



Product-market fit & growth tactics

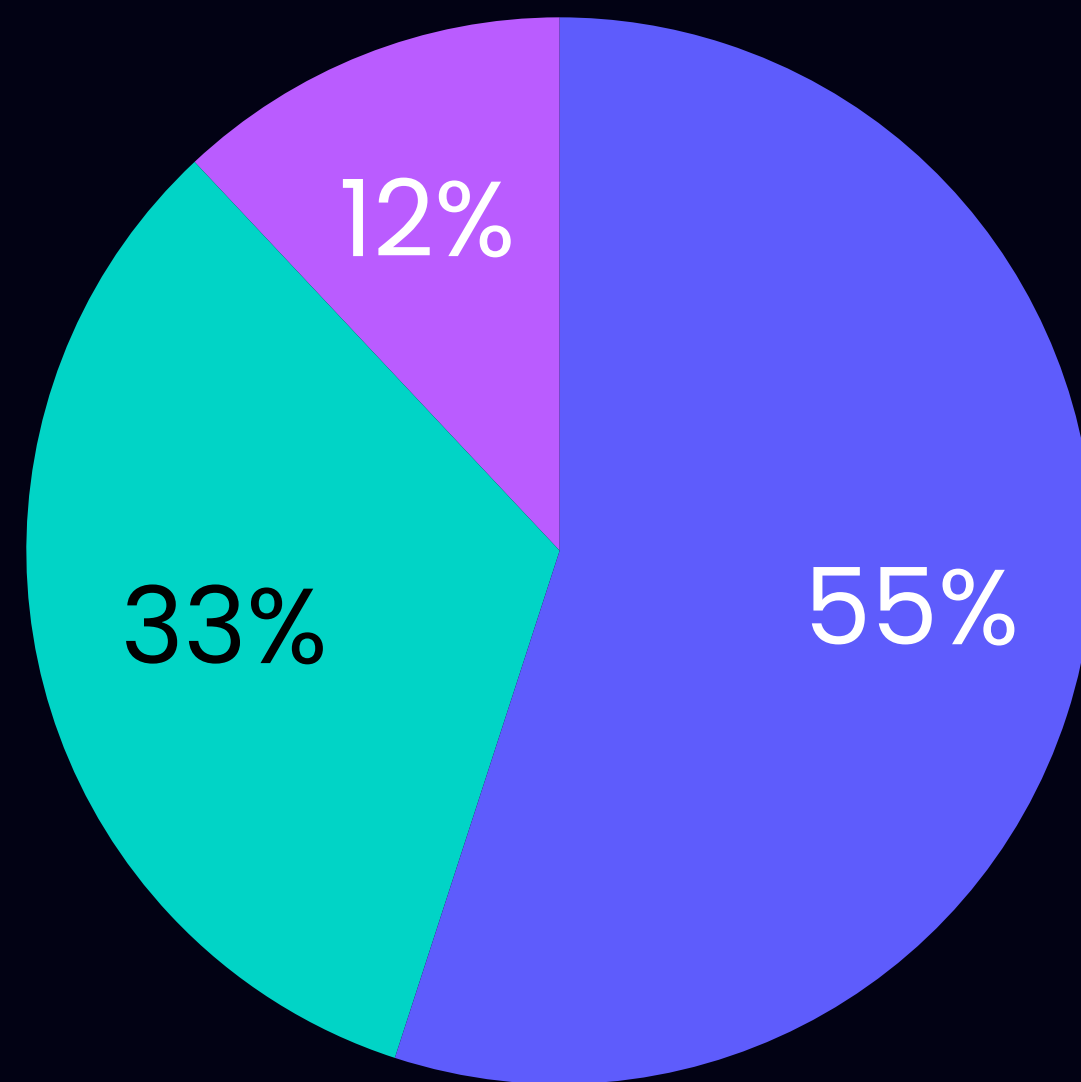
From idea to startup with growth marketing &
experiment design

**We live in a time where innovation
and business growth increases
exponentially by the year.**

**Societal trends can be
followed in real-time.**



How do entrepreneurs feel about growth?



- 33% of entrepreneurs expect **growth**.
- 55% of entrepreneurs expect **stagnation**.
- 12% of entrepreneurs expect **decline**.

Sources:

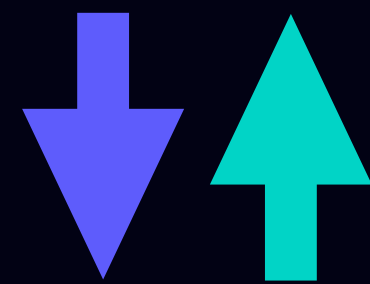
<https://www.nsz.be/nl>



Innovation as growth strategy

80% of executives think their current business models are **at risk**.

84% of executives say that innovation is important to their **growth strategy**.



The opportunity of the innovation and growth process.

Only **4%** of executives have not defined innovation as a **strategic priority**.

Only **6%** of executives are satisfied with **innovation performance**.

Sources:

<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/how-we-help-clients/growth-and-innovation>



What does digital transformation mean to your industry?

- **Tesla** is not from **a car manufacturer**.
- **Amazon** is not from **a publisher**.
- **Netflix** is not from **video rental company**.
- **Spotify** is not from **a broadcaster**.



The world and business exponentially operate on a digital level.

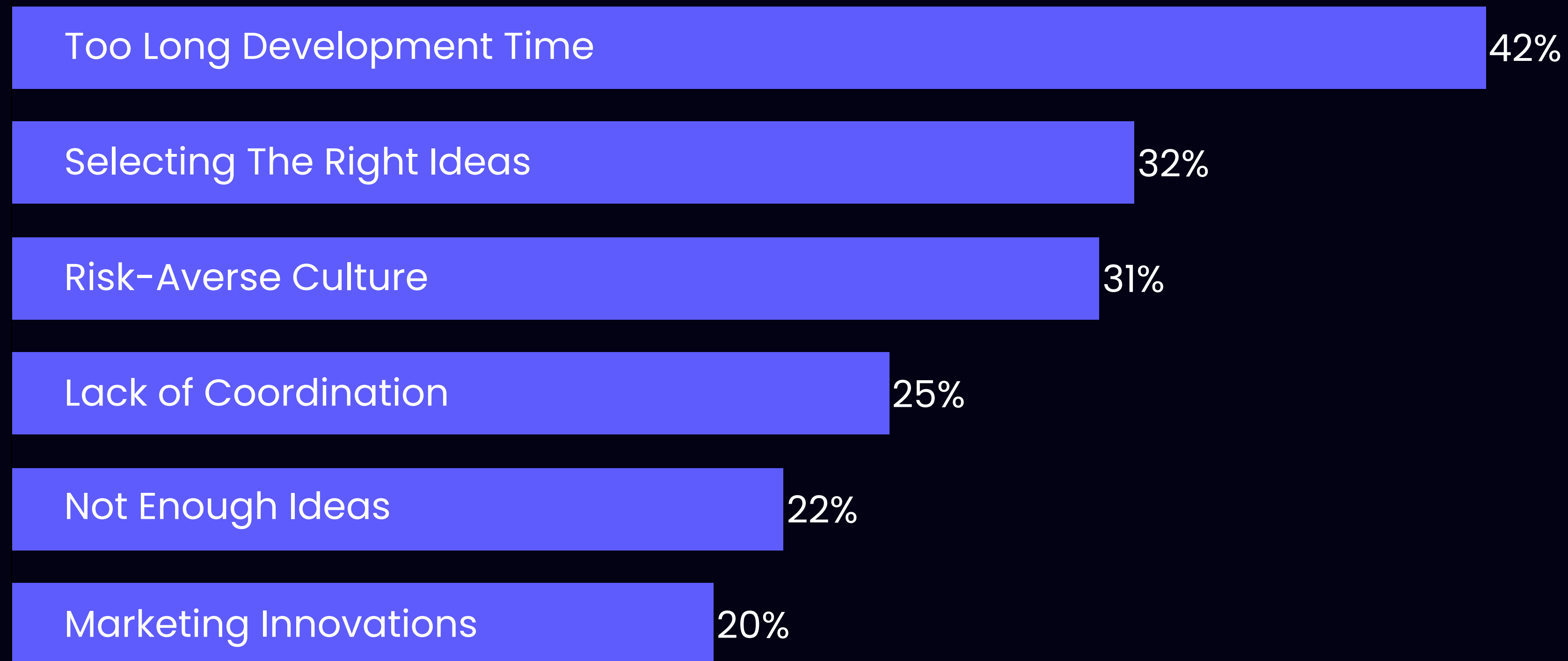
Who are the consumers of tomorrow? How do companies operate in the future?

How to consumers consume in the future?



Why do innovations fail?

11 out of 12 startups fail. 19 out of 20 product innovations fail.

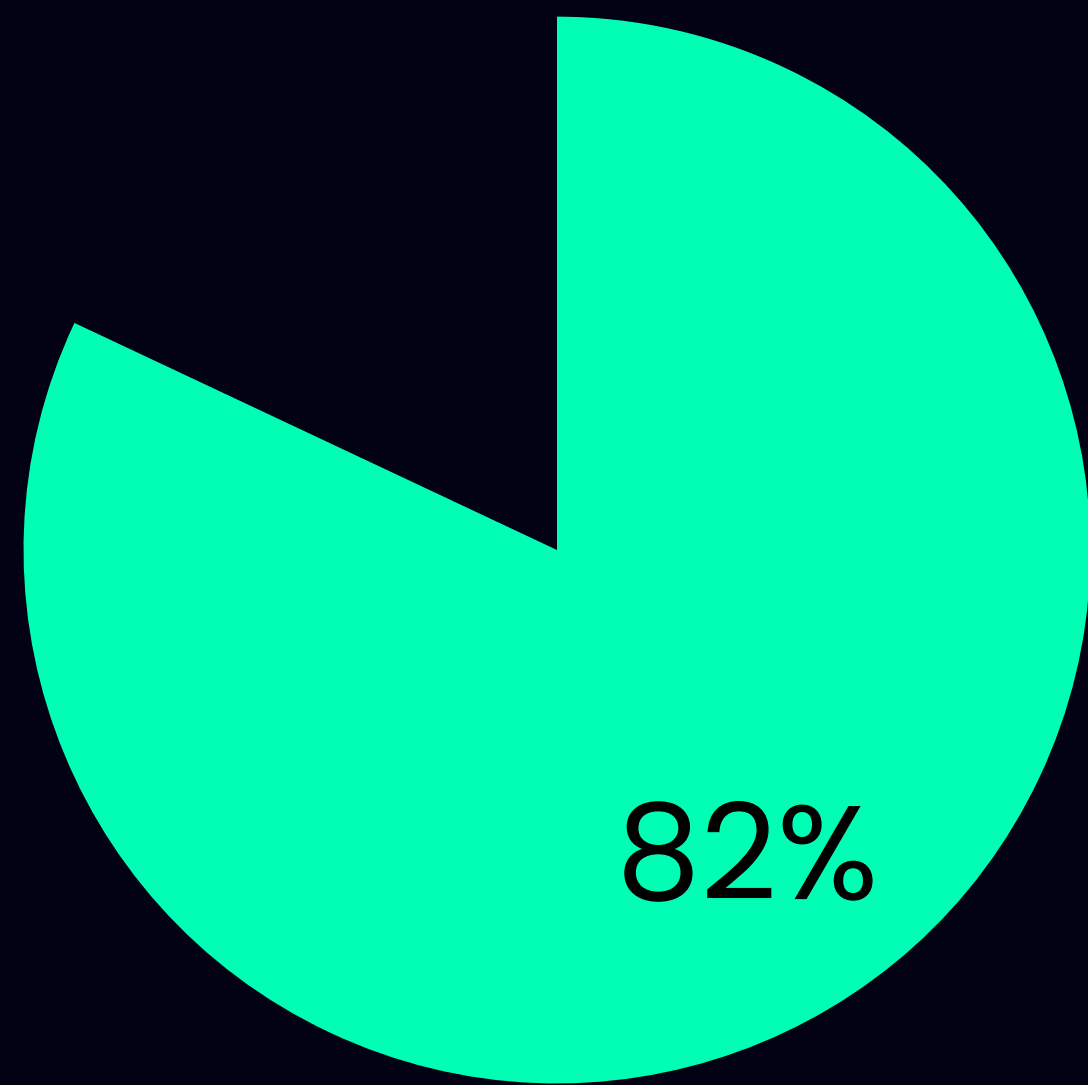


Sources:

<https://www.bcg.com/publications/2015/growth-lean-manufacturing-rising-need-for-innovation-speed.aspx>



Why do innovations fail?



*Run innovations the same way
they do regular operations*

- **72%** miss crucial **growth opportunities**.
- **60%** struggle to learn from past mistakes.

Sources:

<https://www2.deloitte.com/content/dam/Deloitte/dk/Documents/strategy/Radical-innovation-and-growth.pdf>



We're living in a time of companies like Cambridge Analytica

The screenshot shows the Facebook page for Donald J. Trump. The page header includes a search bar with "Donald J. Trump" and a magnifying glass icon. Below the header, the profile picture of Donald Trump is visible, along with his name, verified status, and handle @DonaldTrump. The page is categorized as a "Political Candidate" with 24,280,671 likes. To the right of the profile information, there are two panels: "Page transparency" and "Total spent by Page on ads about social issues, elections or politics". The "Page transparency" panel shows that the page was created on April 8, 2009, and the primary country location for people who manage this page includes the United States (14). The "Total spent by Page on ads about social issues, elections or politics" panel shows that the page has spent \$16,567,577 on ads about social issues, elections or politics from May 2018 to August 6, 2019, in the United States. Below these panels, there is a section titled "Recently spent by Page on ads about social issues, elections or politics" showing that the page has spent \$303,502 on ads about social issues, elections or politics from July 31 to August 6, 2019, in the United States. At the bottom of the page, there is a section titled "~750 results" showing ads from the page Donald J. Trump. The section includes a "View:" dropdown menu with options "All Ads" and "Issue, Electoral or Political". Below the dropdown menu, there is a "Filter By:" section with options "United States" and "Active Ads". The section also includes a "Launched August 2019" filter. The results show three active ads that started running on August 8, 2019.

KEEP FAITH IN AMERICA'S DESTINY

Donald J. Trump

Donald J. Trump ✓
@DonaldTrump
Political Candidate • 24,280,671 likes

Page transparency [See More](#)

- Page created **Apr 8, 2009**
- Page name has not changed
- Primary country location for people who manage this Page includes: **United States (14)**

Total spent by Page on ads about social issues, elections or politics ⓘ
May 2018 - Aug 6, 2019
United States
\$16,567,577
[See spend details](#)

Recently spent by Page on ads about social issues, elections or politics ⓘ
7 days • Jul 31 - Aug 6, 2019
United States
\$303,502
[See spend details](#)

~750 results
Showing ads from the page Donald J. Trump.

View: [All Ads](#) [Issue, Electoral or Political](#)

Filter By: [United States](#) [Active Ads](#)

Launched August 2019

- Active
Started running on Aug 8, 2019
- Active
Started running on Aug 8, 2019
- Active
Started running on Aug 8, 2019



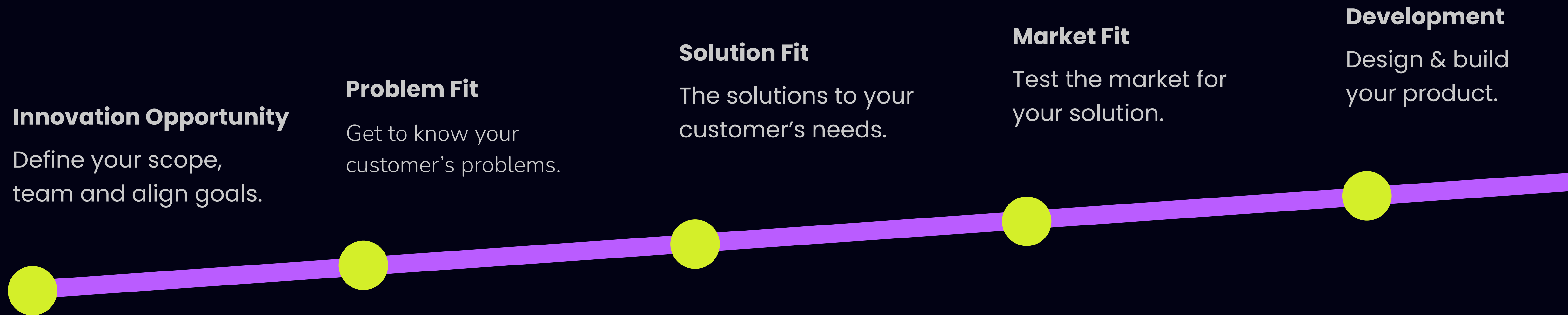
How does all this relate to marketing?

Along with the rise of innovations, new marketing tactics and strategies came about. Necessarily.

- More tools and automations.
- More data.
- Big awareness campaigns won't always cut it anymore.
- An agile and cost-efficient way of marketing experimentation.



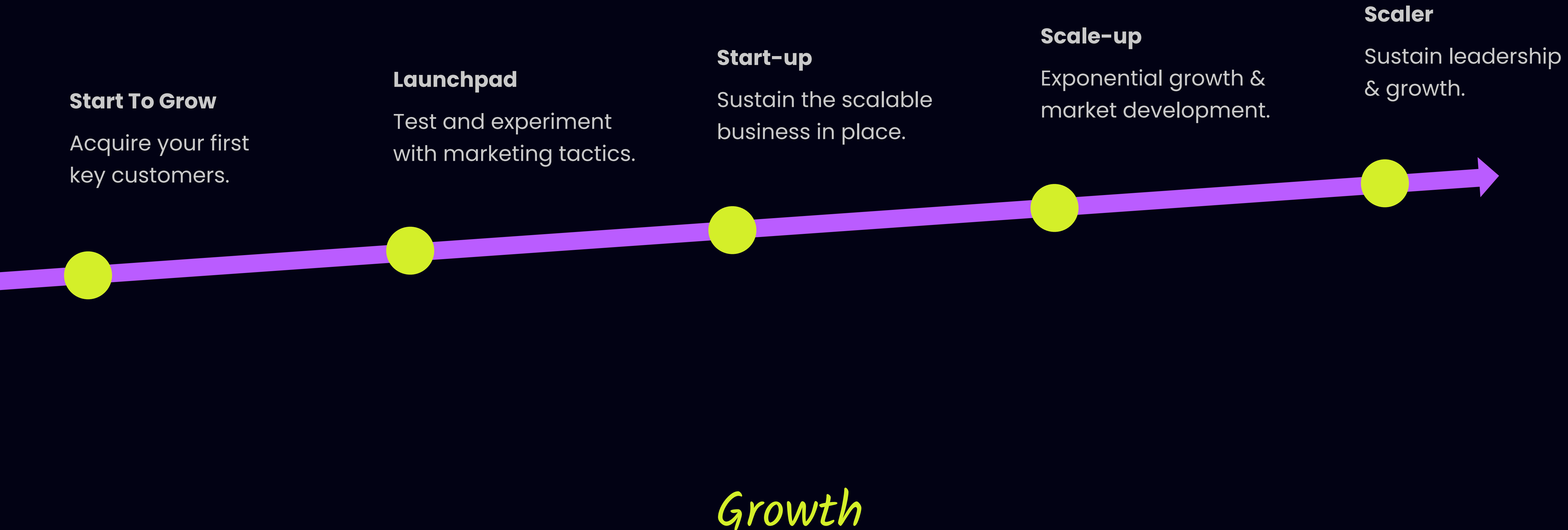
The timeline of a business



Innovation



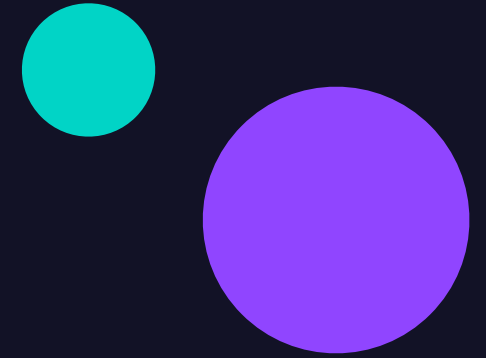
The timeline of a business



**We innovate to evolve and grow. It is
the trigger for change, or the engine
for transformation.**



Growth Marketing in the innovation phase



Innovation and growth marketing go hand in hand

- Finding product/market fit.
- Understanding consumers and keep current customers.
- Using technology and data as a tool.
- Creative solutions and a modern way of working.



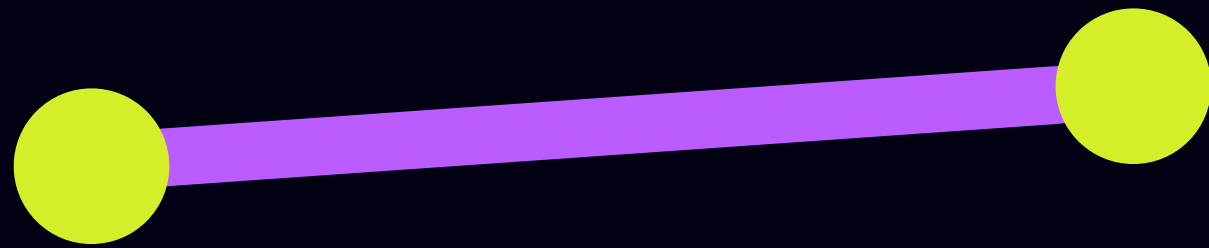
This is a high level look on the process at hand. There are much more frameworks to consult, but following these steps should essentially get you there.



Innovation Opportunity

Innovation Opportunity

Define your scope,
team and align goals.



Innovation Opportunity

Start: The business objective

Goals

- Find and define key trends in the industry, market and economics around your objective.
- Define your customer segment.
- Define persona's and customer journey.

Tools

- Use the Persona Canvas
- Use the Customer Journey Map
- Use the Value Proposition Canvas
- Use the Business Model Canvas

Deliverables

- List of potential problems, threats, solutions, business models and customer segments.
- List of key assumptions to test in next phases.

Customer value: what do people need?

Business growth: what works financially?

Tech stack: what and how will we work?

Skills

- Market research & trend spotting
- Design thinking
- Business analysis
- Define persona's and customer journey.



Persona Canvas

Why it is important to define a persona.



Born in 1948

Male

Born & grew up in England

Married Twice

Has children

Wealthy

Invests in real estate

Lives in a castle



Persona Canvas

Capture and visualize customers of your target audience.

NAME:	PROFESSION:
AGE:	LIVES:
MARITAL STATUS:	CHILDREN:
BACKGROUND STORY Get to know your business persona better by providing a factual background story.	
KEY THOUGHTS Regarding your business challenge, what are your persona's mayor thoughts on the subject?	
GOALS & NEEDS What is important to your persona and what are they trying to do?	
PROCESS What are they doing to meet their goals and needs, and what are the barriers they face?	
OPPORTUNITY During the process of reaching their goals or meeting needs, what can be improved?	
MARKET SIZE How many people fit your newly found persona within the market? How does it relate to other persona's or segments?	DIGITAL BEHAVIOR: Where does your persona spend most of his/her time online? Which channels and devices?

VISUALISE
Sketch your human

*Make the assumption of who
you will be solving problems
for with your business.*

More information on all canvases:
<https://tomdemoor.com/freebies>



Customer Journey Canvas

Find different struggles and opportunities of your customers.

The diagram illustrates the process of using the Customer Journey Canvas. On the left, a sidebar titled "USING THE CANVAS" provides step-by-step guidance:

- 1 Add Persona**: Summarize a realistic persona that is a member of your target group.
- 2 For each step, add a stage**: The phase of the journey or funnel your persona is operating in. Choose: Awareness, Interest, Conversion, Retention, Upsell.
- 3 The 4 Customer Pillars**: Fill out the consumer context, tasks, emotions and opportunities.
- 4 Step by step**: Make sure to first complete the canvas vertically before going to the next stage. This will make you explore the consumer fully.

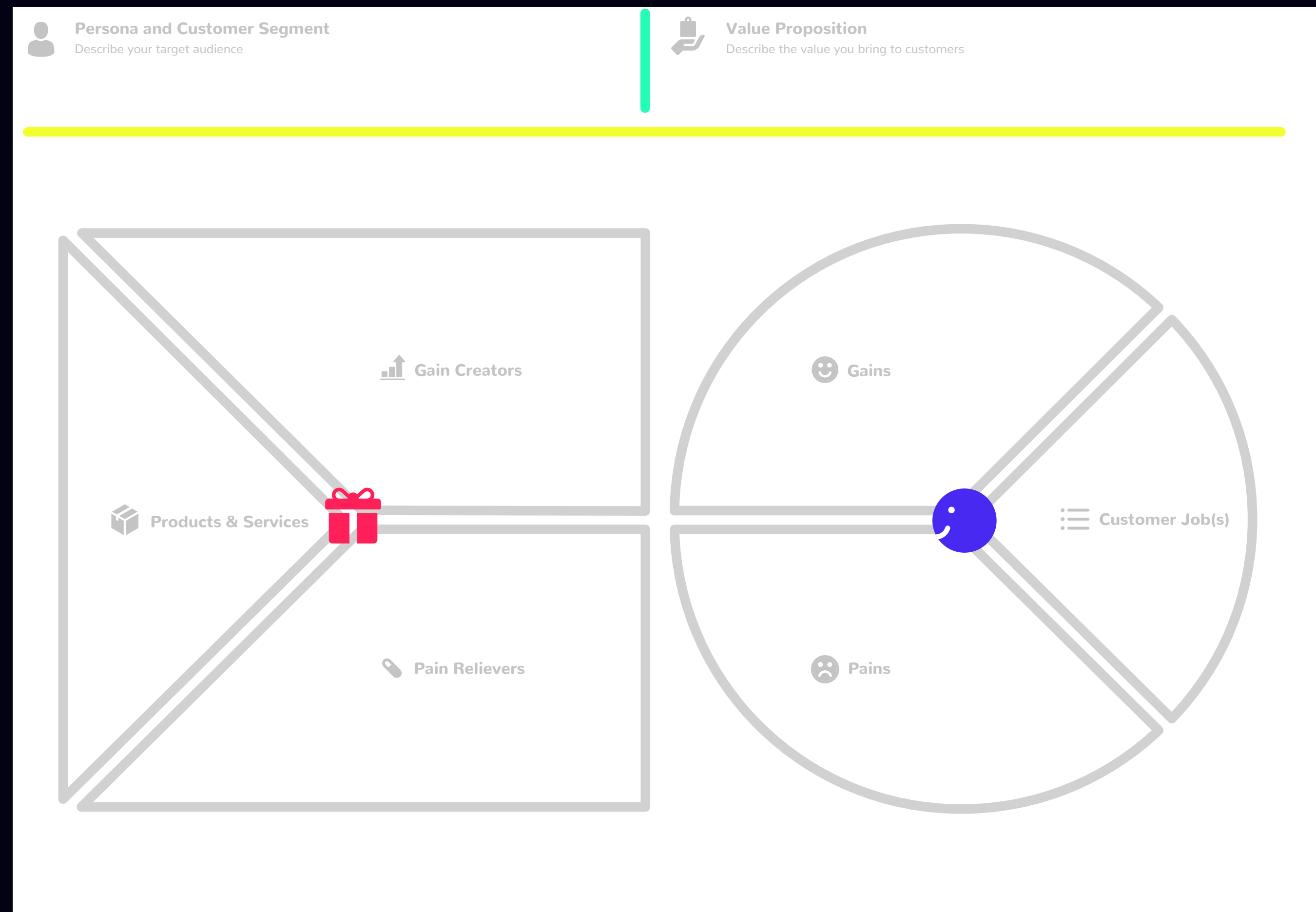
To the right of the sidebar is the "CUSTOMER JOURNEY CANVAS" itself. It features a header row labeled "JOURNEY STAGES" with five arrows pointing right, representing different stages of the customer journey. Below this header are four rows corresponding to the pillars: CONTEXT, TASKS, EMOTIONS, and OPPORTUNITY. Each pillar has a brief definition and a set of five empty boxes for notes.

JOURNEY STAGES					
CONTEXT Define the touchpoints in which the persona operates.					
TASKS Describe the tasks your persona is trying to get done and the need they are trying to satisfy.					
EMOTIONS Write down the persona's emotions, opinions or thoughts.					
OPPORTUNITY Describe what you can do to improve the journey.					



Value Proposition Canvas

Define the value you will bring to the customer in product and service.



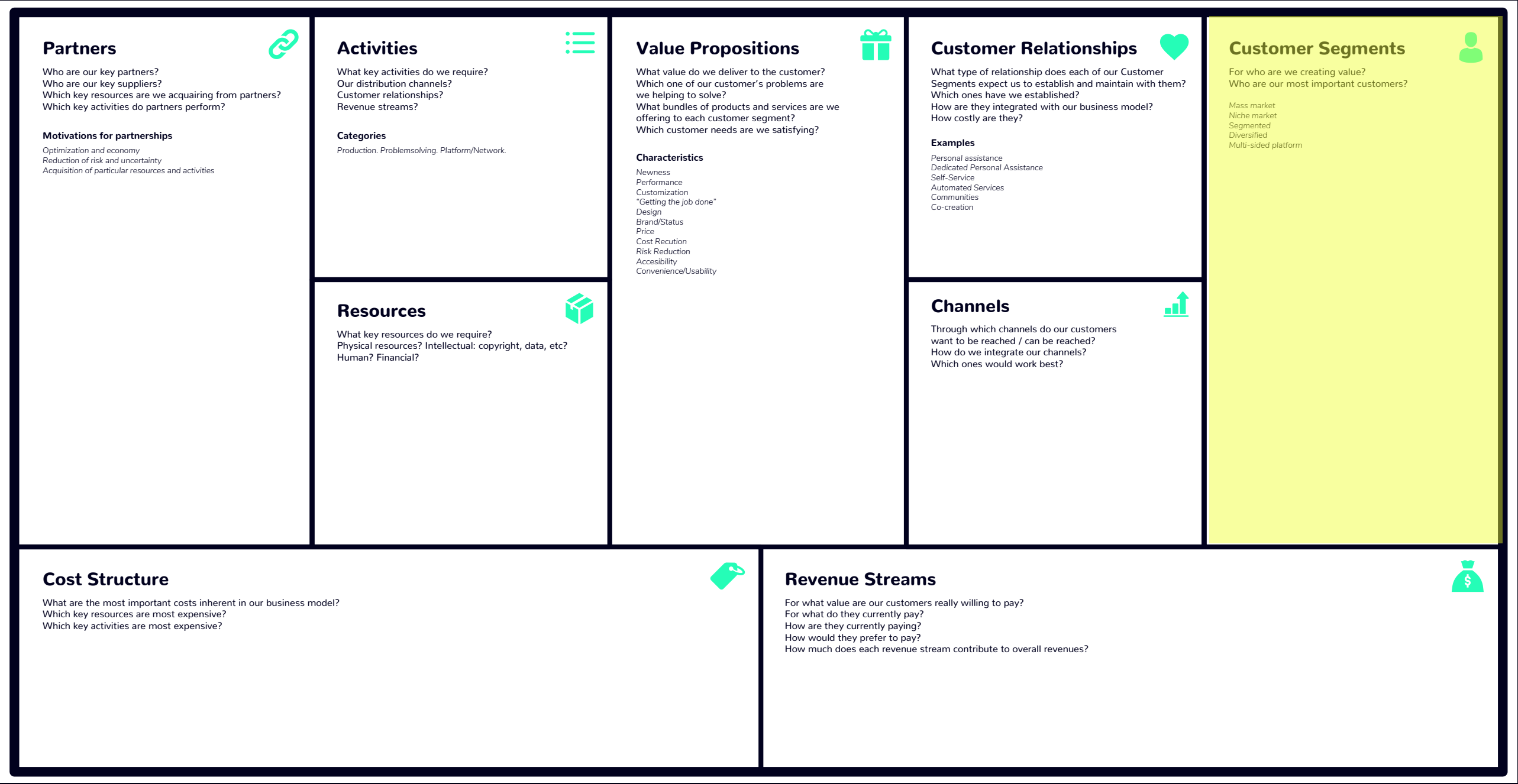
Make assumptions of the pains and gains of your customer who was previously defined.

For now we fill out the right side focussed on the customer. Later we look at the product.



Business Model Canvas

Map your business in 9 simple blocks.



For now, focus on the customer segments. We complete the canvas in later phases.



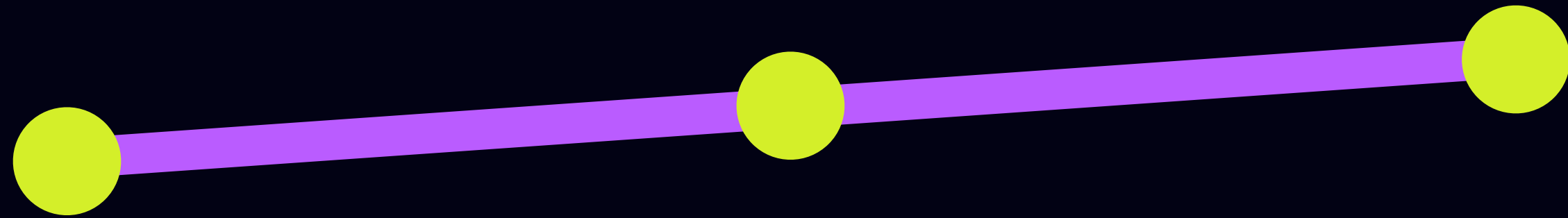
Problem Fit

Innovation Opportunity

Define your scope,
team and align goals.

Problem Fit

Get to know your
customer's problems.



Problem Fit

Start: List of potential problems, threats, solutions, business models, customer segments and key assumptions.

Goals

- Validated customer segment
- Assumptions on value proposition
- Validated persona and customer journey

Tools

- Surveys, interviews and focus groups
- Use the Value Proposition Canvas
- Use the Business Model Canvas

Deliverables

- A list of validated customer problems.
Best practice KPI: 40% of target segment acknowledge the pain and gains exist.

Skills

- Customer research and interviewing
- Business modelling
- Experiment design
- Growth hacking



Interviews, focus groups and surveys

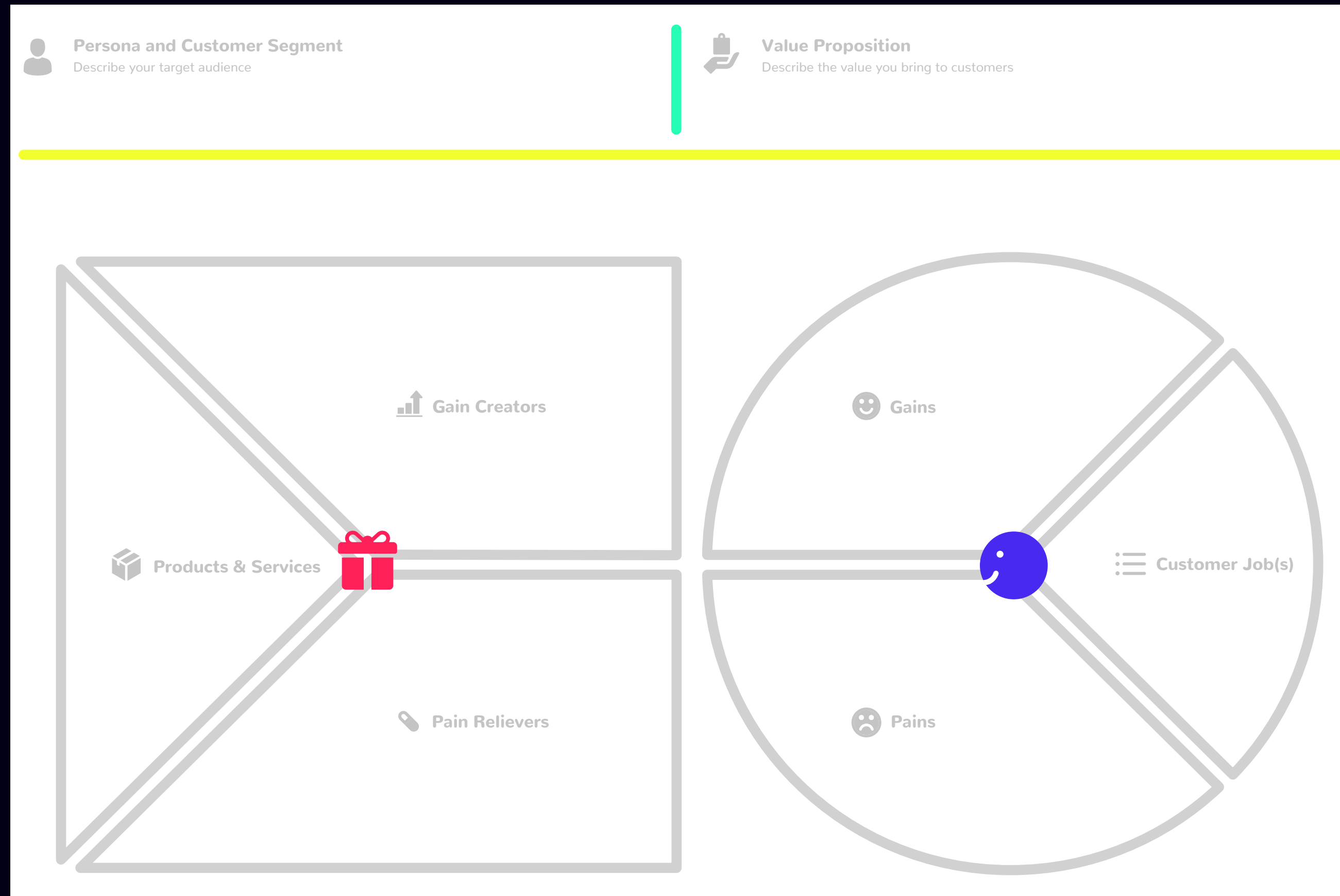
Validate the customer pains of a customer

- Prepare by doing market research.
- Ask neutral questions.
- Outcome should be mapped and analysed.
- Get out of the building and listen to real people.
- Don't impose any solutions to the customer.



Value Proposition Canvas

Define the value you will bring to the customer in product and service.

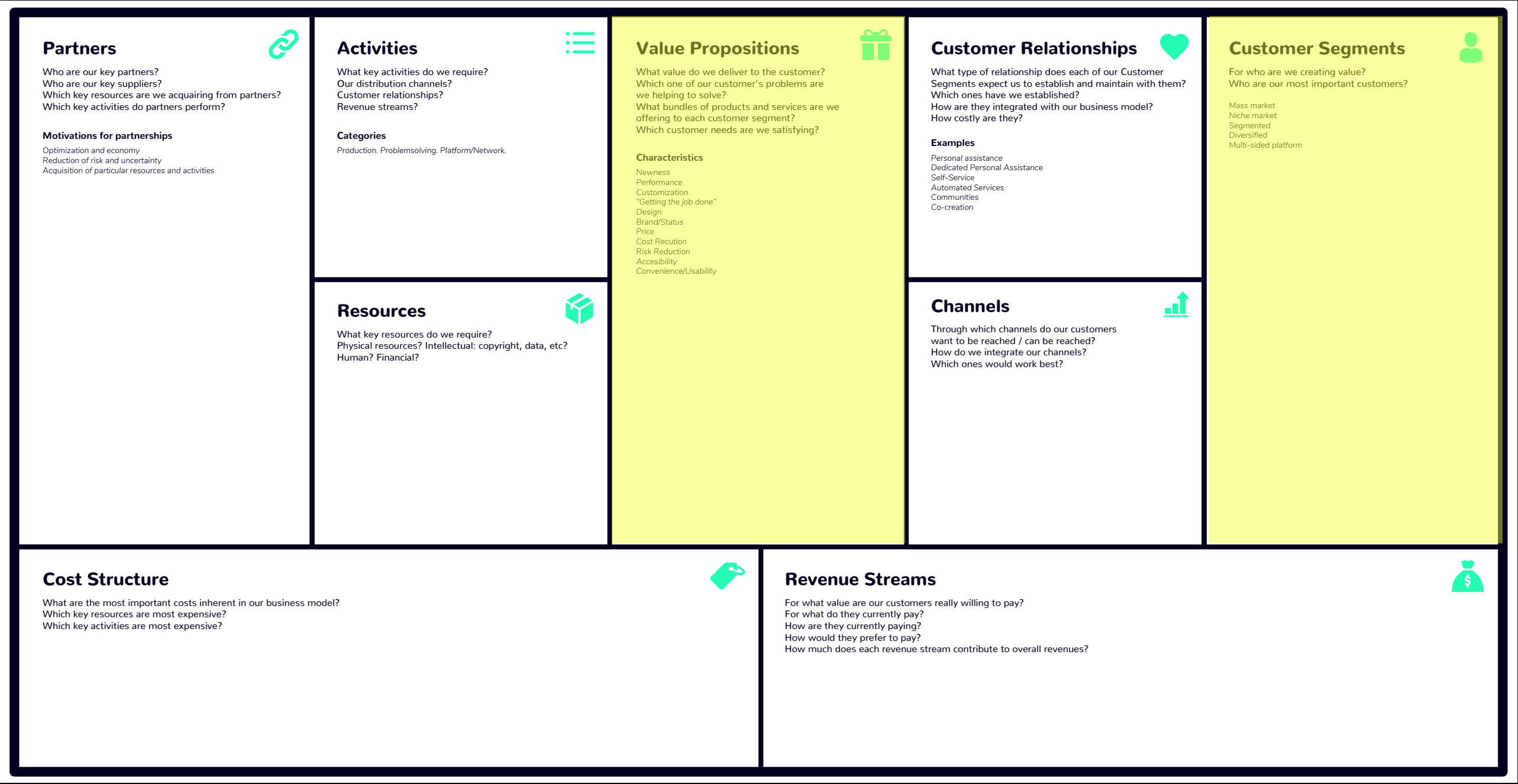


Complete the canvas to define a testable solution as a hypothesis to test in the next phase.



Business Model Canvas

Map your business in 9 simple blocks.



With a defined value proposition, add it to the Business Model Canvas.



Solution Fit

Innovation Opportunity

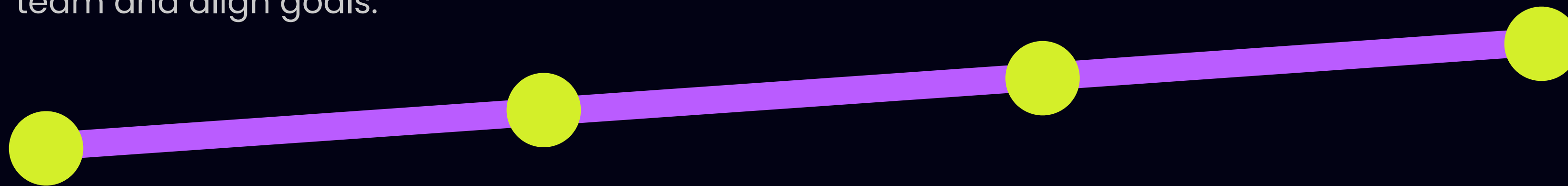
Define your scope,
team and align goals.

Problem Fit

Get to know your
customer's problems.

Solution Fit

The solutions to your
customer's needs.



Solution Fit

Start: A validated list of customer problems in a clear target market.

Goals

- Validated offering and pricing
- Validated value proposition
- Validated customer journey with product

Tools

- Map new journeys with the Customer Journey Map
- Prototyping and MVP building tools
- Analytics and data modelling tools
- MVP Roadmap

Deliverables

- A validated product solution
- Best practice KPI: 40% of tested customers would miss the solution you provide.

Skills

- Service Design & Business modelling
- Prototyping
- Experiment design
- Growth hacking



Brainstorm Service Design

Ideate on designing the correct service for your customer.

- Look at it from an outsiders perspective
- Do collaborative sketching
- Storyboard your solution and customer journey
- Develop a concept
- Pitch your idea in the team or outsiders



Brainstorm Service Design

Example Exercise: Opposite thinking

- Come up with more creative ideas
- Put assumptions to question

1 *Assumption*

Individually list 2 assumptions you have about the problem your are trying to solve. Then share them with the group.

Example: Gen-Z wants to have a healthy lifestyle.

2 *Opposite*

Individually describe the opposite of the assumption. Share them with the group and list them.

Example: Gen-Z thinks it's cool to live an unhealthy lifestyle.

3 *Solution*

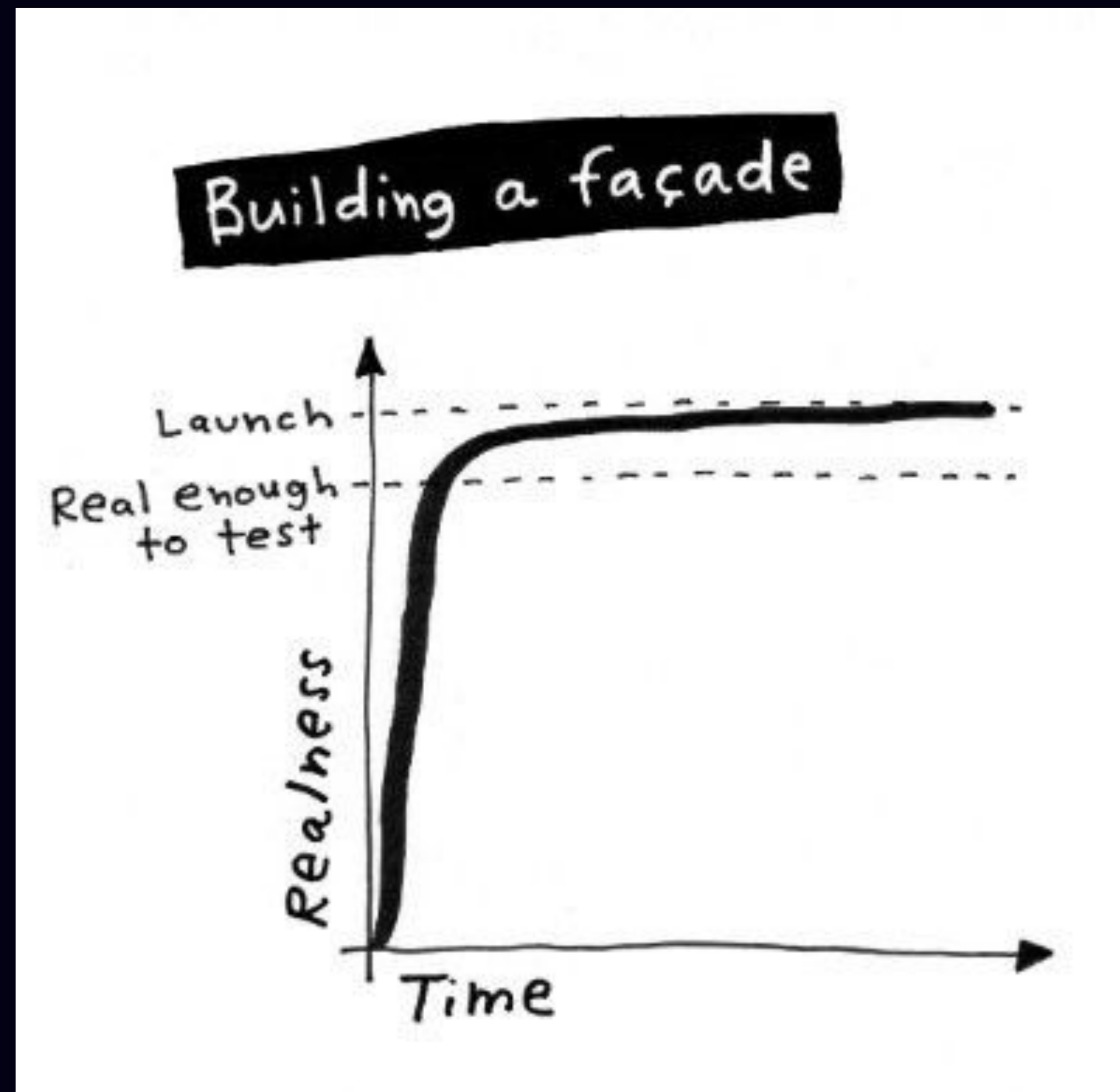
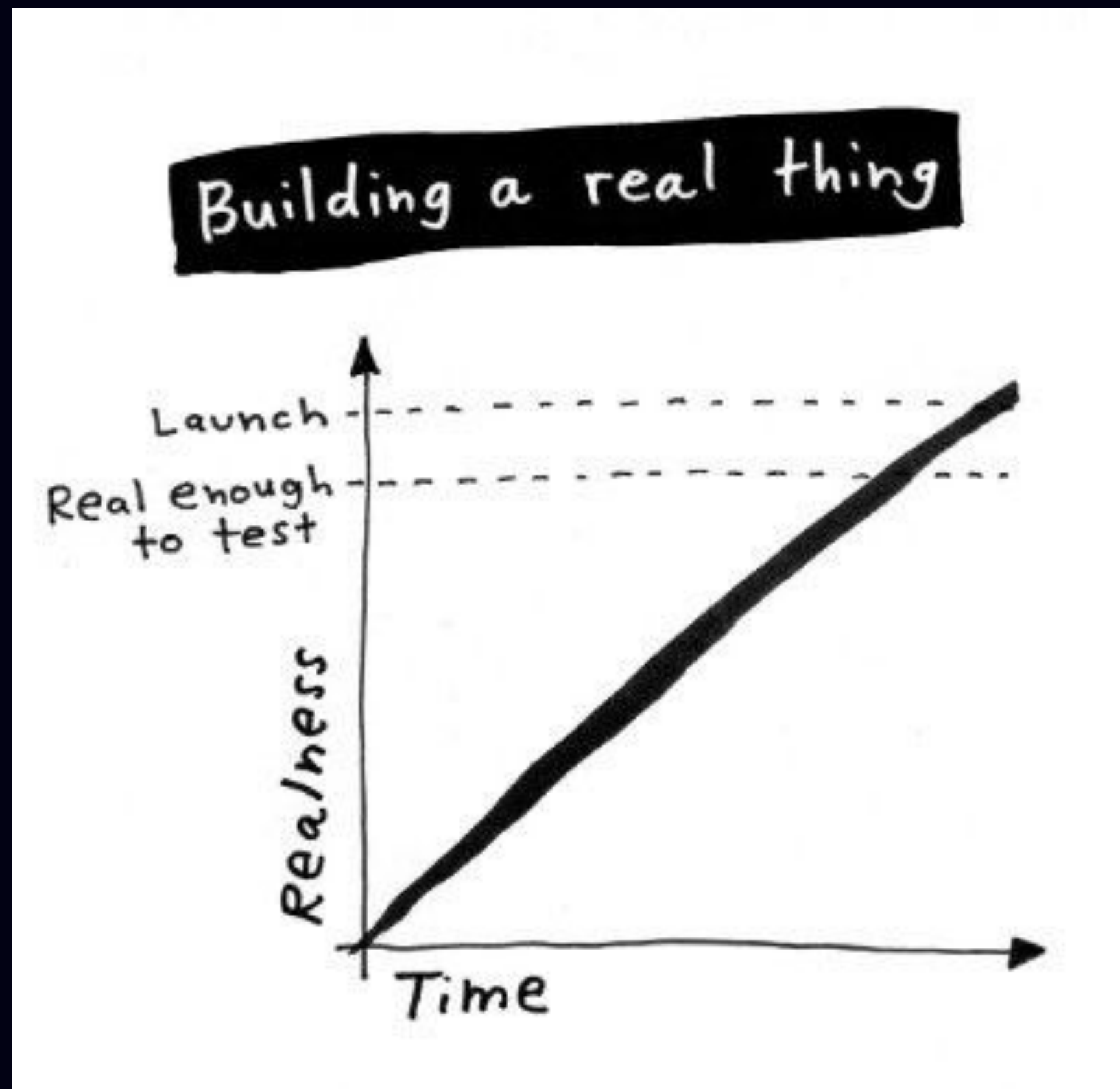
Collectively describe a new service, product or offering out of the opposite and list them.

Example: Make a cookbook of guilty pleasures that are ok to eat.



Your First MVP (Minimal Viable Product)

A product with core features to satisfy early customers and to provide feedback for future development.



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A product with core features to satisfy early customers and to provide feedback for future development.

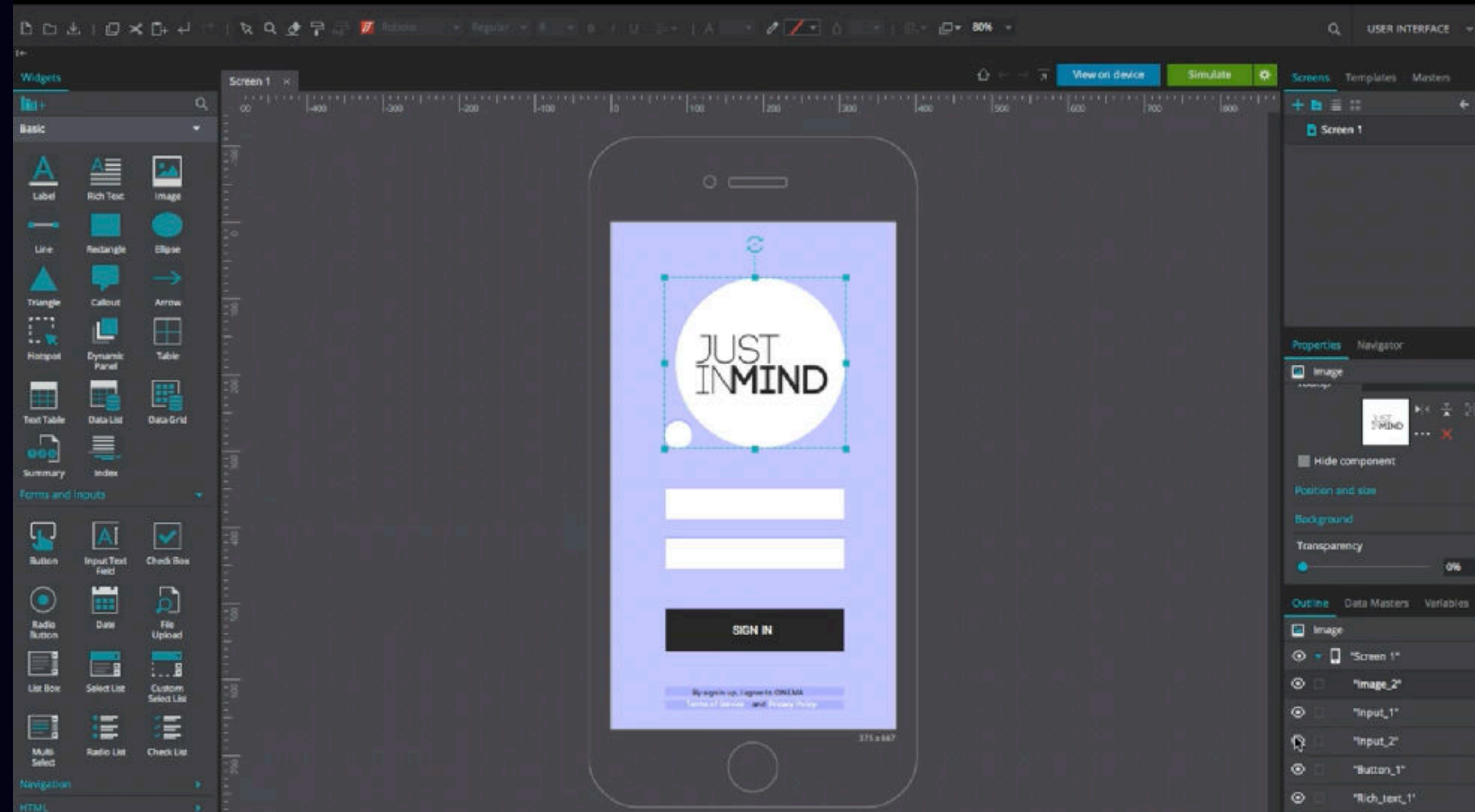
- Hand Sketches
- Clickable wireframes
- Static wireframes
- Clickable mockups
- Static Mockups



Your First MVP (Minimal Viable Product)

A product with core features to satisfy early customers and to provide feedback for future development.

- Hand Sketches
- Clickable wireframes
- Static wireframes
- Clickable mockups
- Static Mockups



First MVP Examples: Facebook

4 core features are added to the MVP to convince people of using Facebook.



The screenshot shows the original Thefacebook website. At the top, there is a blue header with the logo "[thefacebook]" and links for "login", "register", and "about". Below the header, on the left, is a registration form with fields for "Email:" and "Password:", and buttons for "register" and "login". The main content area has a blue bar that says "Welcome to Thefacebook!". Below this, it says "[Welcome to Thefacebook]". The text describes Thefacebook as an online directory for colleges, specifically mentioning Harvard University. It lists four features: searching for people at your school, finding out who is in your classes, looking up friends' friends, and seeing a social network visualization. At the bottom of the main content area, there are "Register" and "Login" buttons. The footer contains links for "about", "contact", "faq", "terms", and "privacy", followed by "a Mark Zuckerberg production" and "Thefacebook © 2004".

login register about

Welcome to Thefacebook!

[Welcome to Thefacebook]

Thefacebook is an online directory that connects people through social networks at colleges. We have opened up Thefacebook for popular consumption at **Harvard University**.

You can use Thefacebook to:

- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.

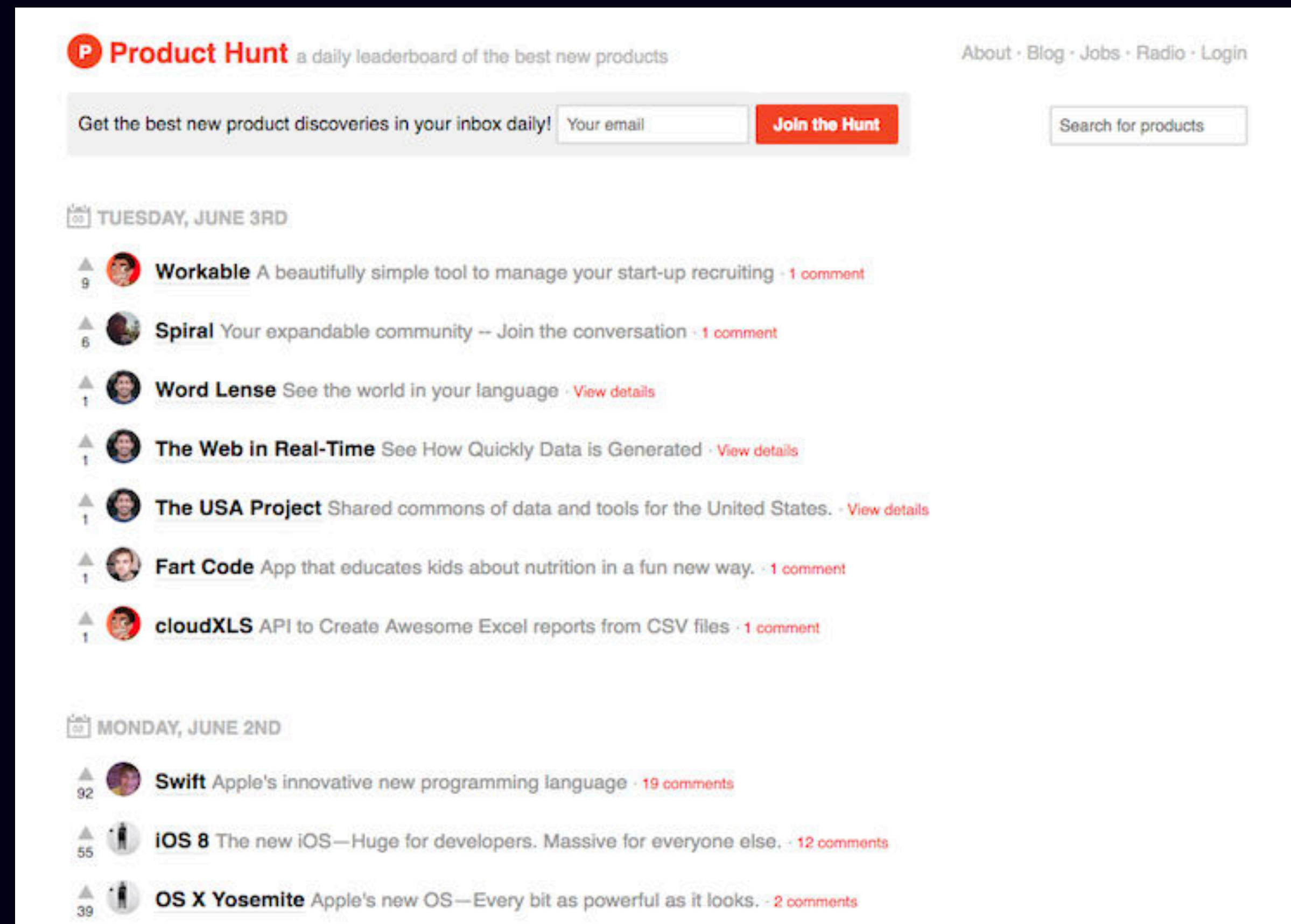
Register Login

about contact faq terms privacy
a Mark Zuckerberg production
Thefacebook © 2004



First MVP Examples: Product Hunt

A simple frontpage with a date sorted upvote system for new products.



First MVP Examples: Groupon

Groupon started with a simple Wordpress and sent coupons through mail.

The screenshot displays the Groupon website interface. At the top, the Groupon logo is accompanied by the tagline "Collective Buying Power". Navigation links include "Visit More Cities", "Get Daily Groupon Alerts", "Refer Friends, Get \$10", and "Contact Us". A secondary navigation bar features "Today's Deal", "Recent Deals", "How Groupon Works", and "Discussion", along with "Connect" and "Sign in" buttons. A promotional banner at the top right states "Daily Deals on the Best in New York" and provides statistics: "Total dollars saved \$42,415,798" and "Total Groupons bought 979,473".

The main content area features a deal for "Today's Deal: \$15 for Two-Hour Beer 101 and Tasting at Village Pourhouse". The deal is presented with a large "\$15 Buy!" button. Below this, a table shows the value (\$25), discount (40%), and savings (\$10). A "Buy it for a friend!" button is also visible. A countdown timer indicates "Time Left To Buy: 2 days 13 hours 19 minutes". A status box shows "275 bought" and "The deal is on!".

The deal details include "The Fine Print" (Expires 07/31/2010, Must email to reserve a spot in class at least 48 hours in advance. Dates subject to availability.) and "Highlights" (Taste 6 beers from featured brewery, Learn about brewing process, Choose from 5 breweries, Great for groups). A "Discuss the Deal" section shows a user comment and a "Join the discussion!" link with 4 comments.

At the bottom right, a "Give the Gift of Groupon" section promotes a "Today's Side Deal" for "\$163 for Any 10-Week Course Plus Free Guitar Rental at NYC Guitar School (\$319 Value)".



First MVP Examples: The Imposter Judo Method

Use related website or products as if it were your own.

The hypothesis: people are willing to buy shoes online.

Instead of setting up a whole stock of shoes, the owner of Zappos would buy shoes at a local store and repackage them.



First MVP Examples: The Concierge Method

In-person service for a client that in time can be automated.

Card Munch

Later to be bought by LinkedIn in 2011, **Cardmunch** managed to transcribe blurry photos of business cards.

There was no technology though. They leveraged Amazon's Mechanical Turk, where you could hire services of people around the world. Services were a bit slower, but they delivered.



First MVP Examples: Wizard of OZ Method

A solution that looks automated but completed by humans.

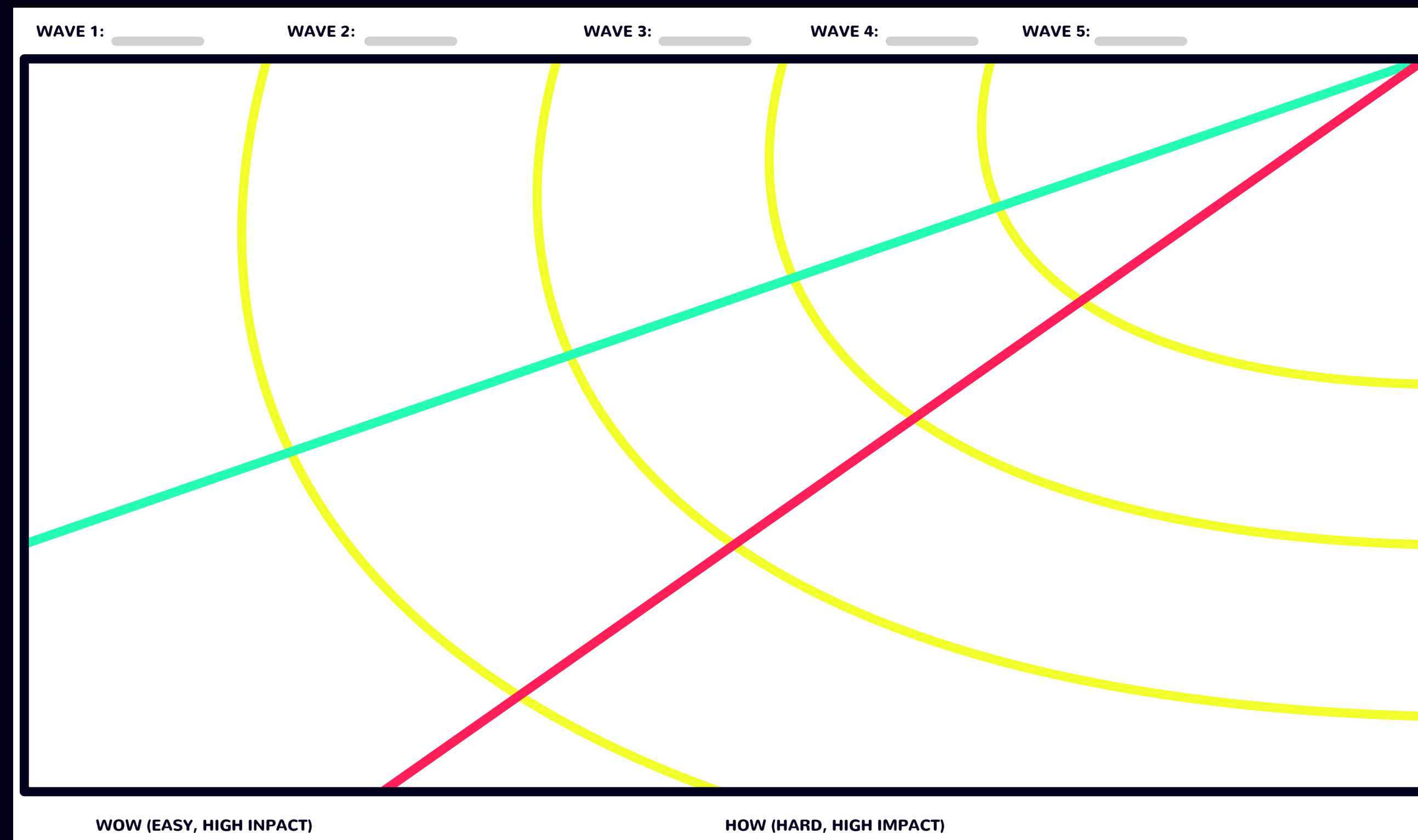
Food On The Table

Wanting to take meal-planning and grocery shopping to the next level, the founder of **Food On The Table** joined customers on their shopping trips. Tough not very scalable, much was learned by this manual task to take into the product development phase.



MVP Roadmap

Prioritize ideas by importance, impact, and ease over a set period of time.



Create a timeline to implement your core features in your MVP.



Testing your MVP

See how customers respond on a product level.

- One-on-One **User Testing** with wireframes, prototype or MVP.
- **Dry Wallet:** Measure the willingness to buy with the whole buying process
- **A/B Testing:** Test different designs and user flows
- **Product Analytics:** record user behaviour, clicks, mouse movement, etc.
- **A landing page** that explains the product.



Market Fit

Innovation Opportunity

Define your scope,
team and align goals.

Problem Fit

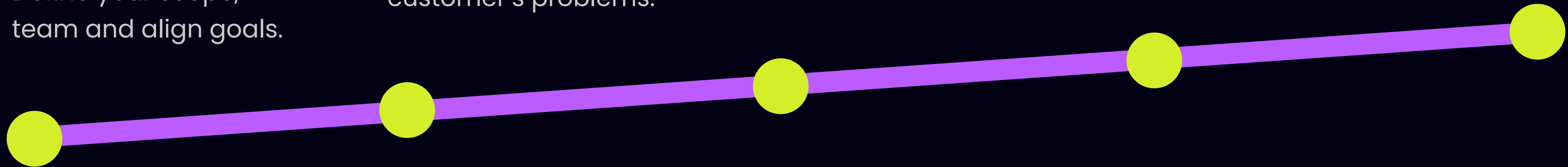
Get to know your
customer's problems.

Solution Fit

The solutions to your
customer's needs.

Market Fit

Test the market for
your solution.



Market Fit

Start: A solution for the problem you are trying to solve shaped as a product or service.

Goals

- Validated all elements of the business model
- Validated all elements of the value proposition
- Have a roadmap to build a sustainable product

Tools

- Landing page builders and prototyping tools
- Explainer video creators, graphic design tools
- Analytics and data modelling tools
- Experiment Validation Matrix & Experiment Card
- Business Model Canvas

Deliverables

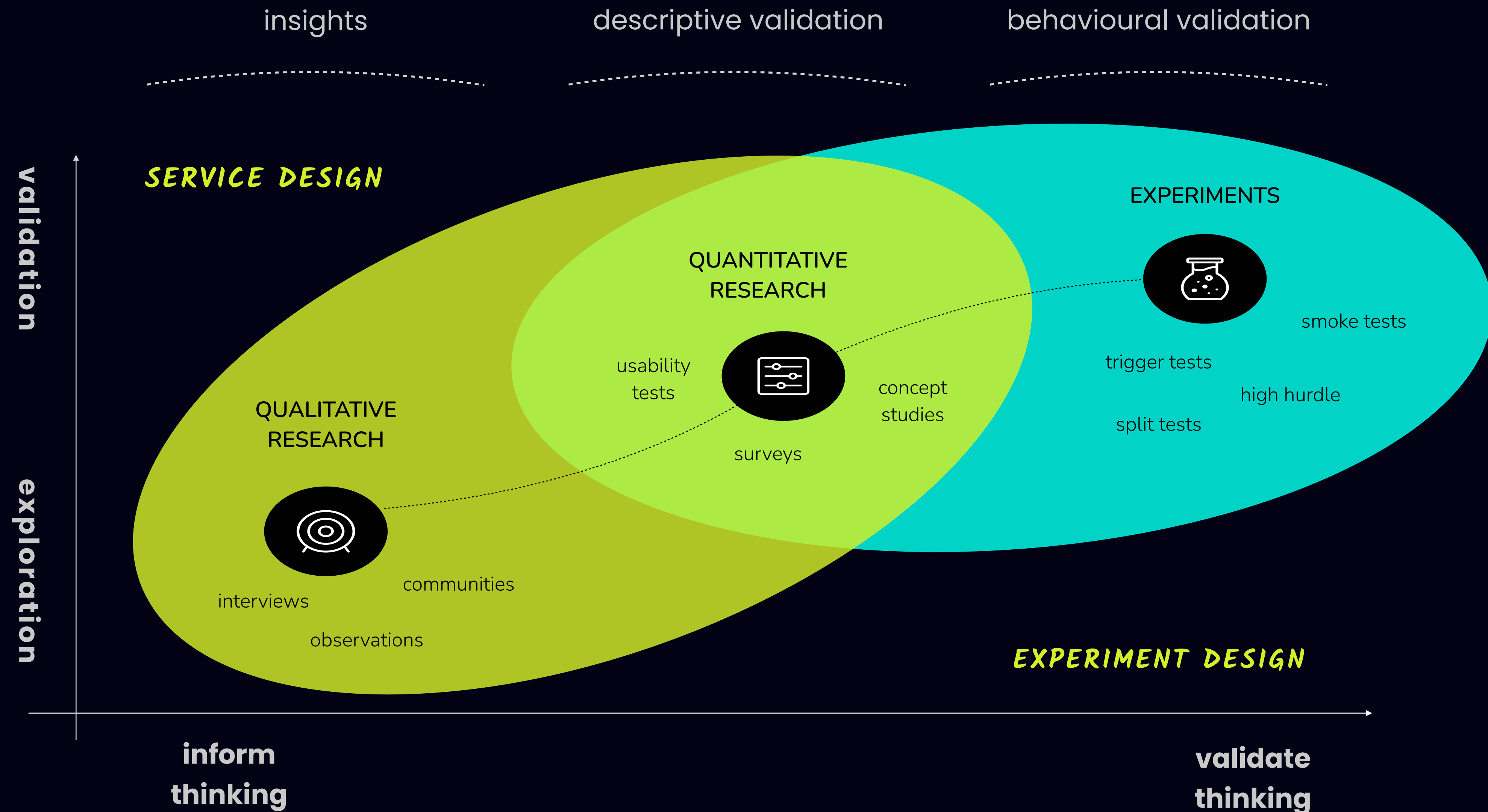
- A validated MVP and market
- Best practice KPI: 40% of users use repeatedly and recommend your solution.

Skills

- Service Design & Business Analyst
- Graphic Design
- Experiment design
- Growth hacking



Collecting Research Insights



Create a measurable hypothesis

Find proof to your assumptions. Data is proof.

Assumptions

- A statement we believe to be true, without evidence to back it up.
- Create a customer feedback loop to keep new insights coming and find proof to build the right product.

For Example:

Young mothers will be interested in our product.

Hypothesis

- A hypothesis is an educated guess for what you expect to happen in a given experiment.
- It is a specific repeatable action and contains an expected measurable outcome.
- "If we do X, then Y% of the target audience will behave in way."

For Example:

If we run Facebook Ads targeted to young mothers, CTR for those Ads will be at least 15% higher than average.



Picking a good metric

Measure progress toward your goals.

UNDERSTABLE

Do not
overcomplicate your
metric and make it
easy to understand.



COMPARATIVE

Be able to compare
a metric to other
results on industry
standarts.



RATE/RATIO

Measure change
through tension
between two
metrics.



ACTIONABLE

What will you do
based on the
results you
collected?



Picking a good metric

Metrics to focus on.

COLLABORATIVE

- % Lurkers vs Content Creators
- % Good vs Bad Content
- Engagement Funnel

TRANSACTIONAL

- CAC
- Retention
- Avg. Shopping Cart Size
- Annual Re-purchase Rate

GAME

- ARPU
- Per Month
- Lifetime

MEDIA

- Time on Page
- Pagers Per Visit
- CTR
- Conversions to Subscription

APP

- Engagement (%DAU, %MAU)
- Monthly Installs
- Updated Versions

SAAS

- MRR
- ARPU
- Engagement
- CLV



Picking a good metric

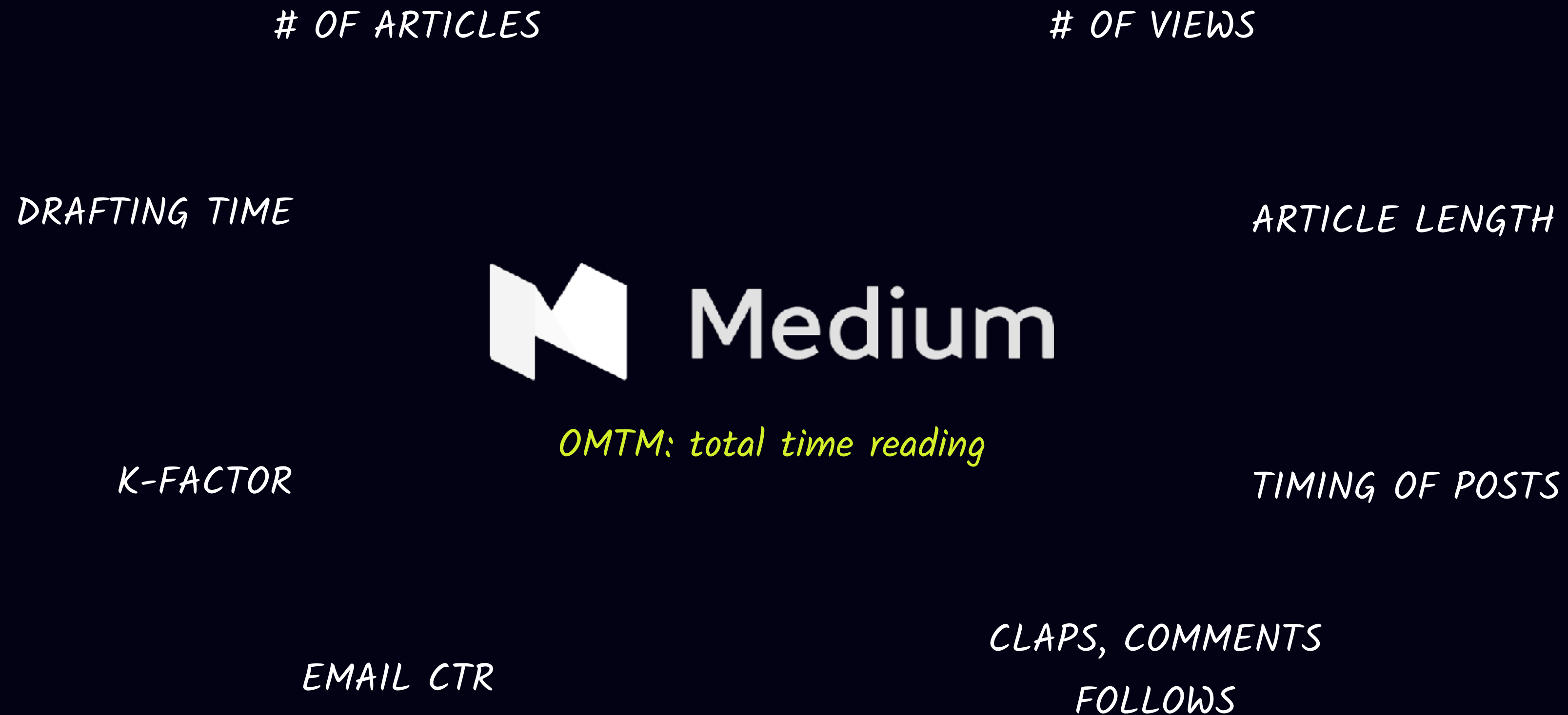
Watch out for vanity metrics For example:

- **Social media followers:** who actually uses your product or engages?
- **Page views:** rather look at the conversions or an action visitors take.
- **Cost per install:** what is the lifetime value of your customer?



North Star Metric Method

One Metric That Matters (OMTM)



North Star Metric Examples

One Metric That Matters (OMTM)



*# of transactions
(for merchants)*



of nights booked



purchases per customer



total time reading



monthly active users

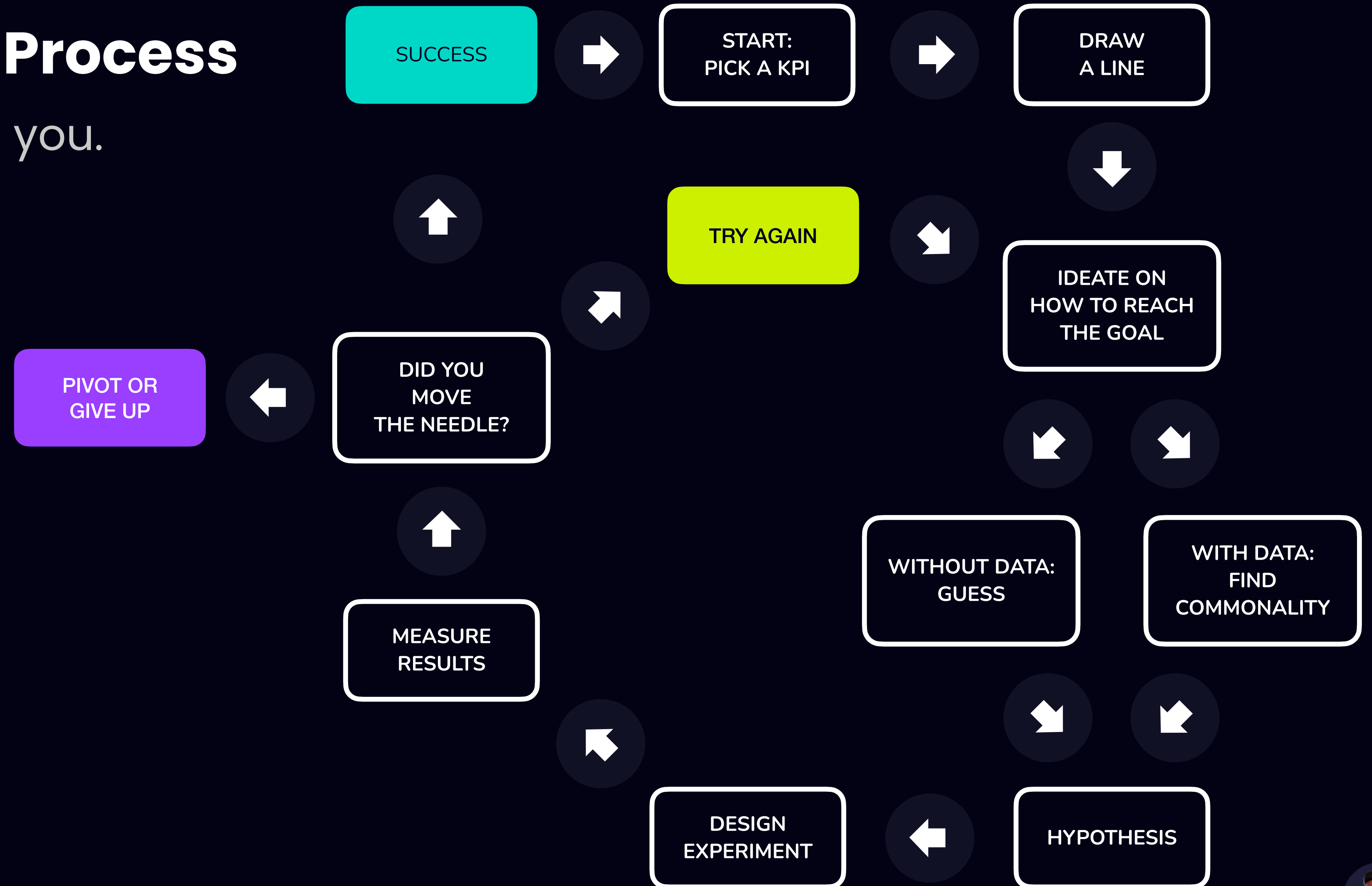


*monthly recurring revenue
(MRR)*



The Testing Process

Let results guide you.



The Experiment Validation Matrix

An overview of all the experiments you can do to validate a hypothesis on the product or marketing level.

	Qualitative Tests Deeply understanding customer insights	Quantitative Test Comprehend human behavior at scale
Marketing Tests You need marketing learnings & insights	Marketing Material <i>Ex: Folders</i>	Letter of Intent <i>Non-binding to purchase solution in the future</i>
	Marketing Survey <i>Ask if the product & message is understood and needed</i>	Starbucks Test <i>Ask people on the street if they get it. Buy their coffee.</i>
	The Concierge <i>In-person service for a client that in time can be automated</i>	Wizard of Oz <i>Solution that looks automated but completed by humans</i>
Product Tests You need product learnings & insights	One-on-One User Testing <i>Ex: Mockups, Wireframes</i>	The Have-at-it <i>Ex: Interactive prototype or live product</i>

Prioritize which experiments are crucial with a limited time frame. Map your ideas.

Sources:

<https://tomdemoor.com/resources/brainstorm-tools/experiment-validation-matrix/>



Traction channels

A list of marketing channels to experiment with.

- Search Engine Marketing
- Search Engine Optimisation
- Offline Ads
- Unconventional PR
- Content Marketing
- Viral Marketing
- Engineering as Marketing
- Affiliate Programs
- Trade Shows
- Existing Platforms
- Community Building
- Target Market Blogs
- Business Development
- Speaking Engagements
- Offline Events
- Sales
- Social and Display Ads
- Public Relations
- Email Marketing

Sources:

Book: Traction by Gabriel Weinberg and Justin Mares



Prioritise channels with the BRAS Framework

Brainstorm and identify which customer acquisition channels to test

BLINK

Rank your guy
feeling.

Score 1-5



RELEVANCE

Rank the product/
channel fit

Score 1-5



AVAILABILITY

Rank the easy/cost

Score 1-5



SCALABLE

Rank by possibility
to scale channel

Score 1-5

Sources:

<https://growthtribe.io/blog/bras-framework/>



Prioritise ideas with the ICE Framework

A combined evaluation score of experiments.

IMPACT

What will the impact be implementing this experiment on validating the solution?

Score 1-10

CONFIDENCE

How confident are you this will work as expected?

Score 1-10

EASE

How easy do you think it will be to implement this experiment?

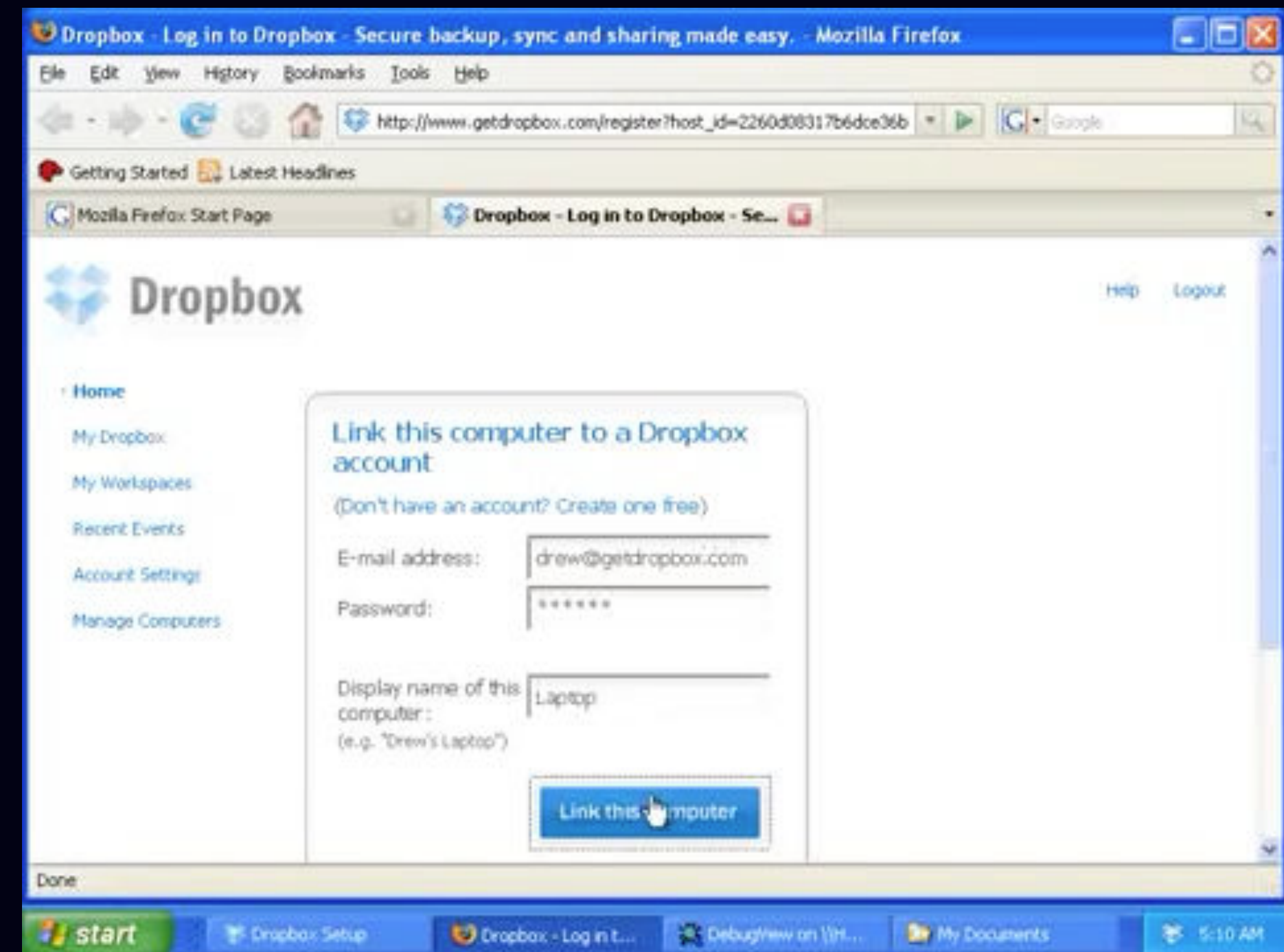
Score 1-10



Experiment Example: Split test

Testing version A versus B.

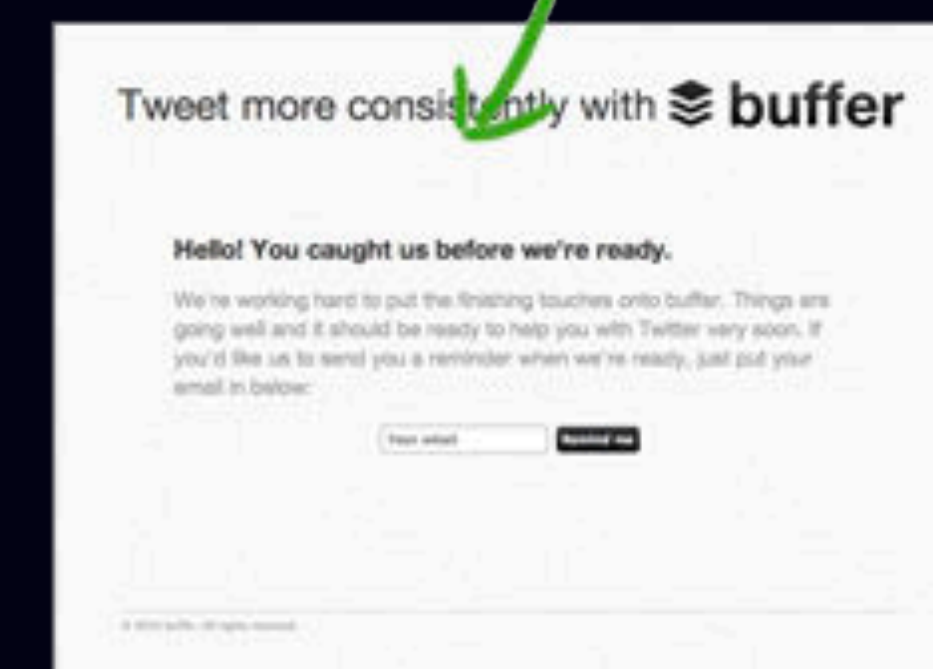
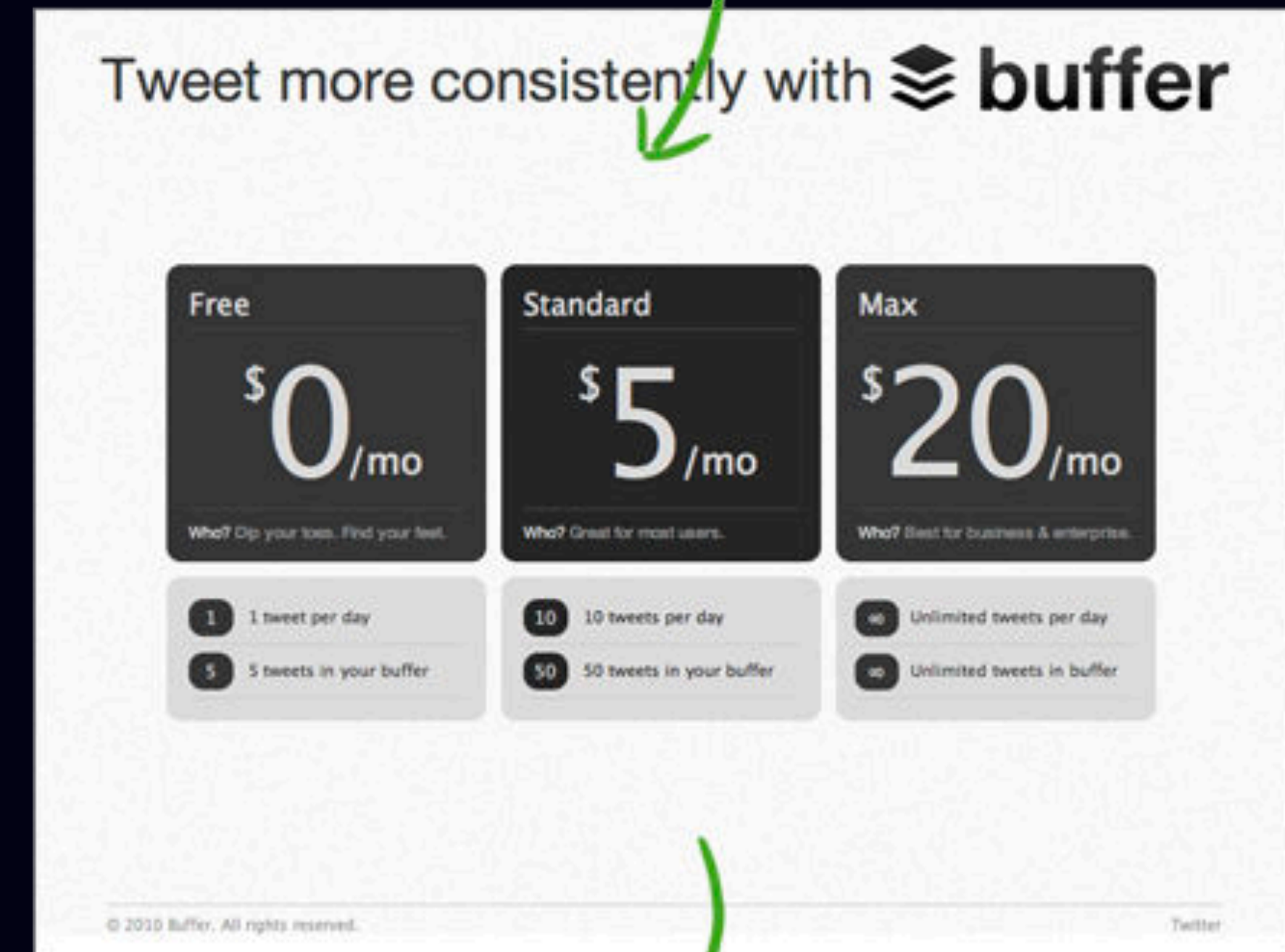
Testing 2, 3, 4 versions simultaneously. One difference per version.



Experiment Example: Smoke test

Test a specific value proposition.

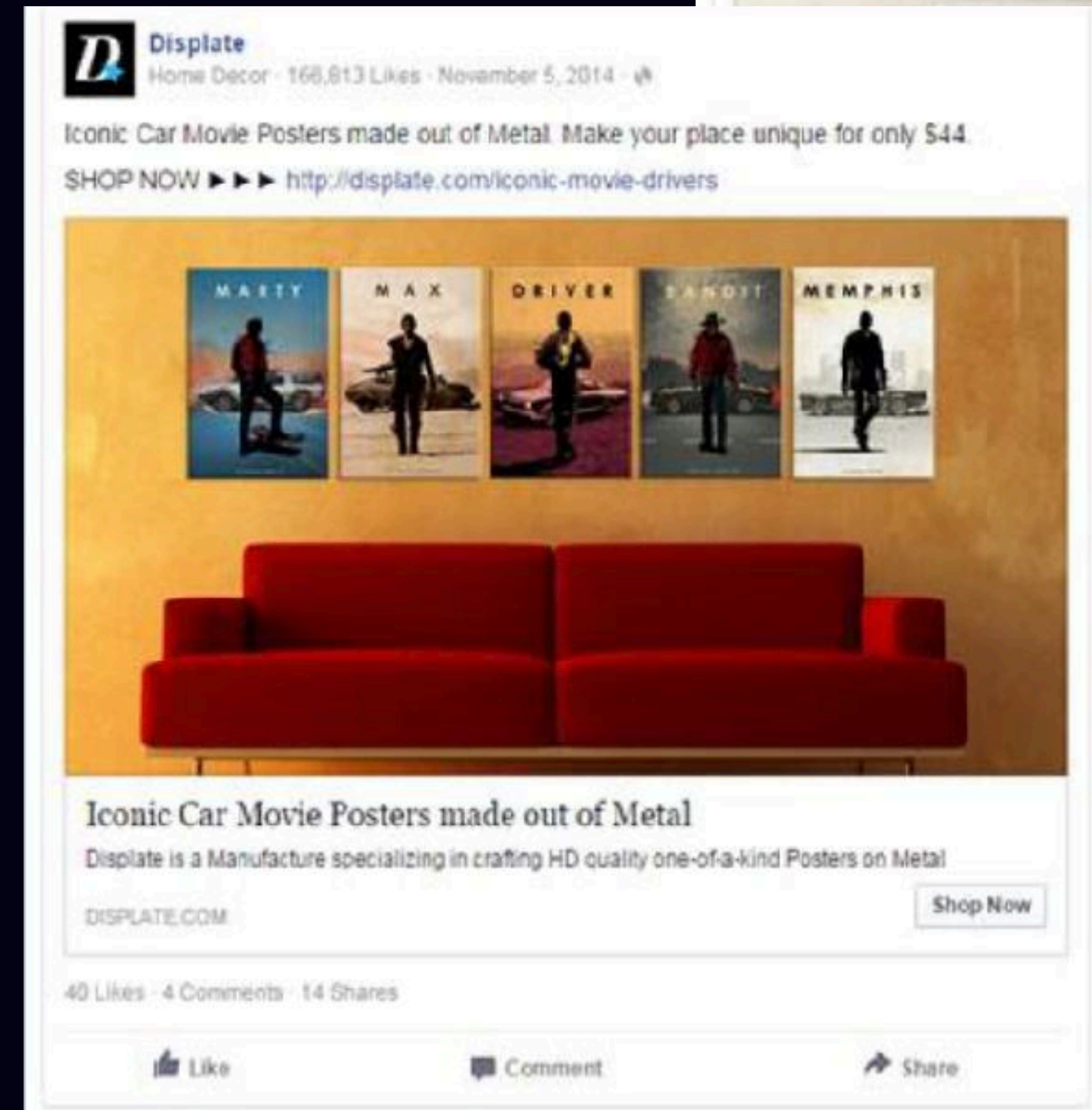
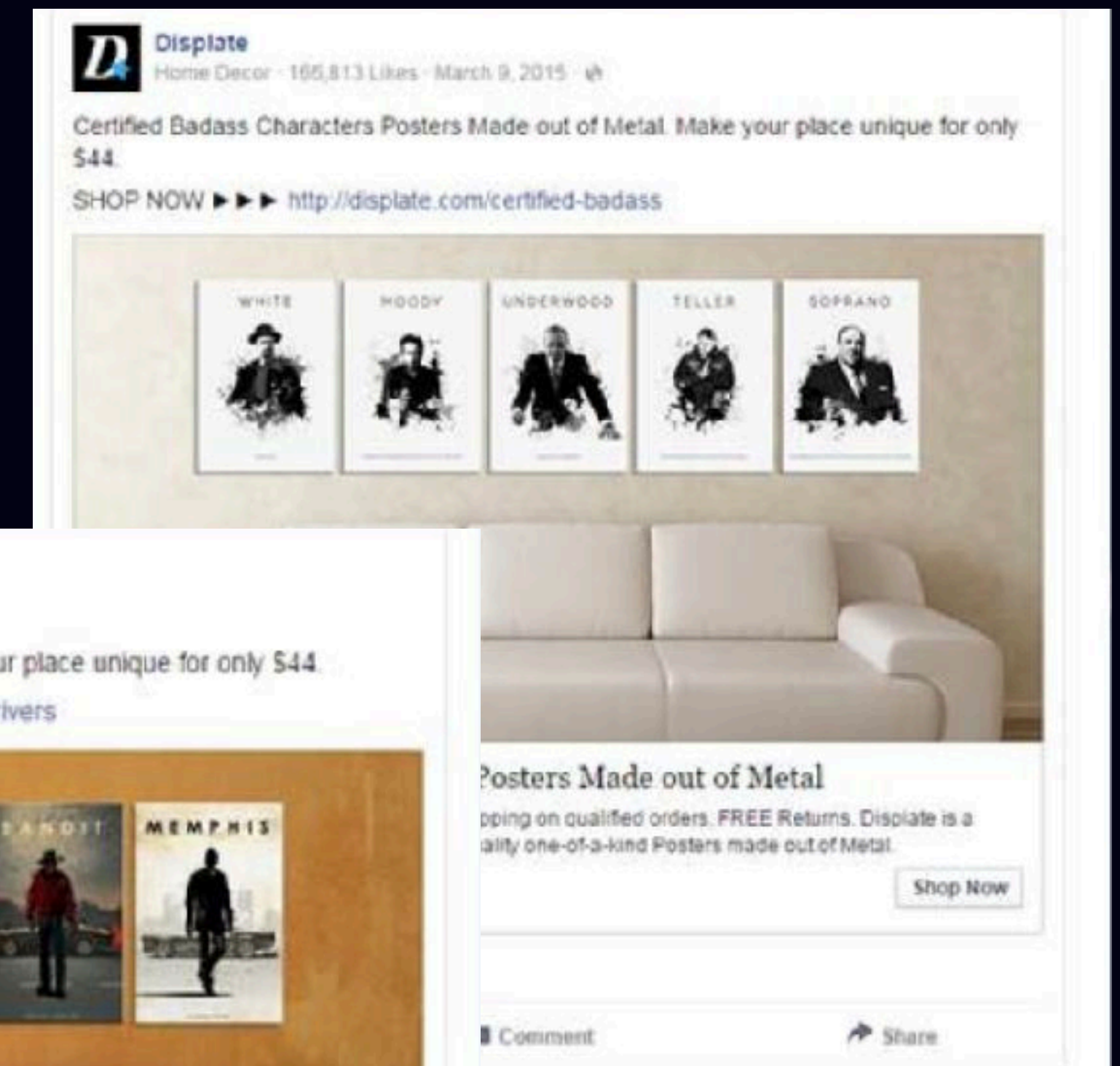
Landing page or other form of value proposition that lets you collect leads and measure demand or compare audiences.



Experiment Example: Trigger test

Testing multiple ads and audiences.

Testing ads for copy, form, image... Which one gets the best click-through rate, leads or engagement?



Experiment Example: High Hurdle

Surveys, tests and questionnaires

Make people pay with their time and attention.

* 3. How much do you typically spend on takeaway and restaurant food delivery (e.g. Deliveroo, JustEat and others) each term?

- ☐ Less than £50
- ☐ More than £50
- ☐ More than £100
- ☐ More than £150
- ☐ More than £200
- ☐ More than £300
- ☐ More than £400
- ☐ More than £500
- ☐ I never order takeaway

4. [ONLY ANSWER THIS QUESTION IF YOU ANSWERED "I NEVER ORDER TAKEAWAY" TO THE PREVIOUS QUESTION] // Why do you never get takeaway and/or restaurant food delivery (e.g. Deliveroo, JustEat and others)?

- ☐ I prefer my own cooking
- ☐ It's too expensive



The Experiment Card

To validate a hypothesis, the Experiment Card will help you structure this process in only 4 simple steps.

Experiment Name:	Runtime:
<hr/>	
Assigned to:	
<hr/>	
STEP 1: HYPOTHESIS	
WE BELIEVE THAT	
<hr/>	
STEP 2: TEST	
TO VERIFY THAT; WE WILL	
<hr/>	
STEP 3: METRIC	
AND MEASURE	
<hr/>	
STEP 4: CRITERIA	
WE ARE RIGHT IF	
<hr/>	

*Turn your assumption into a hypothesis.
A hypothesis is an educated guess for what
you expect to happen in a given experiment.*

*Write down how you will validate or invalidate
the hypothesis. What and how
will you measure?*



The Business Model Canvas

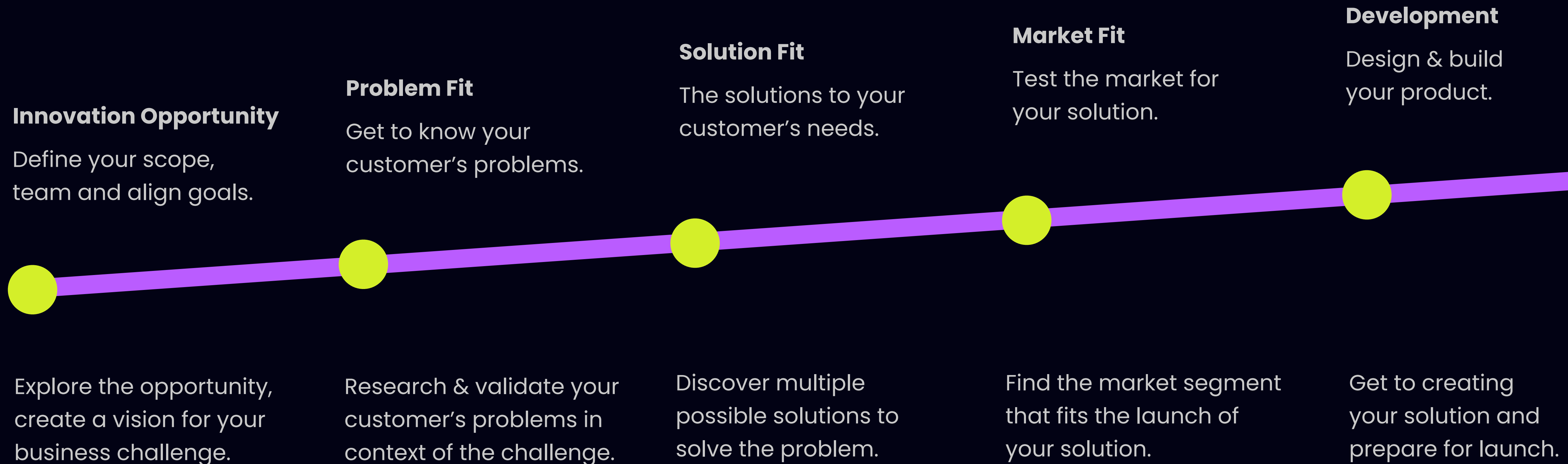
Complete all 9 blocks to map your business model.

<div><div>Partners</div><div><div>Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?</div><div>Motivations for partnerships Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</div></div></div>	<div><div>Activities</div><div><div>What key activities do we require? Our distribution channels? Customer relationships? Revenue streams?</div><div>Categories Production, Problemsolving, Platform/Network.</div></div></div> <div><div>Resources</div><div><div>What key resources do we require? Physical resources? Intellectual: copyright, data, etc? Human? Financial?</div></div></div>	<div><div>Value Propositions</div><div><div>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each customer segment? Which customer needs are we satisfying?</div><div>Characteristics Newness Performance Customization "Getting the job done" Design Brand/Status Price Cost Reuction Risk Reduction Accessibility Convenience/Usability</div></div></div>	<div><div>Customer Relationships</div><div><div>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with our business model? How costly are they?</div><div>Examples Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</div></div></div> <div><div>Channels</div><div><div>Through which channels do our customers want to be reached / can be reached? How do we integrate our channels? Which ones would work best?</div></div></div>	<div><div>Customer Segments</div><div><div>For who are we creating value? Who are our most important customers?</div><div>Mass market Niche market Segmented Diversified Multi-sided platform</div></div></div>
<div><div>Cost Structure</div><div><div>What are the most important costs inherent in our business model? Which key resources are most expensive? Which key activities are most expensive?</div></div></div>		<div><div>Revenue Streams</div><div><div>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each revenue stream contribute to overall revenues?</div></div></div>		

With a complete BMC
you will have a simple
way to explain your business
and create a plan of execution.



Growth tactics & methods per innovation phase



Development

Start: A validated Minimal Viable Product and market

Goals

- Validated finished *first version* of the finished product to tackle the market.
- Build your product so it is scalable.

Tools

- Scrum & agile development
- Product Backlog
- Sprint execution tools
- Programming software

Deliverables

- A sustainable product created and adapted for growth.

Best practice KPI: Conversion rate and lead generation tested on your product.

Skills

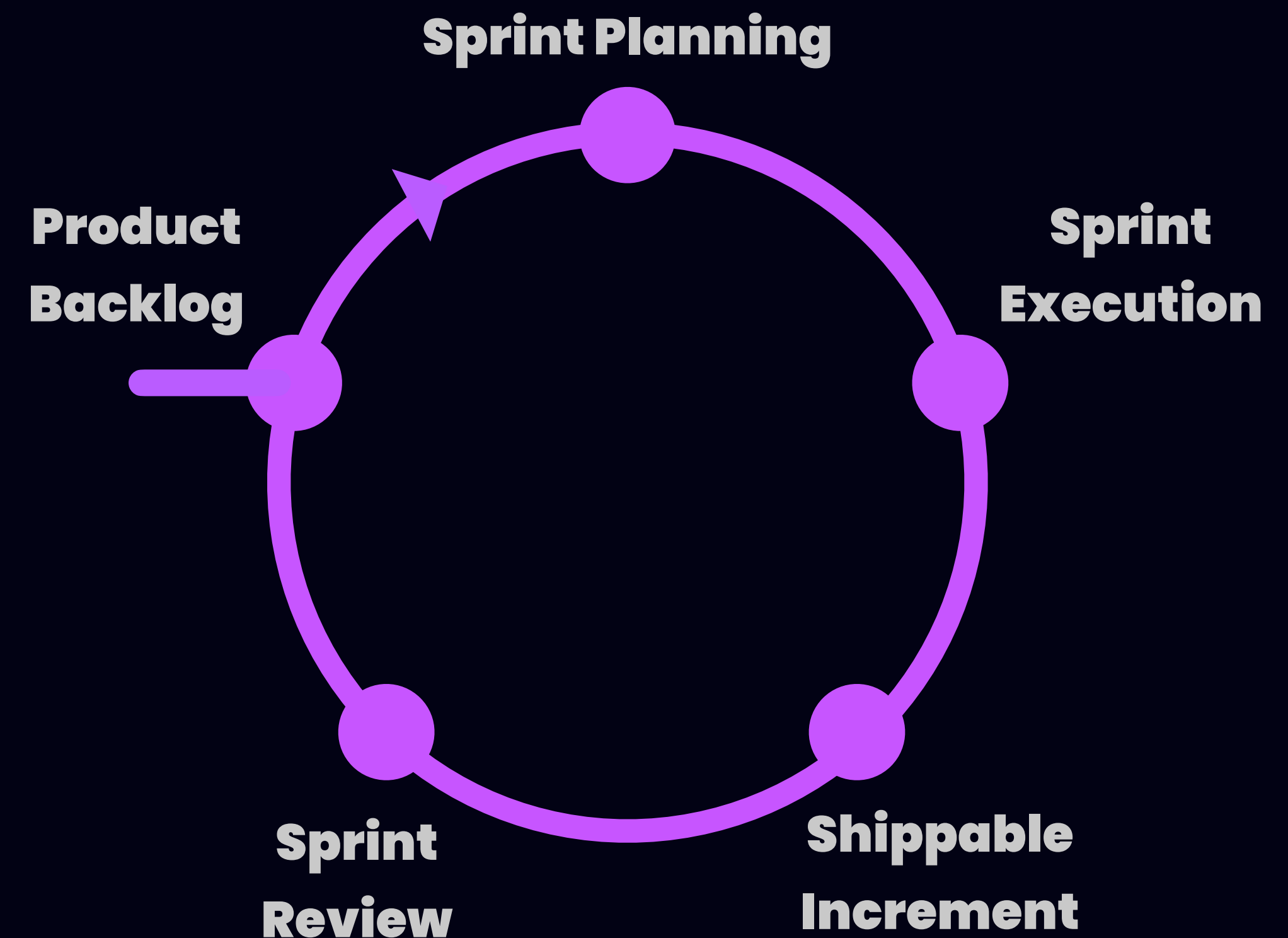
- Programming
- User Experience Design
- Experiment design
- Growth hacking



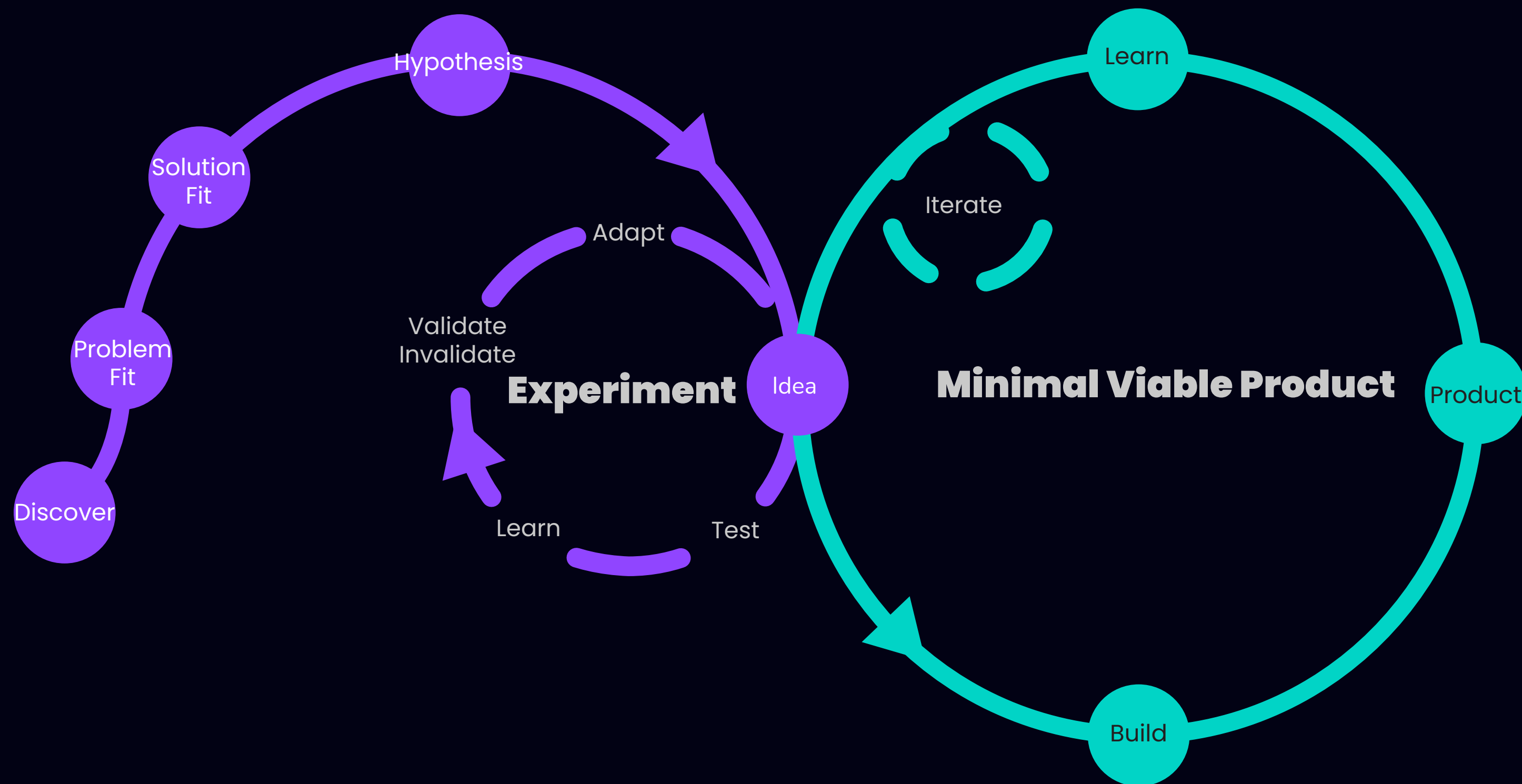
Agile Development

An approach to project management that prioritizes incremental, feedback-driven changes into software development.

- Finish projects faster
- Adapt project to learnings faster
- Keeps the team accountable
- Puts a clear plan and timeline in place
- Makes the team work better together



We are here...

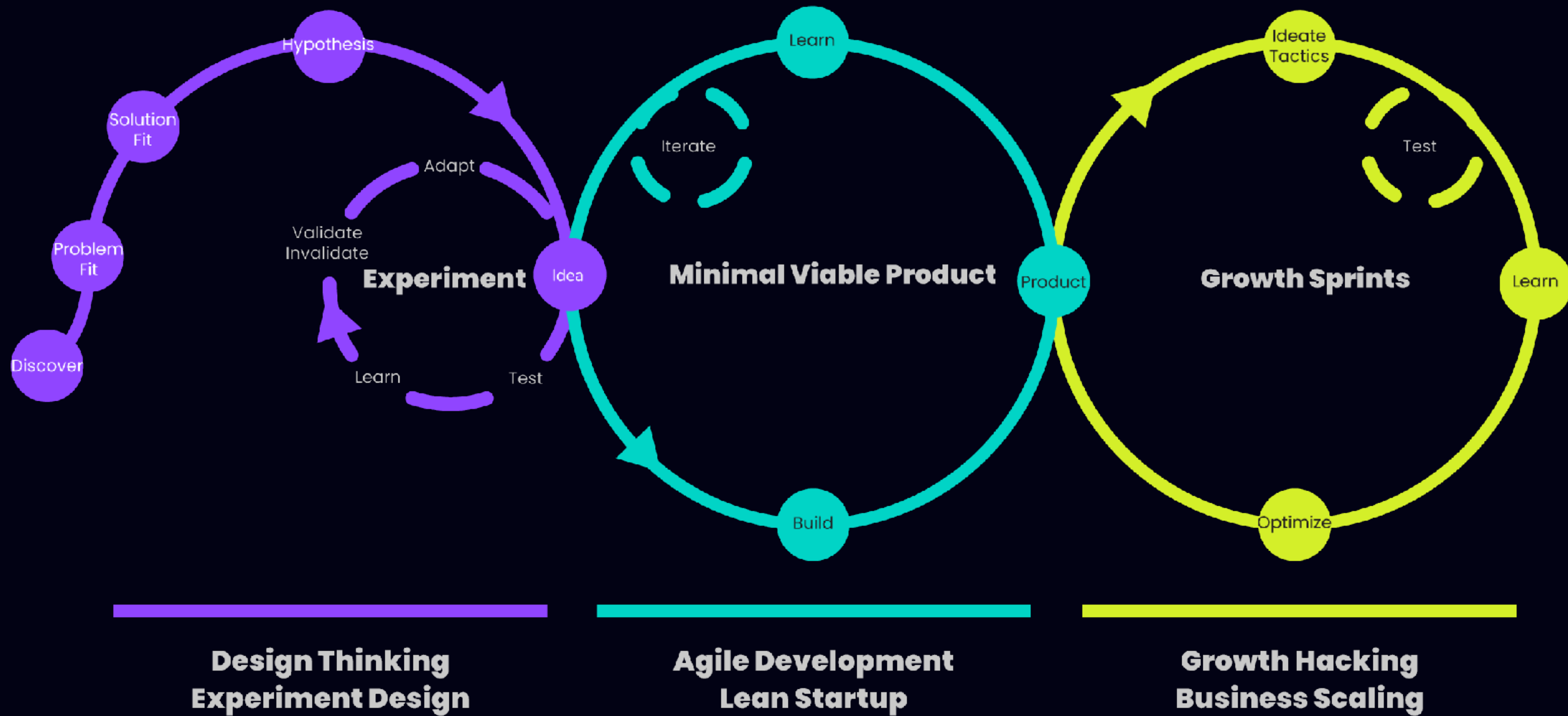


Design Thinking
Experiment Design

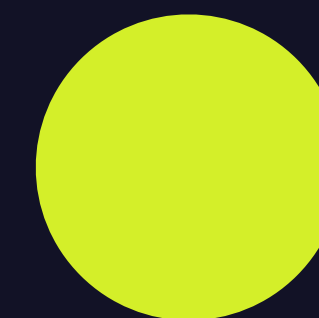
Agile Development
Lean Startup



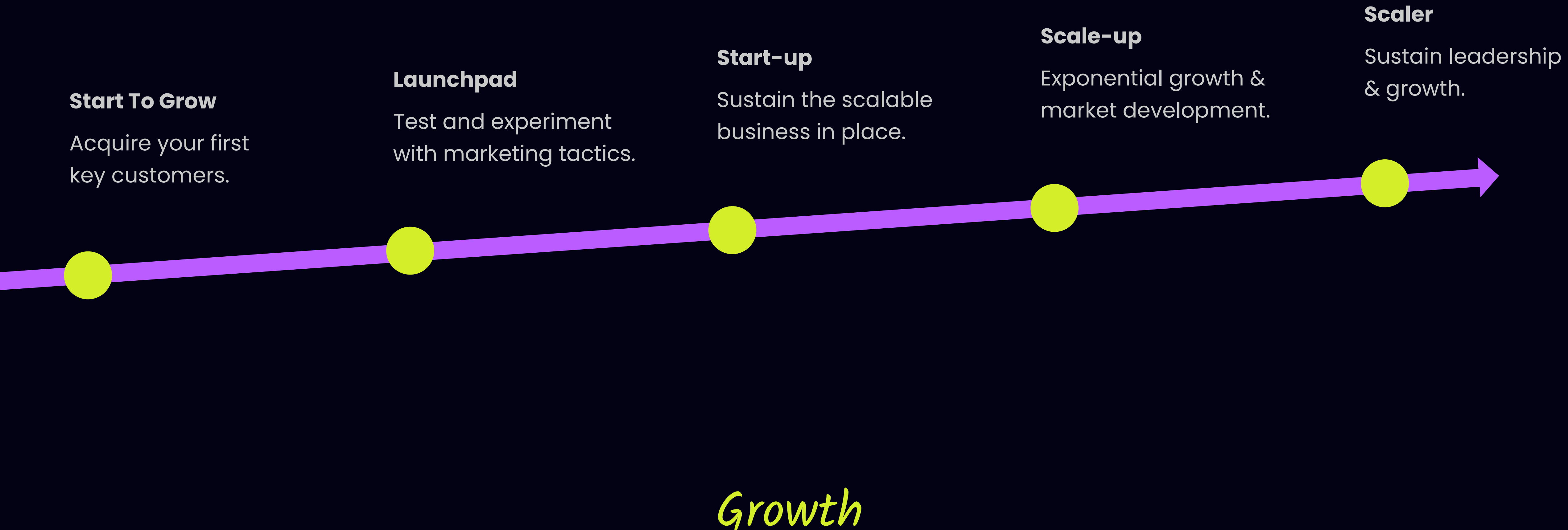
Time for growth!



The growth phase



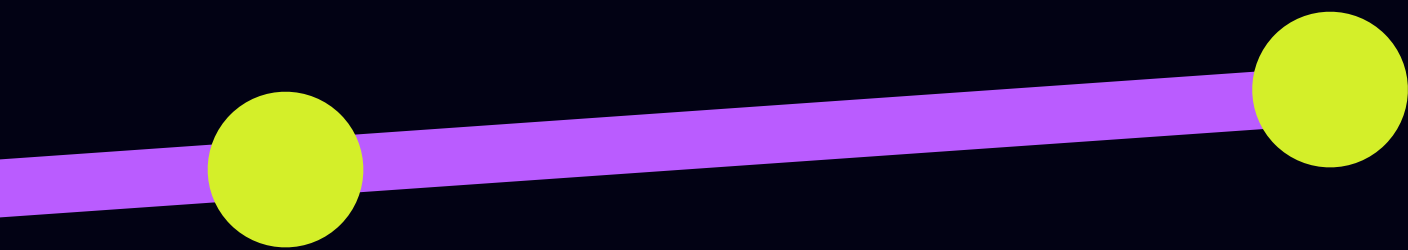
Growth tactics & methods per growth phase



Start to grow

Start To Grow

Acquire your first
key customers.



Start to grow

Start: A sustainable product created and adapted for growth.

Goals

- Sustainable and scalable business model.
- Continuously optimise the lead generation and conversion rates.

Tools

- Growth audit
- Growth barriers exercise
- Growth Canvas
- Growth backlog and sprint planning

Deliverables

- A fully set-up growth process with a validated go-to-market plan.
- Your first X amount of customers.

Skills

- Growth Architect: strategic planner and project manager
- Growth Engineer: technical programmer for implementation
- Growth Marketer: creative and digital marketer
- Growth Data Analyst: master of metrics

*Roles can be combined.





**Your go-to-market starts
with growth hacking.**



Want to learn how to make your own growth strategy that fits a go-to-market?

Please find my 'Introduction to Growth Strategy' deck for free on tomdemoor.com. It shows the full process on how to grow a business. It's for both startups and corporates.





Thank you!

Download all frameworks for free on
tomdemoor.com

