YOURSTORY

TECHSPARKS '23
<BENGALURU>

BUILDING THE

TECH30 FANTASY LEAGUE

an audience engagement app
built for "The Pitch Fest"

Powered by ACCOMPLICE

THE HISTORY & LEGACY OF

YOURSTORY
TECHSPARKS '23
<BENGALURU>

since 11 years,

The YourStory Platform

has been scouting, discovering, and surfacing the most disruptive startups in the ecosystem

300+
STARTUPS
DISCOVERED

100+
EXPANDED
GLOBALLY

$2B+
COLLECTIVE
CAPITAL RAISED

31000+
JOBS
CREATED

leaders that have emerged over a decade of

Tech30 Cohorts

PROBLEM

The YS Platform wanted to introduce more active & real-time engagement opportunities for the audience with their live pitch format with the Tech30 Companies

RESEARCH & DISCOVERY

Rapid User Research calls that covered the overarching personas that would be included in the audience:

FOUNDERS, POTENTIAL INVESTORS, & POTENTIAL CUSTOMERS

CHALLENGE

How do we build an easy interaction format that delivers value to all three personas?

TIMELINE

Less than **10 days** to the event ...

PROCESS

UNDERSTAND BUSINESS GOALS → ALIGN TO MEASURABLE KPIS → RESEARCH

↓

FLOWS/ JOURNEY   Iterations

↓

TEST & ITERATE   LOW CODE/ NO CODE

↓

CHECK ENGAGEMENT & KPIS

↓

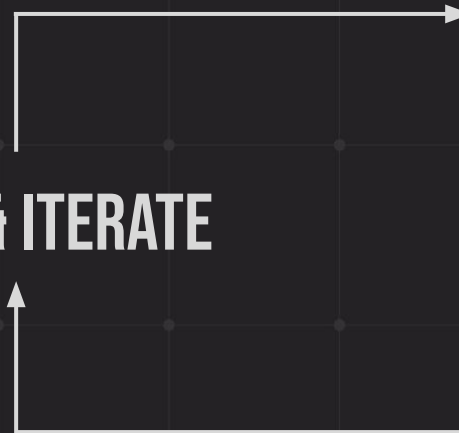DEPLOY TO SCALE ← UI/UX REFINEMENT   (Animations, Copywriting, Nudges)

WHAT WERE THE PERSONAS LOOKING FOR?

FOUNDER

are there people in the audience who can be my potential customers?

are there people in the audience who can be my potential investors?

INVESTOR

I believe strongly in the company's ability to solve the problem through their product/service, but ...

are there people in the audience who are willing to be customers of the company?

are there people in the audience who are willing to be co-investors In this company?

CUSTOMER

I resonate strongly with the problem, and believe they have the right product/service as the solution, but ...

is this the right time to become a Customer? Or should I wait?

can I participate as an Angel Investor in this company?

WHAT WERE THE PERSONAS LOOKING FOR?

All personas were looking for converging signals of

CONFIDENCE & TRUST

SO OVER A FEW HOURS WE PROTOTYPED

A FANTASY INVESTING LEAGUE

using **Glide**

- everyone in the audience can be an Angel Investor

- preloaded Investment Wallets with INR 1Cr

- they can build a portfolio by investing in multiple companies

- like the real world, allocation is not easy, so min 5L and max 20L

- once the round is filled, they can oversubscribe

- apart from investing, they can explicitly mark interest in

    - becoming a customer

    - actually becoming an investor

so we built an App that allows the audience to participate in Shark Tank, but **KBC-style.** ☺

AND THEN REFINED IT OVER THE NEXT FEW DAYS

- Admin Console
- Analytics
- Bulk Uploading
- ChatGPT
- Custom Form
- Forgot Password
- Filter Items
- Graphical Charts
- Help Center
- In-app Notifications
- Navigation Menu
- Notes

- Onboarding Guide
- Polling
- Performance tracker
- Reviews
- Roles & Permissions
- Sign Up/Login
- Summary Card
- Search
- Splash Screen
- Tutorials
- Terms & Conditions
- User Profile
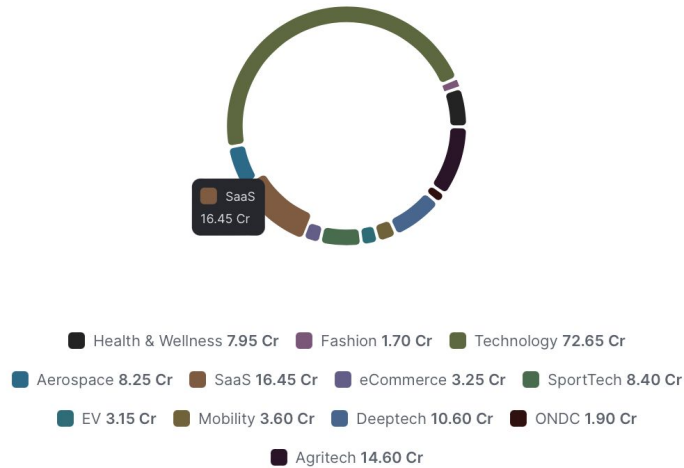- UpVote/DownVote

AND IT WORKED!

603 Unique Investors

made **1,164** Investments

adding up to

INR **152.5 CR** raised by companies as virtual investments

Investment by Sectors

SaaS 16.45 Cr

- Health & Wellness **7.95 Cr**
- Fashion **1.70 Cr**
- Technology **72.65 Cr**
- Aerospace **8.25 Cr**
- SaaS **16.45 Cr**
- eCommerce **3.25 Cr**
- SportTech **8.40 Cr**
- EV **3.15 Cr**
- Mobility **3.60 Cr**
- Deeptech **10.60 Cr**
- ONDC **1.90 Cr**
- Agritech **14.60 Cr**

Investment by Companies

■ Total Funds Raised

	Naam	Verdant Impact Priv...	Assert AI	Nawgati	Hyperlab sportech ...
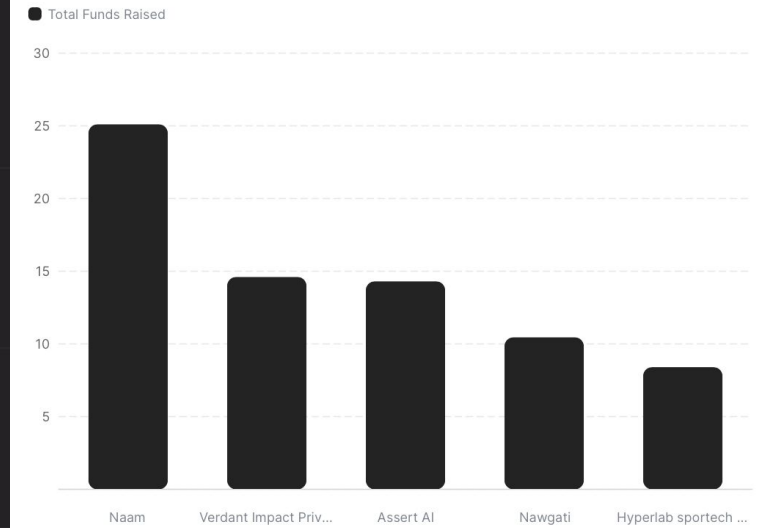
INR **4.77 CR** Avg Money Raised

INR **25.2 CR** Highest Investment Raised by Naam.ai

HERE'S HOW IT LOOKS

A QUICK MVP

we were able to take an idea and user research to quickly not just prototype an app, but also iterate through building features for a good user experience

TO FIND PMF

with the MVP app deployed at the event, the YS Platform was able to test their thesis for building more active and real-time engagement with the audience

YOUR

~~ACCOMPLICE~~

IN ~~CRIME~~ GROWTH

THANK YOU