

Not a Twitter for India. A place where questions get answered.

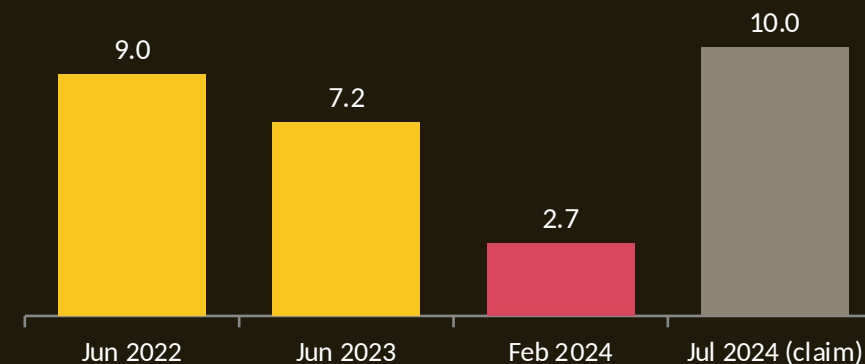
Recommendation (hypothetical relaunch): if brand, code and funding can be secured lawfully, restart as **Kannada-language crop Q&A communities for farmers in 2 districts**, run with farmer producer organisations (FPOs) and agri experts. Every question gets a useful answer. Fund 90 days of validation, not a launch.

Independent educational analysis—not affiliated with Koo

WHAT HAPPENED (FACTS)



Reported monthly users (millions) disagree



WHAT THE NUMBERS SAY

FY20–22: net loss ₹244 cr on revenue of just ₹21 lakh (F).

"60M users" (2022, M) likely counts sign-ups, not active users (I). Founders' final claim: 2.1M daily, ~10M monthly users (M).

No verified relaunch found as of 12 Oct 2026.

PRODUCT CAN'T FIX THESE FIRST



Brand + code rights acquired



No reuse of old user data



12+ months of funding



Kannada moderators + team

Language gets people in; a recurring need brings them back

4 BEHAVIOURAL SEGMENTS (H: TO VALIDATE)



Practical-advice seekers (pilot)

Farmers with weekly crop decisions; ask in WhatsApp groups • Need a reliable answer fast, in Kannada



Subject experts

Agri scientists, KVK staff, progressive farmers • Want reach and credit, not spam



Regional creators

Post on YouTube, ShareChat in Kannada • Go where audience and money are



Community organisers

FPO leaders, co-op secretaries • Run 10+ WhatsApp groups; need tools

Research plan (Q1): 24 farmers, 10 experts, 8 FPO organisers, 8 former Koo users, 8 non-users; survey of 800. Ask: "Tell me about the last farming question you asked. Where, and who answered?" Not all Kannada speakers are one community.

SUBSTITUTES BY TYPE (VERIFIED WHERE STATED)

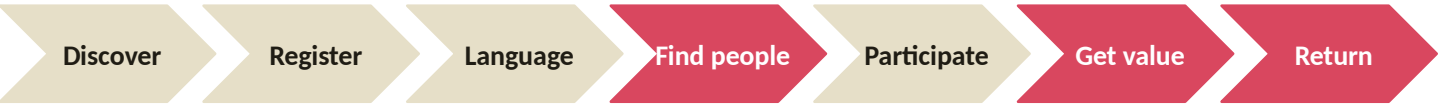
Type	Players	What they're good at
Public broadcast	X; Threads (400M+ MAU, Aug 2025)	News, reach, public figures
Entertainment feed	ShareChat (FY25 rev ₹723 cr)	Indian-language video, creators
Private groups	WhatsApp, Telegram	Trust, habit; but hard to search, spammy (H)
Topic communities	Reddit; offline: KVKs, dealers	Threads by topic; in-person trust

Koo's strengths (F): Indian-language design, voice posting ("Talk to Type"), early Kannada roots, brand recall.

Underserved need (H): searchable, expert-checked answers in Kannada that don't disappear in group chats.

Verify first: X, Threads and ShareChat may already offer communities or Kannada features. A Q1 audit posts the same crop question on each and records language support, discovery, answer quality, reporting and appeals. No gap is claimed until checked.

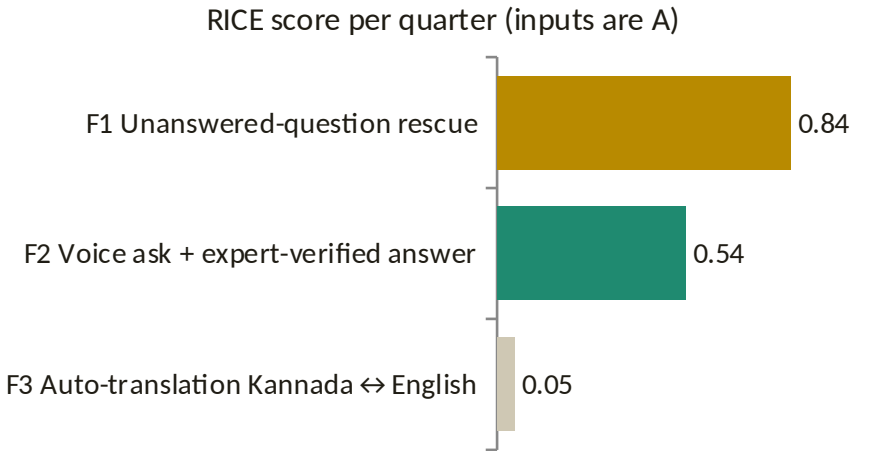
Publicity brought sign-ups; nothing made people return



Blocker	Type	Evidence	Conf.
Spikes from news events, not habit	Weak network effect	Feb 2021, Nigeria, Brazil surges faded (F)	High
Few reasons to post beyond politicians	Content supply	Founders: VIP-heavy (9,000+ VIPs) (M)	Med
Costs far above revenue	Economics	₹244 cr loss on ₹21 lakh revenue (F)	High
Rivals had the audience	Competition	Threads launch; X stayed (F)	Med

Problem statement (H): Kannada-speaking farmers currently ask crop questions in busy WhatsApp groups and often get late, conflicting or no answers, because there's no organised place with credible experts, resulting in costly crop decisions and no reason to return to any public platform.

Option (scored /25, A)	Score	Verdict
A. Broad Indian-language network	9	Reject: repeats Koo
B. Focused community, recurring need	19	Choose
C. Community tools for organisations	15	Revenue route for B

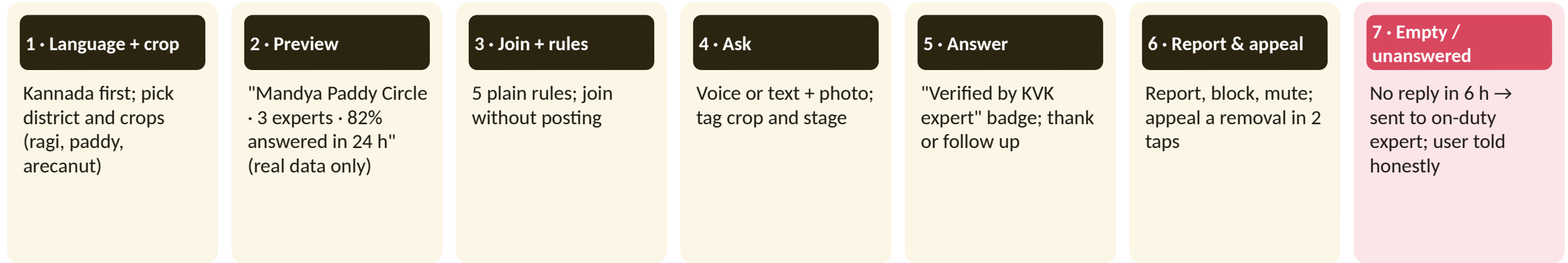


	Reach	Impact	Conf.	Effort
F1	1.8	2	70%	3
F2	1.8	3	50%	5
F3	0.5	1	40%	4

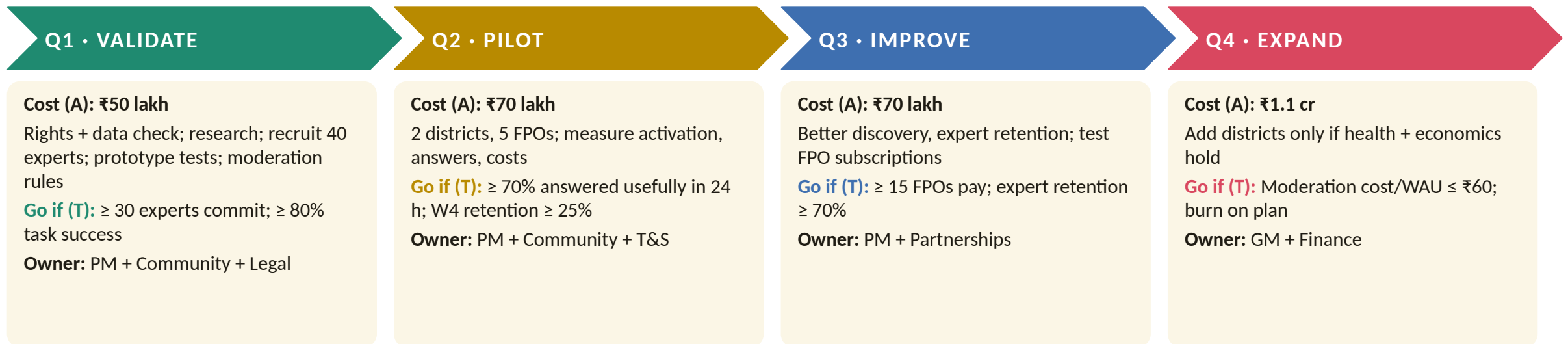
Reach = '000 weekly active members per quarter · Impact 0.25–3 · Effort = person-months. Community operations (experts, moderators) are budgeted separately.

MVP: F1 + simple voice ask. The core promise is "your question gets a useful answer".

Useful on day one with 40 real experts, not fake activity



Cold start: recruit 40 founding contributors (KVK scientists, progressive farmers) via 5 FPOs; weekly formats ("Monday pest clinic", "Price Friday"); seed only real, attributed Q&A from field visits; experts on duty so every newcomer gets a reply; archive circles with no activity for 30 days. No fake accounts or inflated counts.



Measure useful answers, not likes; expect to burn while testing

Per month in pilot (₹ lakh, A)	Cons.	Base	Opt.
Weekly active members	600	1,800	3,500
Total operating cost	-6.1	-6.6	-8.3
FPO subscriptions (₹5,000 each)	0.25 (5)	0.75 (15)	1.5 (30)
Expert-programme fees (KVK, universities)	0	0.5	1.5
Net monthly burn	-5.85	-5.35	-5.3
Moderation cost per weekly active	₹250	₹83	₹57

Metric	Pilot target (T)
Questions answered usefully (asker or expert audit)	≥ 70% in 24 h
Median time to first useful answer	≤ 6 h
Activation • week-4 retention	≥ 40% • ≥ 25%
Weekly active contributors • expert retention	≥ 15% • ≥ 70%
Reports resolved • appeals answered	≤ 24 h • ≤ 7 days

Meaningful interaction = a question that gets an answer the asker marks useful or an expert audit rates correct. Audited monthly on a random sample of 200 threads.

Reading: the pilot loses money in every case. Break-even needs ~130 paying FPOs at ₹5,000/month (A). Q3 tests whether FPOs will pay; if not, stop. **Downloads and likes are not product-market fit.** Useful answers and return visits are.

Risk	Mitigation
Wrong crop advice harms farmers	Expert badge; disclaimers; fix-and-notify
Spam, misinformation, impersonation	Phone verification; expert ID checks; rules + AI flags
Legal duties (IT Rules 2021, 2026 amendment)	Grievance officer; fast takedown; legal review
Experts drop off	Recognition, honoraria, light load

DECISION REQUIRED
Approve ₹50 lakh for a 90-day Q1, released only after brand, code and data rights are confirmed. Go/no-go on day 90. Full plan ≈ ₹3.0 cr (A), excl. brand purchase.