

OVERVIEW

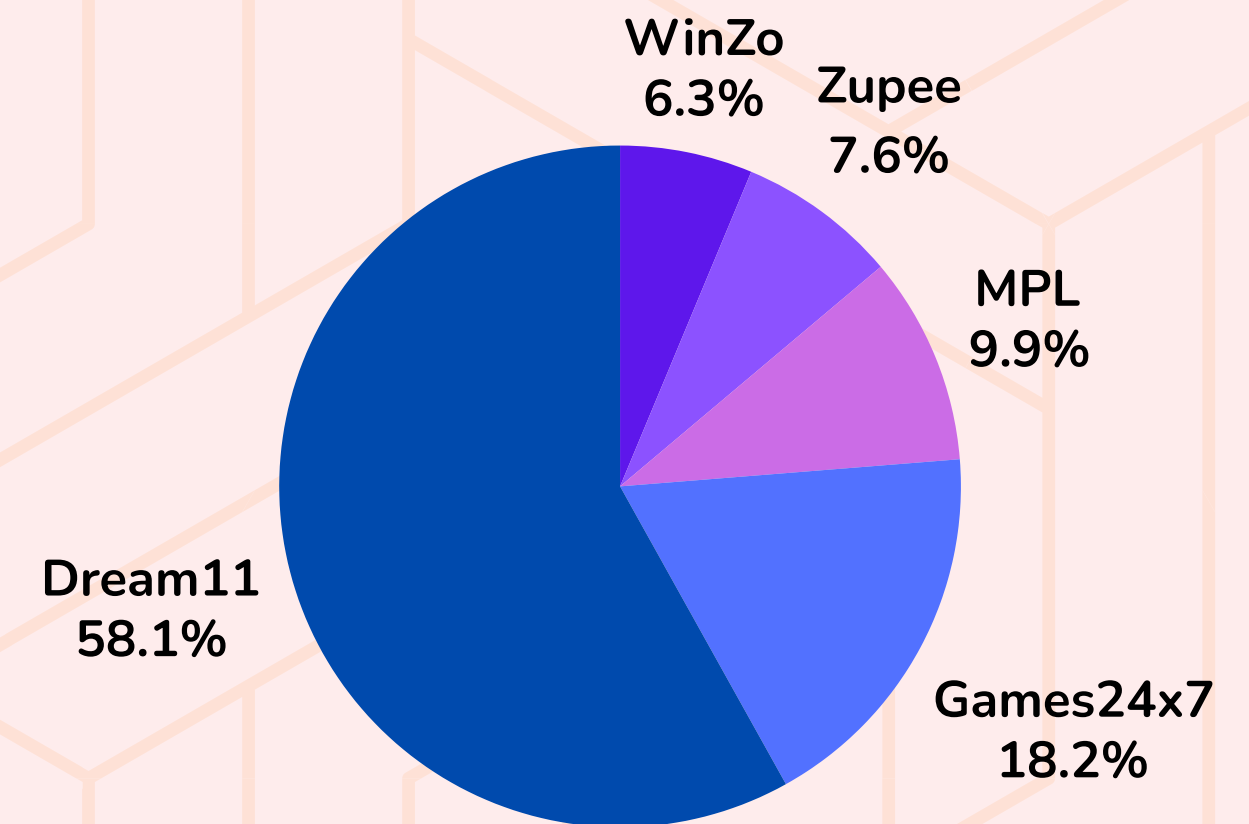
MISSION & VISION: WinZO focuses on competitive multiplayer gaming experiences and is charged with the mission to create a culturally relevant mobile games platform with a broad rate of adoption. WinZO aims to lead the Indian online gaming ecosystem with an expansive influencer network that is capable of catering to 50+ million registered users of the platform.

WinZO REVENUE MODEL

- In-app purchases
- Advertisements
- Subscription models
- Partnerships and sponsorships
- Tournaments and competitions
- Data monetization



MARKET ANALYSIS WITH POTENTIAL COMPETITORS

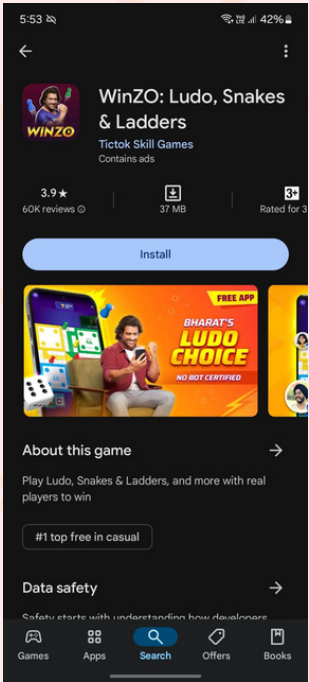


WinZO USP & INNOVATION: WinZO's unique selling proposition is its focus on providing a highly accessible, skill-based social gaming platform for Tier 2-5 cities in India, offering a wide variety of locally relevant games in multiple languages, with a user-friendly interface and a micro-transaction model that allows for small, frequent winnings, making gaming more approachable for a large user base across the country.

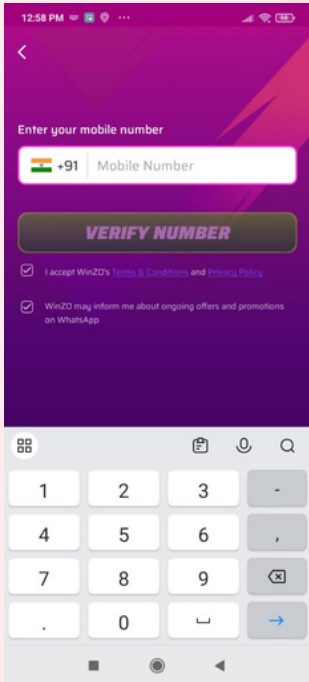
USER JOURNEY



INSTALL APP
FROM PLAYSTORE



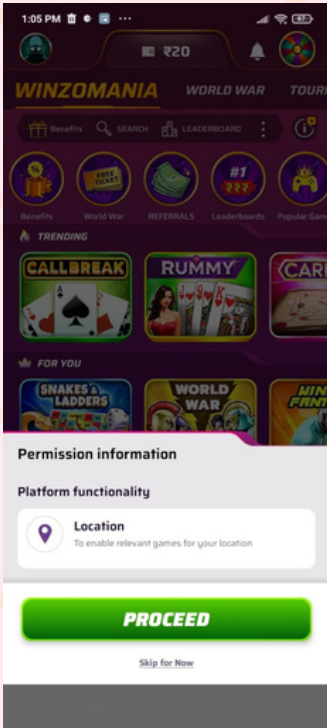
PHONE NUMBER
VERIFICATION



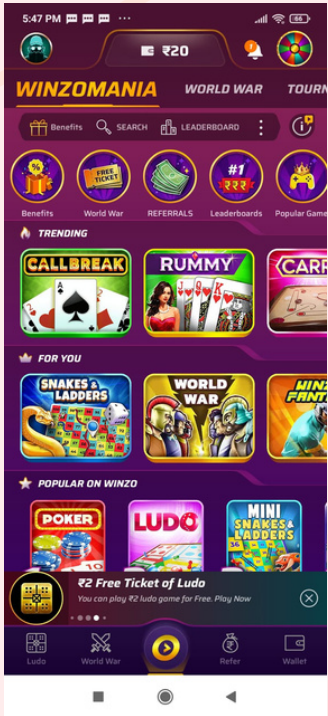
DOWNLOAD APK
VERSION



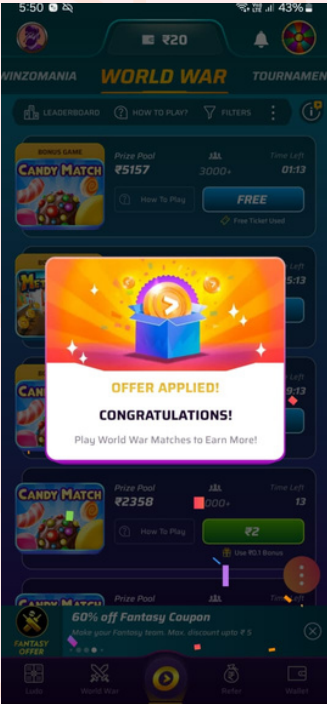
WHEN YOU
ENTER APK



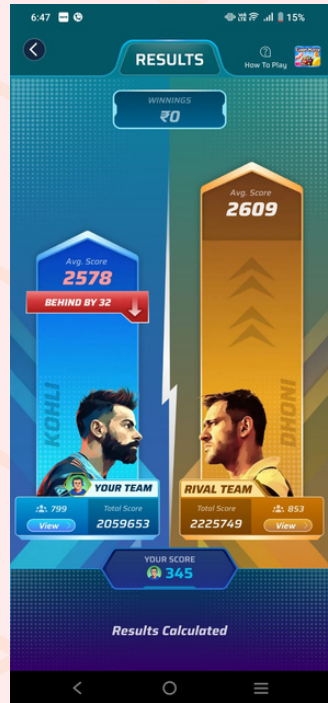
WinZO APP
INTERFACE



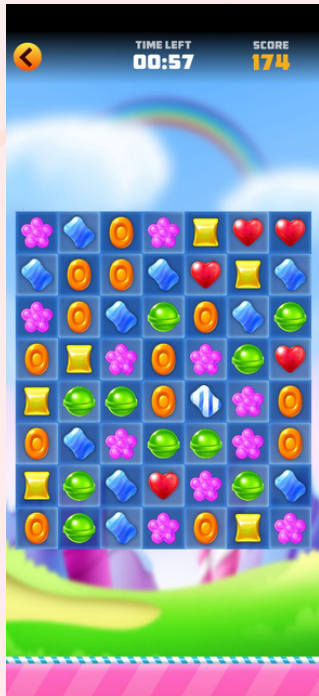
BONUS
POINTS



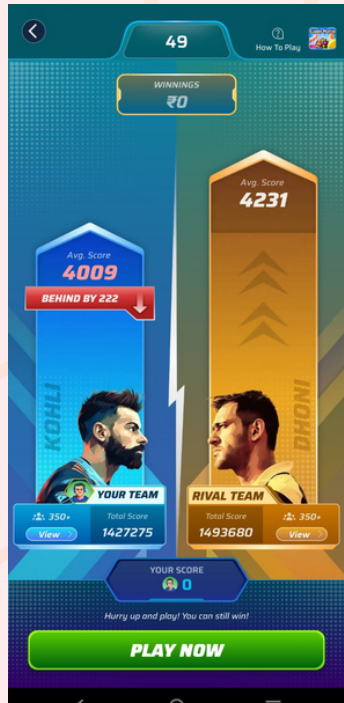
TEAM B WINS



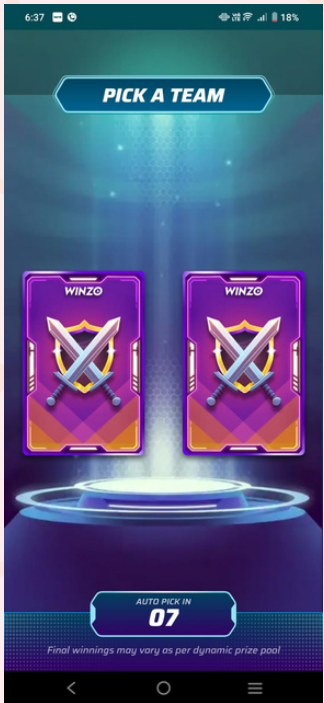
GAME



PLAY TO
IMPROVE SCORE



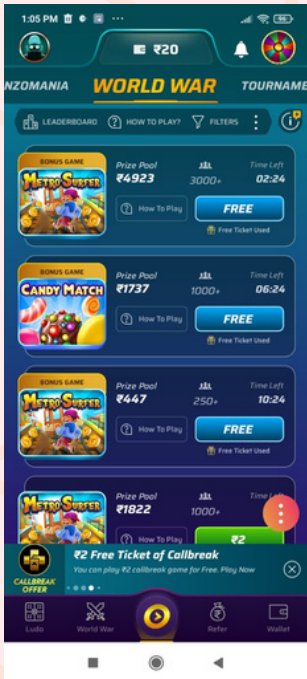
CHOOSE YOUR
TEAM



CONFIRM YOUR
PAYMENT



WORLD WAR
INTERFACE



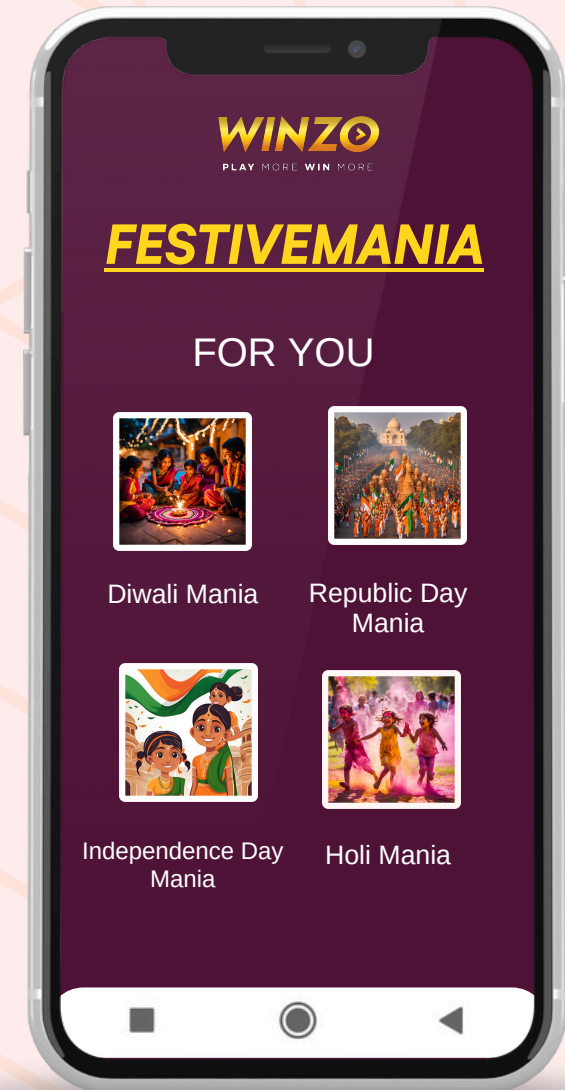
USER PAIN POINTS PRIORTIZATION

CATEGORY	PAIN POINTS	MosCow	REASON
WORLD WAR	<ul style="list-style-type: none">Players paying entry fees can't play the game to improve the score under 35 seconds.Score calculation takes 35 seconds which delays feedback.	<div>MUST</div> <div>COULD</div>	<ul style="list-style-type: none">Paying without playing harms user retention and trust in the platform's monetization.Delays disrupt gameplay flow, diminishing satisfaction for time-sensitive players.
USER EXPERIENCE	<ul style="list-style-type: none">APK downloads after app store installation create unnecessary friction for Android users.Users struggle to find games by familiar names, causing frustration and poor navigation.	<div>MUST</div> <div>SHOULD</div>	<ul style="list-style-type: none">Extra steps disrupt onboarding, causing confusion and reducing trust among new users.Low discoverability affects user experience, leading to churn and decreased engagement.

POTENTIAL SOLUTIONS

WINZO
PLAY MORE WIN MORE

Recommendation	Status Quo	Solution Description	Priority
One-Step Install	Android users must download an APK after installing trial from appstore, creating unnecessary installation friction.	Offer the full version on the app store to eliminate external APK downloads and smooth in-app upgrades.	P1
Quick Score	Scoring takes 30-40 seconds, disrupting gameplay flow and delaying post-match feedback.	Implement real-time scoring to reduce calculation time from 30-40 seconds to 10-15 seconds.	P1
Flash Entry	Current system prevents entry if less than a minute remains, causing missed opportunities.	Allow players to join ongoing World War Tournaments with under a minute remaining by forfeiting points or paying a nominal fee.	P1
Smart Search	Current search lacks intuitive game tags, making it difficult to find familiar games.	Use manual game tagging with commonly used, intuitive, popular keywords for easier search.	P2
GameSquad	Limited multiplayer features with no private rooms, cooperative play, or social media integration.	Add private rooms, cooperative/team play, and social media integration to multiplayer games and introduce "friends leaderboards" to encourage competition and stronger social connections.	P3
Festive / Brand Deal Games	No themed events or brand partnerships, missing opportunities for engagement and monetization.	Launch festival-themed events with bonuses, rewards. Partner with brands like Zomato/Ola for brand themed games offering real-world benefits such coupons/discounts.	P3

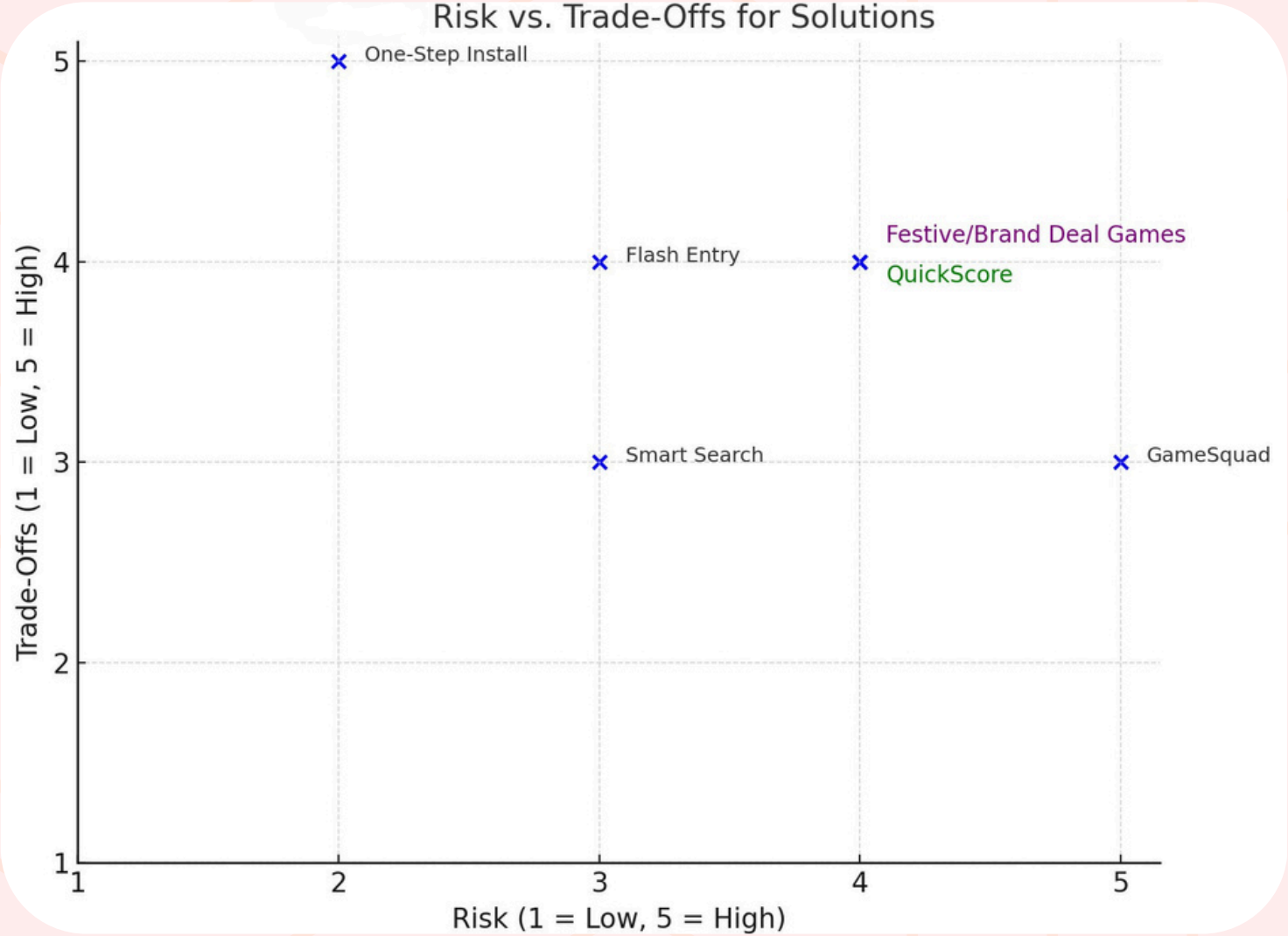


A sample for Festival Related Games

METRICS/KPI'S & TRADE-OFFS



Recommendation	North Star Metric	KPIs	Impact Stage (AAARRR)
Flash Entry	% of players joining games with <1 min left	<div>- % of players entering games with <1 minute remaining</div> <div>- Average session duration</div> <div>- Entry success rate</div>	Activation, Engagement
QuickScore	Reduction in score calculation time	<div>- Average score calculation time</div> <div>- Player satisfaction score (post-match surveys)</div>	Retention, Engagement
GameSquad	Increase in social gaming participation	<div>- % of multiplayer/private/team games</div> <div>- Frequency of friend invites sent/accepted</div> <div>- Social leaderboard interactions</div>	Retention, Referral, Engagement
One-Step Install	% of users completing app installation	<div>- Install-to-activation rate</div> <div>- % of APK users transitioning to app installs</div> <div>- App retention rates (Day 1, Day 7)</div>	Acquisition, Retention
Smart Search	Improved discoverability of games	<div>- Search success rate (games found via popular terms)</div> <div>- Average search-to-selection time</div> <div>- Click-through rate (CTR)</div>	Awareness, Activation
Festive Frenzy / Play and Win	Engagement during themed events	<div>- % increase in DAU/MAU during events</div> <div>- Participation rate in themed events</div> <div>- Revenue from event-based monetization</div>	Retention, Revenue, Referral



- GameSquad has the highest risk due to resource intensity and implementation challenges.
- One-Step Install is low-risk with high trade-offs because of its potential to significantly improve user experience while being relatively simple to implement.
- Flash Entry, QuickScore, and Festive/Brand Deal Games fall into moderate to high risk and trade-off zones, balancing user experience improvements with operational challenges.
- Smart Search has moderate risks and trade-offs, reflecting its incremental impact.

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