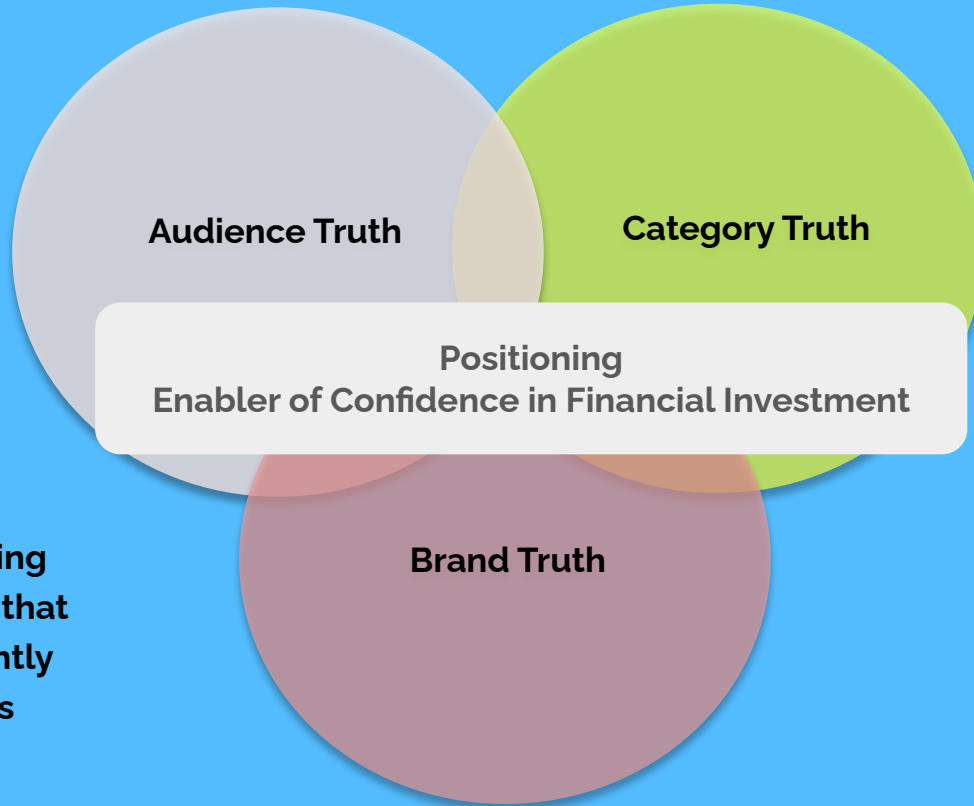
Highly **enthusiastic about growing money** but feel they are **missing out due to apprehensions/Fear of losing money**



Not many **trading simulation games** to **educate consumers** before they start to **make actual investments**

MintGenie provides an **exciting gamified simulation model** that **let's the consumers constantly level-up their financial skills**

Highly **enthusiastic about growing money** but feel they are **missing out due to apprehensions/Fear of losing money**



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Laddering the “Confidence” Space

Lower- Order Benefit
(Process led)

**RISK
REMOVER**



Higher- Order Benefit
(Outcome led)

CONFIDENCE BUILDER

Go to Market Communication

Be “Finance Cool”
With
mintgenie



Campaign One

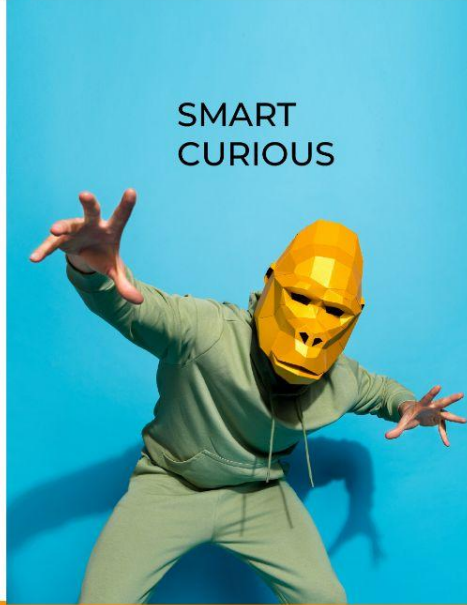
CLEVER
SHARP



BRAVE
RISK TAKER



SMART
CURIOUS



PATIENCE
FOCUS



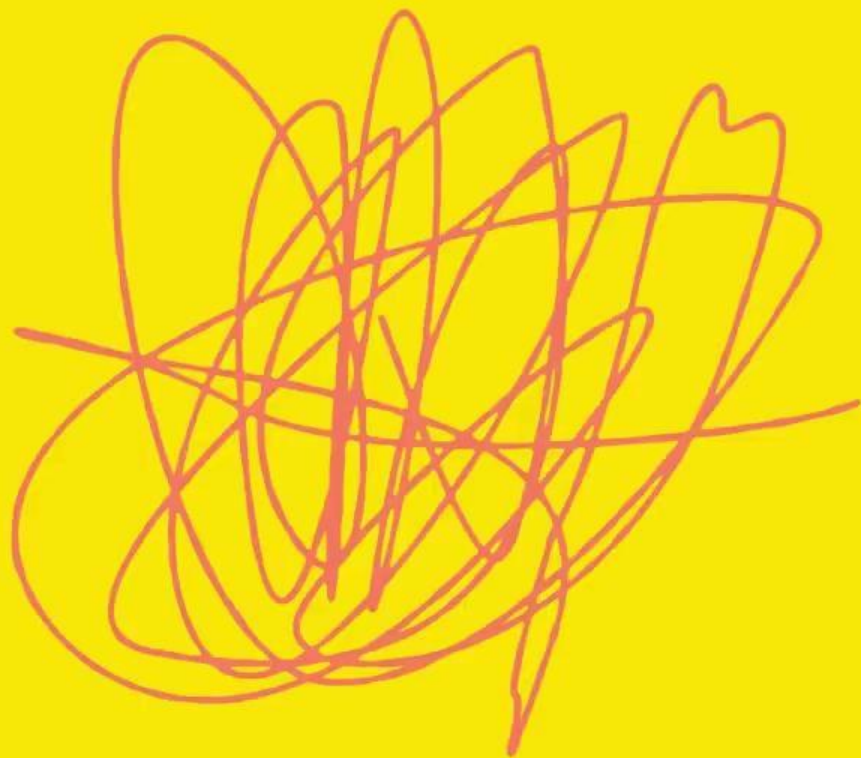
#GENIEOFALLTRAITS

Campaign Thought

We take inspiration from **animal traits** and ring them in with **human tendencies**.

While humans are cautious of each and every step, animals tend to remain **focused, towards their end goal.**

Keeping this in mind, we've curated **meaningful conversations** around **MintGenie** being the **absolute learning platform** for our audience to know & experience how to make **wiser-financial decisions.**



#GenieOfAllTraits Rap - Lyrics

Make a wish, make a wish!
Mint Genie puri karega apki teeno khwaish

Make a wish, make a wish!
Market learn krne ki kar rahe ho koshish
Genie krega puri apki ye wish!

Downward upward sarre chart movements Kalro crack!
Mint Genie ke sath learn all the hacks

Make a wish, make a wish!
Wanna play and catch big fish

Genie karega puri apki ye wish!

Mint geine ke sath market phobia mitao
Virtual points ke sath apna portfolio bano

Make a wish, make a wish!
Puri Karni hai investment ki khawaish
Geine puri krega ye wish

Market karlo enter
Bull or bear, when mint Genie is here then have no fear

Make a wish, make a wish!

Mint Genie ne kardi teeno wishes puri
Dubara milne k liye open the app jb bhi lage durri

Jo #GenieOfAllTraits banne ke liye thi jaruri!

#GenieOfAllTraits Rap - Recommended Artist

Deepa Unnikrishnan, popular **Rapper**, **singer-songwriter**, **story teller**, & is famous among music lovers by **Dee MC**.

Leverage her tonality to lead the way forward for **MintGenie's introduction** in a **culturally explorative format**.



BANO **BUDHIMAN** AUR

MARKET LEARNING



KARO AASSAN

LEARN ALL THE TRAITS & BECOME A PRO!

#GENIEOFALLTRAITS

The all-in-one financial learning and investment app that understands your investment needs and creates a personalized portfolio for your risk profile.

DOWNLOAD THE APP TODAY!





BE **SHERDIL** AND
LEARN
WITH YOUR WILL!



LEARN ALL THE TRAITS & BECOME A PRO!
#GENIEOFALLTRAITS

The all-in-one financial learning and investment app that understands your investment needs and creates a personalized portfolio for your risk profile.

DOWNLOAD THE APP TODAY!





BANO **BALWAN** AUR

FINANCIAL LEARNING

PE DO DHYAN

LEARN ALL THE TRAITS & BECOME A PRO!
#GENIEOFALLTRAITS



The all-in-one financial learning and investment app that understands your investment needs and creates a personalized portfolio for your risk profile.

DOWNLOAD THE APP TODAY!



THE FIRST WORD YOU FIND IS YOUR
NEXT INVESTMENT!

ASDFSTOCKMARKETLKHJDOOURMAR
LKHJDOOURMARKBONDSMAKEMARK
YESONCRYPTOCURRENCYURKLJDIRK
ASFKHJMUTUALFUNDSLKHJDOOURM
UIMTEQUITIESLKHJDOOURMARUIELK

Consumers

Contest



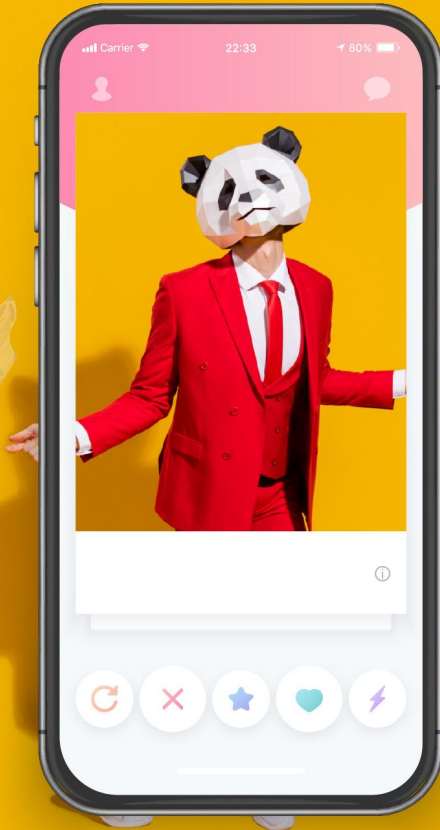
YouTube Pre Roll and Motion Ads



Digital
Engagement

WANNA PLAY?

Swipe right to learn how to earn



#GENIEOFALLTRAITS

**Digital
Engagement**



**Risk your
money**



**Learn with
mintgenie
first to
become a pro!**



When you invest
all your money in
the stock market
without learning first!

Digital
Engagement



Apun ko zindagi mai kuch daring karna tha

Digital
Engagement



Show me Best Genie



I Said Best



Perfect

Digital
Engagement



EAT



SLEEP



**LEARN & PLAY
WITH GENIE**



REPEAT

Digital
Engagement

Cock-a-doodle-do!

Don't complicate your relationship
with the market.



Simplify it with

mintgenie

Twitter
Post



MintGenie @mintgenie · Nov 5, 2022

Your investment wishes, are my command.

As no one guides you better than Genie!



 8K

 5K

 6K

 2K

Twitter Poll

MintGenie
@mintgenie · Nov 5, 2022

From where did you get the first taste of the market?

Textbooks	24%
Social Media Platforms	17%
Mint Genie	47%
Movies/OTT Series	12%

58 votes · Final results

Also a lot of discussion on Twitter Spaces



Recommended Twitter Influencers

Name	Profile links	Followers	Type of content
Twinkle Jain	https://twitter.com/twinklejain?lang=en	2.9m	Financial, investment tips
Anmol Sharma	https://twitter.com/financebyanmol	983k	Financial, investment tips
Anushka Rathod	https://twitter.com/anushkarathod98	311k	Financial, investment tips
Neha Nagar	https://twitter.com/nehaganarr	350k	Financial, investment tips

Be a winner with Genie

In order to create a **consistent recall value** for **MintGenie**, we want to propose **monthly contests** wherein with **each learning milestone**, the user keeps **winning cash prizes**.

This propagates our notion of making them **learn to make wise investment decisions**, while offering them the **opportunity to win** while making use of their talents too.

Platform - Facebook and Instagram



Sima Aunty's perfect match for Financial Learning

Matchmaking is as much science as it is an art. Sima Taparia would agree.

Hilarious take by Sima Aunty on how young generation's best investment learning match is done by the **#GenieOfAllTraits** with which they won't have to compromise on their lifestyle

Series of motion stories; start with introduction of MintGenie to playing on the app together and then talking about the Gen Z/Millennial lifestyle and how they can plan it better with MintGenie! We can also make it more interactive by letting users chose the narrative of the story.

Netflix has 223.09 Million subscribers and is most popular platform across each age group in India, 18-24 is their largest demographics. Males preference for netflix is higher than female preference

Platform - Youtube and Facebook



Source-

<https://indianexpress.com/article/technology/tech-news-technology/netflix-top-streaming-service-in-india-57-percent-said-they-have-access-to-at-least-one-survey-7404238/>



Campaign Two



#BeGenieUs

Learning made easier with Genie!

There's a big difference between being really smart and being a genius. While geniuses tend to be exceptionally intelligent, they also use **imagination** and **creativity** to invent, discover or create something new within their field of interest. They **break new ground** rather than simply remembering or reciting existing information.

With **#BeGenieUs** we personalise the notion of being a genius, with genie by your side. As the **perfect learning partner** — **MintGenie** helps you make **intelligent financial decisions**.



Your

O F G



Original Finance Genie

is finally here!



Download the App today!



my m[₹]oney don't
jiggle, jiggle,

it folds,
We'd like you to
learn, play & explore!

#BeGenieUs

mintgenie

LEARN | PLAY | INVEST
DOWNLOAD THE APP TODAY!



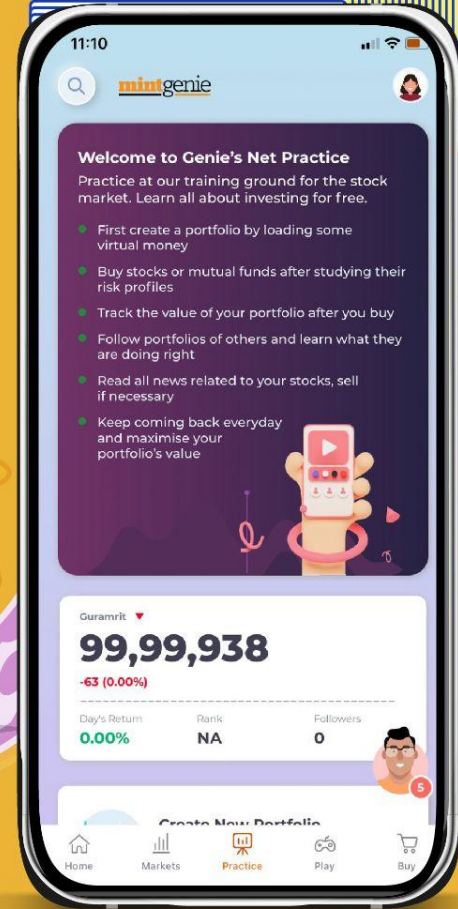
my m[₹]oney don't jiggle, jiggle,

it folds, We'd like you to learn, play & explore!

#BeGenieUs

mintgenie

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Are you a
Mutual fund?

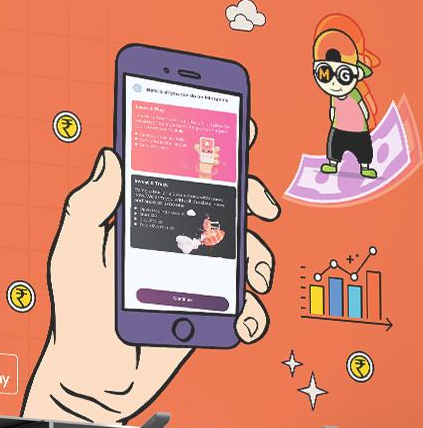
Coz I want a
SIP of you.

mintgenie

#BeGenieUs

LEARN | PLAY | INVEST

DOWNLOAD THE APP TODAY!

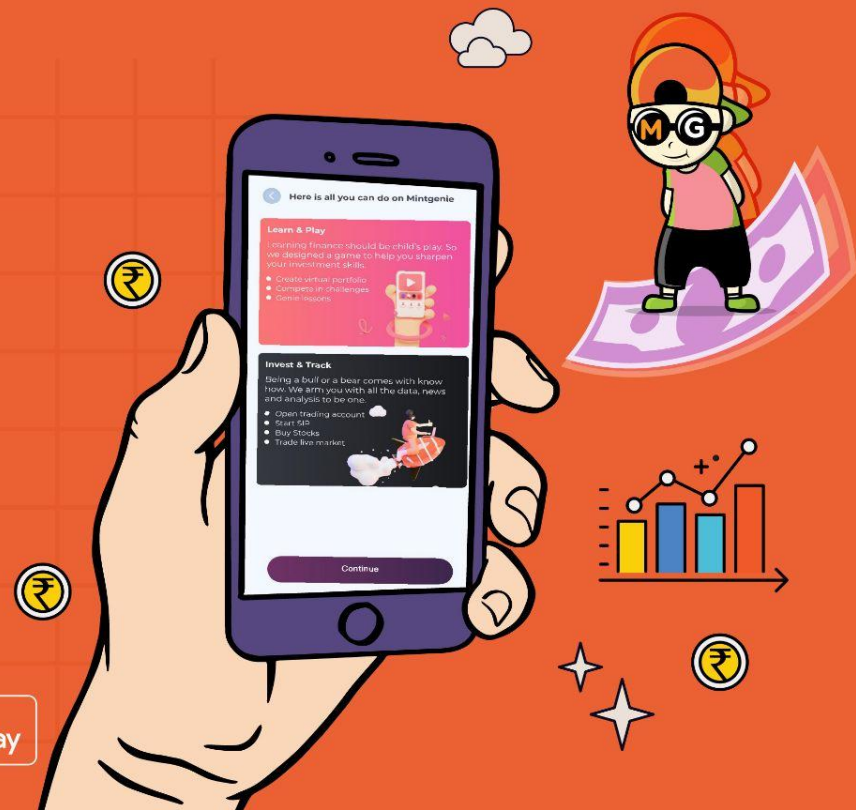


Are you a
Mutual fund?

Coz I want a
SIP of you.

#BeGenieUs

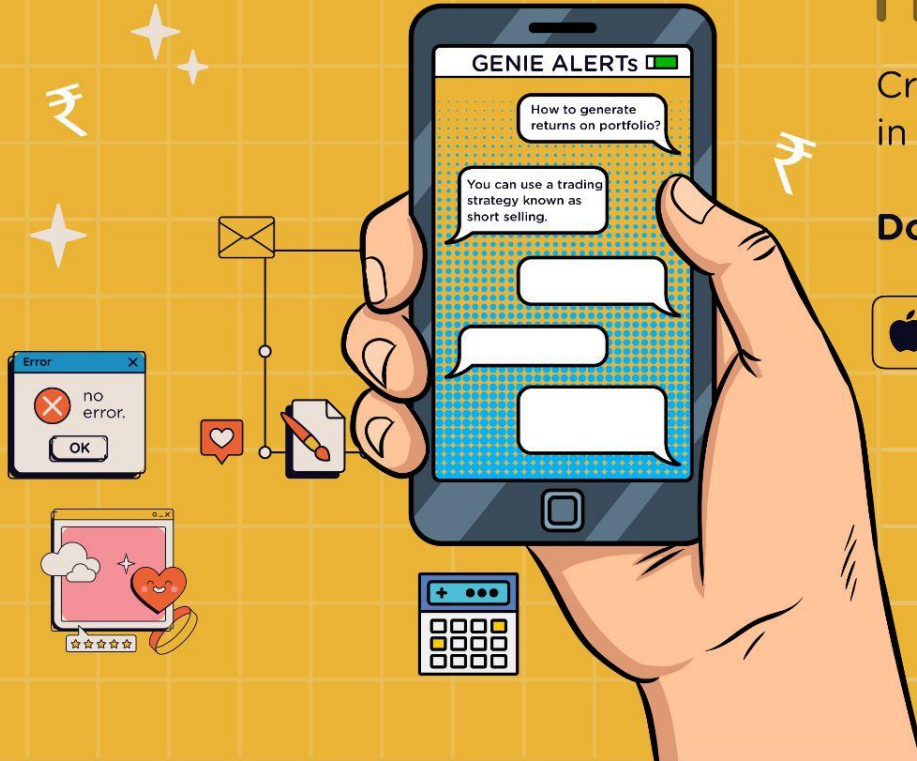
LEARN | PLAY | INVEST
DOWNLOAD THE APP TODAY!



Catch financial learnings, not feelings

Create your Virtual Trading Portfolios and compete in weekly and monthly challenges.

Download the App today!



#BeGenieUs

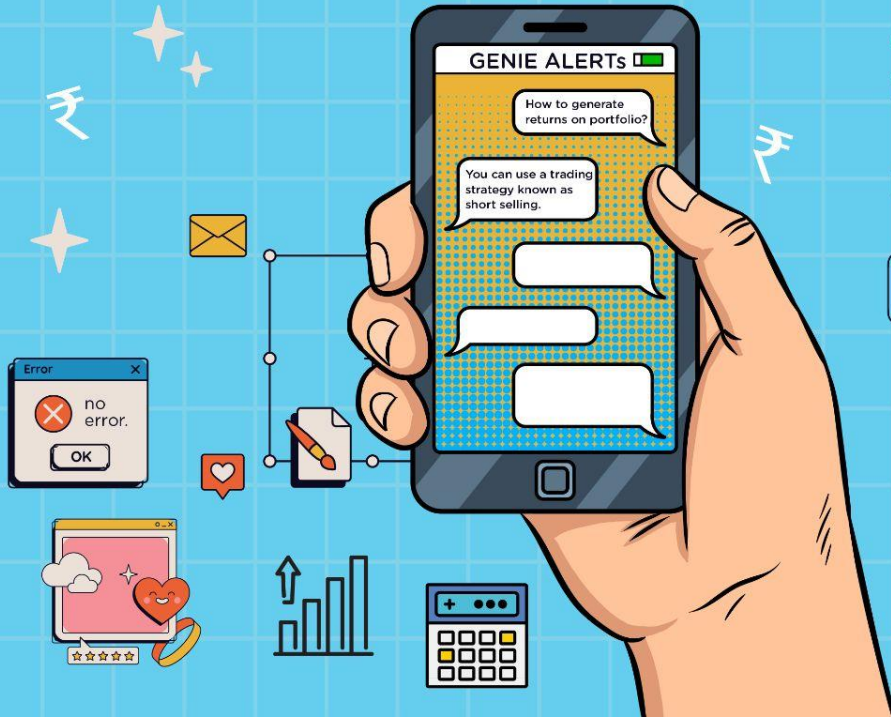
Financial learning made easier with Genie!

Create your Virtual Trading Portfolios and compete in weekly and monthly challenges.

Download the App today!



#BeGenieUs



Kyu paisa paisa karti hai,
kyu learning se tu darti hai?

**Ek baat mujhe batlade tu,
MintGenie use kyu ni karti hai?**

#BeGenieUs



LEARN | PLAY | INVEST
DOWNLOAD THE APP TODAY!



**Digital
Engagement**

Digital Engagement

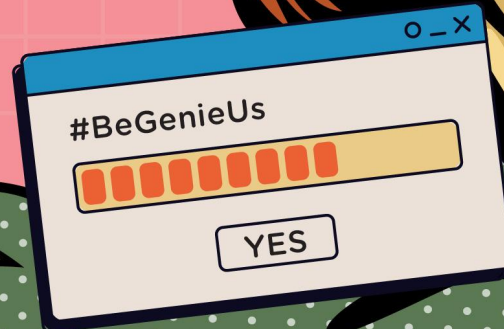
mintgenie

Oh Genie wale babu,
learning tu karwade,

**Thodi tips
tu batade,
thode tricks
tu seekhade...**



LEARN | PLAY | INVEST
DOWNLOAD THE APP TODAY!



AG, OG, LO G, Suno G,
**mintgenie pe
learning karo G!**



#BeGenieUs



Digital
Engagement



LEARN | PLAY | INVEST
DOWNLOAD THE APP TODAY!





Hindustan Times

Don't fall,
Genie is here for you all
Create your Virtual Trading Portfolios and compete
in weekly and monthly challenges.

Download the App today!



#BeGenieUs



mintgenie



LEARN | PLAY | INVEST
DOWNLOAD THE APP TODAY!

Newspaper Ad

Don't fall, Genie is here for you all

Create your Virtual Trading Portfolios and compete
in weekly and monthly challenges.

Download the App today!

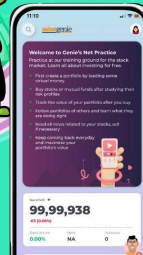


#BeGenieUs

mintgenie



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DOWNLOAD THE APP TODAY!



Creating Buzz Around OFG

We want to leverage **influencers from different genres** to personalise the message and share it across our audience in an engaging way.

Right from giving pop culture references to enacting our favorite characters - **personalisation of communication** is at the heart of it all.

Creating Buzz Around OFG

Get the whole town to talk about the new "Finance OG"

Campaign will start with **Niharika NM going live on Instagram** and talking about this new guy in town who has taken all the limelight and she wants to know why?

Srishti Garg replies to her story by saying because **he is cool and not just cool.... He is Investment Cool**

Niharika replies to it by saying **whaaaaat..... What is this new Investment Cool.....**

She then asks people to help her get hold of this new OFG Guy

Platform - Instagram, Youtube and Facebook



Finding Original Finance Genie

MintGenie responds to Niharika NM saying if you want to **catch hold of me you need to be Investment Cool** and for that you need to download the **MintGenie app**, take my **Lesson and Play and Learn**.

Also get your **“Investment Cool” look with the “OFG AR filter”** and then maybe we can have a **conversation**

Platform - Instagram and Snapchat

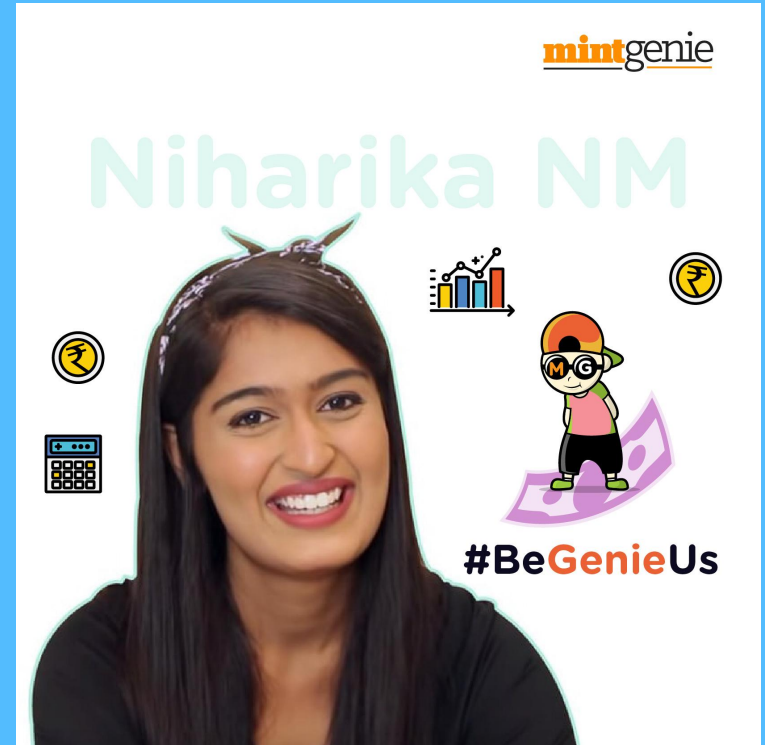


OFG helps Niharika NM Be Finance Cool

Fun collaboration where Mintgenie answers all queries and apprehensions which Niharika NM has with respect to her investment and finance and also tells her how she can attain the lifestyle that she dreams of by first learning and then playing the game to be a **Finance Cool Persona**

Video will be fun interaction between between the two and will also demonstrate the app and its features

Platform - Instagram and YouTube



Creating Buzz Around OFG-Recommended Influencers

Name	Profile links	Instagram Followers	Type of content
Niharika	https://www.instagram.com/niharika_nm/?hl=en	2.9m	Comedy Skits, Sketches
Srishti Garg	https://www.instagram.com/sri_shtigargg/	167k	Fun, Light hearted content
Vishnu Kaushal	https://www.instagram.com/thevishnukaushal/	983k	Funny, relatable content
Neha Doodles	https://www.instagram.com/neha.doodles/?hl=en	311k	Doodling, illustrations
Sakshi Sindwani	https://www.instagram.com/stylemeupwithsakshi/	519k	Fashion, lifestyle
Tarini Shah	https://www.instagram.com/tarini_shah/	425k	Fashion, lifestyle
Chaitanya Dixit	https://www.instagram.com/chaitanya_dixit/	28k	Sneakerhead
Suhana Sethi	https://www.instagram.com/suhanasethiofficial/	12.4k	Sneakerhead
Santanu Hazarika	https://www.instagram.com/santanu_hazarika_art/	90k	Doodle art, illustrations
Dee MC	https://www.instagram.com/deepa_deemc/	46.7k	Rapping, Singing

#GenieUsLessons

By sharing **financial tips & tricks led forth by Genie** on **YouTube Shorts**, we would be continuing to **innovate our platform communication** so that we can continue to express ourselves, **connect with our audiences**, and **increase our reach** and revenue opportunities on the platform.

Platform - Youtube



#BeGenieUSessions

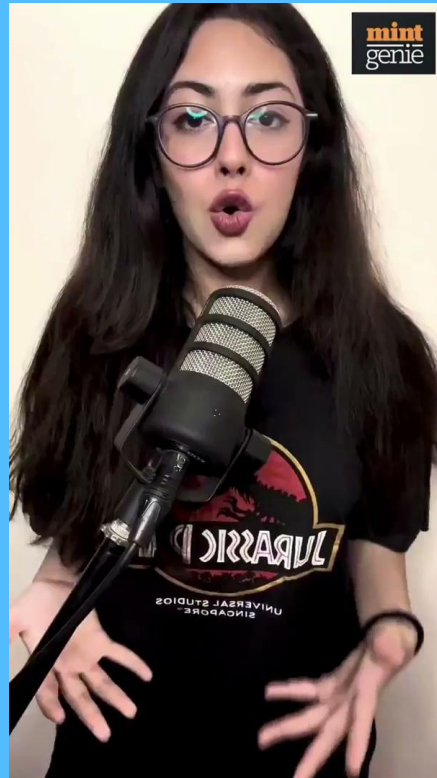
In order to reach an important segment of our target audience which includes **college students**, we want to leverage podiums where students instill their **trust** and seek **information**.

Platforms such as **DU Beat** which is the **biggest campus publication in India** that works as an **independent student run newspaper** focussing on targeting **all colleges under the University of Delhi**.

Here we propose to make **Genie takeover their social media handle on a bi-weekly basis** for a thoughtfully curated **Q&A session** about **financial goals, learning & wise-investments for students**.



#BeGenieUs Educative Series



#BeGenieUSPodcast

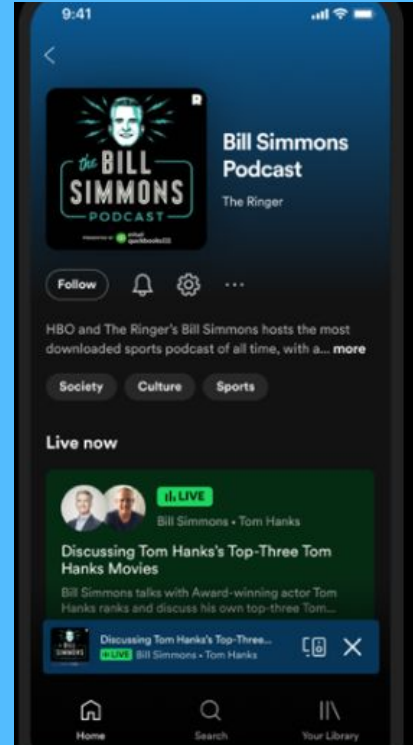
We want to give **Genie** a very **strong and dramatic voice** that would be talking to a **panel of influencers** and further discussing about **financial learnings, downfalls** & the **next wise step** in one's **investment trajectory**.

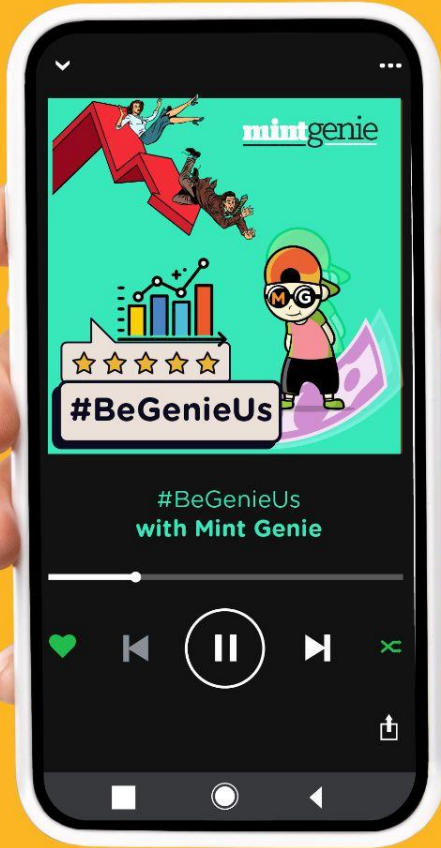
Platform - Spotify and Gaana

Spotify Numbers:

- **73% Listeners are Genz.**
- Within Our TG (25-35)
- 49%- 18-24 Age Group
- 16%- 25-34 Age group
- 6%- 35-44 Age group
- 24%- 13- 17 Age group
- M/F Split overall is 63/37

Gaana - 200 Million Users. 50 per cent are from Hindi, followed by 35 per cent from the regional languages led by Punjabi, and the rest from English,(15-25 age, smaller towns)





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#BeGenieUSPodcast Collaborations

Name	Profile links	Followers	Type of content
Neha Nagar	https://www.instagram.com/iamnehanagar/	1.3m	Financial, investment tips
Anushka Rathod	https://www.instagram.com/anushkarathod98/	571k	Financial, investment tips
Anmol Sharma	https://www.instagram.com/financebyanmoll/	282k	Financial, investment tips

Interactive App Stories

Follow these simple steps to

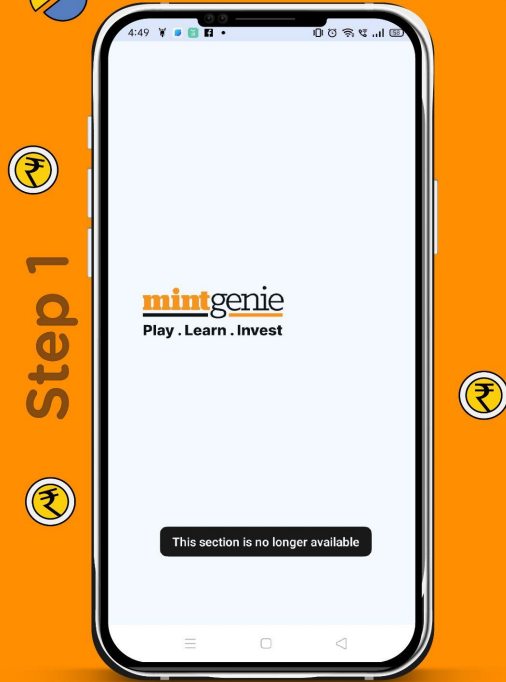
learn and make money!

tap on genie...



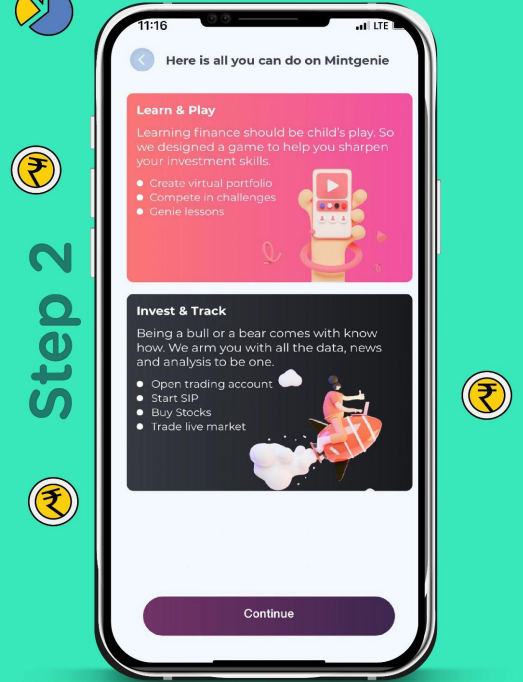
mintgenie

Open the
app



Step 1

Continue for
fun learning

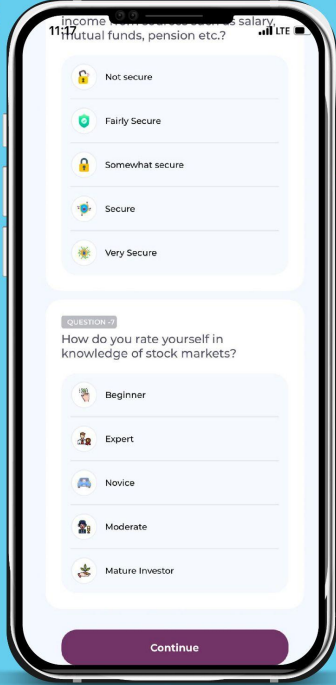


Step 2

Interactive App Stories

Answer a few quick questions

Step 3



income mutual funds, pension etc.? salary

11:17

Not secure

Fairly Secure

Somewhat secure

Secure

Very Secure

QUESTION →

How do you rate yourself in knowledge of stock markets?

Beginner

Expert

Novice

Moderate

Mature Investor

Continue

₹

₹

₹

₹

₹

₹

Get acquainted with Genie

Step 4



11:17

Genie

Your risk profiling is done. You will now be able to identify your risk taking level. And see what stocks or mutual funds are recommended by Genie, given your risk appetite.

Continue

₹

₹

₹

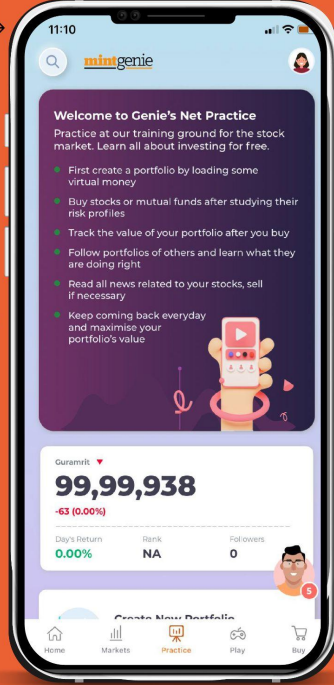
₹

₹

₹

Explore your virtual portfolio

Step 5



11:10

minigenie

Welcome to Genie's Net Practice

Practice at our training ground for the stock market. Learn all about investing for free.

- First create a portfolio by loading some virtual money
- Buy stocks or mutual funds after studying their risk profiles
- Track the value of your portfolio after you buy
- Follow portfolios of others and learn what they are doing right
- Read all news related to your stocks, sell if necessary
- Keep coming back everyday and maximise your portfolio's value

Guramit ▾

99,99,938

-63 (0.00%)

Days's Return: 0.00%

Rank: NA

Followers: 0

Create New Portfolio

Home Markets Practice Play Buy

₹

₹

₹

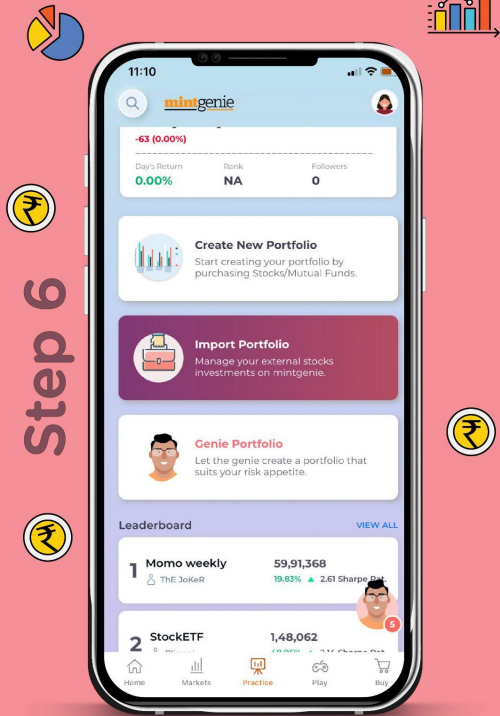
₹

₹

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Interactive App Stories

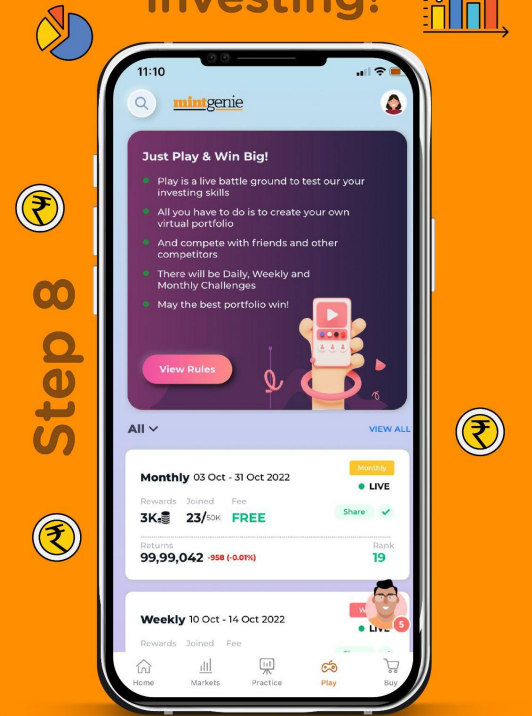
You can also create or import an existing portfolio



Check out various tools



Begin learning, playing & investing!





Thank You!