

AARRR Framework (5 step Framework for Growth)

Acquisition

- offer to receive a free SmartCane trial

Activation

- forum, survey, and subscription

Retention

- new content (updated weekly)
- weekly emails to subscribers

Referral

- refer 5 people for a discount code for CyberCane

Revenue

- subscriptions
- after 30-day free trial, asking who wants to buy the service