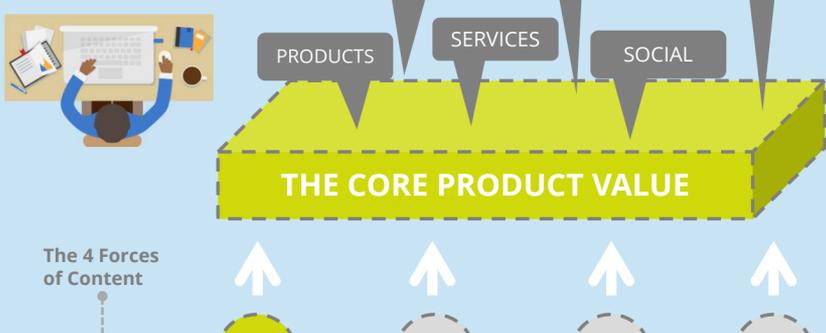


BUILDING THE DNA FOR DIGITAL GROWTH



#1 CONTENT



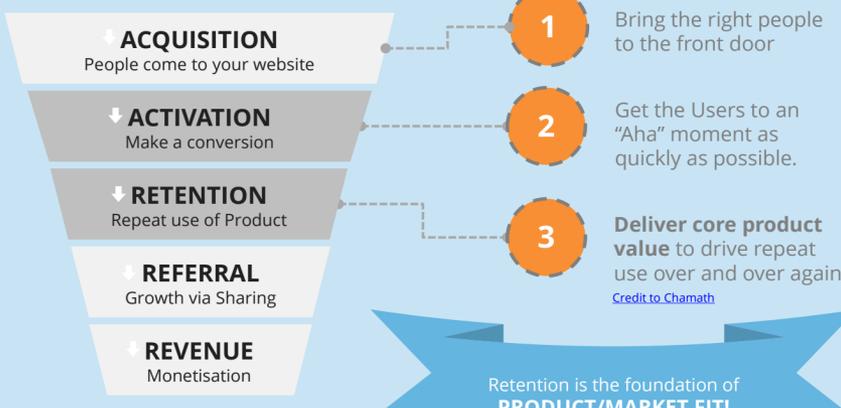
The 4 Forces of Content



SOURCE	INTERNAL & PURCHASE	AGGREGATION	EXTERNAL CREATION	CRAWLING & SCRAPING
CHANNEL	Employees, Agencies	APIs, Feeds, Partner	Users, Customers	Technology, SaaS
PLAYER				
COSTS vs. VOLUME				

If you like to play the game of content, think about all 4 forces.

#2 PRODUCT



1 Bring the right people to the front door

2 Get the Users to an "Aha" moment as quickly as possible.

3 Deliver core product value to drive repeat use over and over again.

Retention is the foundation of PRODUCT/MARKET FIT!

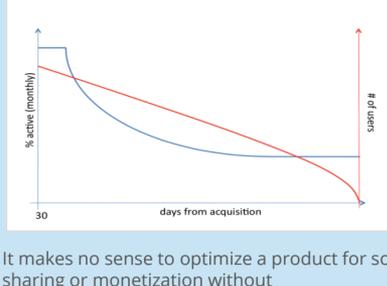
Retention is the Single Most Important Thing for Growth

The **ACTIVATION RATE** is the percentage of Users who follow your onboarding process and convert into customers.

The **RETENTION RATE** is the percentage of users that stick on your product and come back over and over again.

If you end up with a retention curve that is parallel to the X-axis, you have a viable business and you **have PRODUCT/MARKET FIT** (blue curve).

But if the curve goes down toward the axis, you need to work on **PRODUCT/MARKET FIT**, which means working on **ACTIVATION-** and **RETENTION RATE**.



It makes no sense to optimize a product for social sharing or monetization without **PRODUKT/MARKET FIT**.

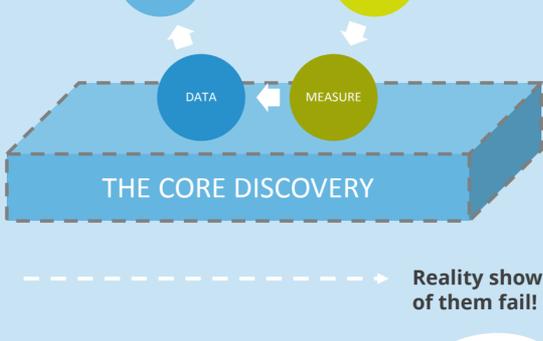
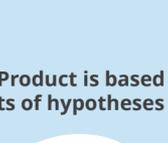
That takes ego, meaning you have to be comfortable not being rewarded in the short term.

[Credit to Alex](#)



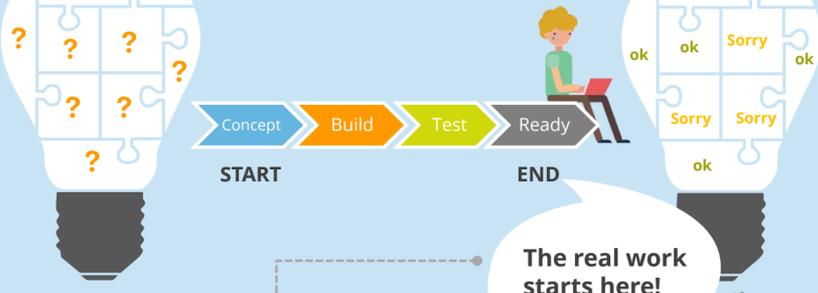
The daily work on **ACTIVATION-** and **RETENTION RATE** is the key to growth.

#3 PROCESS



A Product is based on lots of hypotheses

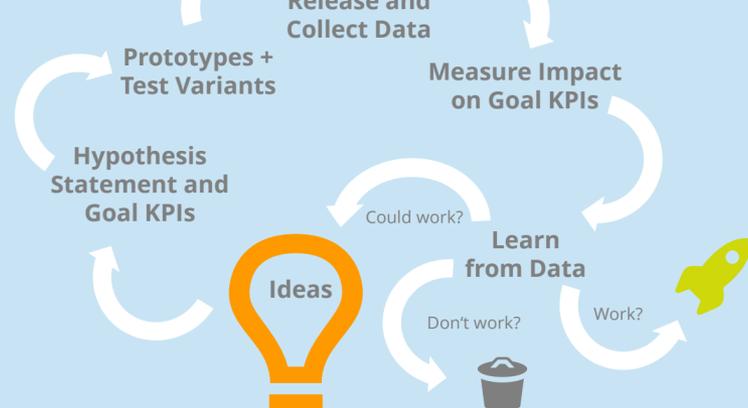
Reality shows: most of them fail!



The real work starts here!

If not, product goes here

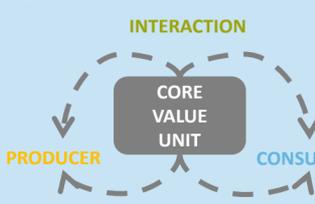
Welcome to: **EXPERIMENT DRIVEN DEVELOPMENT**



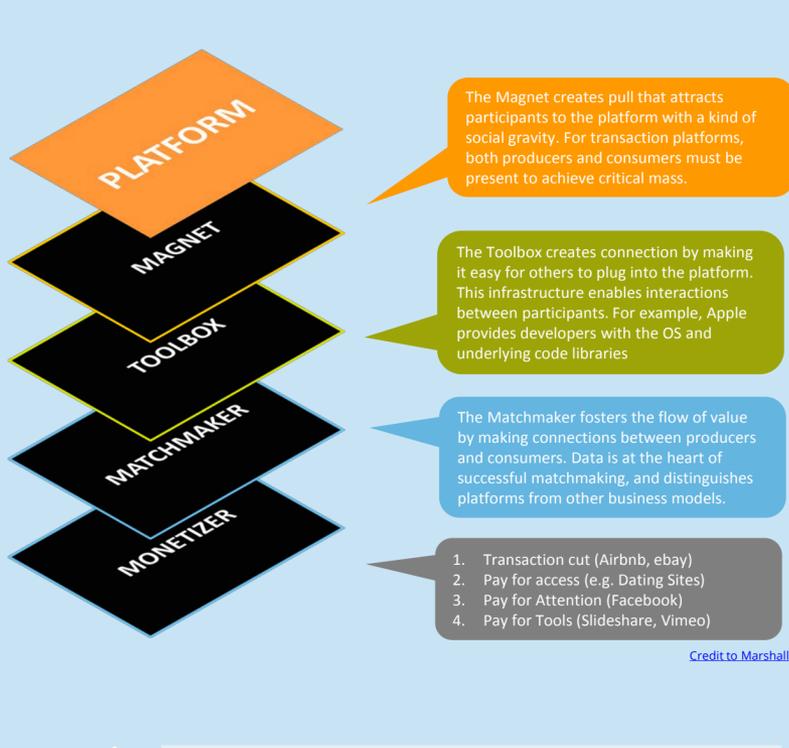
- The more tests you make, the faster you grow.
- A high level development process is critical to succeed.
- Agile is not a substitution for vision! (Jeff Gothelf)

[Credit to Jeff](#)

#4 PLATFORM



The 4 Elements of successful Platform Strategy



[Credit to Marshall](#)

The success of a platform strategy is determined by three factors:

- 1 Connection: how easily others can plug into the platform to share and transact
- 2 Gravity: how well the platform attracts participants, both producers and consumers
- 3 Flow: how well the platform fosters the exchange and co-creation of value

[View entire mindmap](#)

#5 TEAMS



Interdisciplinary, self-organized and autonomous teams owns the entire process of customer experience.

Ego, gut feeling and Hippo (Highest Paid Person's Opinion) is substituted by data-informed and experience-based cross-functional teams.