

pod

Strategy
& Creative Presentation

Agenda

- **Category Understanding**
- **Competition Analysis**
- **Consumer understanding**
- **Our understanding of the Brand**
- **Recommended Brand Zone**
- **Recommended Brand Campaign**
- **Platform Strategy**



**Become an
Angel Investor
with INR 20K
on POD**





Category Understanding

Indian Startup Investment Market

- Reached **approximately \$70 billion in investments**, the PE-VC market was **buzzing with frenetic deal activity**
- **Internet and Tech Sector**; Consumer tech and IT/ITES are buzzing sectors
- Peer to Peer lending platform **Lendbox, estimates that Indians are making about \$3 Million Annual Investment in New Age alternative Investment Platform**
- Early-stage startup investment remains an **attractive proposition for many investors is exponential growth probabilities.**
- **Young investors** and many Indians are **venturing into volatile investment territory** with a chance to have bigger returns





Competition Analysis

Tyke Invest

Brand Zone- Invest | Raise | Grow

Tonality- Educative, Informational and functional

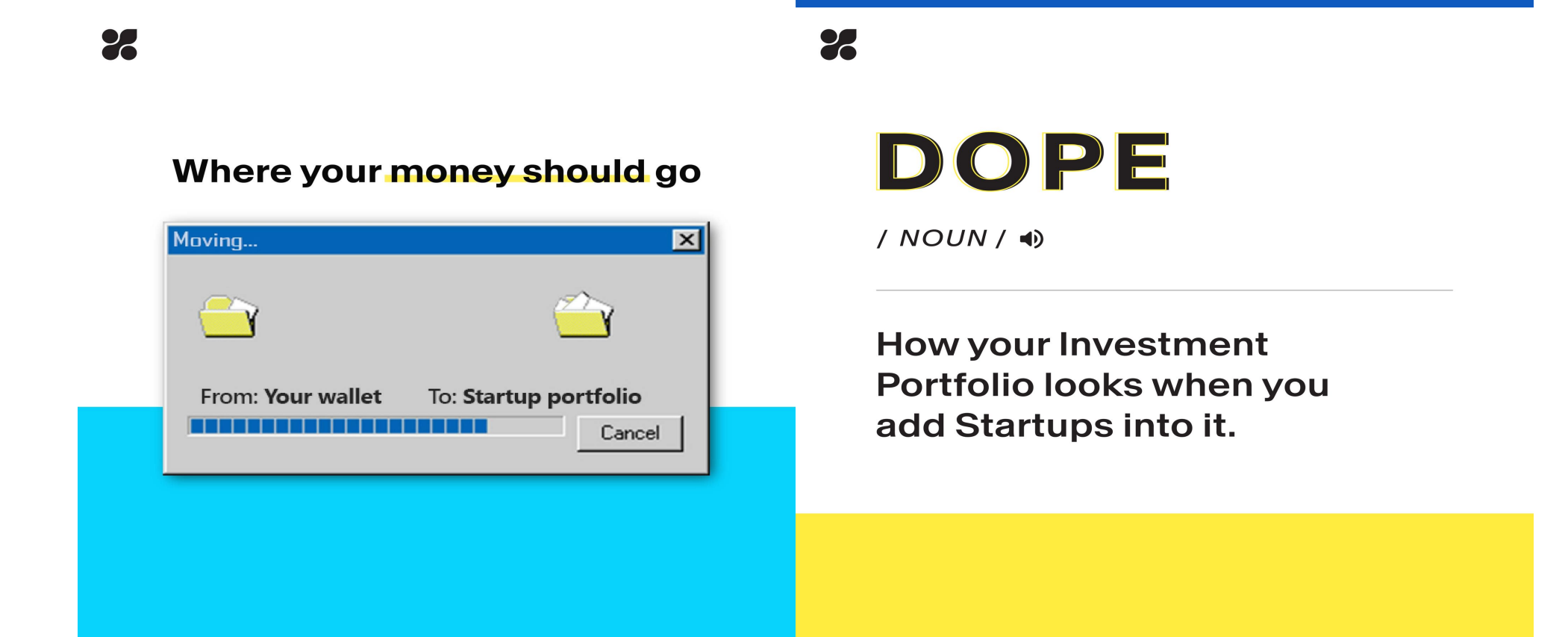
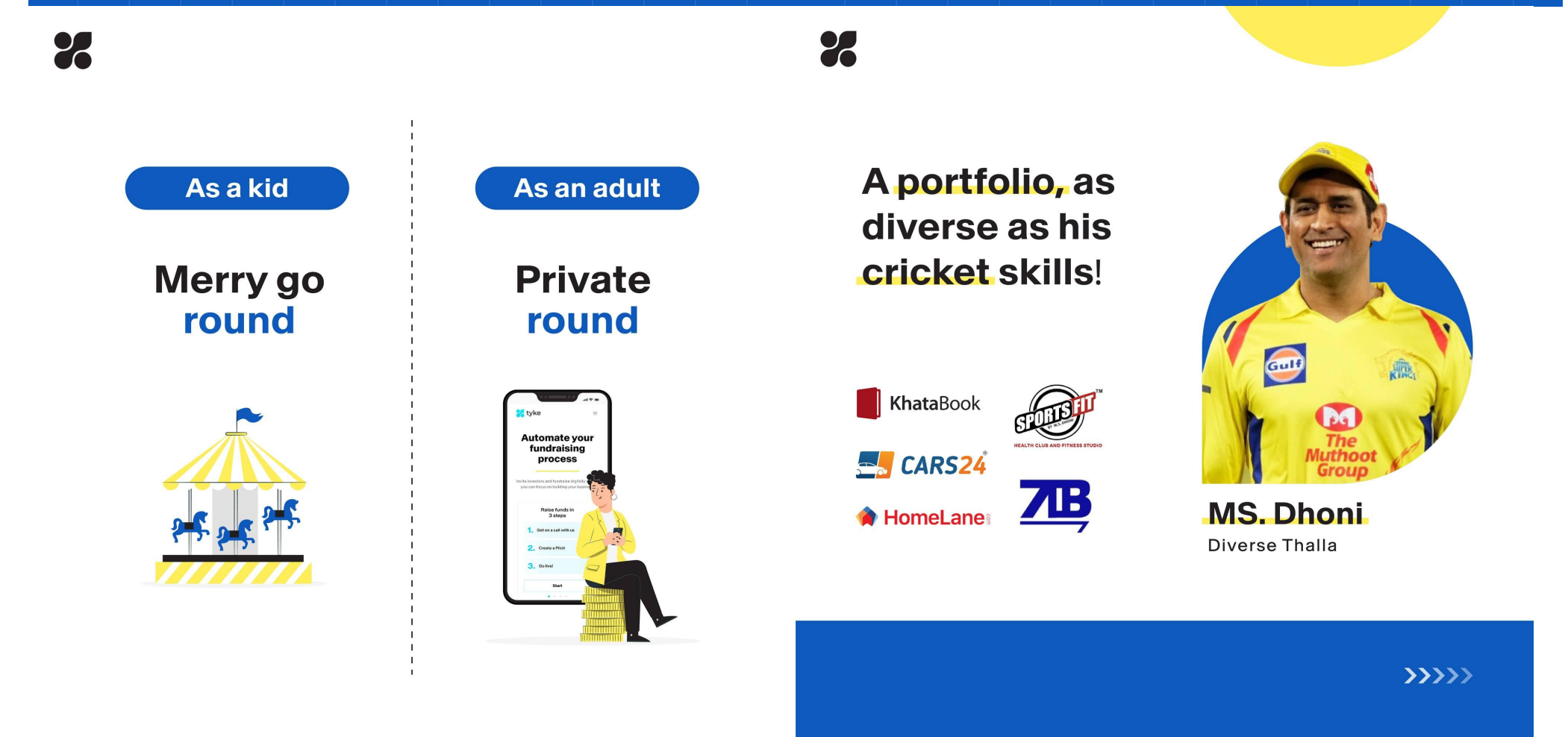
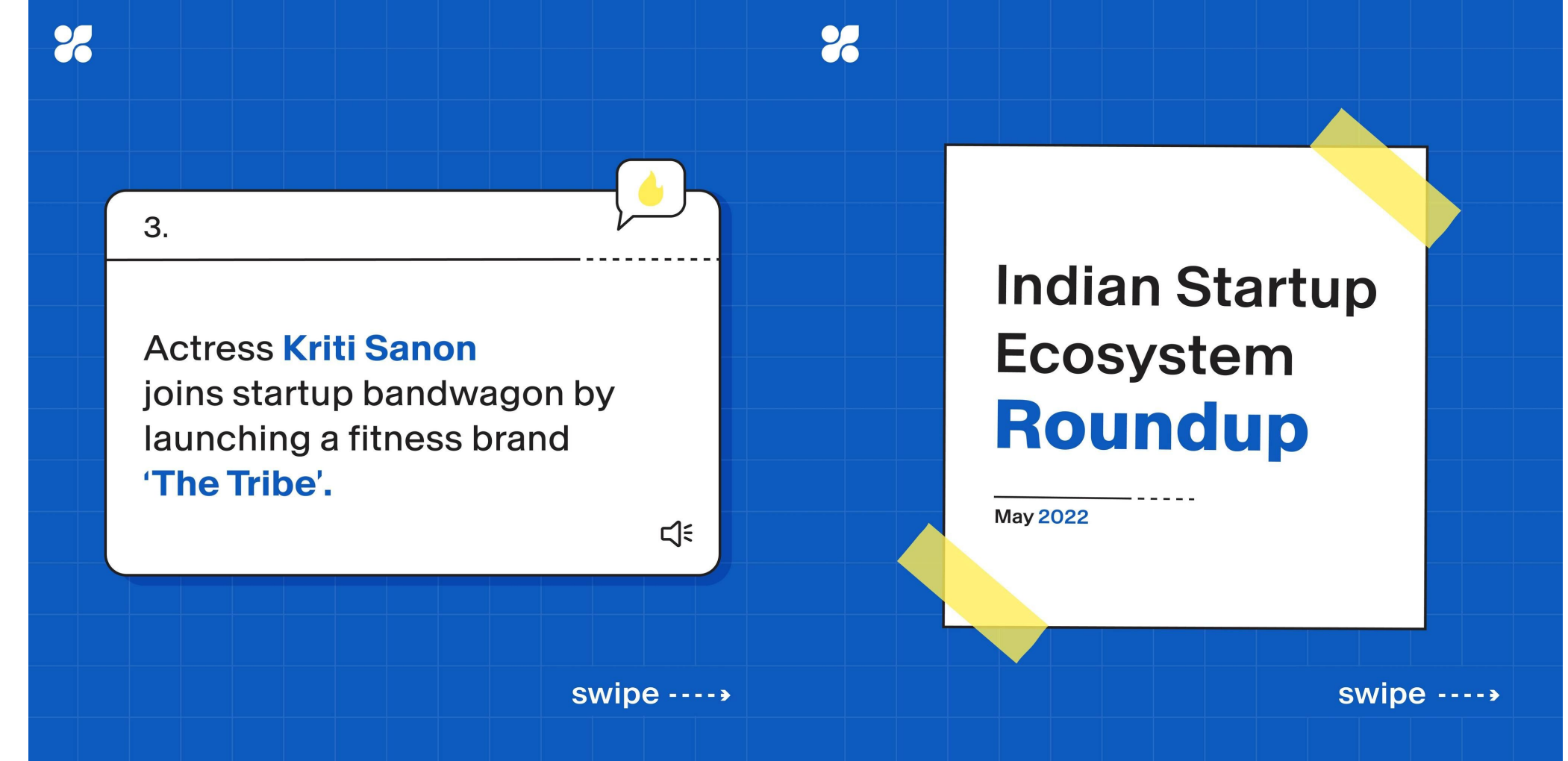
Content Buckets-

- Topical and moment marking
- Informative, educative and Do You Know Content
- Moment Marketing
- Collaboration with Influencers
- Consumer Engagement- Q&A and Contest

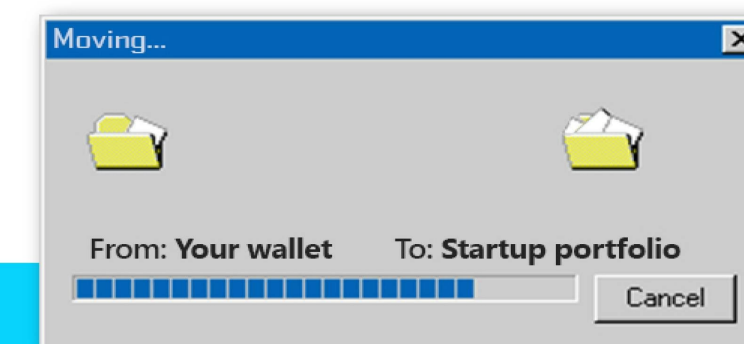
Content format- GIF, Carasoules, Static and Videos

Platforms- Facebook, LinkedIn and Instagram

Key takeaway- Facebook and Instagram content is not replicated on LinkedIn (More informational and Polls)



Where your money should go



DOPE

/ NOUN /

How your Investment Portfolio looks when you add Startups into it.

Republic

Brand Zone- Invest in Future, you believe in

Tonality- Simple, Relevant

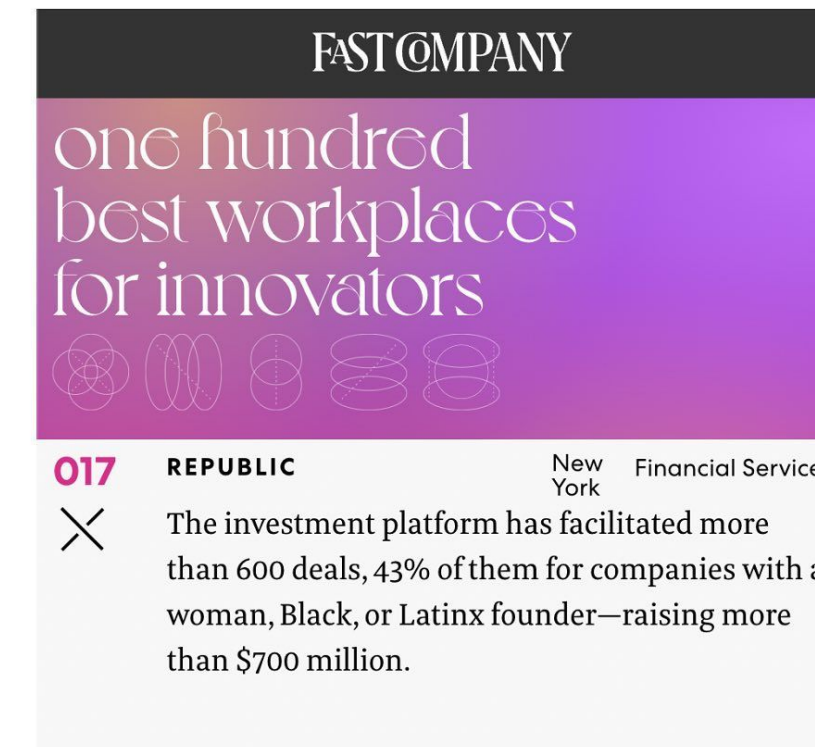
Content Buckets-

- Founder Spotlight- Sneak Peek into the startup
- Hot off the Press- Key Industry highlight round- off
- Hot Crypto talks
- Profit to the people Podcast

Content format- GIF's, Static and Videos

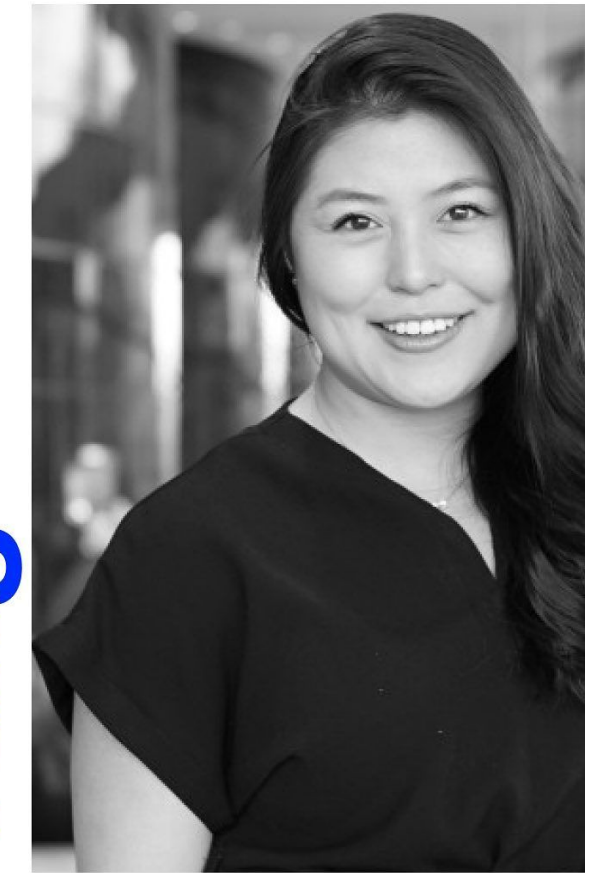
Platforms- Facebook, LinkedIn, Twitter and Instagram

Key takeaway- LinkedIn is focussed on Industry update and employee branding and Twitter is about relevant conversation and Media Updates



Republic / Founder Spotlight

Betty Tang



Republic

Hot Crypto Takes

EVERY WEEK

“

DeFi is building a disruptive future + when we're faced with decisions that affect the future of technology and \$\$, we're going to be bullish on tech that's democratizing and decentralizing power.

TO THE MOON

**This is not investment advice

Republic

How startups can succeed during recessions

Republic

“

An investment in knowledge pays the best interest.

Benjamin Franklin
Statesman, Publisher, Inventor

REPUBLIC

He's a 10 but...
he doesn't invest on Republic

POD

Brand Zone- Democratizing Fundraising in India

Tonality- Functional and Simple

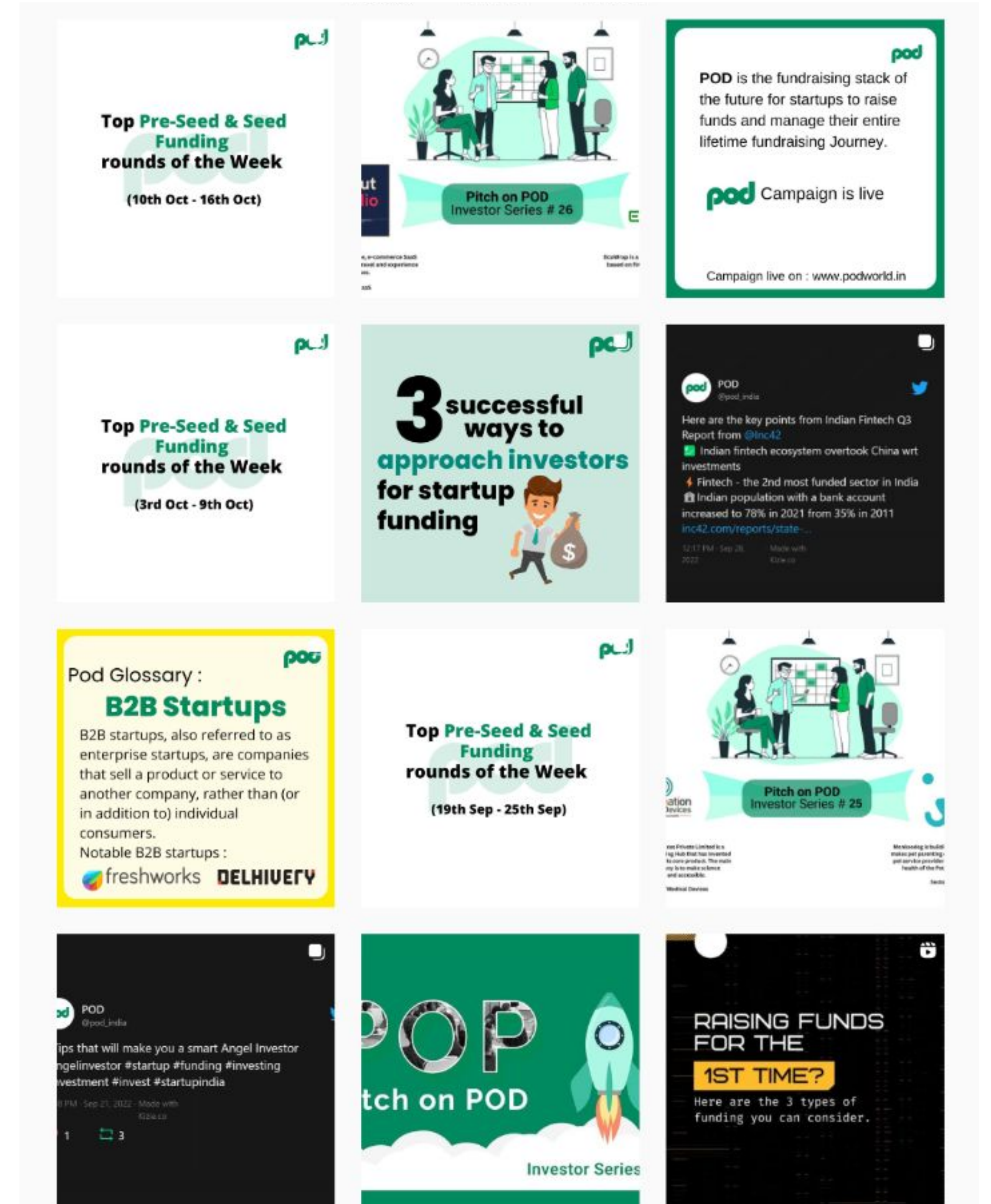
Content Buckets-

- Pitch on Pod- Investor series
- Informative and educative content
- Startup on POD

Content format- Carousels, Static, Reels and GIF's

Platforms- Instagram, LinkedIn and Twitter

Key takeaway- Instagram content is replicated on LinkedIn, Twitter is focussed on key topics and industry updates



Key Takeaway

**Informative and
educative content**

Founder Stories

**Influencer
Association and
collaborations**

**Platform Focused
approach**



Consumer Understanding

Who are we talking to

Pratik Vora (35 Years).

Works in Finance. Self Taught Investor.

Stated with **investment in traditional opportunities now** Looking out for better return investment opportunity to buy a bigger house. **In awe with the startup culture** and opportunities they provide

Prachi Singh (26 Years)

Software engineer. First Job. Has just started investing and **feels Stocks, MF are best for traditional investment** but is looking to **explore more options for better returns. Recently getting a little inclined towards startup's** with all the buzz around it

Anirudh Basak (30 years)

Marketing Professional. Uses platforms

like **Smallcase and Upstox.** Looking for **diversify his portfolio** with **high return opportunities.** Learning finance from friends and experts

Lalit Gala (38 Years)

Self Employed. Stock market enthusiast. Recently started **exploring new financial opportunities** that will help him **create financial legacy .** **Already made investment** in various financial instruments and has fair bit of finance and startup understanding



What's Got Indians Interested in Startups



Inclination towards Micro Investment

Asymmetric Risk; Potential to make high returns

Sunrise Culture; Growing culture of money flowing in Startups

Key Decision Making Factor for Startup Investment

Investment Opportunity; interested Industry for Investment

Monetization; How is the startup going to make money

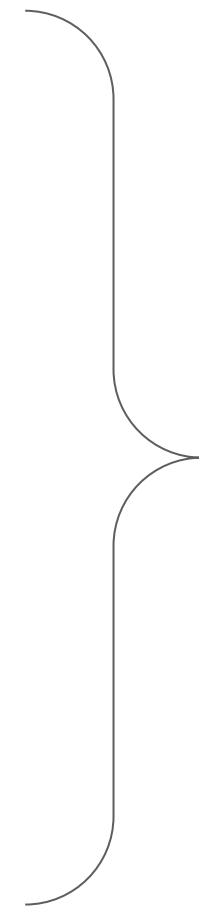
Founders; Knowing the team behind the idea

Winning USP of the Start-Up



Brand Understanding

Our Understanding



Single Click
Investment

Handpicked Startup

Portfolio
Diversification with
micro ticket size

Smart Dashboard;
Track and review
performance

- **POD Assessment Test**- Gauging consumer understanding of investment risks in startups.
- **Building Reliable and Relevant** Startup investment **ecosystem**
- **Vetted Startups** from various verticals like **Tech, Fintech, Social Entrepreneurship, Lifestyle**
- **POD Cafe**- Curated information to help grow and expand your business (B2B)
- **POD Community**; 2000+ Investors and 13+ Funded Startups



Recommended Brand Zone

Recommended Zone

Startup Investment Done Right

Recommended Zone

Startup Investment Done Right

Position POD as the “right partner” to start investing in Startups


Key Communication Pillars

**Trust- Diverse Vetted
Startup portfolio**

Track Investment

**Startup Investment
basis your risk
understanding**

**No Commission on
Investment**



Recommended Brand Campaign



ROUTE 1



Remember the days when earning more money was about investing more time in the books? Not anymore. Now you just need a mobile with Pod.



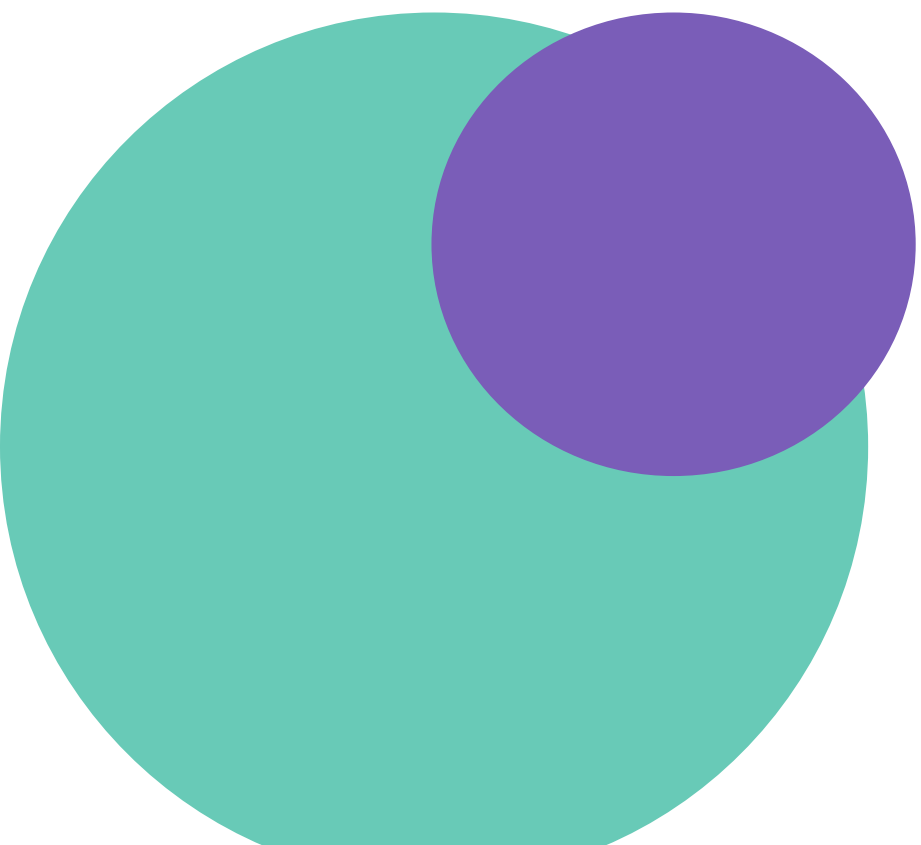
With Pod, you can invest in promising hand-picked startups in the simplest way possible and get great returns with the smallest ticket sizes.



**It's like going for a berry only
to own a vineyard!**



With one-click investment opportunities, real time tracking and handpicked startups lined up for you, it's investment the most simplified ever.



Startup
Investment



SIMPLIFIED.

That's it.
That's the ad.

Startup
Investment



SIMPLIFIED.

That's it.
That's the ad.



Pod investments
as easy as
buying Podina.

**SINGLE CLICK
INVESTMENT**

#StartupInvestmentSimplified.



Your investment &
our handpicked startups
are like two peas in a Pod.

**CREDIBLE
STARTUPS**

#StartupInvestmentSimplified.



A blend of
investment options
making it a Pod-Pourri.

DIVERSIFIED PORTFOLIOS

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pod



POD is a Bengaluru-based fundraising platform, backed by Elina Investments, the platform aspires to nurture a healthy ecosystem for investing and fundraising.

Founder, CEO
Vittal Ramakrishna



pod

INVEST IN IDEAS



Single Click Investment
Credible Startups
Diversified Portfolios



pod



POD is an amazing platform for startup investment. Those who want to try out their hands at a fast emerging asset class "Start-ups" will certainly find it worth exploring. Dedicated team at POD ensures personal touch in each step.

Angel Investor
Nethra Sharma



MYTH

Success is getting investors to say yes

REALITY

Getting compatible investors is the key. People you can work with, people who will help you succeed, and people who offer skills and contacts and experience that complement what you have.



“RIGHT PARTNER”

TO START INVESTING IN STARTUPS



NO COMMISSION
on Investment

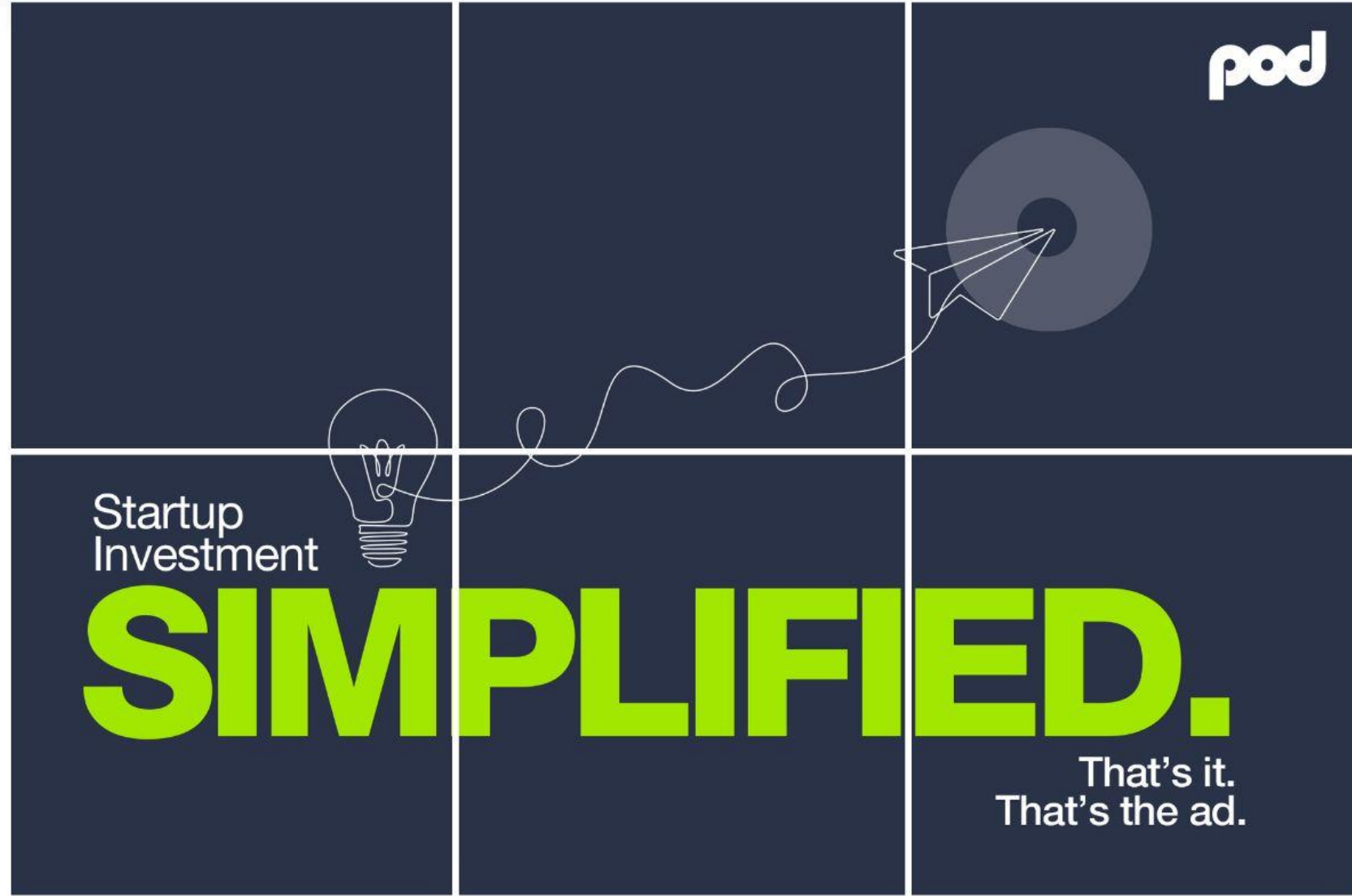
pod_india Message Follow ...



155 posts 84 followers 7 following

POD Community
* Building futuristic "Fundraising Stack" for Founders.
* Start investing in Startups with only ₹20K
bit.ly/POP_25

POSTS IGTV TAGGED



Three white panels with green accents and text: 'Pod investments as easy as buying Podina. SINGLE CLICK INVESTMENT', 'Your investment & our handpicked startups are like two peas in a Pod.tt. CREDIBLE STARTUPS', 'A blend of investment options making it a Pod-Pourri. DIVERSIFIED PORTFOLIOS'.

Three panels featuring testimonials: a portrait of Vittal Ramakrishna (Founder, CEO), the text 'INVEST IN IDEAS', and a portrait of Nehra Sharma (Angel Investor).



SINGLE CLICK INVESTMENT

POD INVESTMENTS
AS EASY AS BUYING
PODINA.



#StartupInvestmentSimplified.

CREDIBLE STARTUPS



A BLEND OF INVESTMENT
OPTIONS MAKING IT A
POD-POURRI.

DIVERSIFIED PORTFOLIOS

A BLEND OF INVESTMENT
OPTIONS MAKING IT A
POD-POURRI.



#StartupInvestmentSimplified.



pod_india [Message](#) [Follow](#) [...](#)

155 posts 84 followers 7 following

POD
Community
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[POSTS](#) [REELS](#) [TAGGED](#)

Startup Investment SIMPLIFIED.
That's it. That's the ad.

SINGLE CLICK INVESTMENT
POD INVESTMENTS AS EASY AS BUYING PODINA

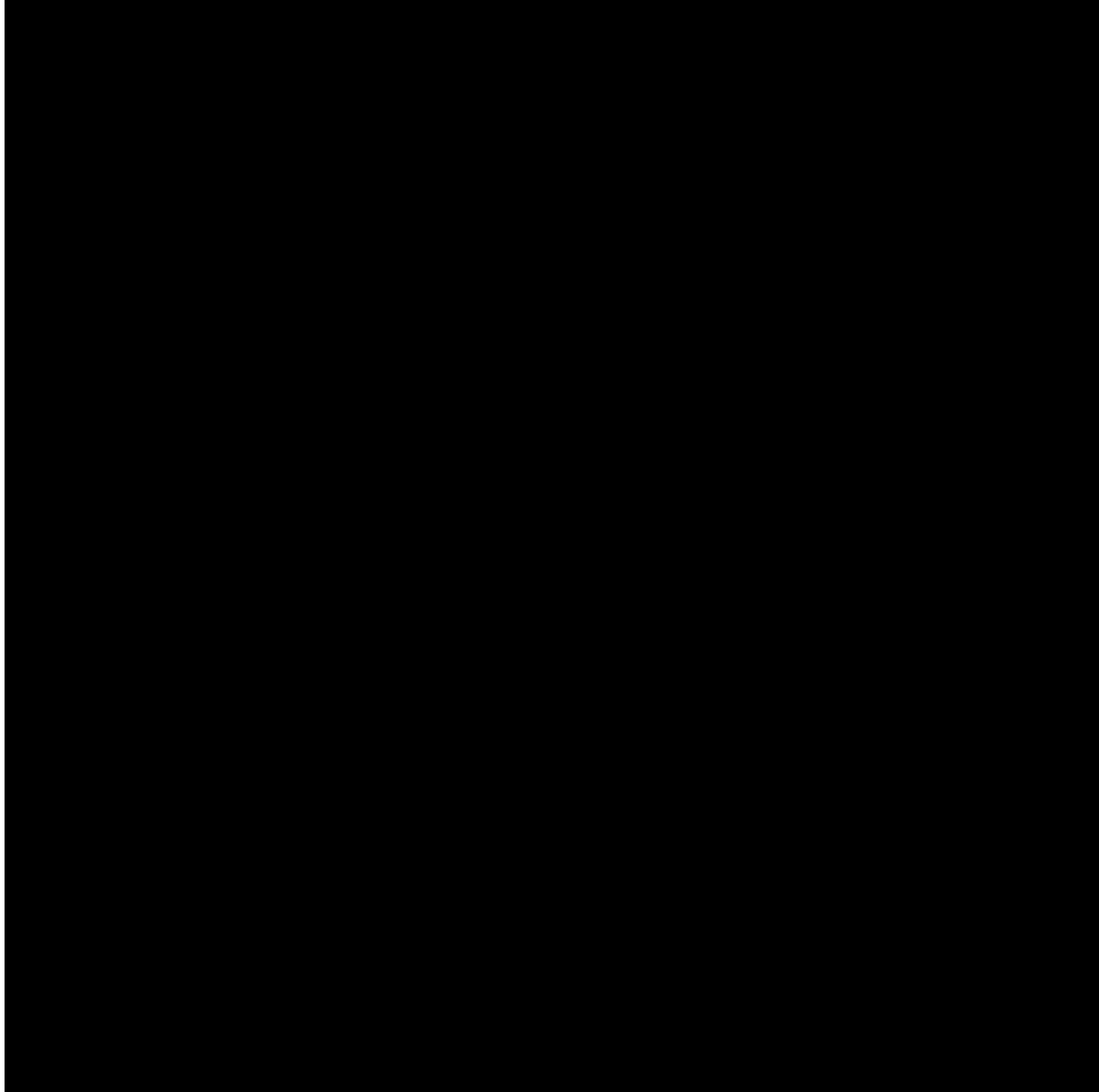
CREDIBLE STARTUPS
A BLEND OF INVESTMENT OPTIONS MAKING IT A POD-POURRI.

DIVERSIFIED PORTFOLIOS
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INVEST IN IDEAS
Single Click Investment
Credible Startups
Diversified Portfolios

Founder, CEO Vittal Ramakrishna

Angel Investor Nethra Sharma







3 EASY STEPS TO BE AN ANGEL INVESTOR

#StartupInvestmentSimplified.



STEP 1



Visit podworld.in

#StartupInvestmentSimplified.

STEP 2

Choose your Startup

#StartupInvestmentSimplified.



STEP 3

Start Investing & Track your growth.

#StartupInvestmentSimplified.



MYTH:
SUCCESS IS
GETTING
INVESTOR
TO SAY YES



REALITY:
GETTING COMPATIBLE
INVESTORS IS THE KEY.
PEOPLE YOU CAN WORK
WITH, PEOPLE WHO WILL
HELP YOU SUCCEED, AND
PEOPLE WHO OFFER SKILLS
AND CONTACTS AND
EXPERIENCE THAT
COMPLEMENT WHAT
YOU HAVE.

Carousel Copy:

Frame 1: **What's happening at Startups?**

Weekly Updates

Frame 2: **122 Unicorns in next 4 years!**

122 more startups can become unicorns in 4 years! Hurun Research Institute Report Has Said.

Unicorns are boring, said no one ever!

Frame 3: **Swiggy Employers Become Rich**

Swiggy employees to get liquidity of up to \$23 million.

Over 900 people will be eligible to participate in this round



WHAT'S HAPPENING  **AT STARTUPS?**

WEEKLY
UPDATES

#StartupInvestmentSimplified.

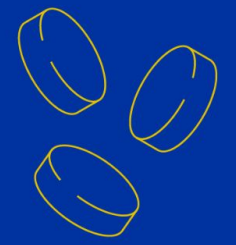
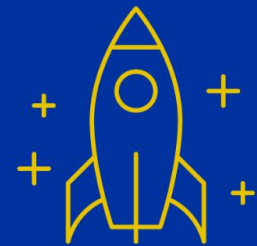


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**SWIGGY
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BECOME
RICH**

Swiggy employees
to get liquidity of
up to \$23 million.

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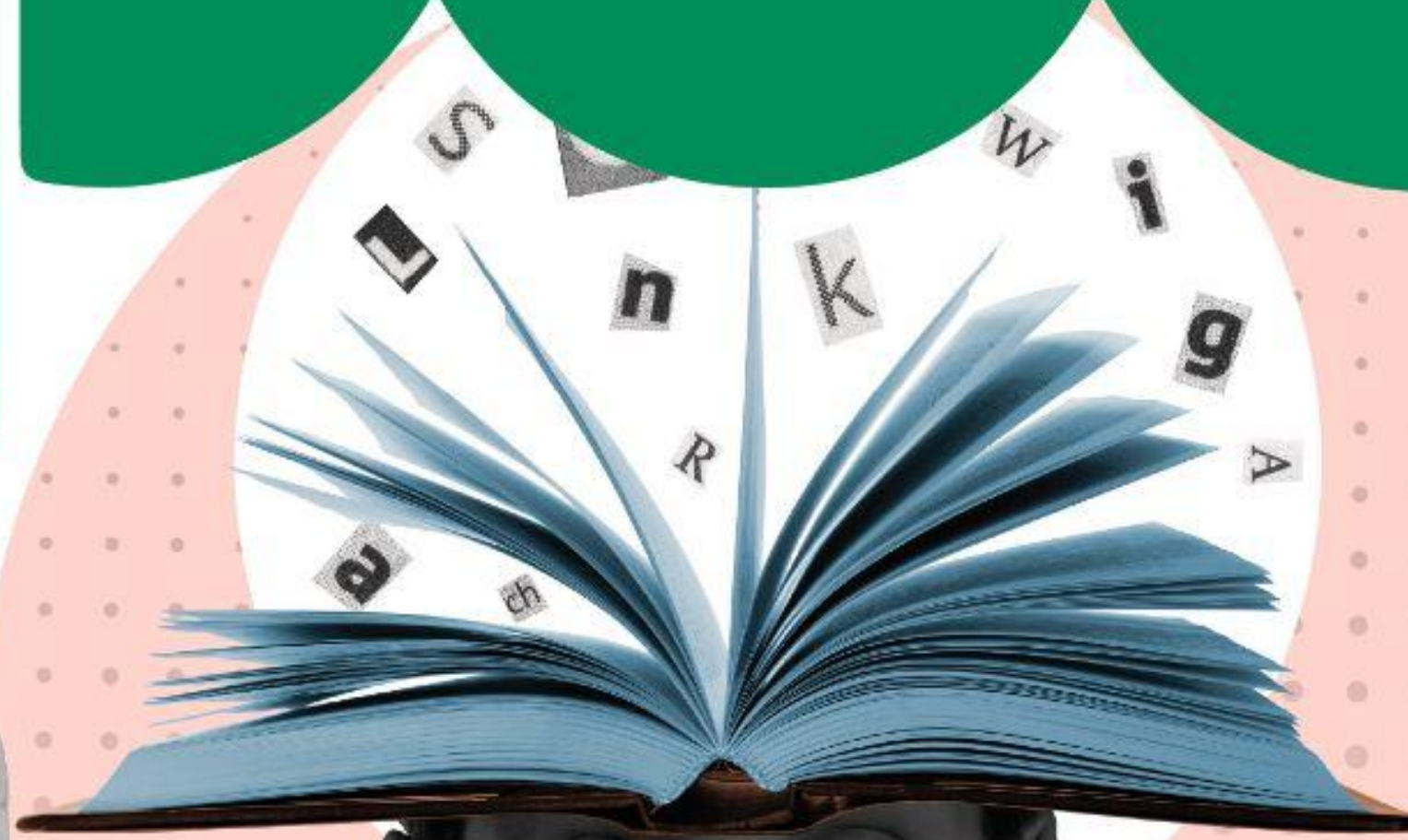
#StartupInvestmentSimplified.



ROUTE 2

#startupwith

pod





Investing in Indian Startups

is now a piece of cake!

#StartupWithPod



Single Click
Investment



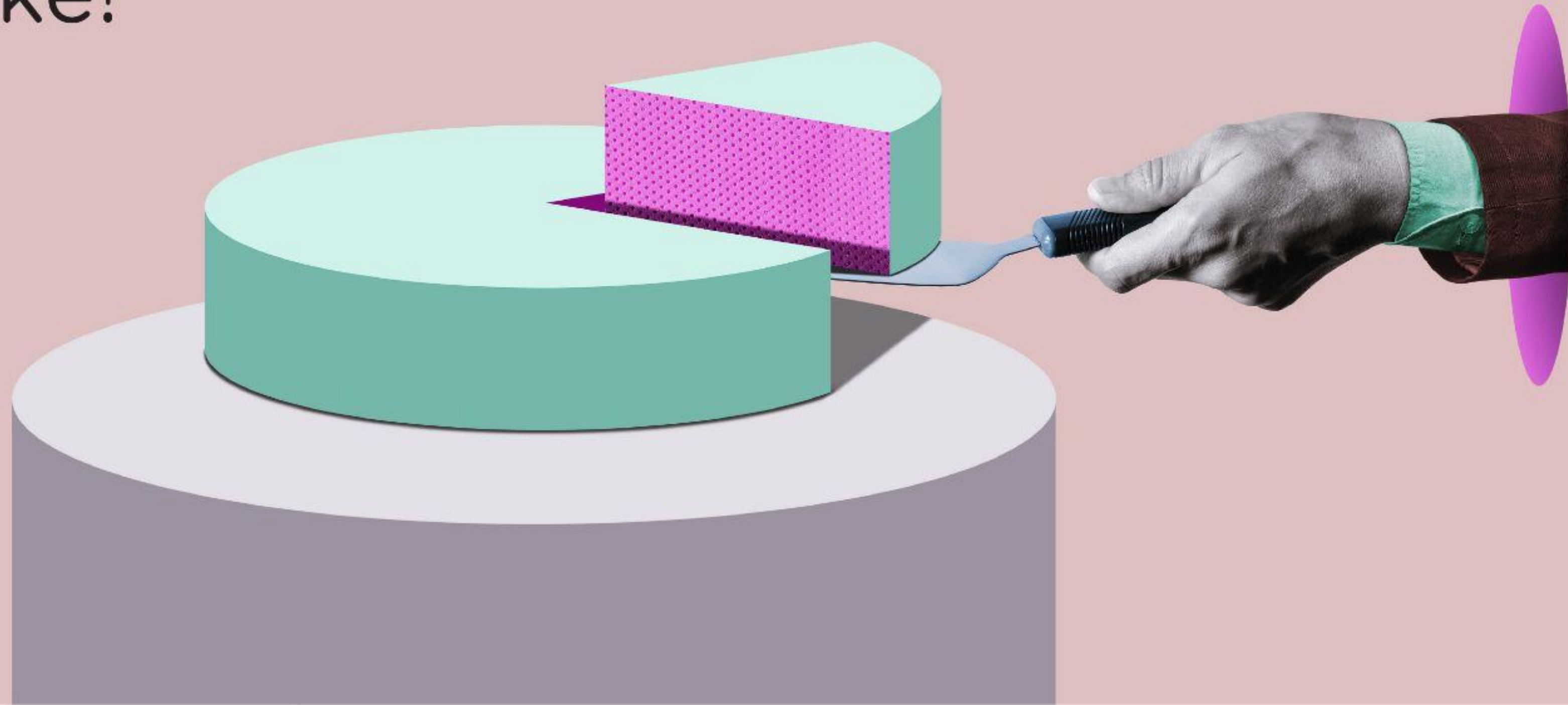
Handpicked
Startups



Portfolio
Diversification



Smart
Dashboard



Download the app today!



Investing in **Indian** Startups

Now Made Easier Than Ever Before!

#StartupWith**POD**



Single Click
Investment



Handpicked
Startups



Portfolio
Diversification



Smart
Dashboard

Download the app today!





Where

ideas take flight!

#StartupWithPod



Single Click
Investment



Handpicked
Startups

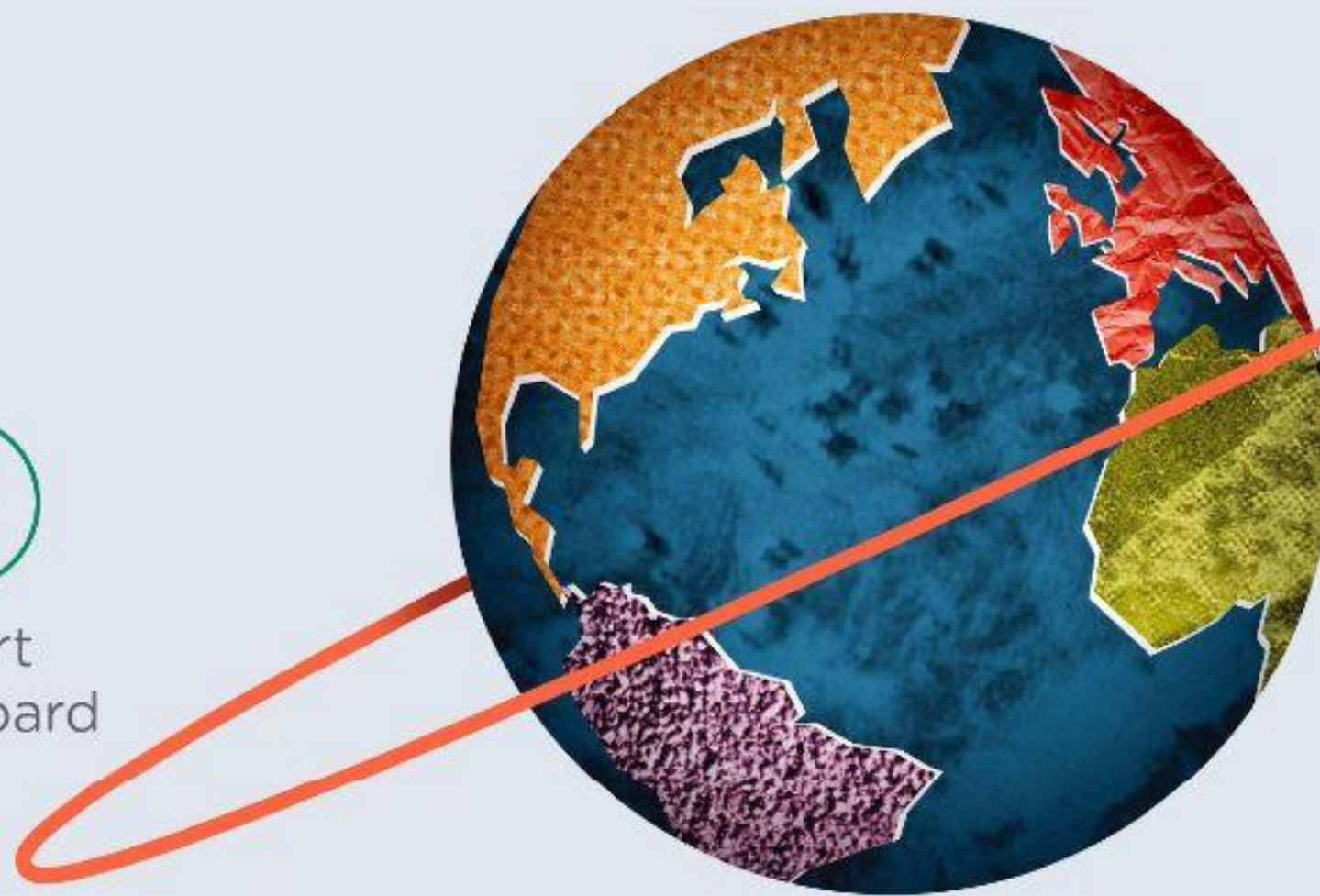


Portfolio
Diversification



Smart
Dashboard

Download the app today!





Where **ideas** take **flight!**

#StartupWith**POD**



Single Click
Investment



Handpicked
Startups



Portfolio
Diversification



Smart
Dashboard

Download the app today!



#StartupWithPod



meet pod

He loves hearing new ideas



He is an extrovert and always looking for growth



He's consistently on the lookout for wise-investments



P.S. His extreme cute looks always seal the deal!

Introducing Pod



He is always
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P.S. His extreme cute looks always seal the deal!

DVC

Situation: We begin by focussing on a man who is shown in different situations but then he keeps humming the same tune time and again. Let's unravel what it is?

- He first is shown sitting in a restaurant with his friend, and when the bill comes - while paying he begins humming - *"POD IS ON, AND ON, AND ON, AND ON!"*
- Later when he visits the movie theatre while purchasing the biggest popcorn combo, he again begins humming - *"POD IS ON, AND ON, AND ON, AND ON!"*
- Then he gets the petrol in his car filled up and while the tank gets full he begins humming - *"POD IS ON, AND ON, AND ON, AND ON!"*
- In every situation when he keeps this consistent, the people around him get curious and ask him - *Dude why do you keep humming this? What is this all about?*
- He responds: *I keep humming because I've got startup investment on my mind, and the best place for that is only "ON POD"!*

The scene fades out with our logo + download the app CTA + campaign hashtag.



Do you really need a
lot of money to invest
in a startup?

Think Again.



#StartupWithPod

Follow POD for more



Digital Engagement



When you want to be an angel investor but don't have big bucks!



When you come to know that on POD, you can invest a minimum of 20K too!



**Informative
Post
(Carousel)**

Why investing in a startup

is better than other investments in 2022.





With 14,600 new startups

and counting, India is turning into a start-up hub, especially after the COVID-19 pandemic.



#StartupWithPod



Startups in India have had **unprecedented growth,**

the govt is also taking interest by launching the Startup India initiative in 2016.





Initial capital investments

in startups can harvest bigger returns than other financial assets.



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for more!

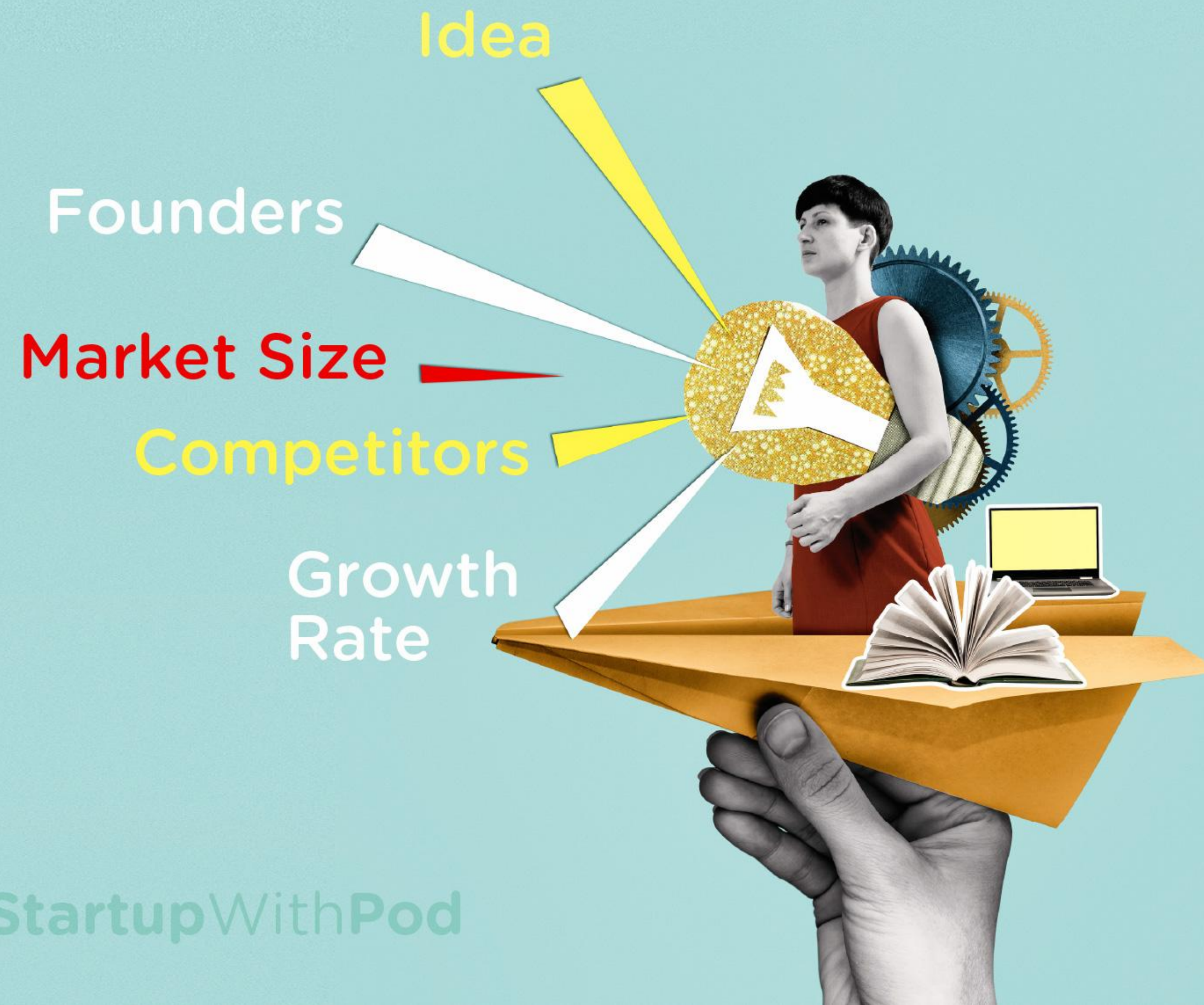


POD Community in 2022





The ultimate checklist
for investing in a startup:



#StartupWithPod



**Digital
Engagement**

The Piece to Invest

in a brighter future
awaits your arrival!



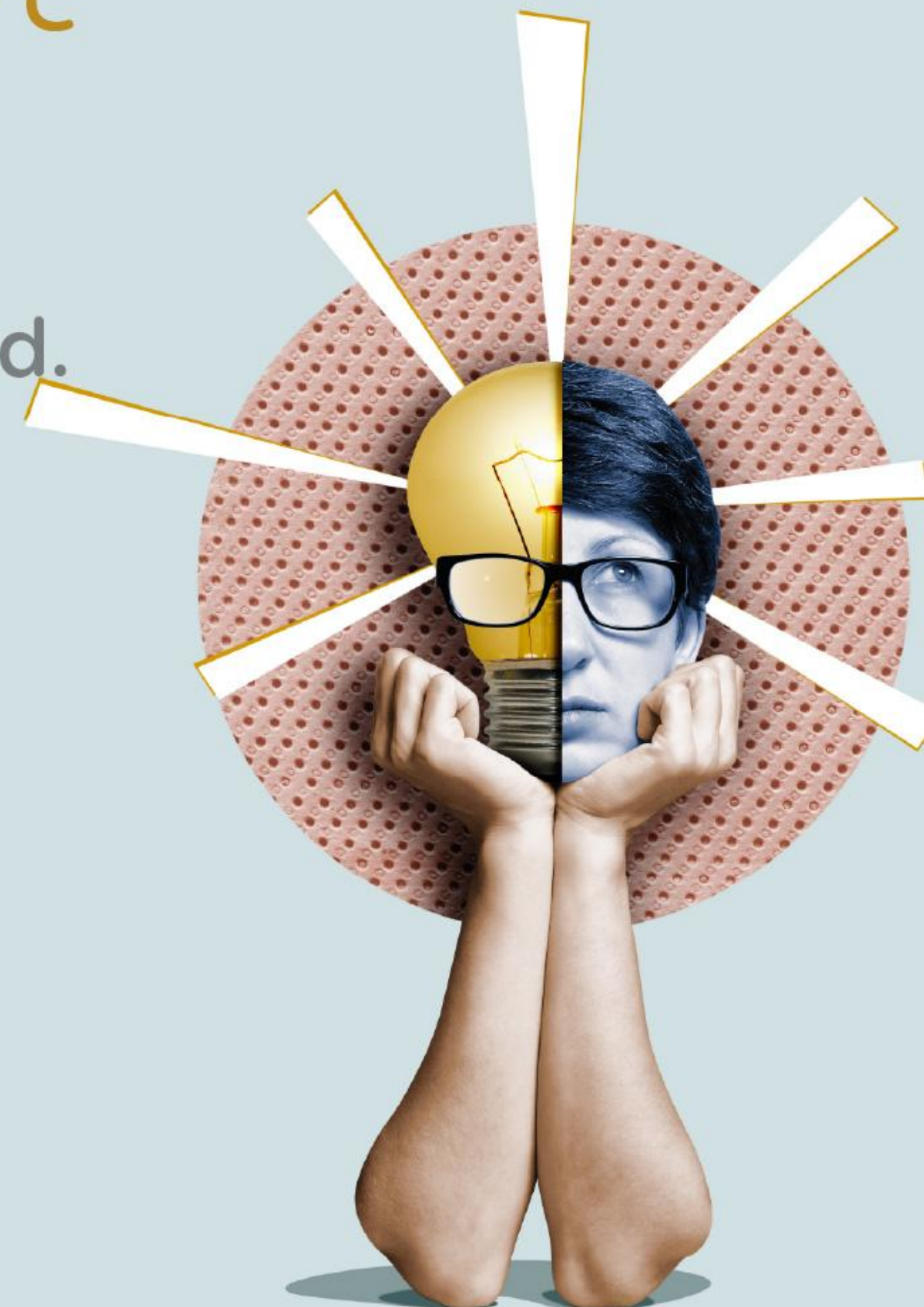
#StartupWithPod



Did you know?

India is now the
3rd largest
startup

ecosystem in the world.
The figures are rising
every moment, and
soon we'll reach the
top with formidable
startups up on
our sleeves.





Smart ideas meet
smarter investments





Focus on Building a Great Product—But Don't Take Forever to Launch

When starting out, your product or service has to be at least good if not great. It must be differentiated in some meaningful and important way from the offerings of your competition.





The first word you find is your next

startup move!

H	G	T	S	A	Z	H	H	A	J	K	Q	A	P	Q	J	
D	B	R	D	Q	G	U	Q	Z	H	L	C	Y	L	A	P	
R	E	U	F	W	F	J	T	H	G	Q	J	Q	I	Y	K	
I	U	N	I	C	O	R	N	O	F	W	Z	X	O	X	Q	
O	H	R	H	A	P	Y	P	I	T	C	H	D	E	C	K	S
P	Q	G	V	Z	E	I	H	I	S	R	E	W	M	W	R	
W	L	H	U	T	S	O	P	T	A	T	B	E	J	E	S	
X	T	S	E	E	D	F	U	N	D	I	N	G	D	U	D	A
U	J	E	B	U	J	P	O	S	O	U	O	C	Z	C	U	
E	A	N	G	E	L	I	N	V	E	S	T	O	R	H	V	R
H	I	U	N	O	N	G	U	Q	U	O	L	F	N	F	Q	
Q	K	R	T	P	B	Q	J	A	Z	P	K	R	B	R	M	
N	H	P	H	A	H	A	M	Y	T	Y	H	T	H	T	T	



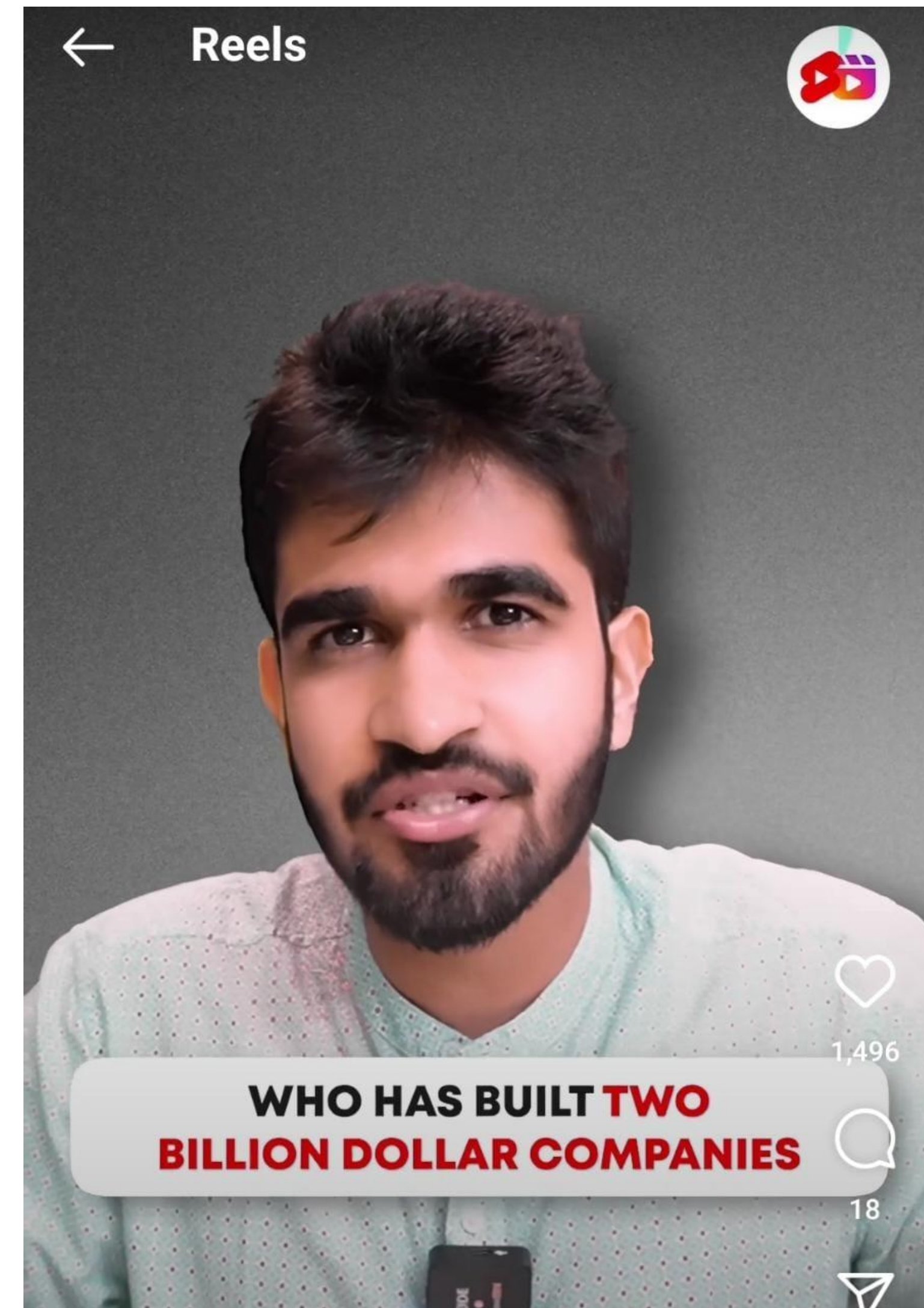
#StartupWithPod

Community Engagement Reels



POD-CAFEPEDIA

By sharing **startup tips & tricks led forth by POD 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.



POD Cafe with Founders

Talk over Tea series where the **POD Experts** **interacts** with founders whose startup's are on POD.

Series will a sneak-peak into what went behind creating these innovative and unique ideas and how they plan to scale it up.

Platform - Youtube and LinkedIn



Podder of An Idea

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

The concept herein would be to lead a discussion about
“THE PODDER (POWER) OF AN IDEA”

How innovative ideas (sapling) pave the way forward for growth and leading a new trajectory.

We would create a community that intrigues and educates their audience about the power of startups, and investing in them via POD.

Suggested Influencers

Tejas Joshi	352k	https://instagram.com/tejasjosh.i?igshid=YmMyMTA2M2Y=
Bhagyashree Thakkar	179k	https://instagram.com/ca.bhagyashreethakkar?igshid=YmMyMTA2M2Y=
Basically Baniya	184k	https://instagram.com/basically_baniya?igshid=YmMyMTA2M2Y=
Shreyaa Kapoor	650k	https://instagram.com/shreyaakapoor_?igshid=YmMyMTA2M2Y=
Mahima.vachhrajani	24.6k	https://instagram.com/ca.mahima.vachhrajani?igshid=YmMyMTA2M2Y=
Ujjwal Gadhvi	454k	https://instagram.com/finspire_ujjwal?igshid=YmMyMTA2M2Y=
Vikas Gawri	391k	https://instagram.com/marketians?igshid=YmMyMTA2M2Y=

The background is a solid purple color. On the left, there is a large, light orange shape that tapers to a point on the right. Scattered across the purple background are various geometric shapes in teal, orange, and light grey, including circles, triangles, squares, diamonds, and polygons. A large teal circle is positioned behind the word 'Strategy'.

Platform Strategy

Focused Platform Strategy



Awareness and Reach



Community Building and Engagement



**Thought Leadership
(Contributing towards startup culture)**



Guide Service and How to



Corp Comm and Conversations

Focused Platform Strategy



Awareness and Reach

- **Brand Videos**
- **Long format content**
blogs/Articles
- **Influencers** and industry experts
- **Tips and techniques**
- **Educative and informative content**
- **Industry Updates**
- **Founder Stories**



Community Building and Engagement

- **Influencer content-**
Videos and Reels
- **Consumers engagement**
with Q&A, polls and ask us anything
- **Customer testimonials**
- **Founder Stories**



Thought Leadership (Contributing towards startup culture)

- **Thought Leadership-**
Building the Startup investment Culture
- **Polls and opinions** on key industry updated
- **Showcasing our expert team**
- **Building key stakeholders**
- **Industry Round off and key trends to note** for
- **Startups on POD**
- **Founder Stories**
- **POD Cafe**

Focused Platform Strategy



Guide Service and How to

- **Founder Series**
- **How to and Do you know Content- Shorts**
- **POD Platform Reviews;**
Customer and influencers
- **Startup Investment
Educative Series**
- **Influencer Content**



Corp Comm and Conversations

- **Key Updates and Events**
- **Industry round up**
- **Polls and Discussion**
- **Topcials**

The background is a vibrant purple with various geometric shapes scattered throughout. On the left, a large orange shape is partially visible. A large teal circle is positioned behind the text. Other shapes include a purple triangle, a grey hexagon, a teal diamond, a white triangle, a teal pentagon, a white pentagon, a teal circle, a small orange circle, a teal pentagon, a teal triangle, a white diamond, a teal hexagon, a teal circle, a teal pentagon, a teal triangle, and a white triangle.

Let's Discuss

Communication Pillars- Primary Communication

**Vetted Startup's Across
Various categories/**

**Trust- Diverse Vetted
Startup portfolio**

**Reliable and
Transparent Ecosystem/**

Track your Investment

**Make Investment basis
your risk understanding**

POD Assessment Test

**No Commision on
Investment**

Our Understanding

- Invest in promising India Startup

Key Features-

- **Single Click Investment;** Invest instantly in promising Indian startups.
- **Handpicked Startups;** Fully vetted startups across different sectors.
- **Portfolio Diversification;** With micro ticket size, invest in multiple startups.
- **Smart Dashboard;** Track and review the performance of your investment in real time.

POD Community-

- 2000+ Investors
- 13+ Funded Startups

POD CAFE- Curated information to help grow and expand your business (B2B)

Take assessment Test- Questionnaire to verify their understanding of investment risks in startups.

Reliable and Transparent Ecosystem

Vetted Start-ups form various verticals; Tech, Fintech, Social Entrepreneurship, Lifestyle

