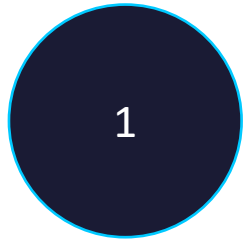


**GETNOMAD.APP Case study**

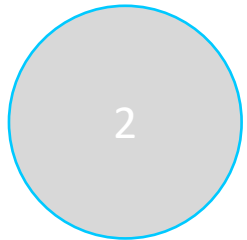
**21<sup>st</sup> July, 2022**

**- Moy Gulati**

# Contents



**Strategy to increase users by 10X by end of 2022**



**New features and GTM**



# SNAPSHOT | Travelers flying out / flying in : Canada, ~65% travelers are US bound

600K inbound trips 1.9M outbound trips non excursioners (More than one day) travelers in April 2022 – the travel universe

## Travel data : Canada inbound and outbound

Inbound trips	In thousand <sup>1</sup>
US Air	178
US Others	292
Overseas (Air)	216
<b>Total</b>	<b>686</b>

Outbound trips	In thousand <sup>1</sup>
US Air	612
US Others	634
Overseas (Air)	708
<b>Total</b>	<b>1954</b>

Top geographies	In thousand <sup>1</sup>
UK	38
France	28
Mexico	32
India	18

## Consideration set to identify relevant userbase

**Travelers with E-sim compatible phones in North America**  
~35% (Low) <sup>2</sup>

- Cost of switching phones > cost of roaming
- No. will be closer to 50% by 2025

**Probability of buying a travel sim for a short term trip (less than a week) is Medium ; <50%**

- Home numbers are still required to be active (Office, business)
- 7 days roaming plans are offered by most large operators, they are within budget.

**Probability of buying a travel sim for travels within north America (for short travel) is Low ; < 30%**

- Most large operators offer plans covering US Canada markets at discounted rates (\$5-\$8 per day)

### Assumptions

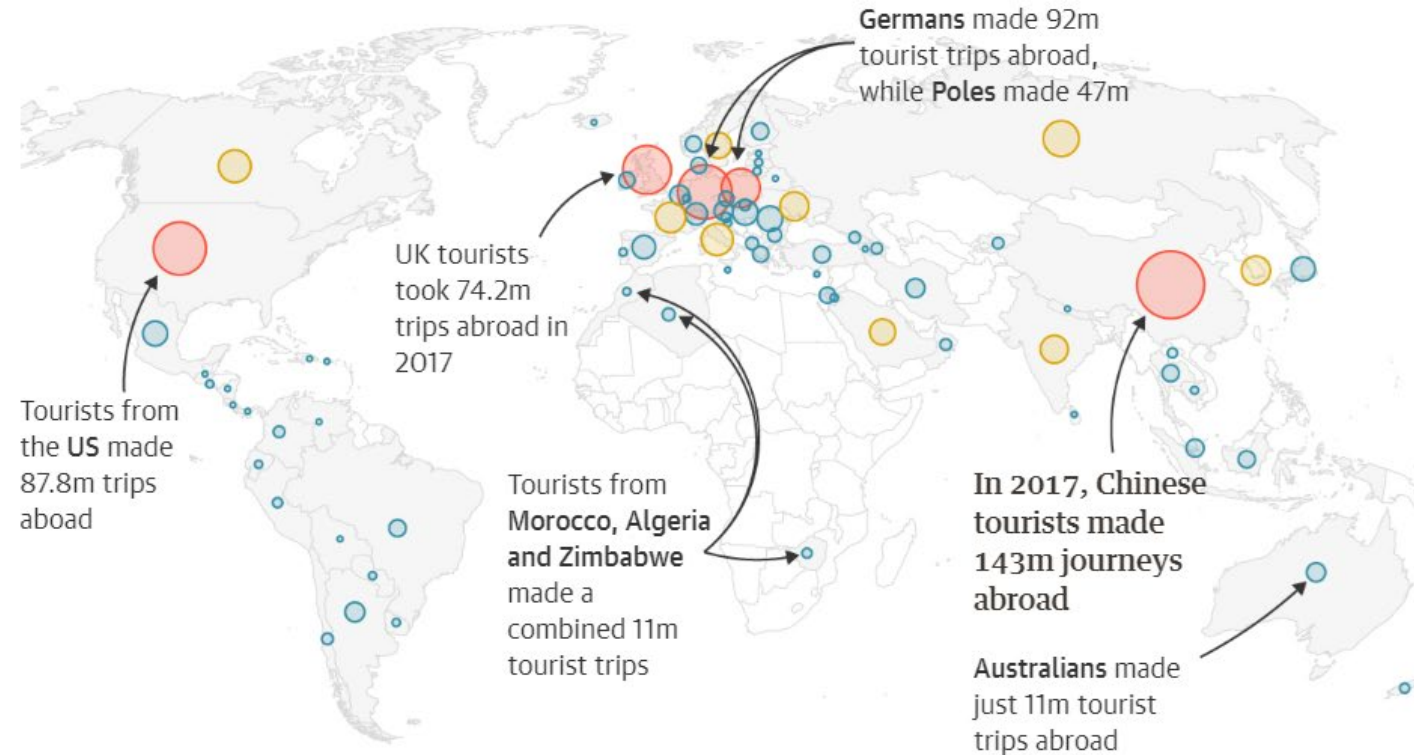
- Travelers falling in *other* categories has not be included in analysis (fringe data)
- April data can extrapolated to annual numbers keeping seasonality in consideration.
- Consideration points data is based on multiple sources (Qual+Quant), the data is indicative and not representative, data need to be validated with actual data points.

Source : 1. <https://www150.statcan.gc.ca/n1/daily-quotidien/220623/t001b-eng.htm> 2. GSMA Intelligence



# SNAPSHOT | Travelers : Globally

US, Europe and China - three major geographies to consider for global growth



Guardian graphic. Source: World Tourism Organisation

*Launch activation / advertising campaigns , SEO, Listings, partnerships, across key geographies – USA, UK, GERMANY, CHINA.*

## Assumptions

- Legal and government regulation allow operations in china
- Partnership across new market is technically and commercially feasible





# Experience with E-sims : Customer qualitative survey (4 users)



## I wasn't asked if I need an Esim

I am currently using an e-sim for my home country, I have an Iphone 13 and when I went to freedom store to buy a sim, **they just gave me an Psim**. I then got an esim for my Home carrier. (Freelancer, 32, Toronto)



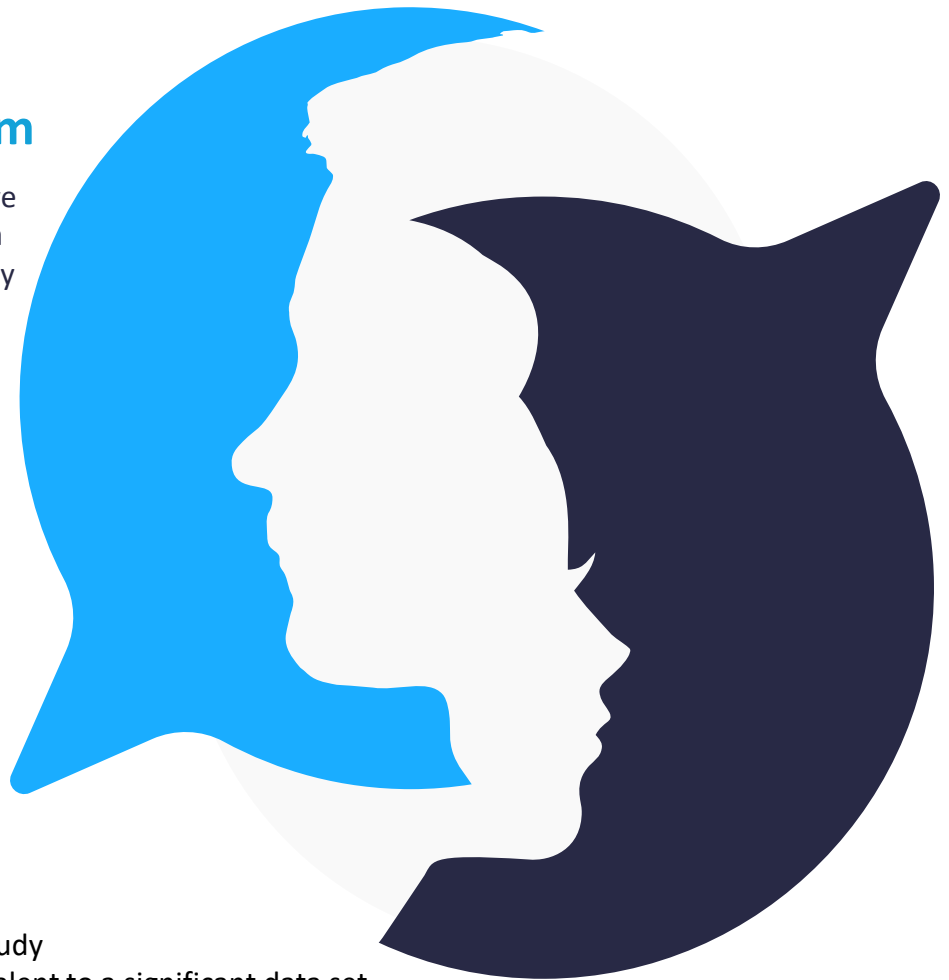
## It must be cheaper for me to use it

I have heard about e-sims but haven't used it.

- I don't mind experimenting with it, if **they are significantly cheaper**. (Project manager, 29, Toronoto)

### Assumptions

- User demographic is relevant to the study
- Data points can be extrapolated equivalent to a significant data set
- Users don't have any product / technology biases



## Single Psim phone.

I have a **single sim phone and I don't think I have an e-sim option**. But I own an Ipad which has an E-sim but haven't explored it. Wifi works great. (IT professional, 31, Toronto)



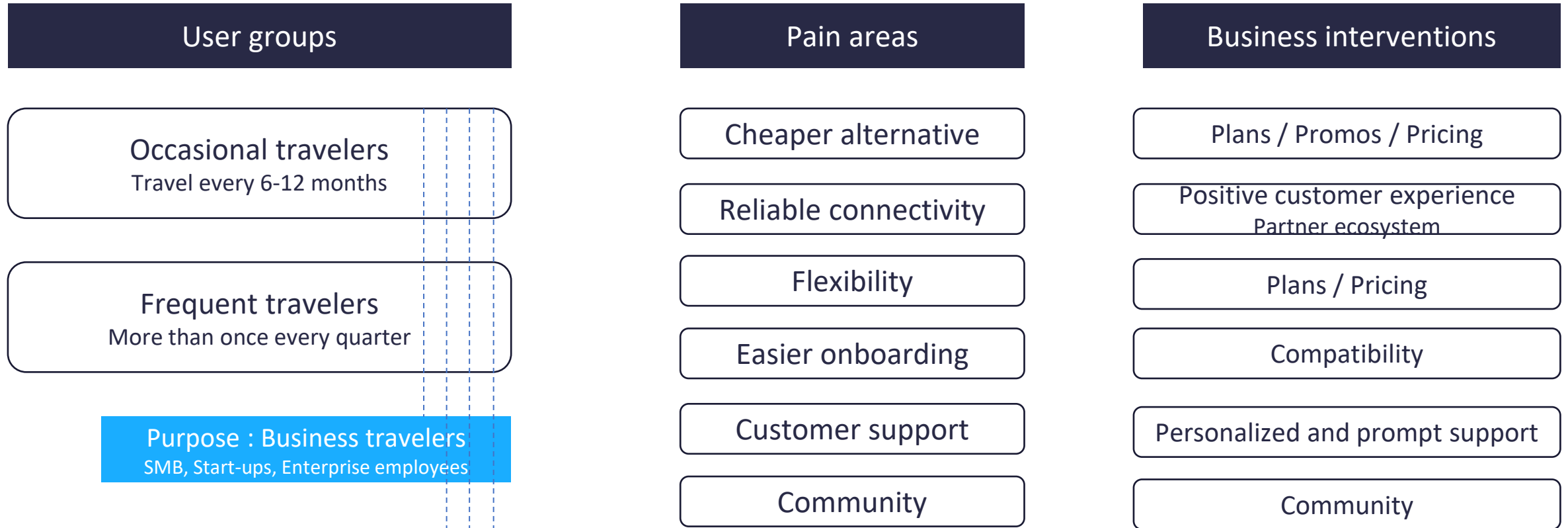
## E-sim can be costly to operate

I use Roger iphone 13 with an E-sim. I frequently travel to US and the **plan I have covers the US roaming**.

However, My wife switched phones recently, it was a nightmare to get the **e-sim transferred and she was charged** some fees for it. (Content creator, 26, Brampton)

# User groups| Travelers : Most user groups / subgroups have similar basic needs

User group / subgroup centric customization can be developed for specific needs and wants



Purpose : Business travelers  
SMB, Start-ups, Enterprise employees

US travelers

User groups can be further classified basis US bound customers

Duration

User groups can be further classified basis long term / short term travel

Device/compatibility

User groups can be further classified basis their device E-sim compatibility (Android / Iphone)



## Assumptions

- Focusing on B2C customer as they form the largest segment. B2B customer acquisition may follow a different strategy
- Partnership across new market is technically and commercially feasible

# Control variants | In a commodity services market, experience is our direct control lever

With surrogate connectivity, trust, care, combability, flexibility and community are our product features.

Connectivity infrastructure

*We partner with connectivity providers to network.*

Unique Platform Technology

*App is being used to onboard, track data usage and customer care.*

Experience  
Business and operational

*Product for us would be providing the best in class experience to our customers.*



## Assumptions

- We don't control the network strength and penetration of our partners

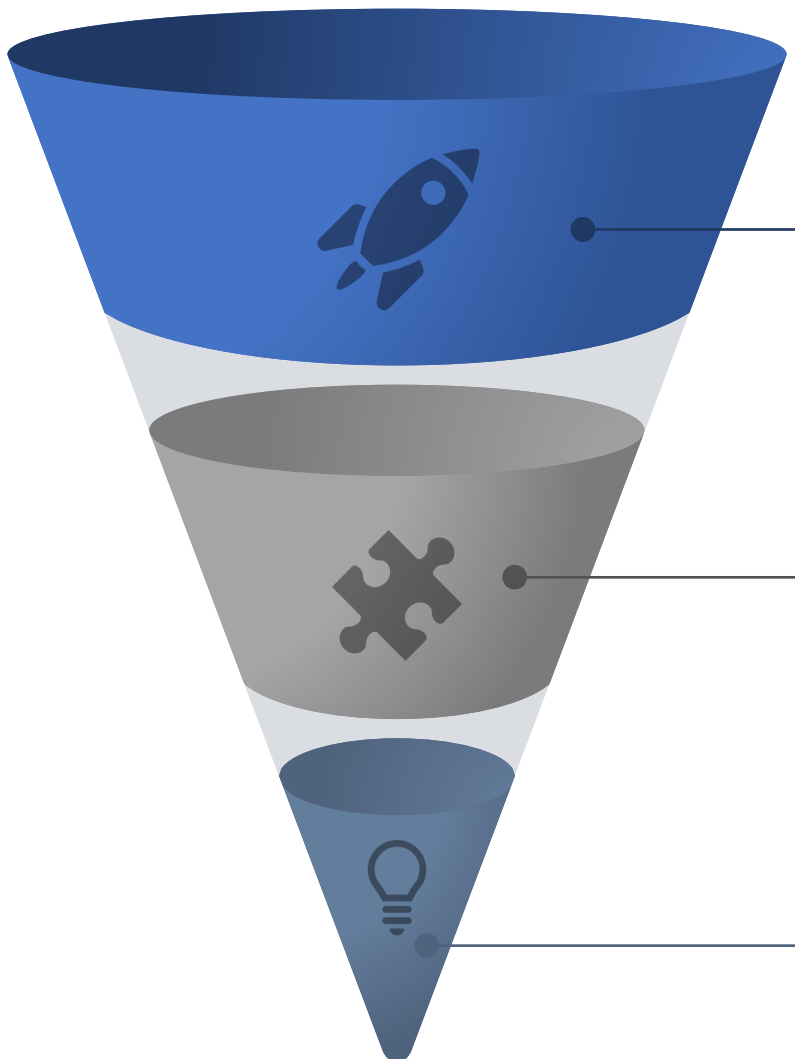
# Nomad – the user journey in 2022

4 main points through the journey , where if we are placed – the propensity of uptake will be higher





# Increasing the user base by 10X – NorthStar being B2C new user signups



## TOP OF FUNNEL

### AWARE

○ Most important to build brand and solution awareness to acquire new users

## MIDDLE OF FUNNEL

### EVALUATE

○ E-sim being a new technology, it comes with inherent inertia and doubts. Facilitate product selection process and resolve phobia of unknown, i.e. Esims.

## BOTTOM OF FUNNEL

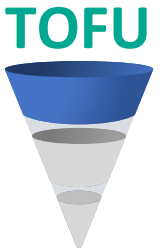
### CONVERT & RETAIN

○ Covering product hygiene information – product walkthroughs, passive plans and building community of Nomads



# Product discovery and awareness : SEO

We are lagging from competition on Google search



Search results for "esim prepaid data plan". The top result is "Compare eSIM for Canada - Find the best prepaid data plans ..." from tesimdb.com. A red box highlights a table of eSIM offers:

Carrier	Price	Features
Lucky Mobile Multi SIM	\$18.00	Free delivery
PhoneBox Canadian	\$4.99	Free delivery
Freedom Mobile	\$11.99	Free delivery

Other results include "Lifetime Prepaid Data eSIM - Keepgo" and "Canada Universal eSIM & SIM card by MobilityPass".

Search results for "esim data plan". The top result is "Lifetime Prepaid Data eSIM - Keepgo". Below it is an advertisement for "Travel The World With eSIM - Use eSIM & Never Pay Roaming" from airolo.com. A red box highlights this ad and the "Related searches" section below it, which includes "airalo", "T-Mobile", "DigiKey", "Verizon", and "Vodafone Group".

Search results for "esim data plan". The top result is "Prepaid eSIM data plans - Canada - esims.io". Below it is an advertisement for "Nomad - Flexible mobile data as low as \$2 for 1GB" from getnomad.app. A blue box highlights this ad. Other results include "Canada eSIM for travelers - Best data plans from 10GB - Holafly" and "Find wireless carriers that offer eSIM service - Apple Support".

Snippet from a blog post: "The Digital Nomad in the eSIM Age - Airolo Blog". A red box highlights the word "Nomad" in the title.

Compete campaigns using keywords similar to our name – **competing noise to our messaging**

Keywords: Global sim card, International sim card, Sim card for international travel – **Not listed on first page**

Competes being listed above Nomad and in recommendations – **Competes listed favourably**

Listing better on few keywords – **5<sup>th</sup> spot**

To do

- SEO
- Blogs and listicles

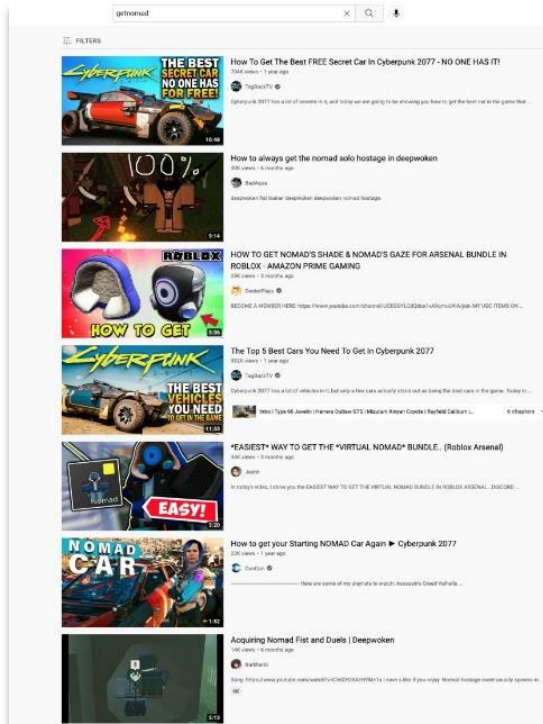


## Assumptions

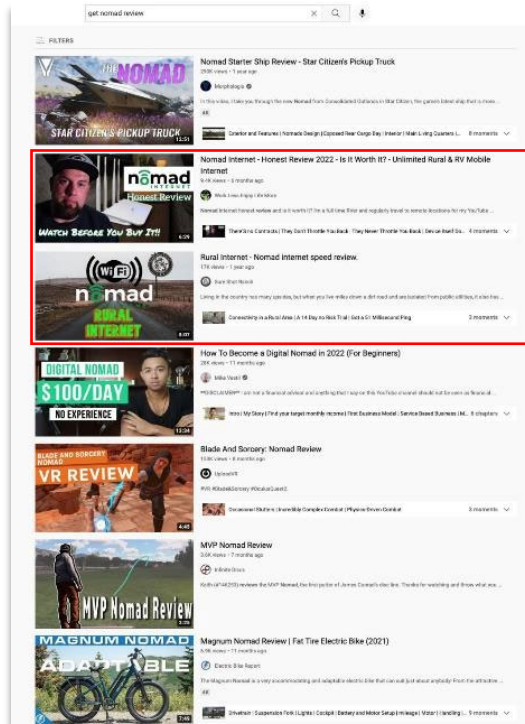
- Generic keywords evaluation; targeted keywords might yield varied results

# Product discovery and awareness : Search / Digital

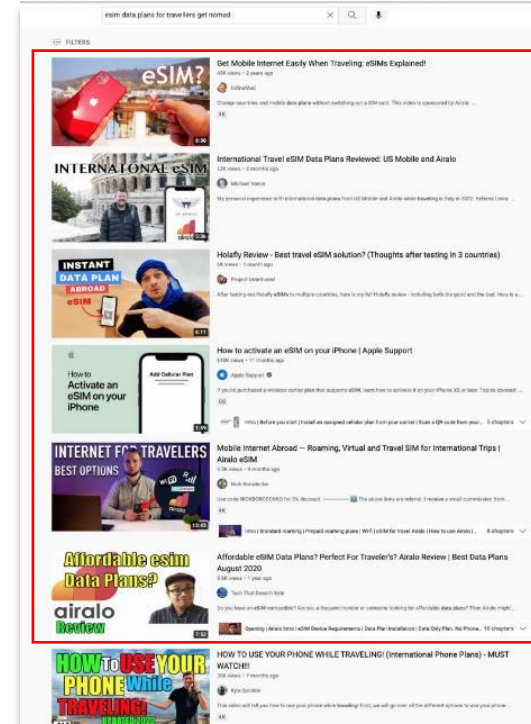
We don't have a YouTube channel, competes are using influencers to create awareness



Get nomad search yield results from games – **YT non existent**



Get nomad review search on YT yields nomad internet – **similar name, similar product category but not us**



Airalo and Holafly are strong on YT across searches – **competes using influencers**

## To do

- Launch YouTube channel
- Partner with travel influencers for reviews

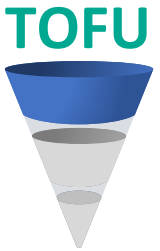


## Assumptions

- Generic keywords evaluation; targeted keywords might yield varied results

# Product discovery and awareness : Online shopping

We are not discoverable on first page at [amazon.ca](https://www.amazon.ca) for “International sim card” search (-Redirect-Google)



## Observations

- In most of the buy / purchase searches on google, amazon is one of the top result. High intent customers would land on amazon website.
- Customers new to idea of e-sims look for global sims on Amazon for home delivery.
- Competes listed favourably on amazon get better reach (brand and sales) and conversions.

## To do

- **Product listing and promotions on amazon for strategic geographies**

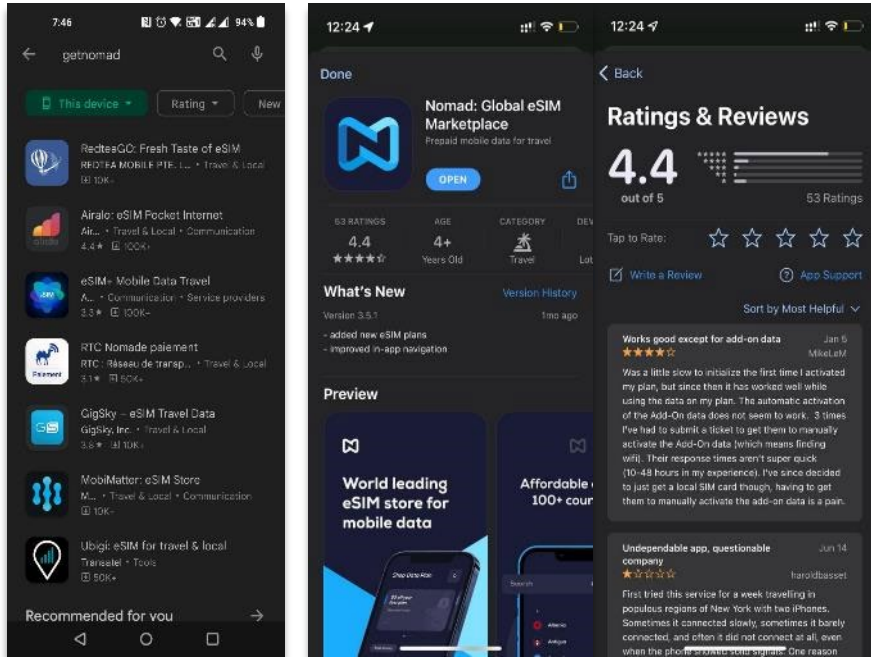
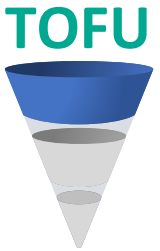


## Assumptions

- Generic keywords evaluation; targeted keywords might yield varied results

# Product discovery and awareness : App stores

App not available on Play store; Not recommended / promoted on Apple store – few ratings



## Observations

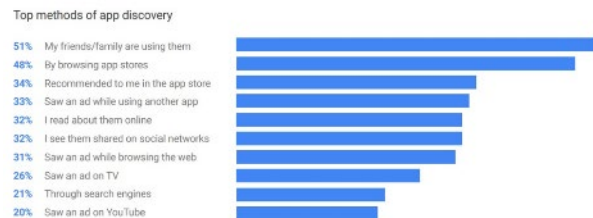
- No results for get nomad on Android play store– **Competes results show up** – more like this favouring competes
- App existing from 4 years have only 53 ratings and some of top ratings are negative.
- 33% users discover new app through in-app ads, higher than 31% discovery on search engines

## To do

- **App store optimization** for Apple store – Improve ratings, and no. of feedbacks – *Promos and offers*
- Release **Android version**
- **Affiliates / Cross promotion** – List Nomad deals on other apps

### Android Play store - Results

### Apple store - Results



### Google : App discovery research

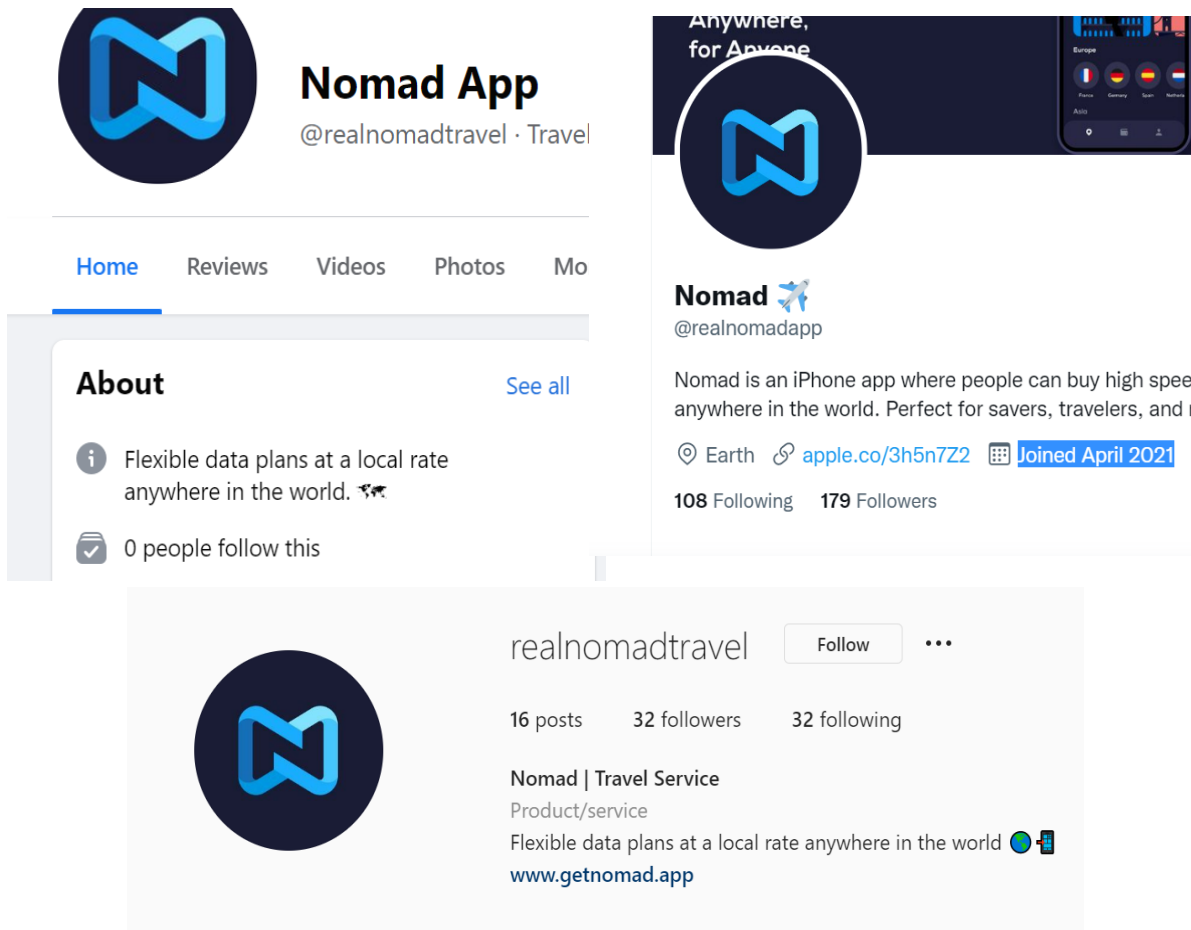


### Assumptions

- Generic keywords evaluation; targeted keywords might yield varied results

# Product discovery and awareness : Digital channels

Digital channels **are not activated** – we need to activate the digital channels



## Observations

- Digital channels are not active - **below 500 followers sparks suspicion and demotivates in users**
- **Account on IG and Twitter has been active for an year. FB created yesterday**
- No discreet content strategy at the moment

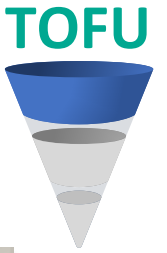
## To do

- **Create product marketing plan** : Covering 4Ps
- **Content plan creation**– Comprehensive content plan across channels – Social, Digital, Email, Events. **travelers Friend** content strategy
- **Content execution and ad campaigns to promote** – Paid – organic alternation approach



# Product discovery and awareness : Offline presence

We need to be seen and present at key junctions of travel user journey – to establish our presence and offerings



**Presence on airports**  
Own kiosks or Multibrand



**Presence near items user buy**  
e.g. Bag sections / neck rests



**Presence near Checkout – Card based : awareness + impulse**



Scratchable physical cards with QR or equivalent can be placed across physical location.

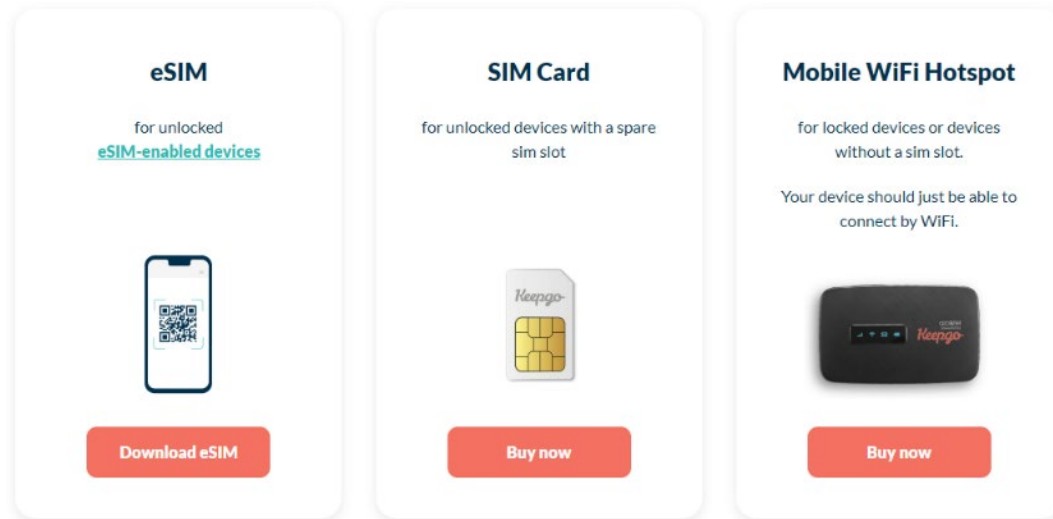


## Assumptions

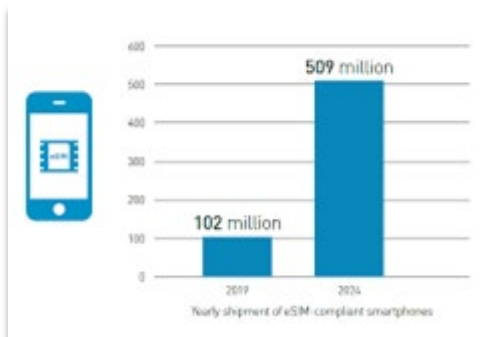
- No security or provisioning related issues ; Technically feasible

# Exclusion by design : Product combability

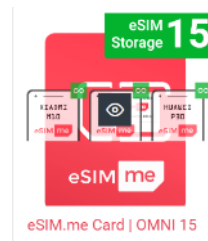
Inclusive approach to provide connectivity to customers across the spectrum – E-sim and beyond



Keepgo has options for all customers, regardless of their smartphones



In 2022, ~ 400 Mn smartphones have e-sim compatibility; 5-10% of total phones (Globally).



E-sim.me offers e-sim for android users

## Observations

- Currently we **only support e-sim compatible device**
- **Competes are offering inclusive connectivity solution**
- There are third party companies offering e-sim as a solution

## To do

- **Release products for non-esim compatible devices :** Partnership with the likes of esim.me could be explored
- Customer support function for non-esim compatible device users



## Assumptions

- Technically feasible

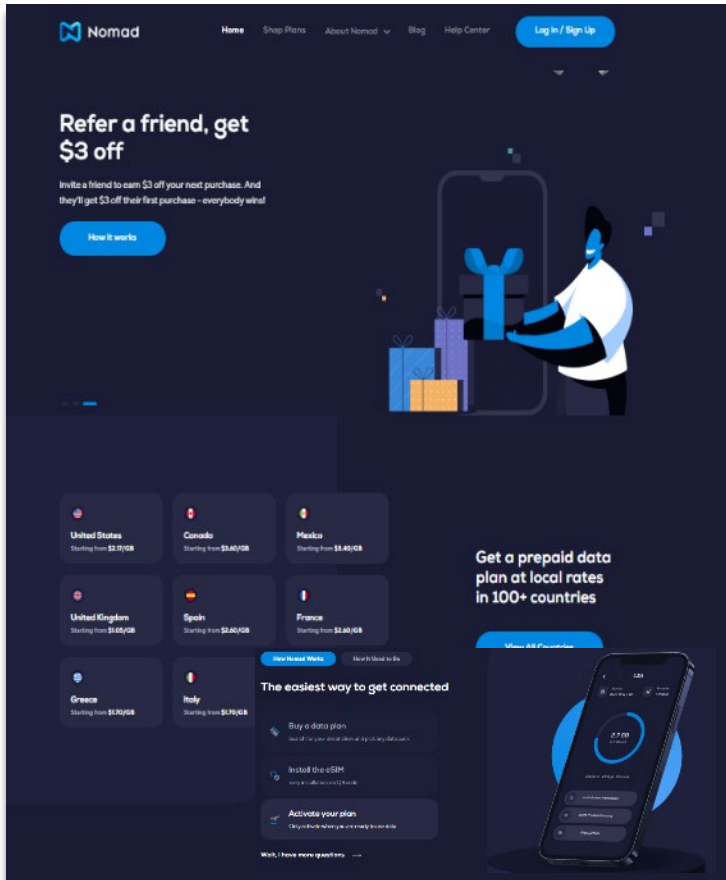
# Facilitating customer : Product introduction



E-sim technology introduction video on landing page is a must for new customers to get comfortable.

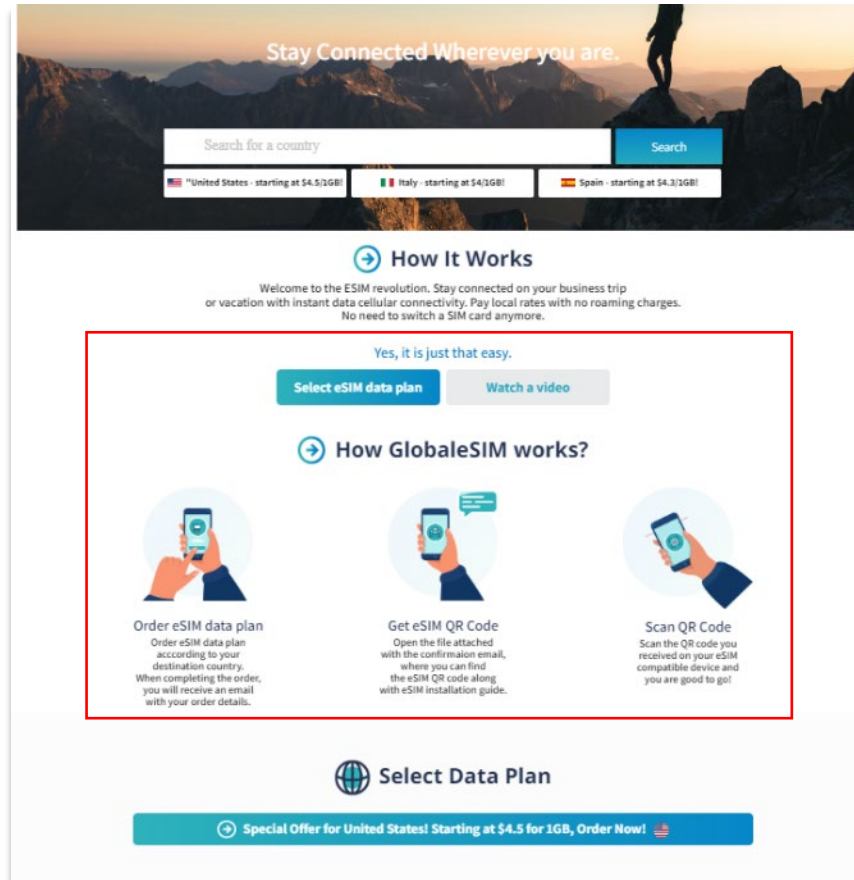
+ Create educational material, user stories, product walkthroughs – on YT/Reels

## GETNOMAD landing page



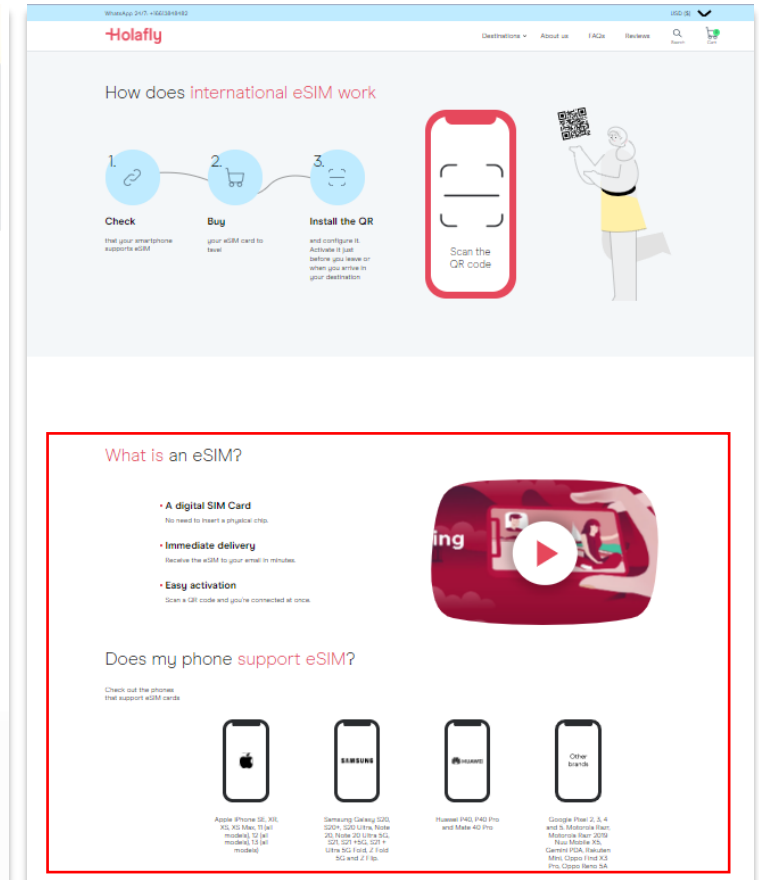
Dark theme; app screenshots – **New users need more material to get comfortable with E-sims**

## Globalesim landing page



A simple video about how it works and supported graphics ; Use of motivator words like easy – making users comfortable

## Holafly landing page



Funky design; E-sim video and supported graphics ; chatbot – educating users about the unknown



# Facilitating customer : Pricing strategy

Users are looking for cheaper alternatives to Int. roaming - pricing, plans and offers are important considerations



PROVIDER	PLAN NAME	SIZE	VALIDITY	PRICE/GB	PRICE
BINLSIM	Surf 500MB/day in United States (S)	500MB	per day	₹343.37	<del>₹171.00 (₹2.10)</del>
Kaapgo	eSIM Offer - 100 MB	100MB	365 Days	₹2,308.50	<del>₹230.85 (₹3.00)</del>
Kaapgo	eSIM Ansbomada - 100 MB	100MB	365 Days	₹2,308.50	<del>₹230.85 (₹3.00)</del>
Kaapgo	eSIM Dera - 100 MB	100MB	365 Days	₹2,308.50	<del>₹230.85 (₹3.00)</del>
Kaapgo	eSIM Salata - 100 MB	100MB	365 Days	₹2,308.50	<del>₹230.85 (₹3.00)</del>
Kaapgo	eSIM Lyne - 100 MB	100MB	365 Days	₹2,308.50	<del>₹230.85 (₹3.00)</del>
Kaapgo	eSIM Slaghtaria - 100 MB	100MB	365 Days	₹2,308.50	<del>₹230.85 (₹3.00)</del>
Yasim	Yasim United States 500MB	500MB	7 Days	₹450.52	<del>₹45.05 (₹3.00)</del>
MTX Connect	Optimal Daily	250MB	1 Day	₹815.20	<del>₹81.52 (₹3.00)</del>
KnowRoaming	USA 1day - 1GB	1GB	7 Days	₹307.81	<del>₹30.78 (₹3.00)</del>
Roamigo	United States	1GB	7 Days	₹319.00	<del>₹31.90 (₹3.00)</del>
Utop	USA+CANADA	500MB	1 Day	₹830.40	<del>₹83.04 (₹4.00)</del>
Truphone	United States Local Plan	1GB	1 Day	₹327.02	<del>₹32.70 (₹4.00)</del>
Yasim	Yasim USA & CANADA 500MB	500MB	7 Days	₹654.03	<del>₹65.40 (₹4.00)</del>
BINLSIM	Surf 1GB/month in United States (S)	1GB	per month	₹350.72	<del>₹35.07 (₹4.20)</del>
Airalo	Change - 1 GB	1GB	7 Days	₹359.78	<del>₹35.98 (₹4.50)</del>
Globesim	USA Special	1GB	7 Days	₹359.78	<del>₹35.98 (₹4.50)</del>
KnowRoaming	USA 30days - 1GB	1GB	30 Days	₹359.78	<del>₹35.98 (₹4.50)</del>

esimdb.com/usa

PLAN NAME	SIZE	VALIDITY	COUNTRIES	PRICE
United States 12 GB	12 GB	30 day(s)	1 country	\$23.00
USA Special	10 GB	30 day(s)	1 country	\$22.50
United States 7 GB	7 GB	30 day(s)	1 country	\$17.00
USA Special	10 GB	30 day(s)	1 country	\$25.50
Change - 10 GB	10 GB	20 day(s)	1 country	\$26.00
United States eSIM	6 GB	10 day(s)	1 country	\$15.63
USA 1GB	10 GB	30 day(s)	1 country	\$27.00
Popular	10 GB	30 day(s)	41 countries	\$27.00
United States 4 GB	4 GB	30 day(s)	1 country	\$11.00
United States 5 GB	5 GB	30 day(s)	1 country	\$14.00

esims.io/countries/united-states

## Observations

- Search – Plans for **USA** from **Lowest to highest price/GB**
- **Esimdb (Rupee) : Our prices higher** than Gloablesim, Truphone and Airalo and Holafly (For Canada and US Both)
- **Esims.io : Our prices are lower than most of our competes**

## To do

- Ensure consistent pricing across key price comparison platforms
- **Create relatable data metrics**, for e.g.

Data consumed

- 2 hrs of YouTube – 1 GB
- 2 hr movie on Netflix (720p) – 1 GB
- 100 messages – 100 KB



# Facilitating customer : Plans

Innovative plans that offer more freedom to the customer have higher uptake



Free  
Data starting at \$3 for refill

Get it in Canada by Wednesday, 27th July. Delivery may take longer than usual due to COVID-19

### Lifetime Prepaid Data eSIM

Prepaid eSIM card for instant internet access. Get a new mobile data line in a minute.

★★★★★ 3 reviews

Choose a mobile network with the best coverage in your area, and Keepgo eSIM will connect to this network. Our Lifetime prepaid data plan has no monthly charges. The data you buy is valid forever.

Lifetime eSIM data plan provides fast, unthrottled, private mobile data services wherever you go.

Get your eSIM delivered instantly online.

Download now and get 2 GB bonus data coupon. Use it anytime you wish during 1 year.

We accept: VISA, American Express, Mastercard, PayPal, Apple Pay, Google Pay, Samsung Pay, Discover

Download eSIM

Lifetime prepaid data e-sim with no expiration by **Keepgo**

### PAY BY DATA USAGE

Japan 100 MB, 1 day	US\$1.50
Full speed during validity period	
Japan 1 GB, 7 days	US\$9.00
Full speed during validity period	
Japan 6 GB, 8 days <b>HOT</b>	US\$20.00
Full speed during validity period	

### PAY BY DAY

Japan 300 MB/day	US\$2.90/ Day
Full speed for the first 300 MB each day	
Japan 500 MB/day	US\$5.50/ Day
Full speed for the first 500 MB each day	

Pay by data usage or Pay by day options by **ORoaming**

## Observations

- **Our plans have limited variations** – Mostly plans offer two plan durations – **30 days and 7 days**, with varied data options.
- **Competes have a greater variety of plans** and some players have created new business models basis some plans (Ad-driven)

## To do

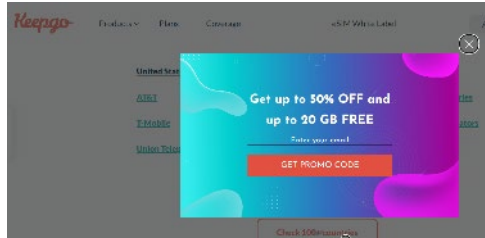
- Freedom plans could also be explored
  - **Lifetime plans** – For frequent travelers (for e.g. to US)
  - **Pay per day plans** – for short trips
  - **Freemium plans** – Free plans plugged with Advertisement (price sensitive customers/students)
  - **Passive plans** – Low cost / ad supported plans for users who only need to keep the number active to receive OTP/messages (also lead to user retention)
  - **Transferable plans** – Credit based plans for frequent flyers

Freemium (ad supported) plans by **textnow**

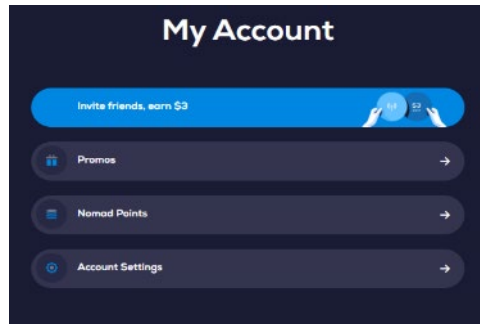


# Facilitating customer : offers and deals

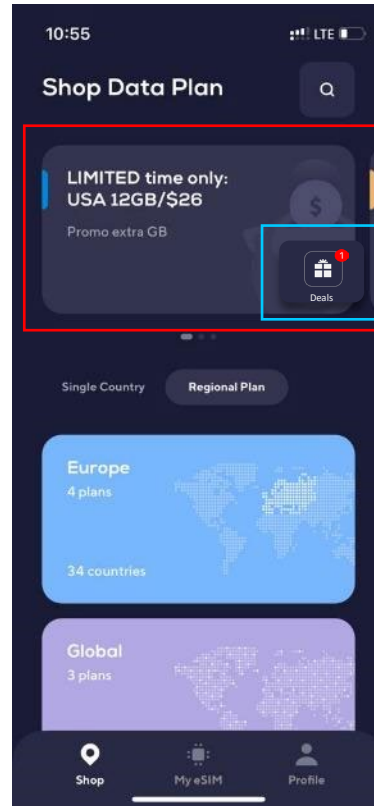
Attractive deals and offer are often a great motivator for users to download new apps



Promo banners on *Keepgo website*



Our *promos sections is hidden* in my account tab



Icons with notification number are perceived to represent higher rewards.

## Observations

- **Promo banners are bland** – Promo banners need to excite customer with contrasting colours.
- A google survey suggest 38% people are more likely to download an app to complete a purchase.

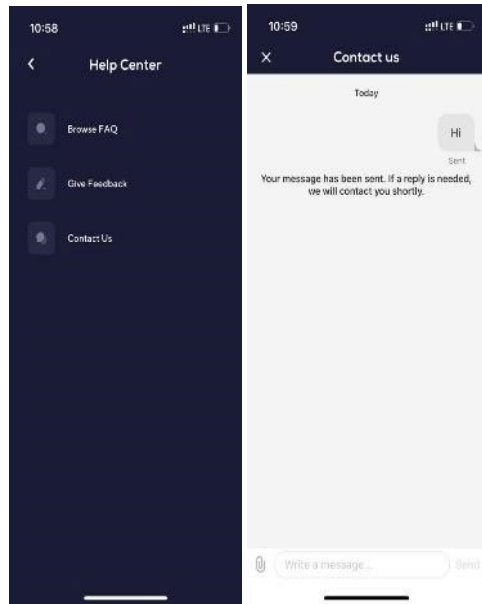
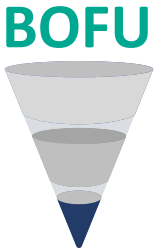
## To do

- **New Promos section** – Gamified deals and offerings
- **In app promo banner** - Accentuating with design improvement
- **Icon notification on promo section modal** – To enhance engagement
- **Retargeted marketing** – Customers who visited website / searched for relevant key words
- **Exclusive partner deals** – Creating exclusive partnerships with relevant brands / apps – Only available via Nomad.

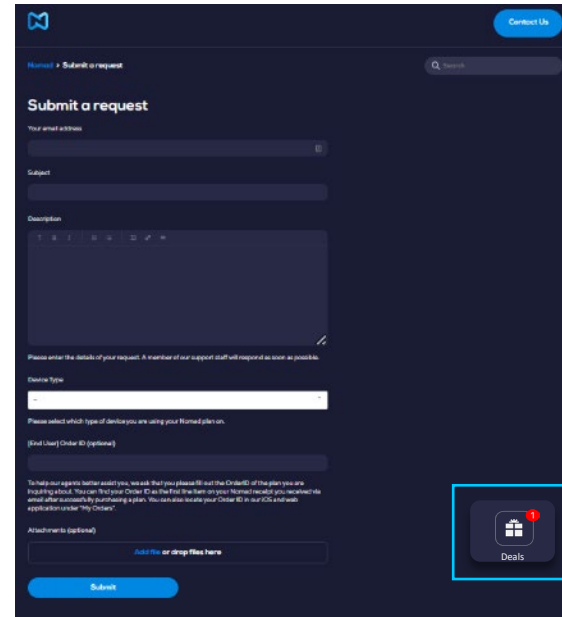


# The user experience of the app! - Feature and functions

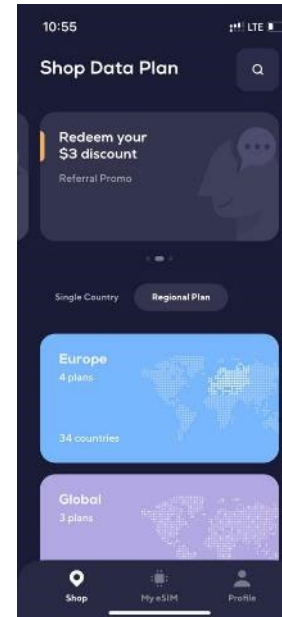
Converting consumers to prosumers – Spreading WOM; Integrate chatbots, gamified deals and social section - a reason to keep us in phone even after their travel



Currently we use unilateral support app ;



Contact us section and help centre are static webforms ; TAT ~ 4 hr.



Amplify referral rewards, include .

## Observations

- Traveling abroad can be stressful –Not having **active customer support** can lead to poor customer experience.
- **Referral rewards are commonplace**; Nothing exciting
- **No how to videos** on the app
- **No active community**
  - Study suggest : 92% of global consumers trust the referral of a friend, family member, or acquaintance over any form of corporate advertising.

## To do

- **Deploy conversation AI** – Personalized support
- **Reduce TAT** - Anxious customer need quick support
- **Group / family plan** – Add a group / family (shared data) section to the app
- **Product onboarding video** – Introduction video on first launch
- **Social section** – Exclusive deals / things to do abroad
- **Targeted push notifications** – Improve engagement
- **Build community** – Events / Trips in partnership with travel companies



# Final word!

Chat bot and Android App **would be two areas of focus at product level – To Improve customer experience and expand user group compatibility.**

## Features to be added



### Chat bot

- Reduced call center / support desk cost / TAT
- During travel, there is always a fear of unknown – new territories, new people and new culture.
- Connectivity is a basic necessity for a traveler. Having to first onboard a new technology (E-sims), user has already trusted out of their comfort
- Facing issues with no customer support would leave customer angry – A social media lashout is imminent.
- Travelers talk before they travel to compare notes, a bad experience will never be discounted!

### Android App

- With 49% of Canadian and 87% global users using android phones – it is imminent to build the android version of the app to offer a consistent experience to our users and embark on growth journey.

## Non-feature important tasks

### Product intro video

- Place product intro video on website and app launch screen

### Listing/promotion on Amazon

- Place product intro video on website and app launch screen

### SEO and ASO

- Search engine optimization and app store optimization

### Digital channel activation

- Activating and promoting brand on all social channels

### Launch a Hero campaign

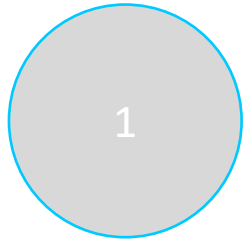
- Event, Music video, travel show – A large activation is required.



### *Assumptions*

- No analysis is complete without team feedback – Considering this is inline with team's thought.
- Sales from amazon listing is significant, considering amazon links are top search results for most buy queries

# Contents



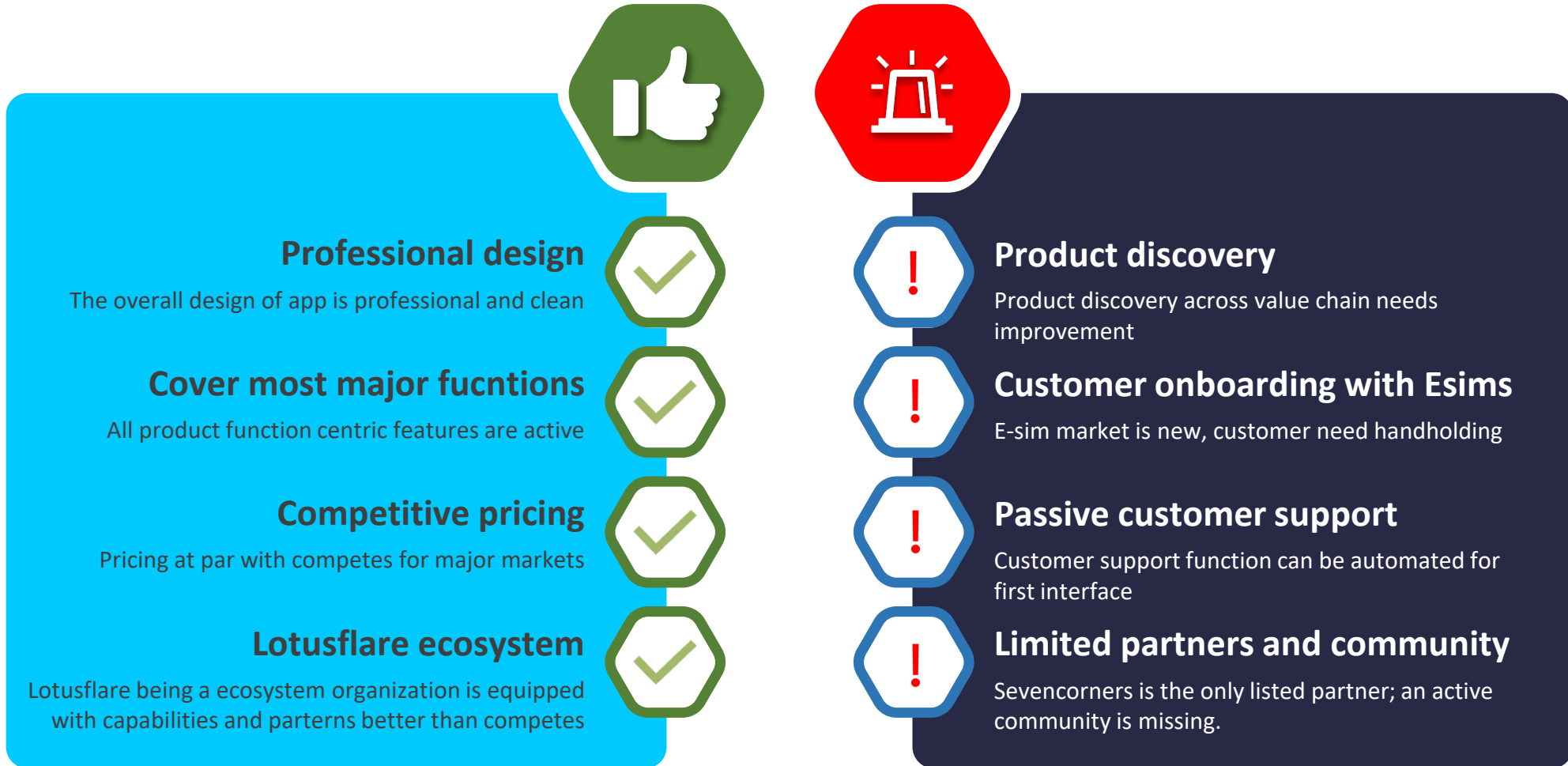
Strategy to increase users by 10X by end of 2022



New features and GTM

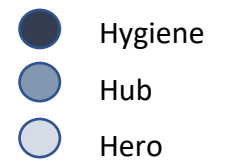


# Lets recap!



# Six features to improve customer acquisition and customer experience

Clean the house while inviting guests! – Hygiene first.



## Conversational AI

Chatbot integration in the app and on website

For lead generation and customer support

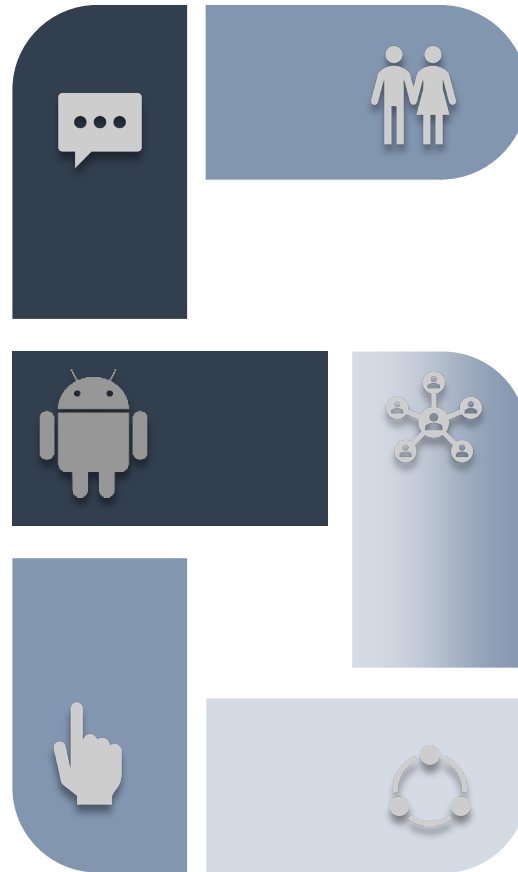
## Android App+

Android app for existing users, and for users.

+ Support for users using p-sim as e-sim.

## One click onboarding

Moving away from QR code generation and scanning process; Replacing with a oneclick onboarding via APIs and Integrations.



## Group/Family view

Group view / Family (Parent – child) view for customers traveling in groups to avail shared data services. Additional customer base



## Social + deals section

Social + Deals section would list exclusive deals, gamified promos, Push notifications, Geocentric suggestions and will build Nomad community



## VAS – VPN/CORA/Data saver

Value added services can be developed

VPN – 1. For security 2. Content platforms / search engines have different results in different geographies

CORA – Content optimization and routing Algo. – to optimize data consumption while consuming content in roaming.







Data saver – Integrated with network / phone settings

### Assumptions

- Considering push notifications feature is already active.
- One click onboarding can be achieved technically – Apple/android permissions



# Validation : Priority matrix (Tradeoff analysis)

	Feature	Impacts	1 min, 5 max Importance	1 min, 5 max Feasibility
	Chat bot integration	Customer experience	4	5
	Group/Family plan	Customer acquisition	3	3
	App for android	Customer acquisition	4	3
	Social + Deals	Customer experience + Acquisition	3	3
	One click onboarding	Customer experience	2	1
	VAS – CORA/VPN/Data saver	Average revenue per user	2	3
Total resources = median metric * no. of opportunities 3*6 = 18			18	18

## Assumptions

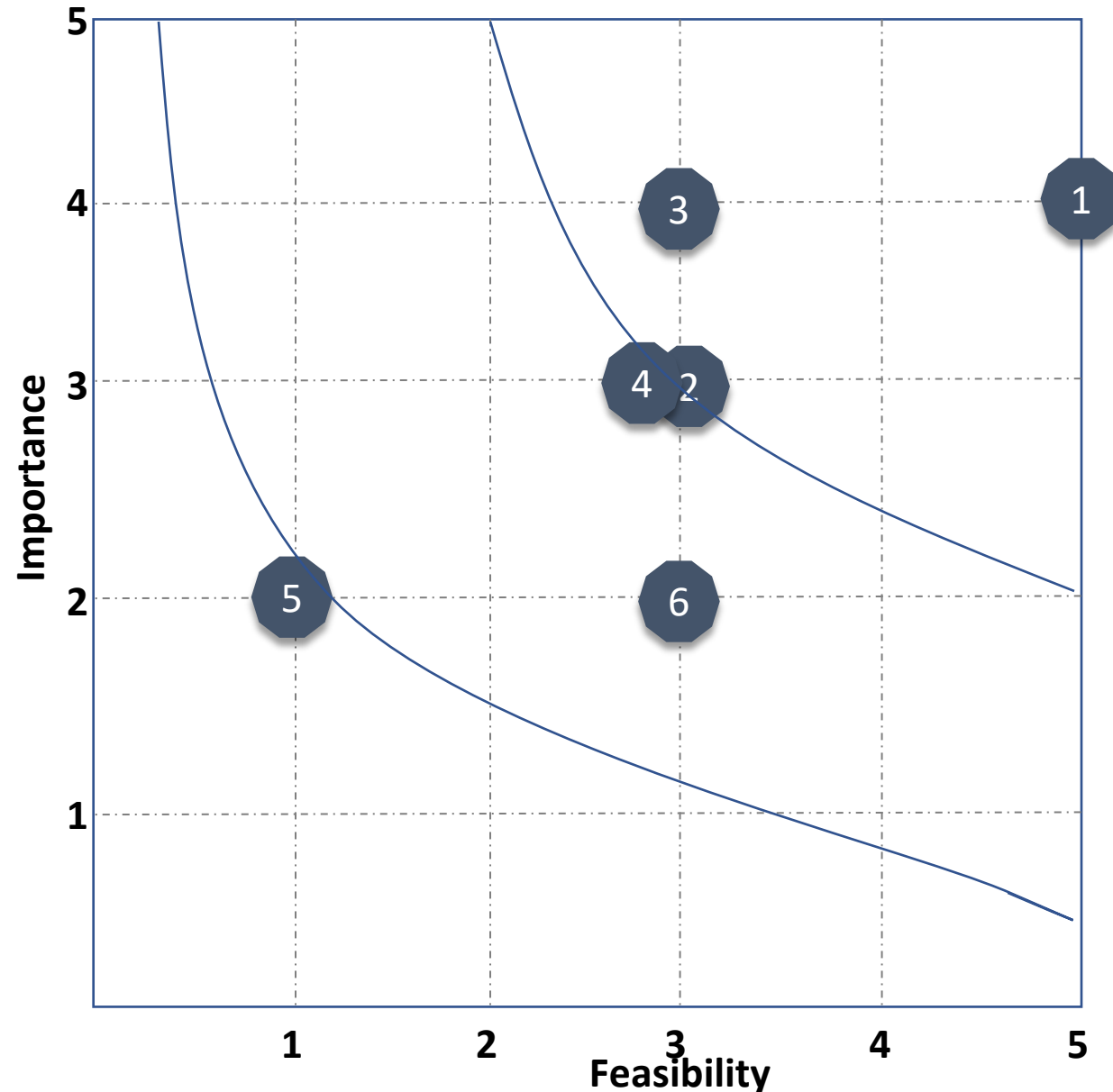
- Importance and feasibility data is subjective and indicative - org wide survey to get the actual data points



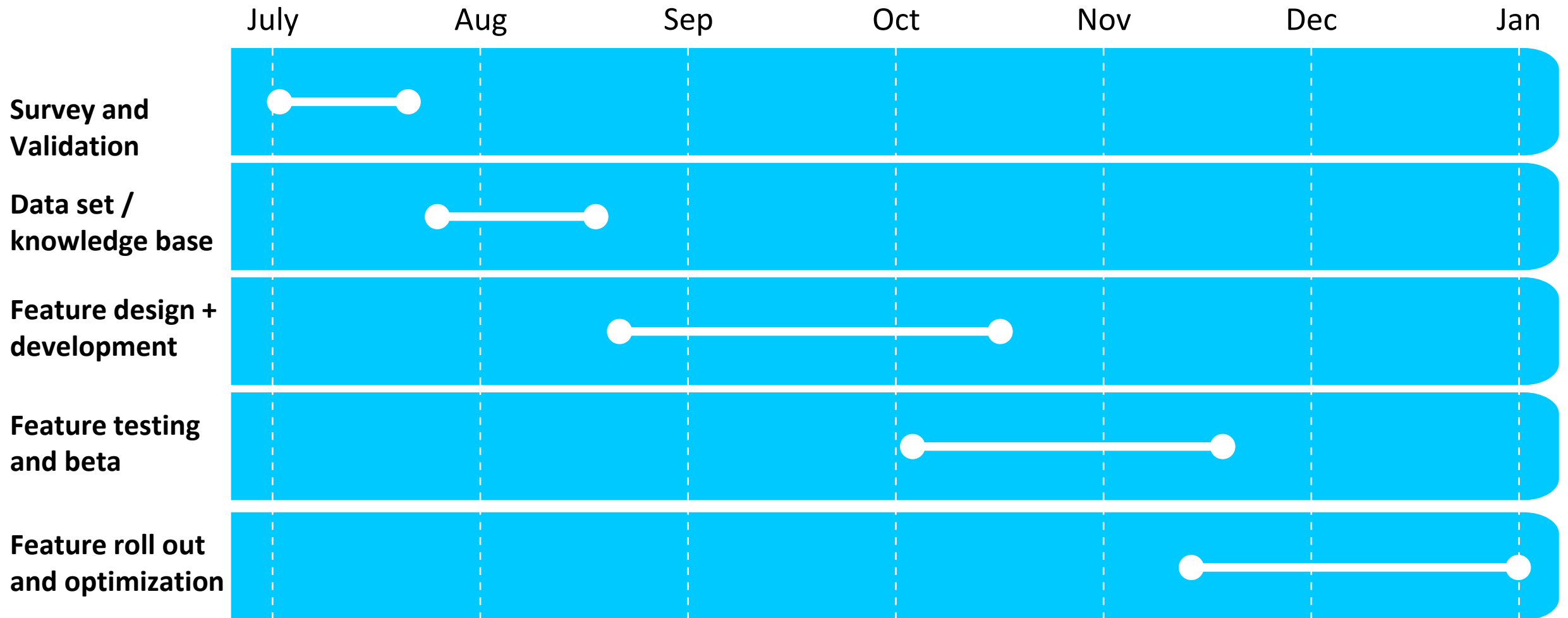
# Validation : Chatbot integration and android app would be the first and second priority

## Feature

- 1 Chat bot integration
- 2 Group/Family plan
- 3 App for android
- 4 Social + Deals
- 5 One click onboarding
- 6 VAS – CORA/VPN/Data saver



# High level timeline: Chat bot integration\*



## Assumptions

- One feature bandwidth and resource at a time.
- Sub Task activities can be clubbed together.
- AGILE approach can be adopted during development and testing (Version wise release, Feature flags)



# Risks and mitigation plan

1 min, 5 max

Category	Risks	Impact	Mitigation plan
Validation	Misrepresented validation – Not a requirement by users	3	Cross reference – Qualitative-Quantitate data; No. of queries/month. CSAT / NPS score
Data	Poor data quality / missing data – Knowledge mine	4	Conduct data cleaning and testing – 2 primary approvers, 2 secondary approvers
Technical	Chat bot technical issues	3	Feature and SWOT analysis for each available stack – 2 primary approvers, 2 secondary approvers
Technical	Integrations – across web and app	4	Multi-platform compatibility study for available stack ; 2 primary, 2 sec. approvers
Technical	Insufficient testing	3	Allow sufficient time for system, performance, integration and user testing
Project	Insufficient resources	3	Identify the resources in project charter, Identify a backup for each resource

## Assumptions

- Impact data is subjective and indicative - Consolidation of stakeholders perception to get the actual data points



Thank  
you!

