INNOVATIVE ENTERPRISE

31 MARCH - 1 APRIL 2016 · THE HAGUE · THE NETHERLANDS

GROWTH
— hacking —
MASTERCLASS

powered by

GROWTH HOUND

Growth Hacking A to Z

Luca Barboni - Max Corbeau

3200+ high growth startups studied

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74% failed.

Premature Scaling

Premature Scaling

Team 2x bigger

Premature Scaling

Team 2x bigger

Raised 3x money

Premature Scaling

Team 2x bigger

Raised 3x money

Valued 2x higher

Scaling before Product / Market fit

Customer

- Spending too much on acquisition before P/M fit

Customer

- Spending too much on acquisition before P/M fit

- Overcompensating missing P/M fit with marketing/PR

Product

- Building product without P/S fit

Product

- Building product without P/S fit

- Investing into scalability before P/M fit

Product

- Building product without P/S fit

- Investing into scalability before P/M fit

- Adding "nice to have" features early on

Team

- Hiring too many people too early

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- Hiring specialists before they are critical (e.g. CFO)

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- Hiring managers instead of doers

Team

- Hiring too many people too early

- Hiring specialists before they are critical (e.g. CFO)

- Hiring managers instead of doers

- Having more than 1 level of hierarchy

Finance

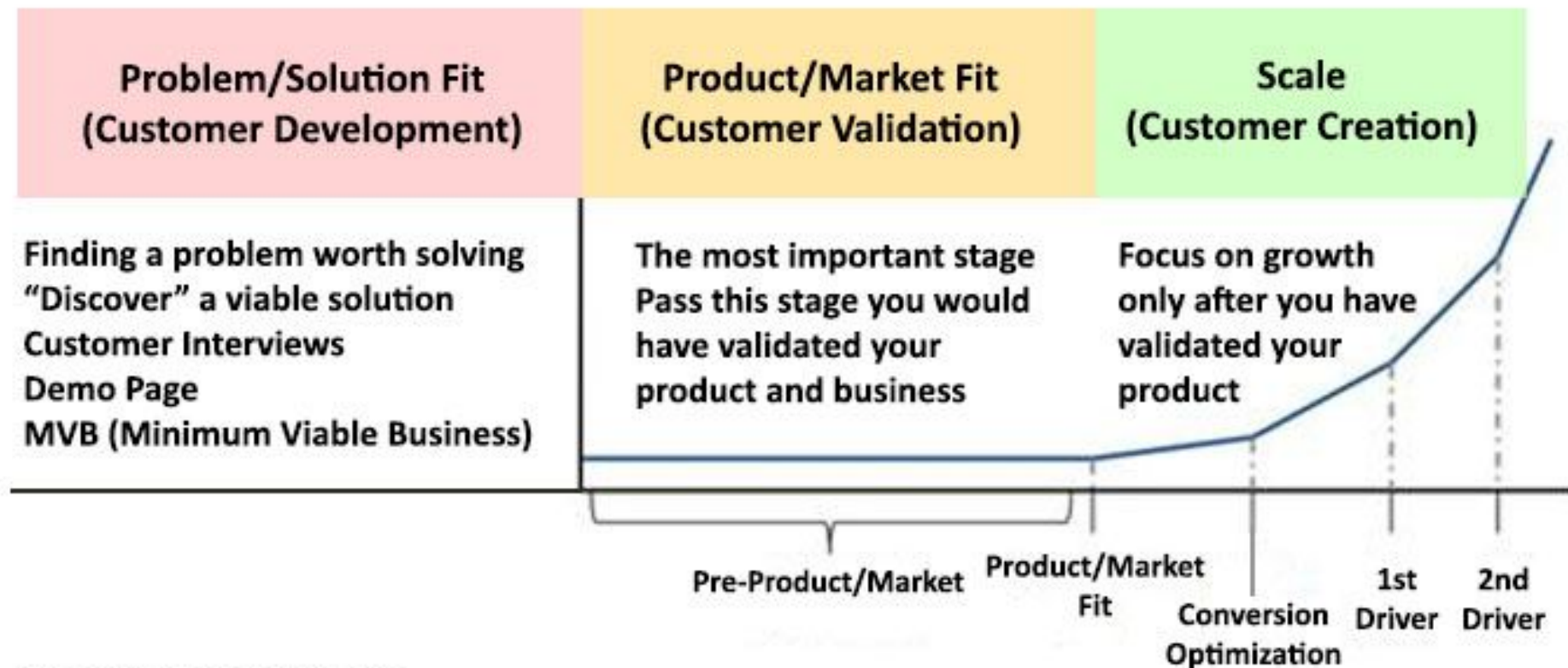- Raising too much money: made founders undisciplined

Business

- Focusing too much on profit maximization too early

Business

- Focusing too much on profit maximization too early

- Over-planning, not executing based on regular feedback loop

How do I understand if I'm getting close?

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Many customer complaints when service is down

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Survey: 40% of user base would be really sad to leave

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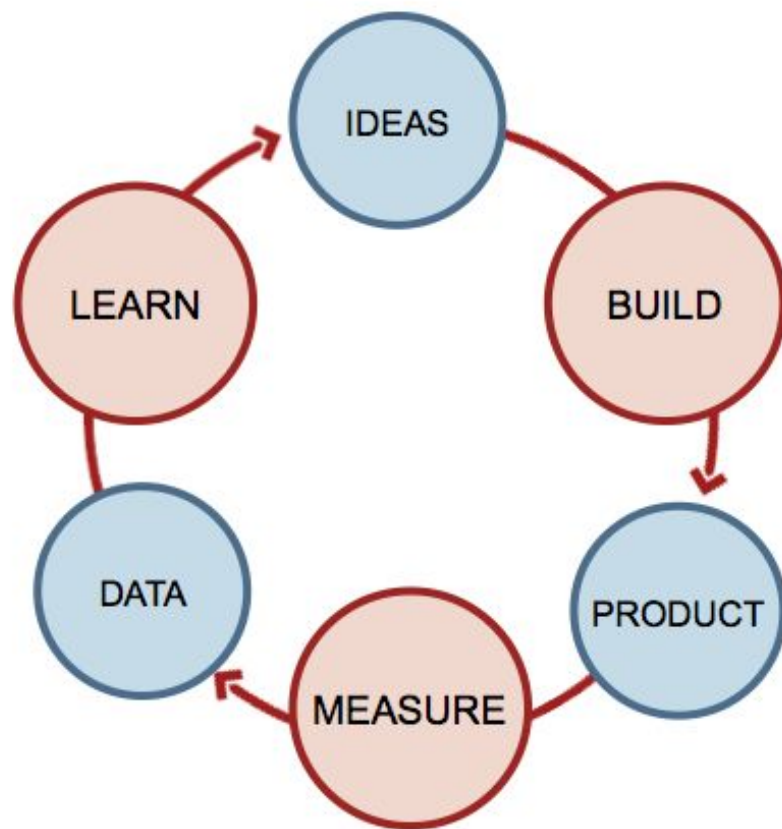
Customers banging at the door to try the product

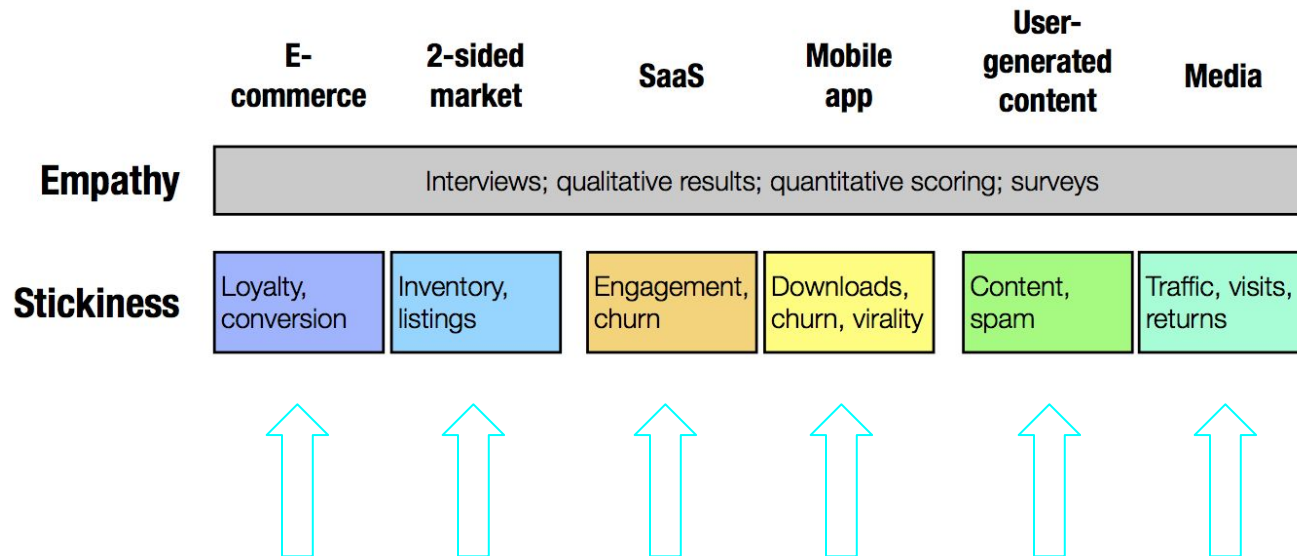# Not like this....

1   2   3   4

Like this!

1   2   3   4   5

by Henrik Kniberg

OMTM

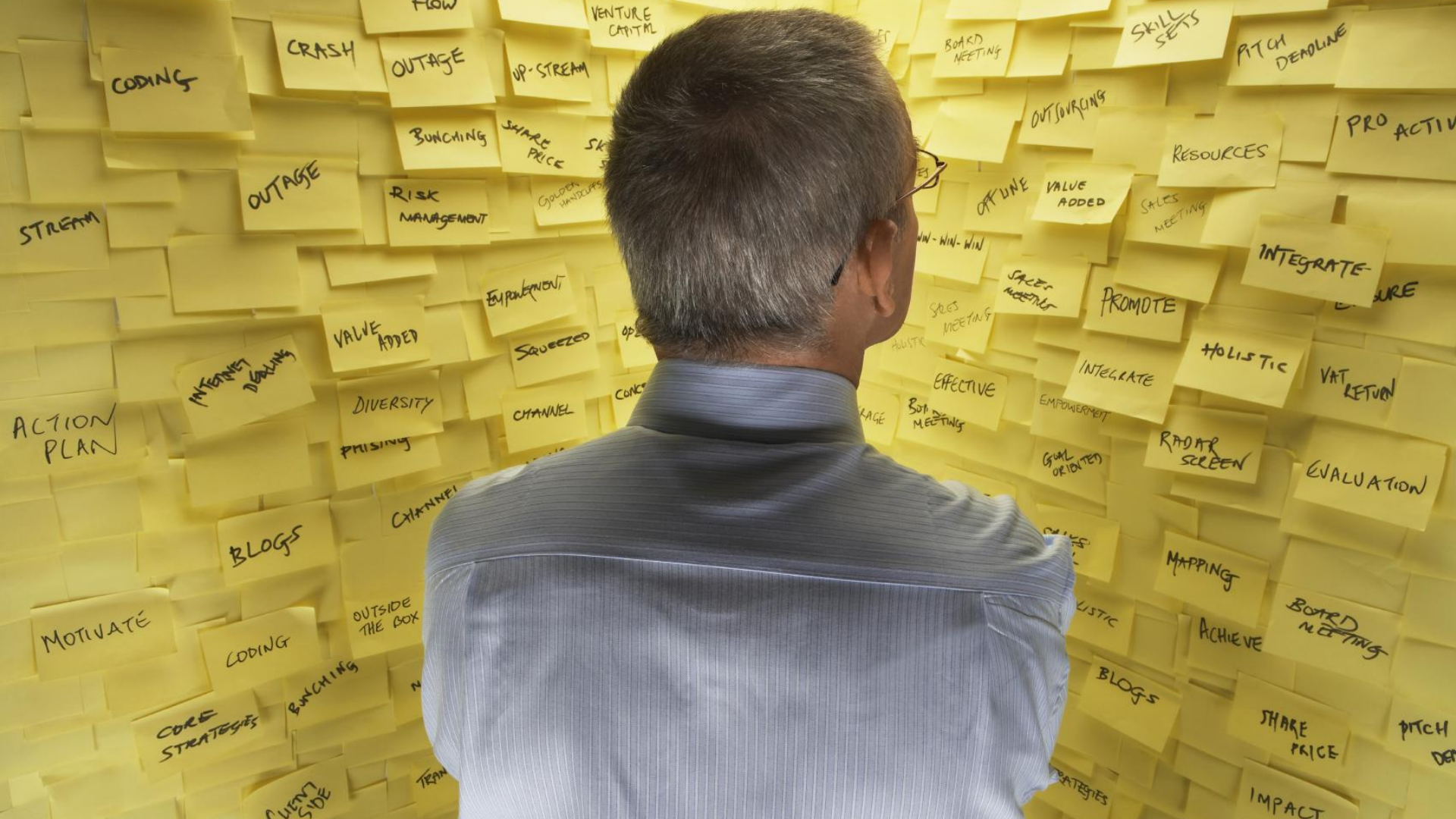|	E-commerce	2-sided market	SaaS	Mobile app	User-generated content	Media
Empathy	Interviews; qualitative results; quantitative scoring; surveys					
Stickiness	Loyalty, conversion	Inventory, listings	Engagement, churn	Downloads, churn, virality	Content, spam	Traffic, visits, returns
Virality	CAC, shares, reactivation	SEM, sharing	Inherent virality, CAC	WoM, app ratings, CAC	Invites, sharing	Content virality, SEM
	(Money from transactions)		(Money from active users)		(Money from ad clicks)	
Revenue	Transaction, CLV	Transactions, commission	Upselling, CAC, CLV	CLV, ARPDAU	Ads, donations	CPE, affiliate %, eyeballs
Scale	Affiliates, white-label	Other verticals	API, magic #, mktplace	Spinoffs, publishers	Analytics, user data	Syndication, licenses

OMTM

	E-commerce	2-sided market	SaaS	Mobile app	User-generated content	Media
Empathy	Interviews; qualitative results; quantitative scoring; surveys					
Stickiness	Loyalty, conversion	Inventory, listings	Engagement, churn	Downloads, churn, virality	Content, spam	Traffic, visits, returns

EXERCISE 1

Lean Canvas: where do we stand?
(5 min)

EXERCISE 2

Validation Experiment
(5 min)

How do I get there?

STARTUP METRICS FOR PIRATES

ACQUISITION

ACQUISITION

ACTIVATION

ACQUISITION

ACTIVATION

RETENTION

REVENUE

REFERRAL

PEOPLE
TOOLS
PROCESS

T-Shaped Skillset

Width of Knowledge →

CRO	Behavioural Psychology	Storytelling	Product Design & User Experience	Analytics	Programming
Funnel Design	Biz Dev	Copywriting	Wireframing	Marketing Tools	Data Science

Virality	SEM	Affiliate Programs	Community	Direct Sales	Offline Marketing	PR	SEO		A/B Testing	Mobile	Referral Programs	Automation	Lead Generation	Web Scraping	Retargeting	APIs

Content Marketing · Email Marketing

↓ Depth of Knowledge

Tools

Tools

Spreadsheets

Tools

Spreadsheets

Your marketing stack

Tools

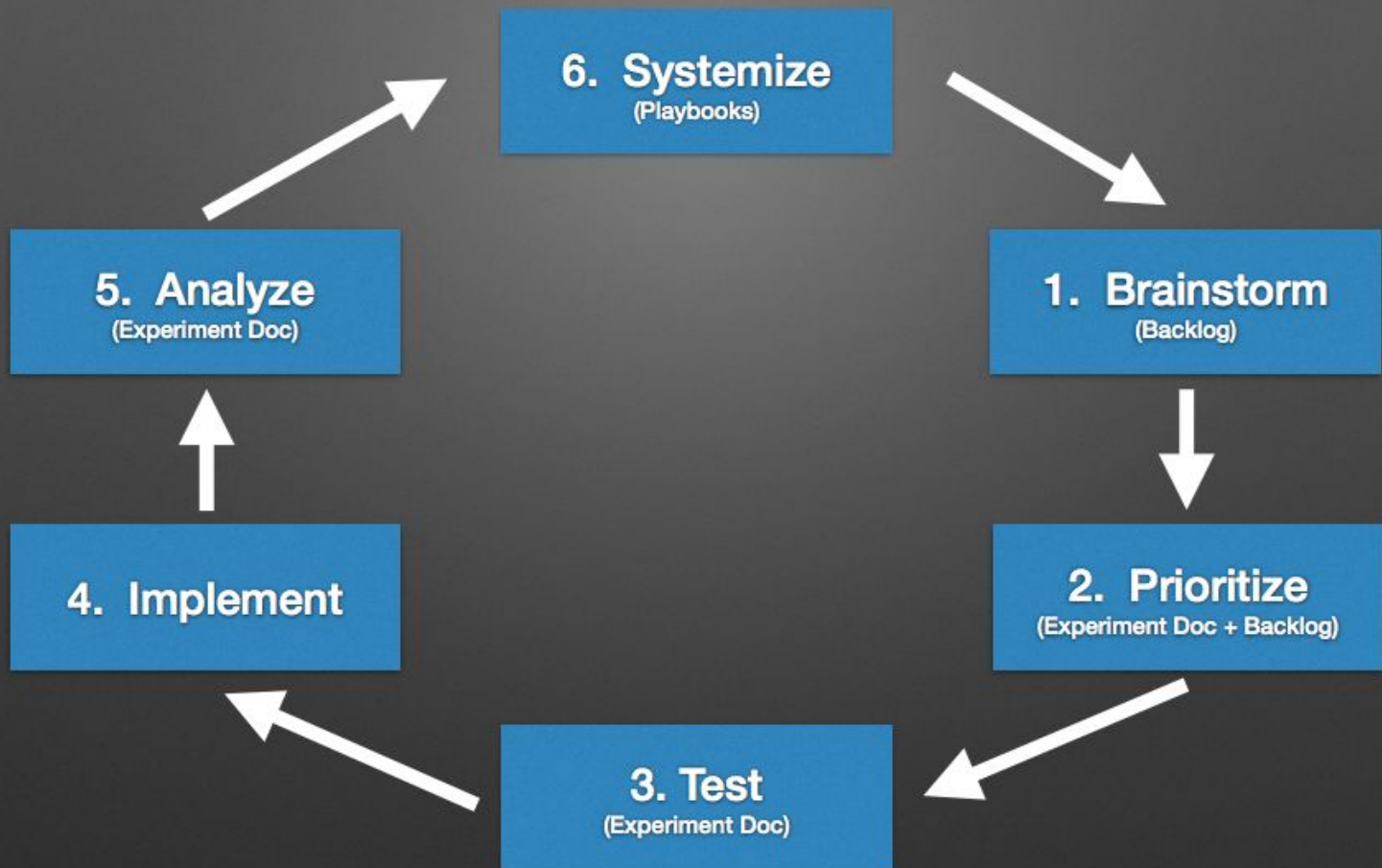Spreadsheets

Your marketing stack

Team collaboration tools

Spreadsheets

Your marketing stack

Team collaboration tools

Custom scripts (Engineering as Marketing)

Brian Balfour :: @bbalfour :: http://www.coelevate.com

EXERCISE 3

Growth Hacking Planning