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