

Picking the company/product:

My choice of company is **Zerodha** and its product line

I would like to analyze Zerodha's product offerings in this manner:

1. Kite: active trading and cash and carry stock buying
2. Coin: mutual fund investing
3. Console: portfolio/reporting/analytics
4. Kite Connect: APIs/developer ecosystem
5. Varsity: investor education
6. Zerodha Capital: lending/credit
7. Zerodha Fund House: asset management

I will focus on Kite and Coin for this assignment:

Kite users

1. Active traders
2. Intraday/F&O traders
3. Investors who occasionally trade

Coin users

1. Long-term mutual-fund investors
2. SIP investors
3. Investors building wealth over multiple years

Understanding the Revenue Model: Kite and Coin

Question	Answer
1. Who pays?	Zerodha's customers — primarily active traders, investors using demat services, MTF users, API users, and customers using paid/value-added services.
2. What's paid?	Brokerage, DP charges, MTF interest, AMC, API subscriptions, and fees for certain value-added services.
3. For what is paid?	Customers pay for executing trades, maintaining demat accounts, borrowing funds through MTF, accessing paid APIs/data, and using certain premium services.
4. How are you paid?	Through per-order transaction charges, recurring account/service fees, interest income on funded MTF amounts, and subscription fees.
5. How much is paid?	It depends on the product/service. For retail customers, equity delivery brokerage is ₹0; intraday/futures are 0.03% or ₹20 per executed order, whichever is lower; options are ₹20 per executed order. MTF interest is 0.04% per day on the funded amount, and the paid Kite Connect API is ₹500/month per API key.

EMPATHIZE: Understanding the user persona

User persona 1: Name: Manish, Age: 32, Married, 1 kid, Income level: 35 LPA, Profession: Product Manager

Fear/Frustration: Manish has been investing in mutual funds from his first jobs 8 years back, due to the current stagnant market and negative return he is not sure about continuing his mutual funds. He is also considering swing trading.

Behaviour: Weekly he keeps monitoring his portfolio size and volatility.

Goal: 2 crores for an apartment, child education, car

User persona 2: Name: Rohan, Age: 40, Married, 2 kid, Income level: 20 lakhs, Profession: Trader

Fear/Frustration: Constant regulatory change, recently he lost 2 lakhs in new SEBI rule of Market Closing Price rule.

Behaviour: Follows and study market in weekends and during off time. A seasoned trader in the market from last 10 years.

Goal: Transform his proprietorship trading firm to a full-fledged private limited company with his friend and provide broking, asset management, research and stock recommendation services.

DEFINE: Define the core problems

From the Empathize phase, I would define five problems.

Problem 1: Portfolio understanding

Investors can see their holdings and returns but may struggle to understand the bigger picture: diversification, concentration, sector exposure and overlapping mutual-fund holdings. User persona Manish is buying 3 Flexi cap funds with all 3 with 7%+ allocation in HDFC Bank

Problem 2: Trading behaviour

Active traders may not recognise when their trading behaviour becomes excessive or unusually risky, especially after losses. This is particularly relevant given the risks associated with retail F&O trading. User persona Manish is also considering Swing trading.

Problem 3: Investment research

Investors have access to large amounts of financial information, but turning filings, results, annual reports and announcements into useful insights takes time and expertise. User persona Rohan career is full of Trading experience; he does not come from a fundamental research background mindset.

Problem 4: Customer support

Customers frequently need help understanding account, order, margin, charge and transaction issues, creating support workload and delays. User persona Rohan received notice from IT department for wrong ITR filling and paid hefty sum of 5 lakhs, he was misguided by his brother-in-law in saving IT tax.

Problem 5: Long-term investment planning

Coin investors can invest through SIPs and multiple funds but may lack personalised visibility into whether their investment behaviour is aligned with their goals. User persona Rohan believe trading will be his source of income, and he has not decided to do any long-term investment.

IDEATE: Solutions and Prioritization

Rank	Solution	Reach	Impact	Confidence	Effort	RICE
1	Portfolio Health & Risk Analyzer	20L	3	90%	8	6.75
2	Fundamental Research Copilot	15L	3	85%	8	4.78
3	Financial & Tax Education Assistant	25L	2	90%	12	3.75
4	Earnings & Filing Summarizer	12L	2	90%	5	4.32
5	Trading Behaviour Coach	8L	3	80%	8	2.40
6	Portfolio Overlap Detector	12L	3	90%	7	4.63
7	"Teach Me This Stock"	10L	2	90%	5	3.60
8	P&L / Tax Report Interpreter	12L	2	90%	6	3.60
9	Portfolio Explainability Copilot	15L	3	80%	10	3.60
10	Financial Concept Explainer	20L	1	95%	4	4.75
11	Company Comparison	8L	2	85%	5	2.72
13	Trading vs Investing Coach	8L	2	75%	6	2.00
14	Wealth & Goal Coach	10L	3	70%	10	2.10

Top 5 features to develop:

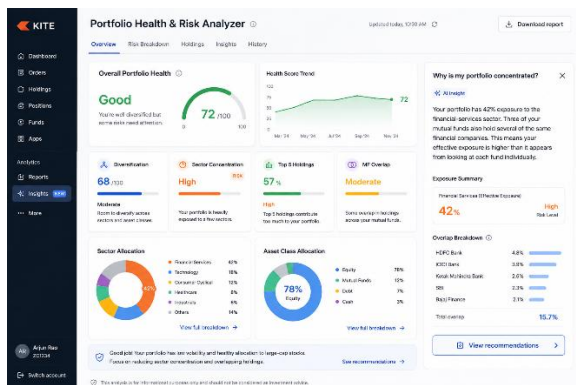
1. Portfolio Health & Risk Analyzer
2. Fundamental Research Copilot
3. Financial Concept Explainer
4. Portfolio Overlap Detector
5. Earnings & Filing Summarizer

Feature	Problem it solves	Type of AI	Data needed	What it improves	How Zerodha makes money	Metrics it will impact
Portfolio Health & Risk Analyzer	Investors can see their returns but may not understand how diversified or risky their overall portfolio is.	Rule-Based + Statistical ML + Generative AI	Kite holdings, Coin MF holdings, transactions, portfolio history, stock/fund holdings, sector data, market data	Helps users understand the overall health and risk of their portfolio	Zerodha can make it as a paid feature or a freemium feature. 1 free check per quarter.	Portfolio review frequency, Customer LTV
Fundamental Research Copilot	Rohan knows how to trade but struggles to analyse	RAG + Generative	Annual reports, financial statements, earnings calls, exchange filings,	Makes fundamental research faster and easier; improves	Paid Insights: research usage	Research adoption, less

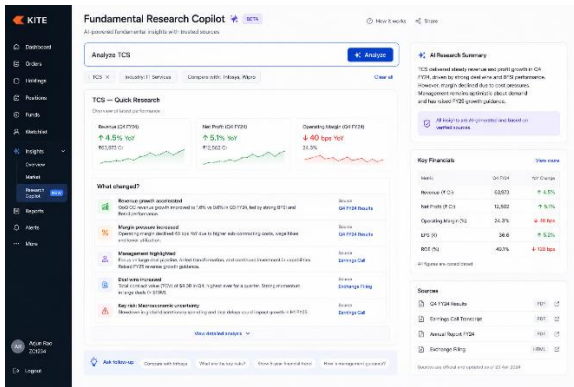
Feature	Problem it solves	Type of AI	Data needed	What it improves	How Zerodha makes money	Metrics it will impact
	companies from a fundamental and financial perspective.	AI + Text Analysis AI	investor presentations, corporate announcements, financial ratios	investment understanding		research time, sessions/user
Earnings & Filing Summarizer	Investors struggle to understand what has changed in earnings reports and regulatory filings and why it matters.	Text Analysis AI + Generative AI	Quarterly results, annual reports, exchange filings, earnings-call transcripts, investor presentations, corporate announcements	Reduces information overload and time required to understand company updates	Freemium Feature	Time-to-insight, feature adoption, engagement, retention
Portfolio Overlap Detector	Manish owns three Flexi Cap funds but doesn't realise they have significant overlap, including 7%+ exposure to HDFC Bank.	Rule-Based + Statistical Analysis	Mutual-fund portfolio holdings, Kite holdings, stock weights, sector classifications, historical holdings	Identifies hidden stock/fund overlap and gives users a more accurate picture of diversification	Bundle it with a premium plan	Overlap detection, portfolio review frequency, feature usage
Financial Concept Explainer	Users may know how to trade but struggle to understand complex financial and tax concepts.	RAG + Generative AI	Zerodha help articles, Varsity content, official SEBI/NSE/BSE information, tax rules and regulatory documentation	Improves financial literacy and reduces dependence on informal/inaccurate advice	reduces support cost while improving customer trust, engagement and retention	Less Support tickets, support cost/customer, self-service resolution

PROTOTYPE:

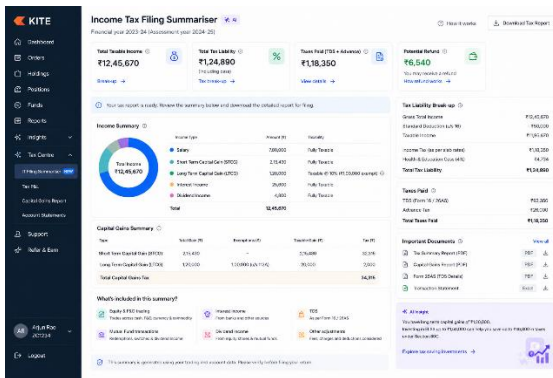
1. Portfolio Health & Risk Analyzer



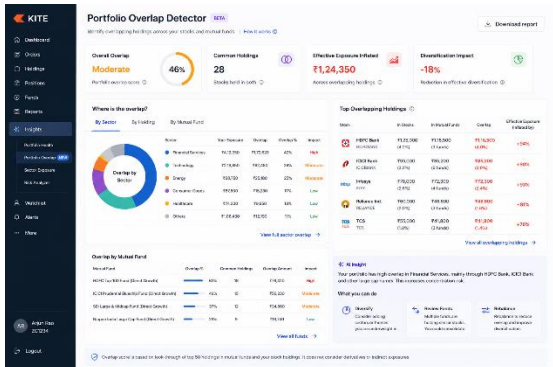
2. Fundamental Research Copilot image



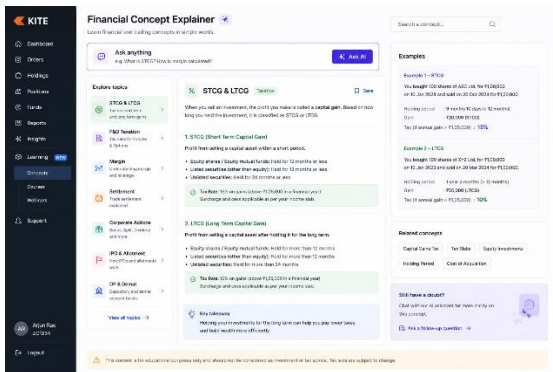
3. Earnings & Filing Summarizer



4. Portfolio Overlap Detector



5. Financial Concept Explainer



TEST: How would we validate the feature usefulness?

AI Feature	What to test	Success metrics	Proposed success criteria
1. Portfolio Health & Risk Analyzer	Users can understand the overall health, concentration and risk of their portfolio	Portfolio understanding, task completion rate, time-to-insight, usefulness score	≥80% correctly identify their biggest portfolio risk; ≥20% reduction in time-to-insight; ≥4/5 usefulness score
2. Fundamental Research Copilot	Users can understand a company's fundamentals faster without needing to manually analyse multiple documents	Research completion time, research accuracy	≥30% reduction in research time; ≥90% factual accuracy; ≥95% material claims supported by source documents
3. Earnings & Filing Summarizer	Identify the most important lengthy earnings reports and filings	Time-to-insight, summary accuracy, feature adoption	≥90% accuracy in identifying material information
4. Portfolio Overlap Detector	Users realise that owning multiple funds does not necessarily mean they are diversified	Overlap comprehension, overlap detection accuracy, task completion rate, user trust	≥80% correctly identify significant overlap; ≥80% correctly understand their effective exposure; ≥4/5 trust score
5. Financial Concept Explainer	Users can understand complex financial/tax concepts more easily than through traditional help content	Comprehension score, time-to-understanding, follow-up questions, self-service resolution rate	≥80% correctly explain the concept after using AI; ≥30% reduction in time-to-understanding; ≥20% reduction in related support queries