

Team Shark

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inshorts
stay informed

Read news
Wherever you are
Whenever you want
#StayInformed in just 60 words



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Introduction

Objective

Enhance user experience by personalizing news and removing irrelevant ads.

Segmentation

Online News



Targeting

Youth of 16-35 years



Positioning

Concise news on the go



SWOT ANALYSIS

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- 60 million monthly active users
- Best rated app that shares news in short form



- Irrelevant Ads
- No personalized content
- Monetization only through Ads

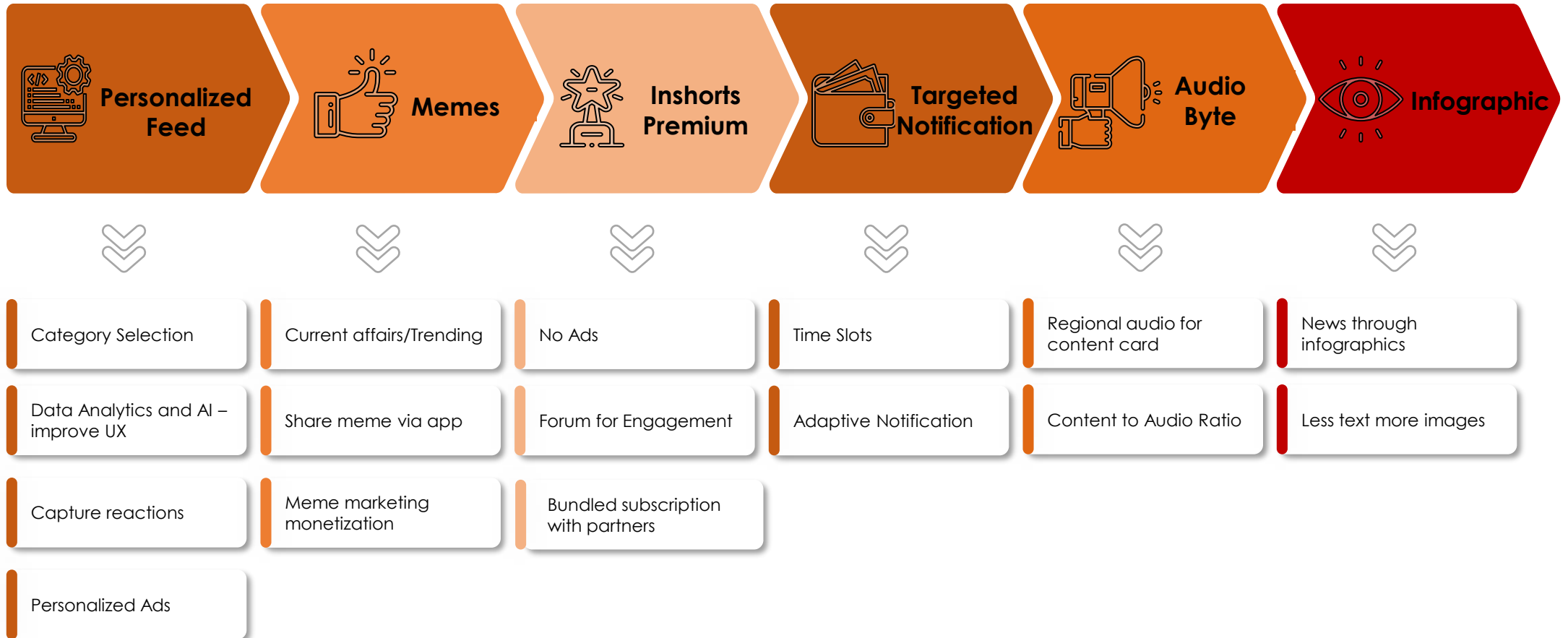


- Monetization opportunities other than Ads
- Subscription Revenue



- Shift from Text to Audio/video content
- Stricter data privacy policies

New Product Features' Overview



Product Feature | Personalized Feed

WHAT

Feature



Personalize content and ads



Capture viewers' reaction to the news

WHY

Vision



User perspective: Personalized News and ads on the basis of user activity.



Business Perspective: Collaborate with brands by providing customer preferences.

WHO

Target



Business Perspective:

- Brands
- Political parties

User perspective:

- Tier 1 city Millennials
- Tier 1 city Gen-Z

HOW

Execution



Use data analytics and AI to give curated news



Capture viewers' reaction by upvoting/downvoting on viewed items.



Give option to the user to choose categories as a single positive selection rather than dividing it as all/major/no news.

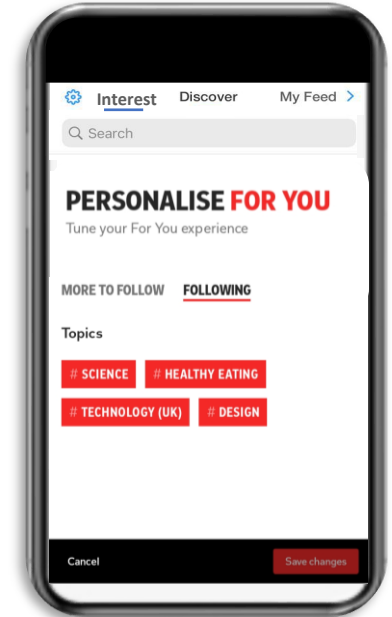
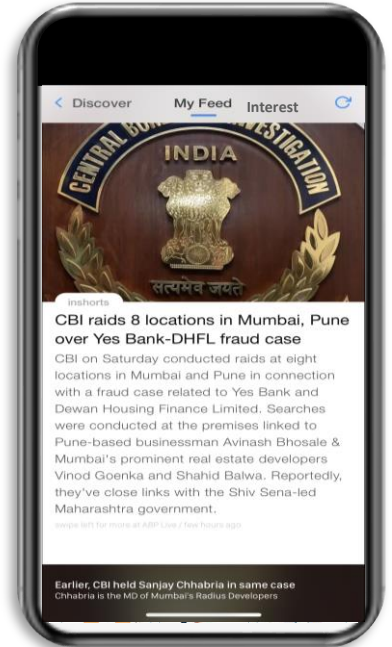
Monetization Strategy

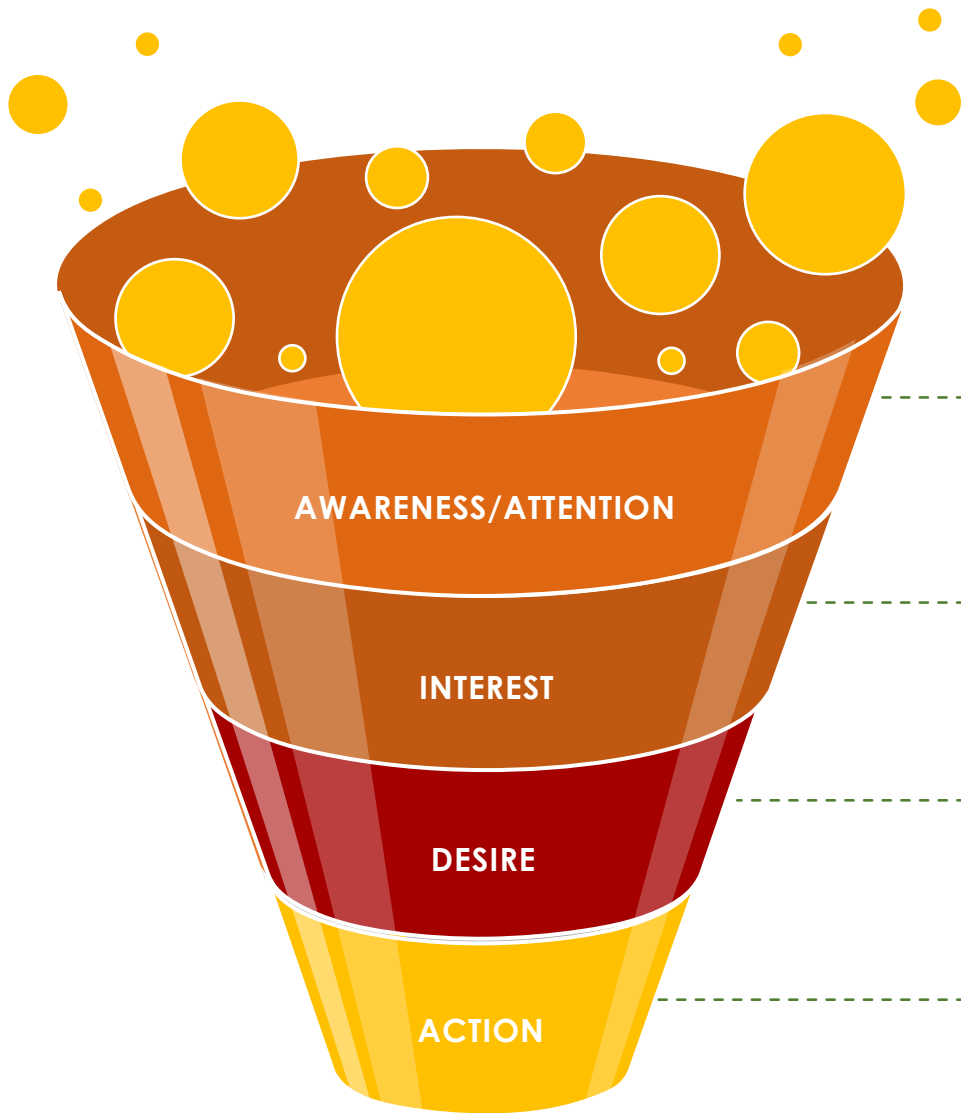


Statistical data on what kind of content is preferred by users can be used in targeting and positioning of ads



Information about what kind of content is more liked by users on the platform can be shared with other agencies at a price.





Personalized Feed: Success Metric

1

- Word of mouth
- Social media ads
- Print ads

2

- Increase in number of products/services that can be advertised since they are better positioned
- Generate revenue by selling user preference data to specific brands to collaborate with them

3

- Increase user engagement
- More personalized news and ads

4

- Increased app downloads
- Number of viewers reacting to news and ads
- Number of likes and upvotes

Product Feature | Memes on Current Affairs

WHAT

Feature



Mememes on current affairs

WHY

Vision



Mememes have about 10 times more reach with 60% per cent organic engagement.



More creative and lighthearted engagement.

WHO

Target



- Millennials
- Gen-Z

HOW

Execution



The puzzle of the day should be replaced with a meme of the day as it ensures more engagement

Monetization Strategy

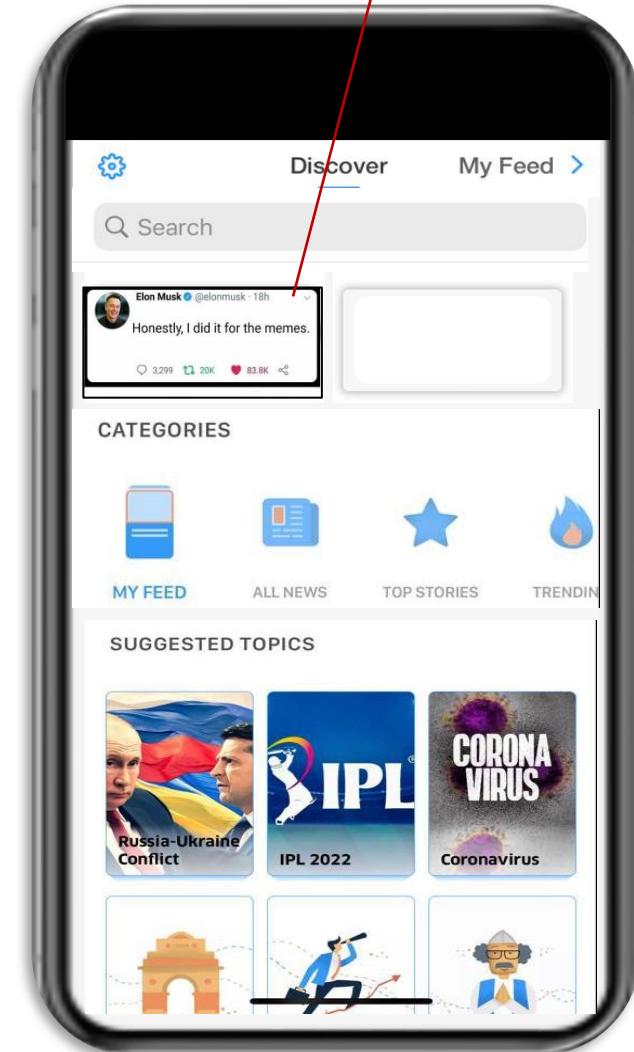


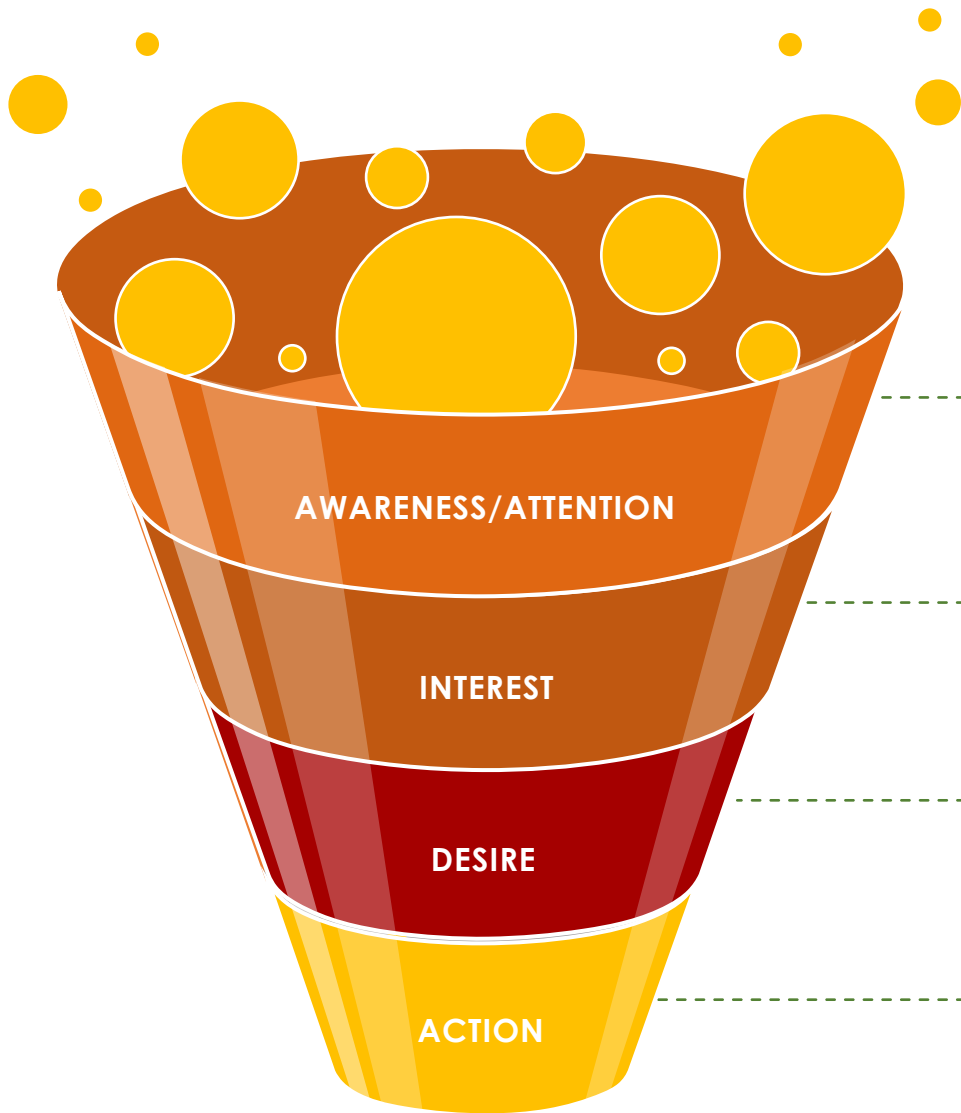
Companies create mememes on a regular basis to market their brand on social media platforms.



Inshorts can display those mememes in the app and advertise those brands and charge money from the companies.

Meme of the day





Memes on Current Affairs: Success Metric

1

- Social media ads : demographics/interest targeting
- Display ads : topic/interest

2

- Trending memes on social media platforms to be displayed

3

- One meme to be selected as meme of the day on trending basis

4

- Likes and upvotes
- Share memes with friends

INSHORTS PREMIUM

WHAT

Feature



Paid membership that gives users ads free and feature-rich experience

WHY

Vision



Need to diversify revenue source



Premium would allow value addition and relevant content to users

WHO

Target



Tier 1 city consumers who want to educate themselves and engage with curated content

HOW

Execution



Experience- Remove ads



Engagement- Forum for users to converse on news stories with premium users



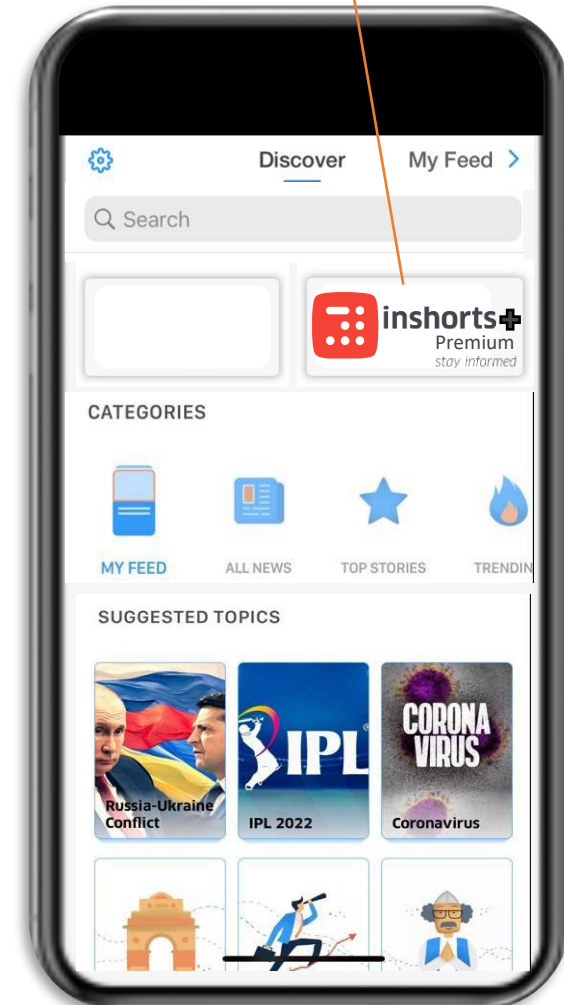
Value Add- Bundle subscription with premium content publishers such as The Ken, Morning Context, and ET Prime.

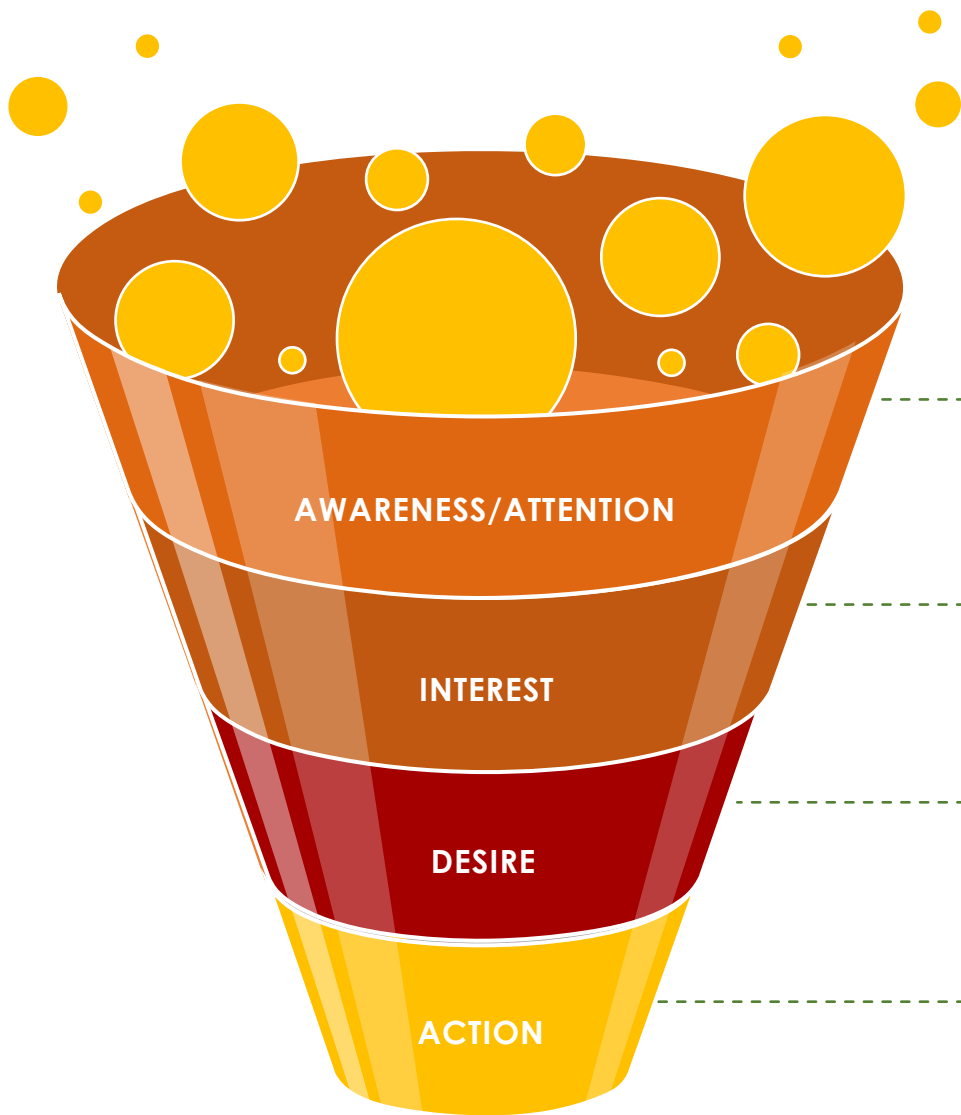
Monetization Strategy



- Period based subscription model- 1-3-6-12 Months
- To increase adoption- A referral program to increase user subscriptions.
- Revenue share with partner publisher

Inshorts Premium





Inshorts Premium: Success Metric

1

- Launch premium features to existing users on trial basis

2

- Time spent per session
- Time spent on expert videos

3

- Increase in number of users via referral program

4

- Percentage of users converting from trial to Premium
- Percentage of users upgrading their subscription model from 1 to 12 months.

New Product Features

WHAT

Feature



Audio Bytes in multiple regional languages



Targeted notifications



Info graphics

WHY

Vision



Instead of puzzles, user can be better engaged with cartoons/gifs about current affairs .



Easier to glance through it in a short time.

WHO

Target



Tier 2 and 3 city who want to educate themselves and engage with curated content

HOW

Execution



User can be asked to select a preferred time for receiving notifications.



Notifications to be sent to user based on previous reactions to similar news.

Success Metrics



Time spent on info graphics



% of content consumed through audio



Number of notifications converted to app visit

New Features

