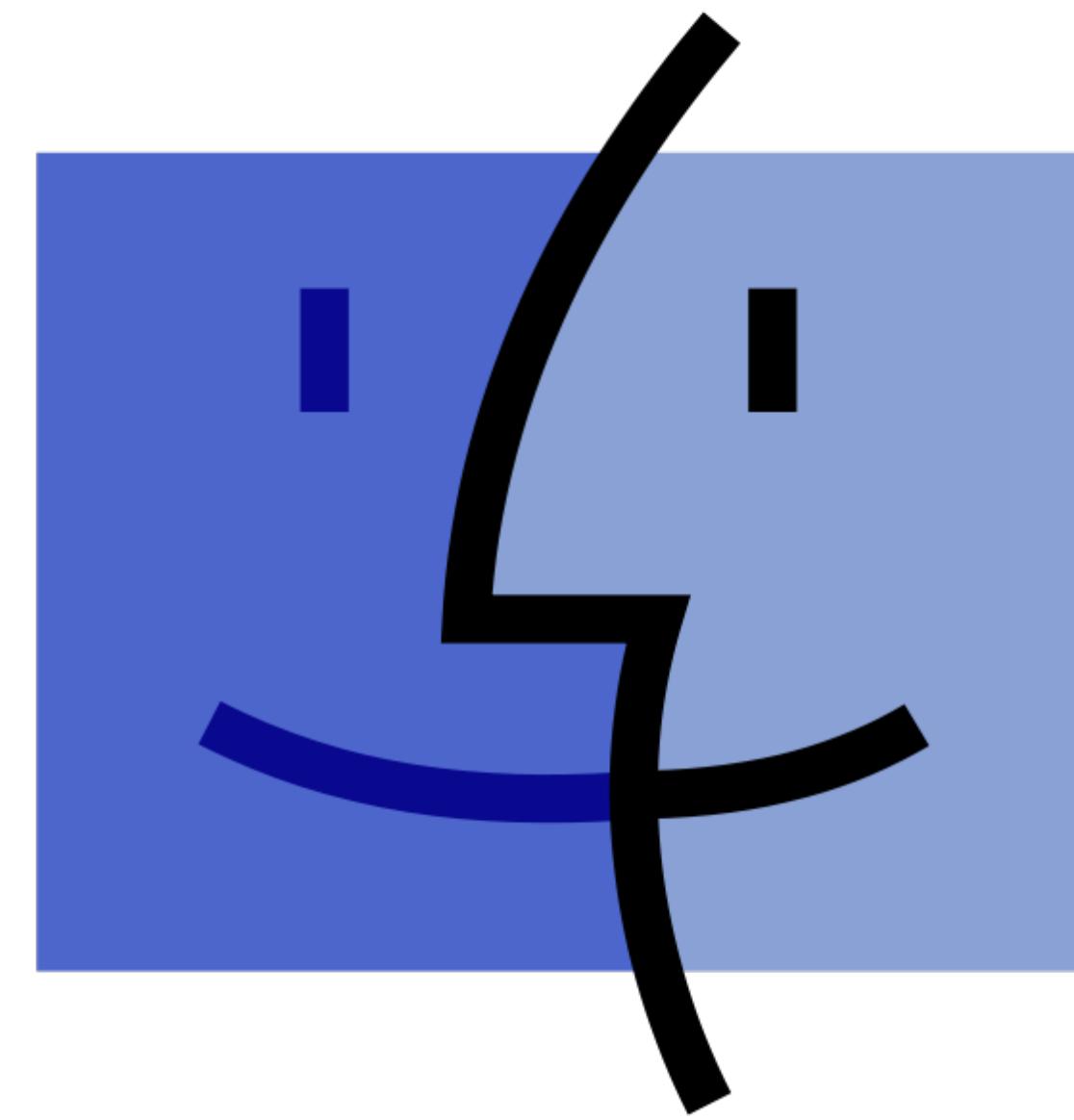


SUBS 301

Curtis Herbert





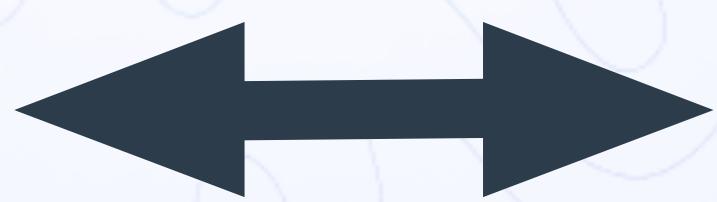
Mac OS











SUBS 101

Understand the lifecycle

Plan experimentation

Free vs paid features

SUBS 201

Understand the metrics

A/B testing

Paywall optimization

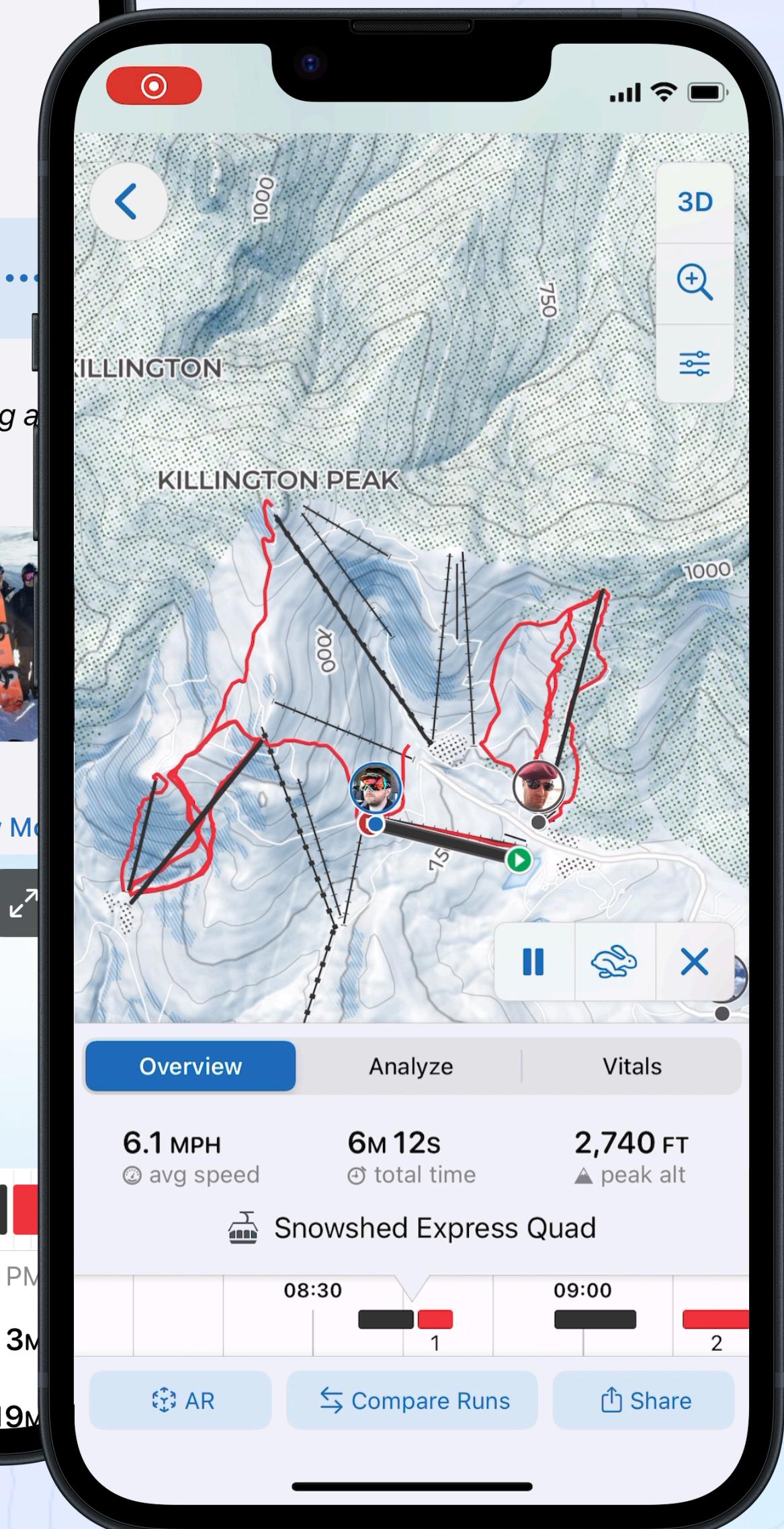
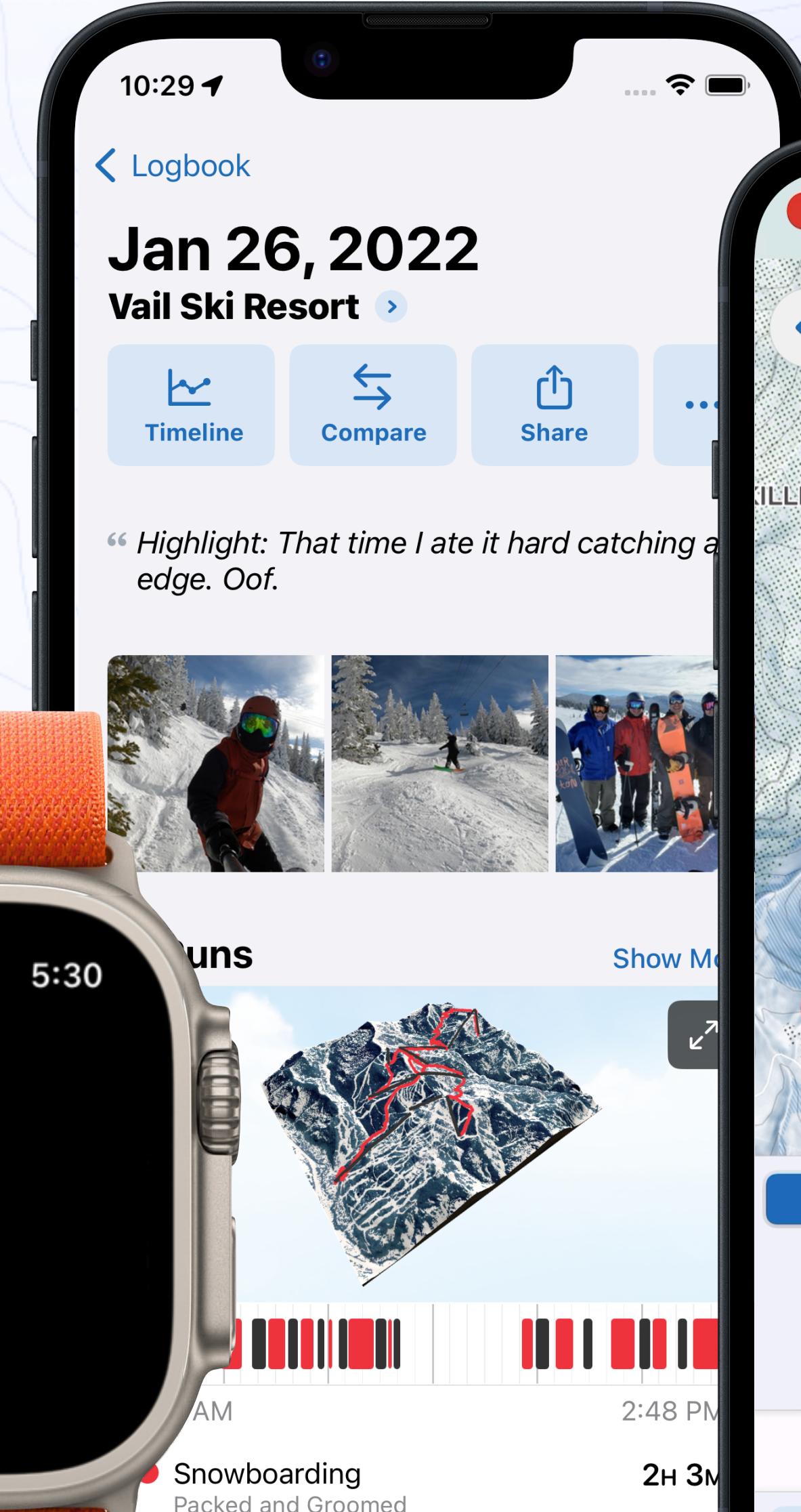
Paid acquisition

SUBS 301

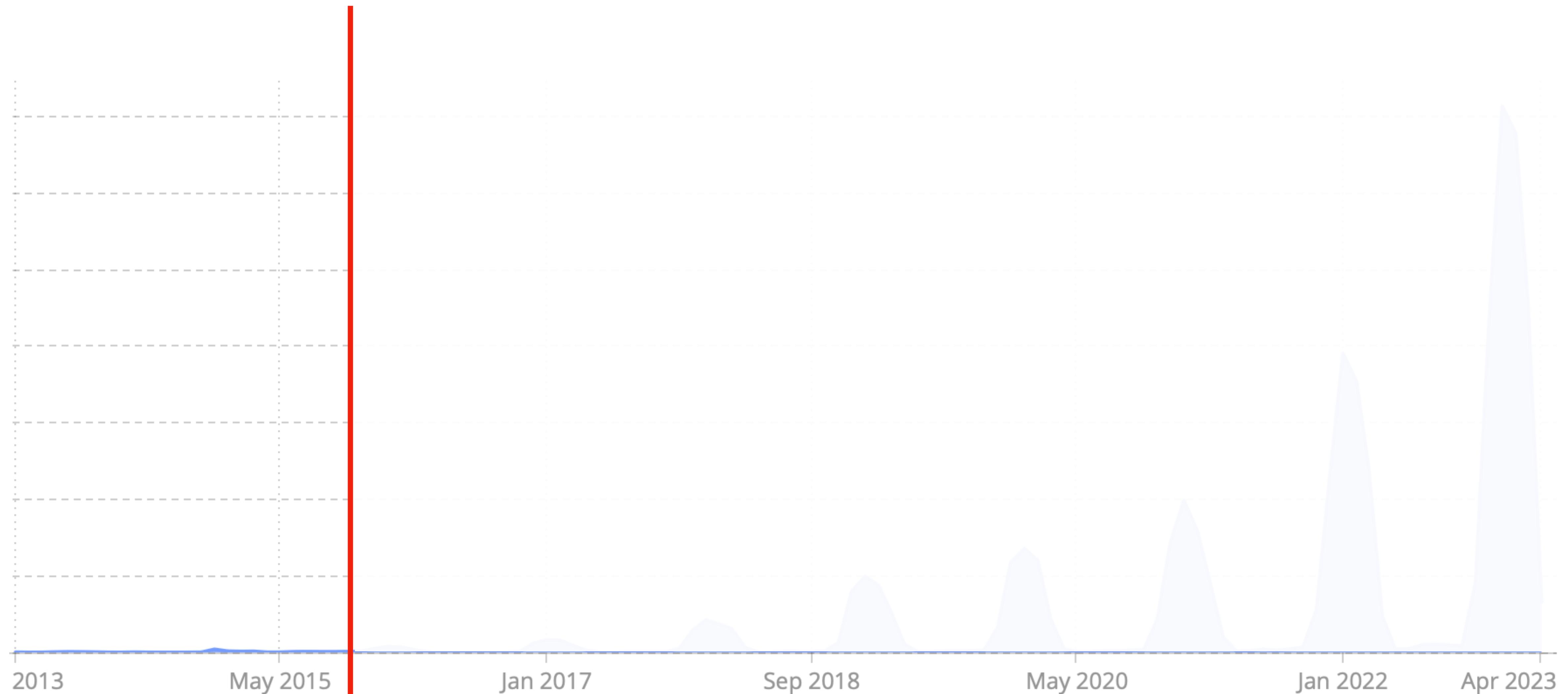
Curtis Herbert



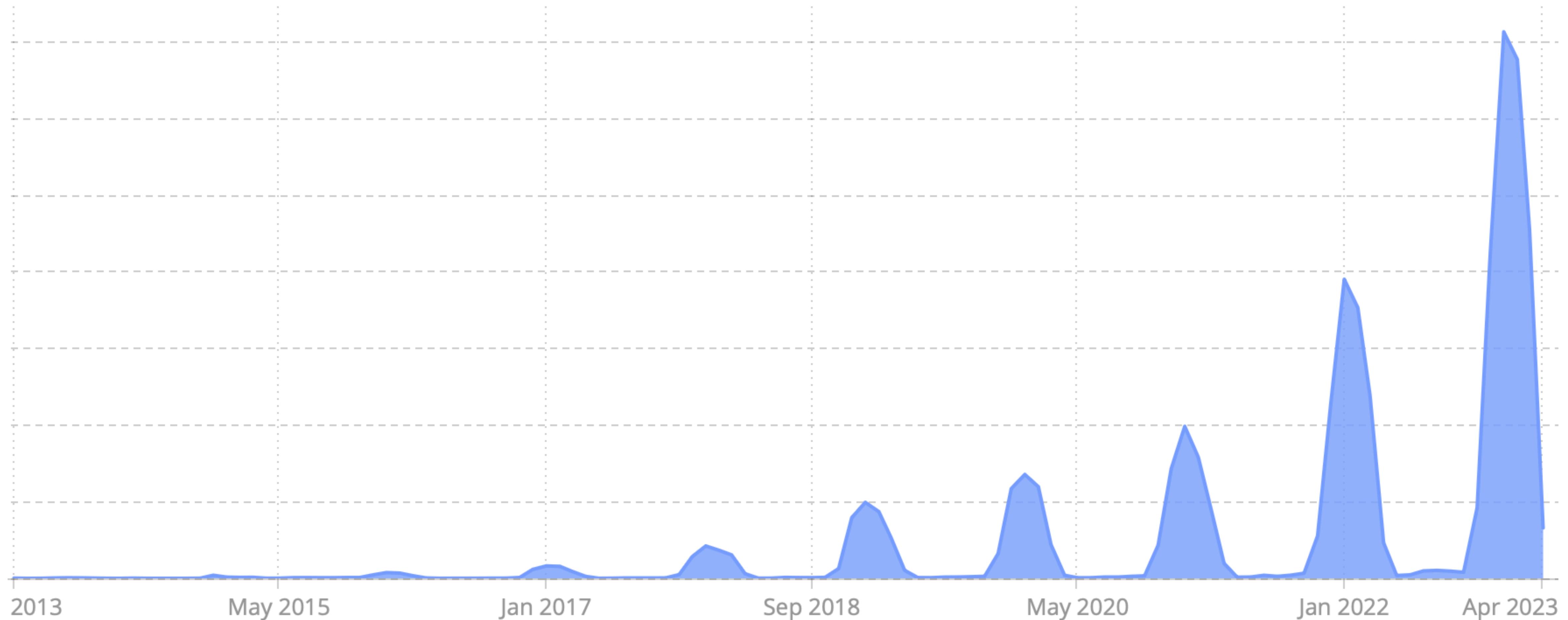
SLOPES



\$15,000 in 2 Years



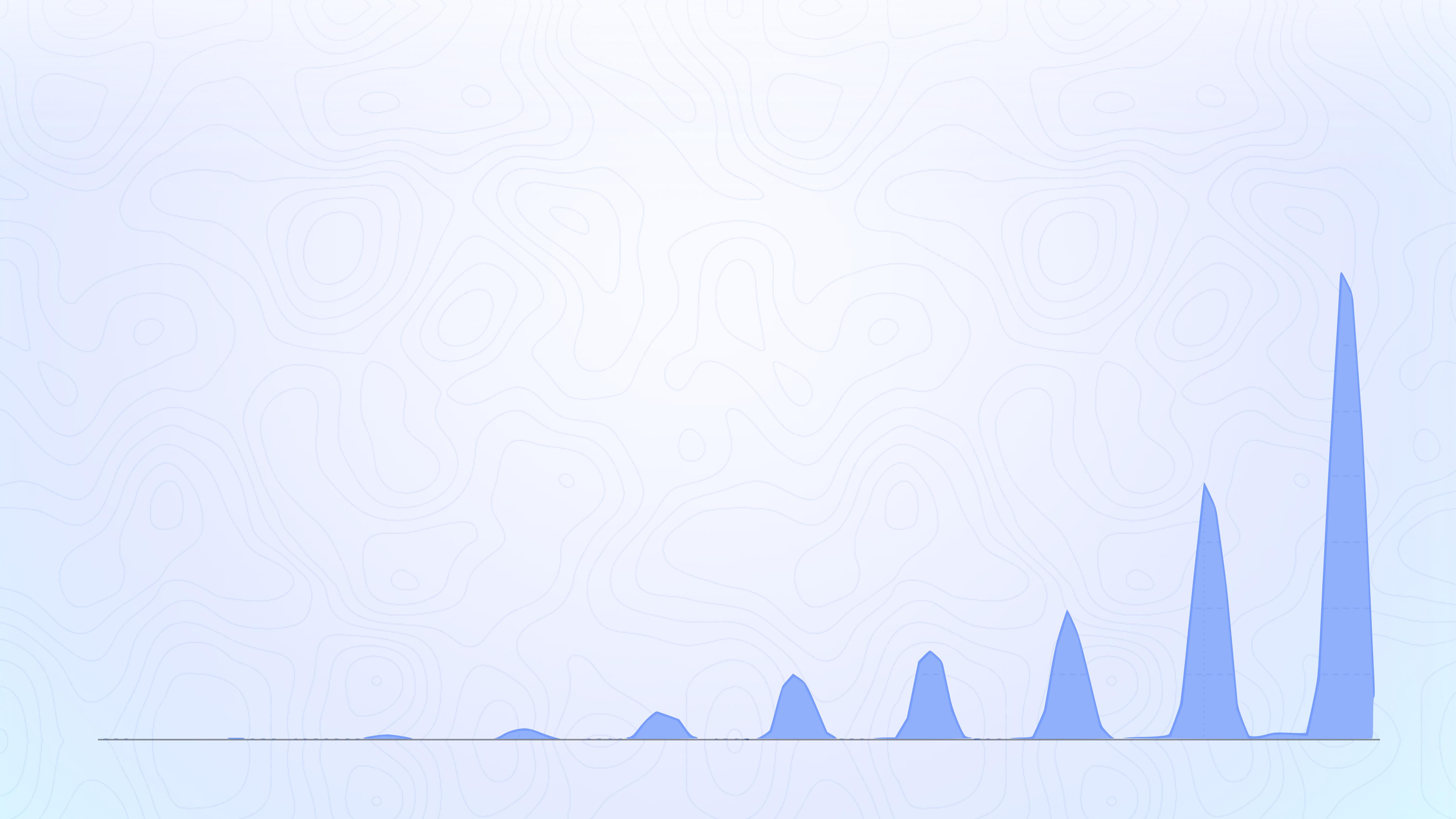
\$2.5M in This Season











ASK

Be curious





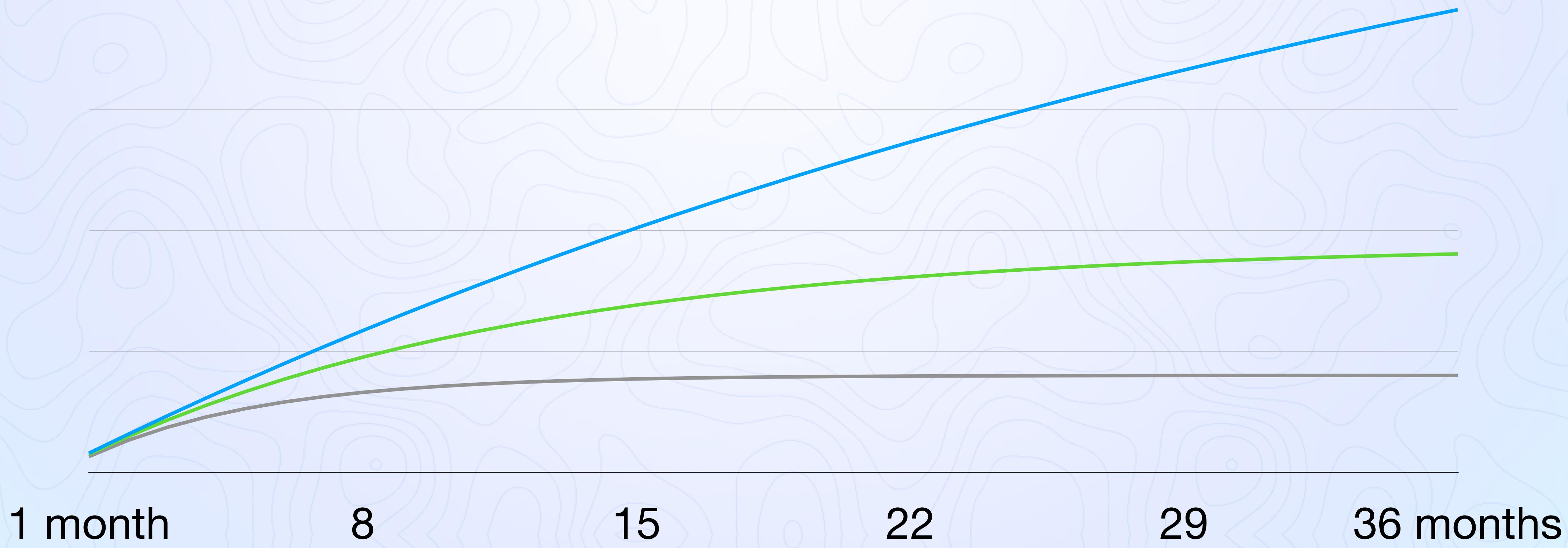
Where am I
Weak?

Total subscribers, assuming constant +2,000 per month

— 2.5% Churn

— 8.5%

— 20%







Hi David,



Your Slopes Trial has expired. Thanks for giving Slopes Premium a shot!

I'm passionate about winter sports and I'm always committed to improve your experience. Could you please take a second to give me feedback, by answering this quick question?

On a scale from 1 to 10, how much did you like Slopes Premium?

1

2

3

4

5

6

7

8

9

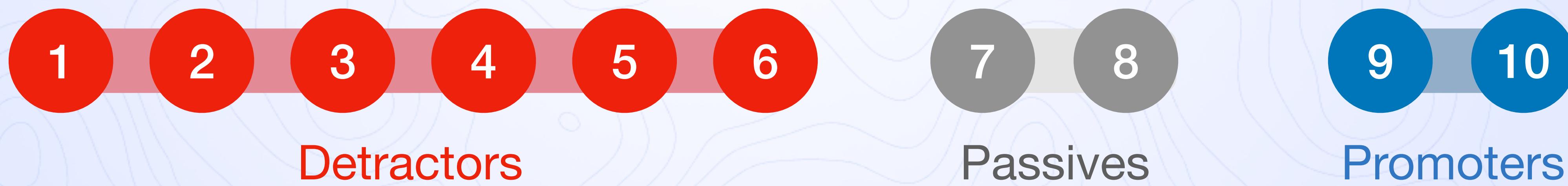
10

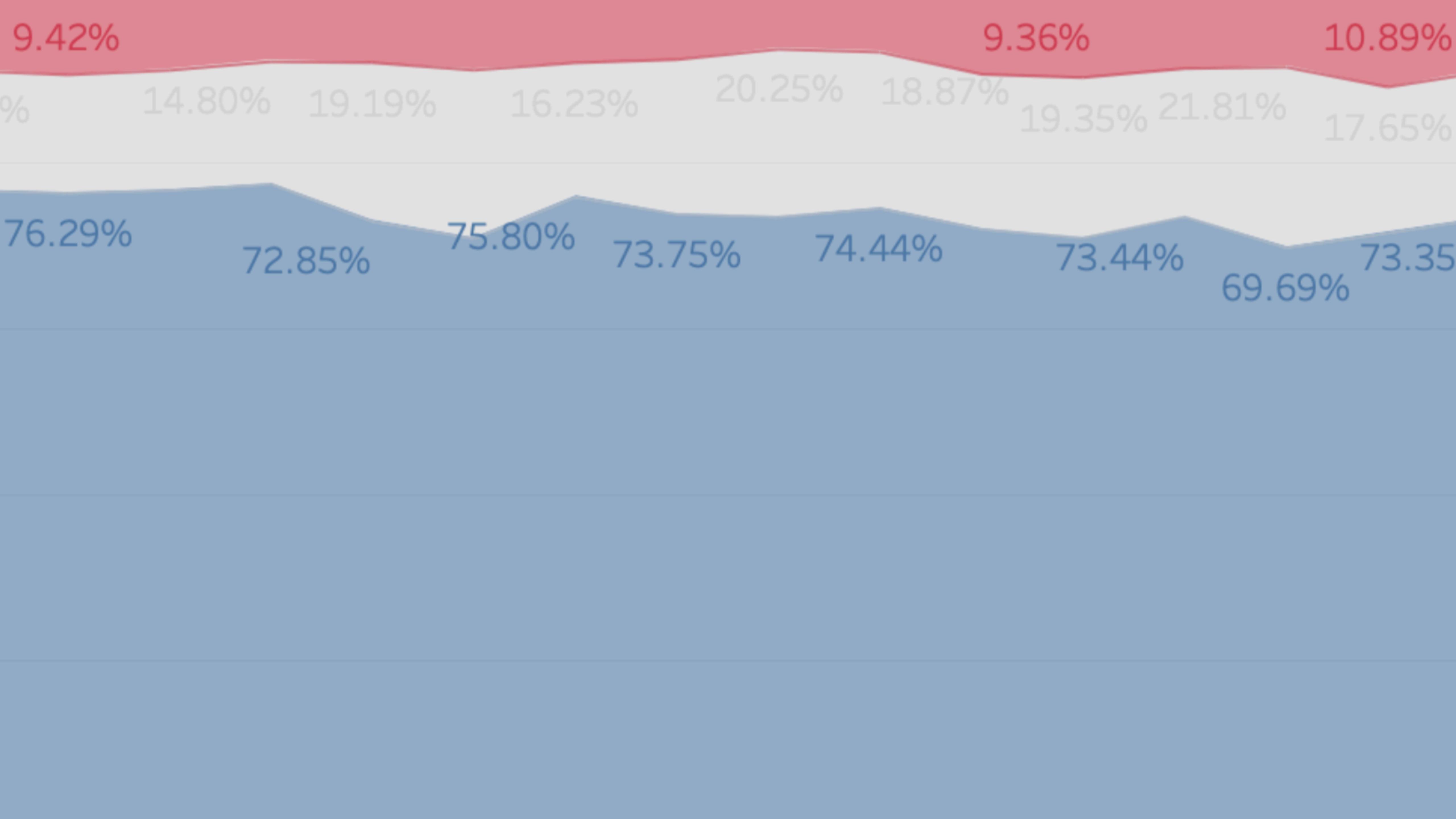
1 = It totally sucks

10 = It's amazing

Thanks for your help,
Curtis

NPS





Be careful of your
Confirmation Bias

What Am I Not Seeing?

What Am I Not Seeing?

How has the market changed?

What Am I Not Seeing?

How has the customer changed?

What Am I Not Seeing?

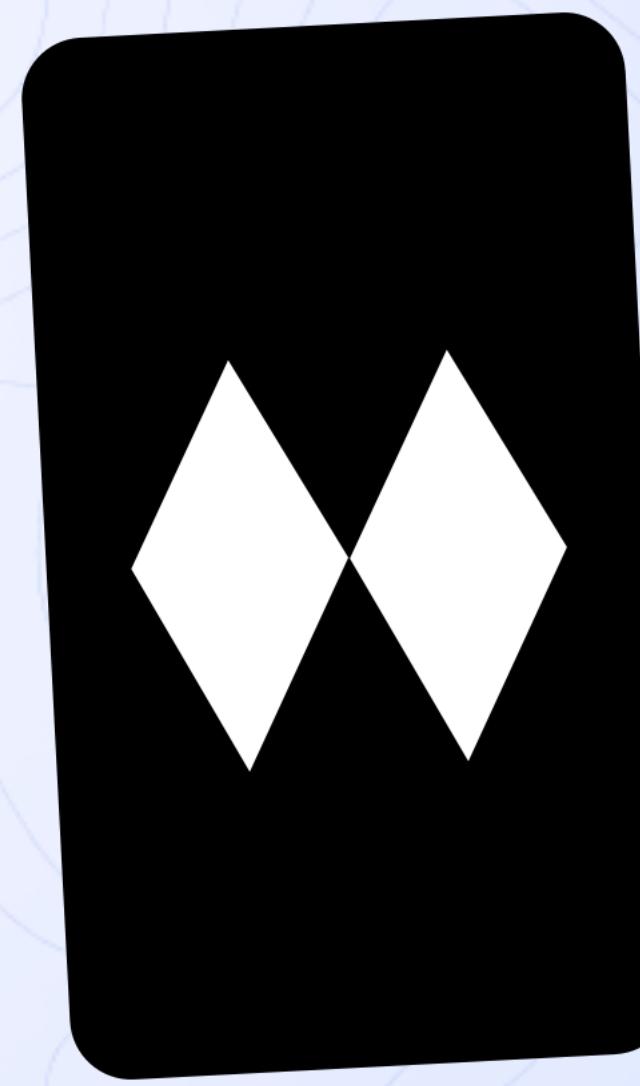
How can I change the equation?

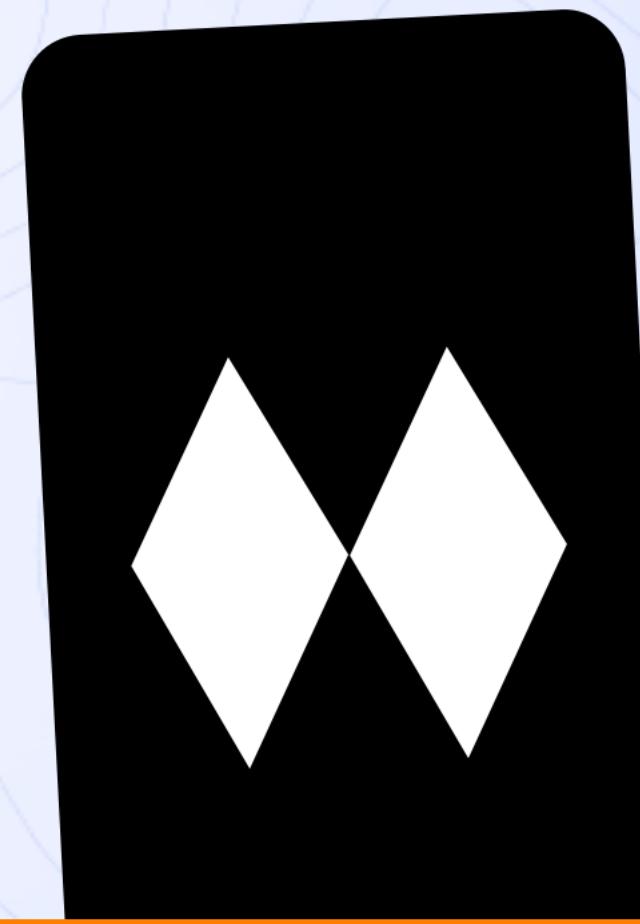


Toei Corporation









7 Days Free!



Apple Arcade



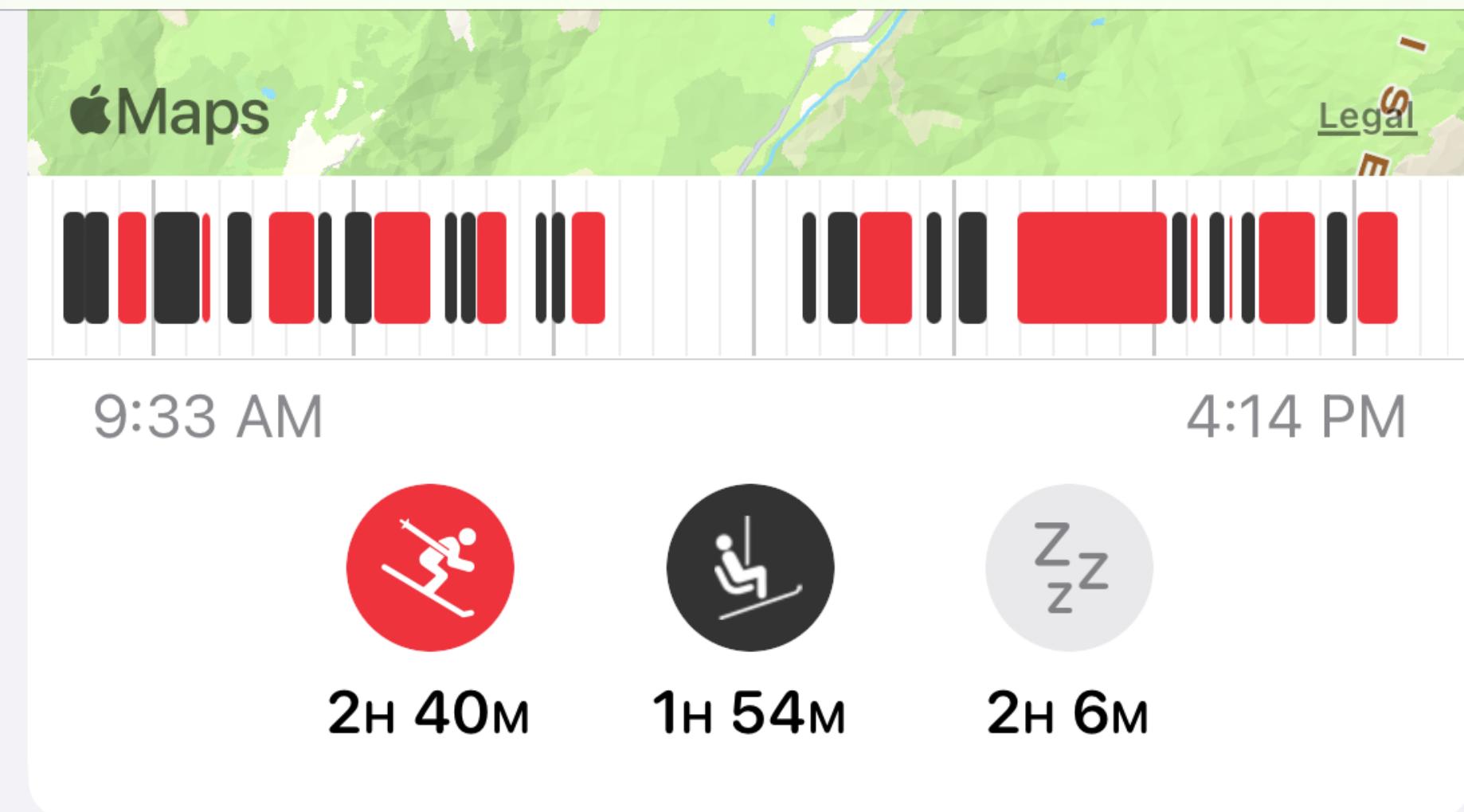
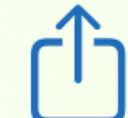
Your new device includes 3 months of Apple Arcade for free.

[Redeem 3 Months Free](#)



< Logbook

Jan 12, 2023



Try Slopes Premium

Slopes includes 1 week of Slopes Premium for you to try, for free.

[Redeem Your Free Week](#)

Then \$29.99 every year

[Learn More](#)

Rode With

Compare Runs





Friends

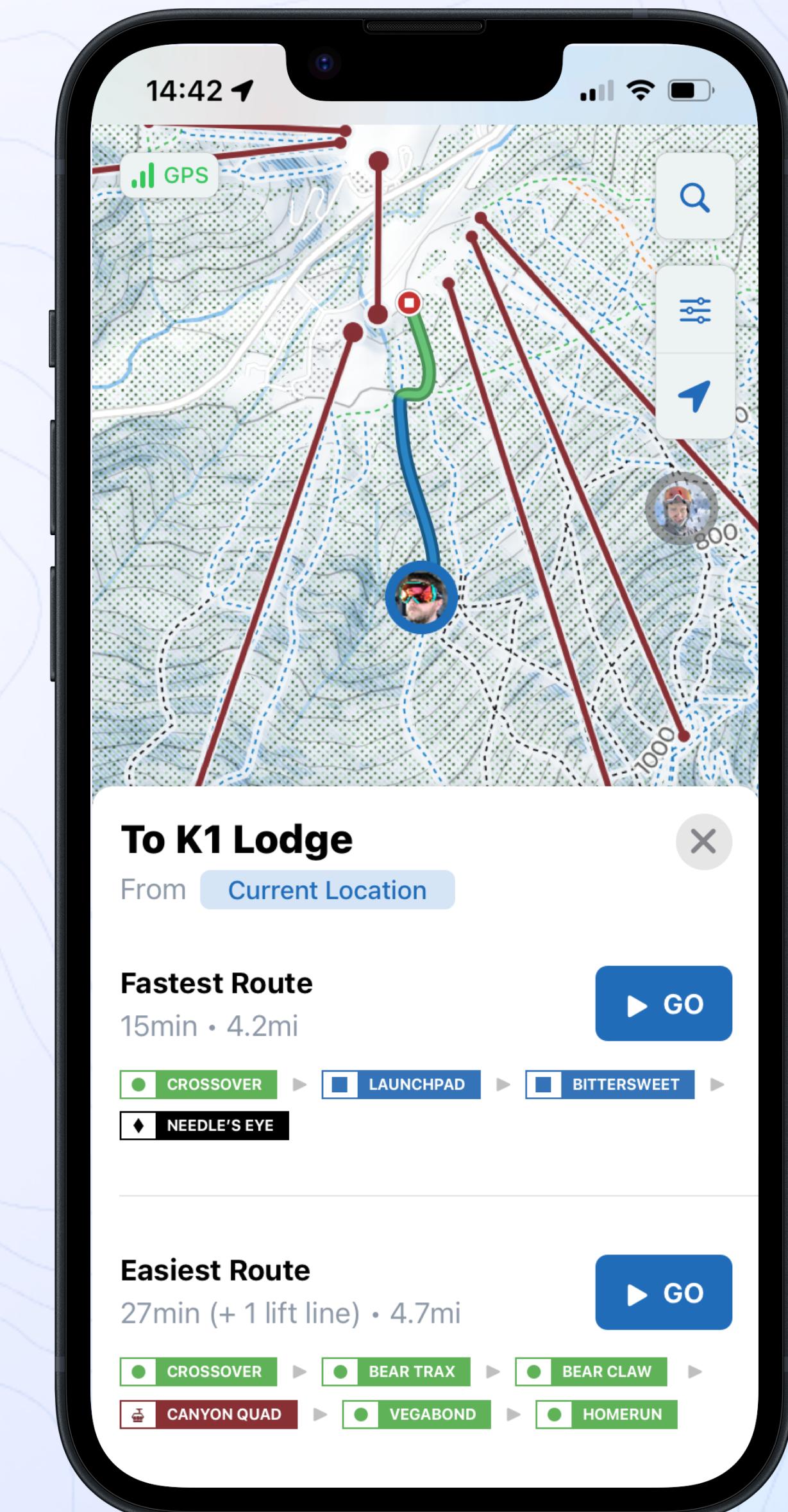


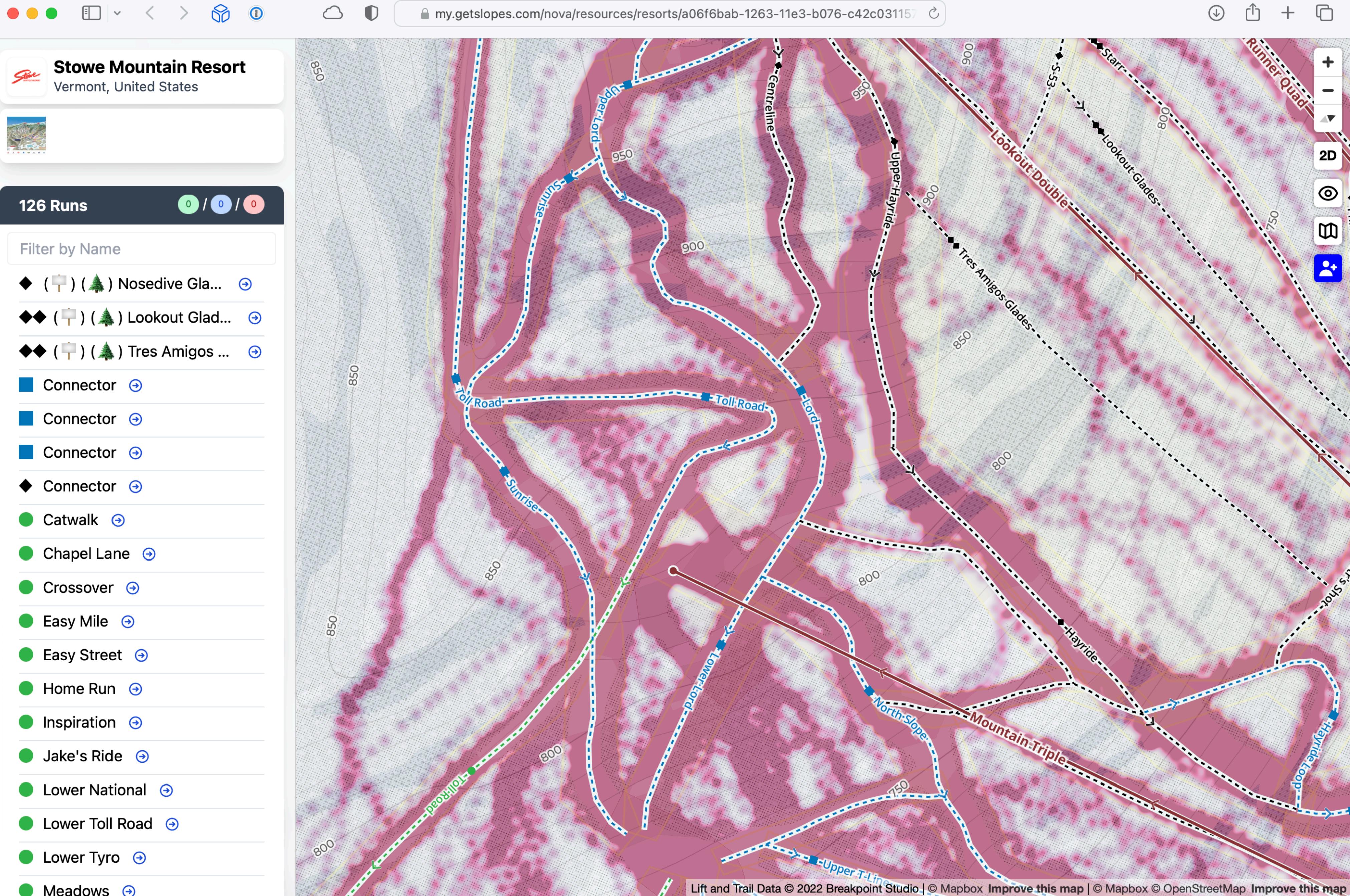
We'll get back to this...





Meanwhile...







Breckenridge Resort
Colorado, United States

181 Runs 0 / 0 / 0

Filter by Name

- ◆◆ (♂) CJ's [⊕](#)
- ◆◆ (♂) Debbie's Alley [⊕](#)
- ◆◆ (♂) George's Thumb [⊕](#)
- ◆◆ (♂) Imperial Bowl [⊕](#)
- ◆◆ (♂) Magic Carpet [⊕](#)
- ◆◆ (♂) Peak Seven Bowl [⊕](#)
- ◆◆ (♂) Snow White [⊕](#)
- ◆◆ (♂) South Col [⊕](#)
- ◆◆ (♂) The Back 9 [⊕](#)
- ◆◆ (♂) The Dunes [⊕](#)
- ◆◆ (♂) Twin Chutes [⊕](#)
- ◆◆ (♂) Vertigo [⊕](#)
- ◆◆ (♂) Whale's Tail [⊕](#)
- ◆◆ (♂) Whiskey River [⊕](#)
- ◆◆ (♂) Windows [⊕](#)
- ◆◆ (♂) Y-Chute [⊕](#)
- Connector [⊕](#)
- ◆ Connector [⊕](#)
- ◆◆ Connector [⊕](#)

Cashier

Type	Downhill
Difficulty	Easy
One Way	Yes
Is Area	No
Connects (4)	<ul style="list-style-type: none">● Lower American ⊕● Lower Sundown ⊕● Cashier ⊕● Highway 9 Terrain Park ⊕

PACIFIC PEAK HOMESTAKE PEAK MOUNT OF THE HOLY CROSS
PEAK 10 TAYLOR HILL NORTH SHEEP MOUNTAIN JACQUE PEAK
PEAK 9
PEAK 8
SHOCK
TAIN

Lift and Trail Data © 2022 Breakpoint Studio | © Mapbox [Improve this map](#) | © Mapbox © OpenStreetMap [Improve this map](#)





Friends



What Am I Not Seeing?









Wanderer

Trail



Dwight's

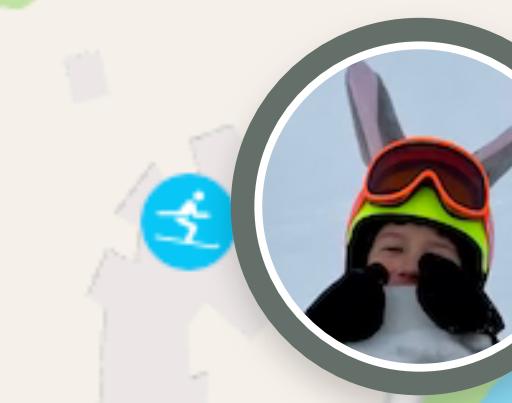
SKIWATCH DR

Swinger Trail



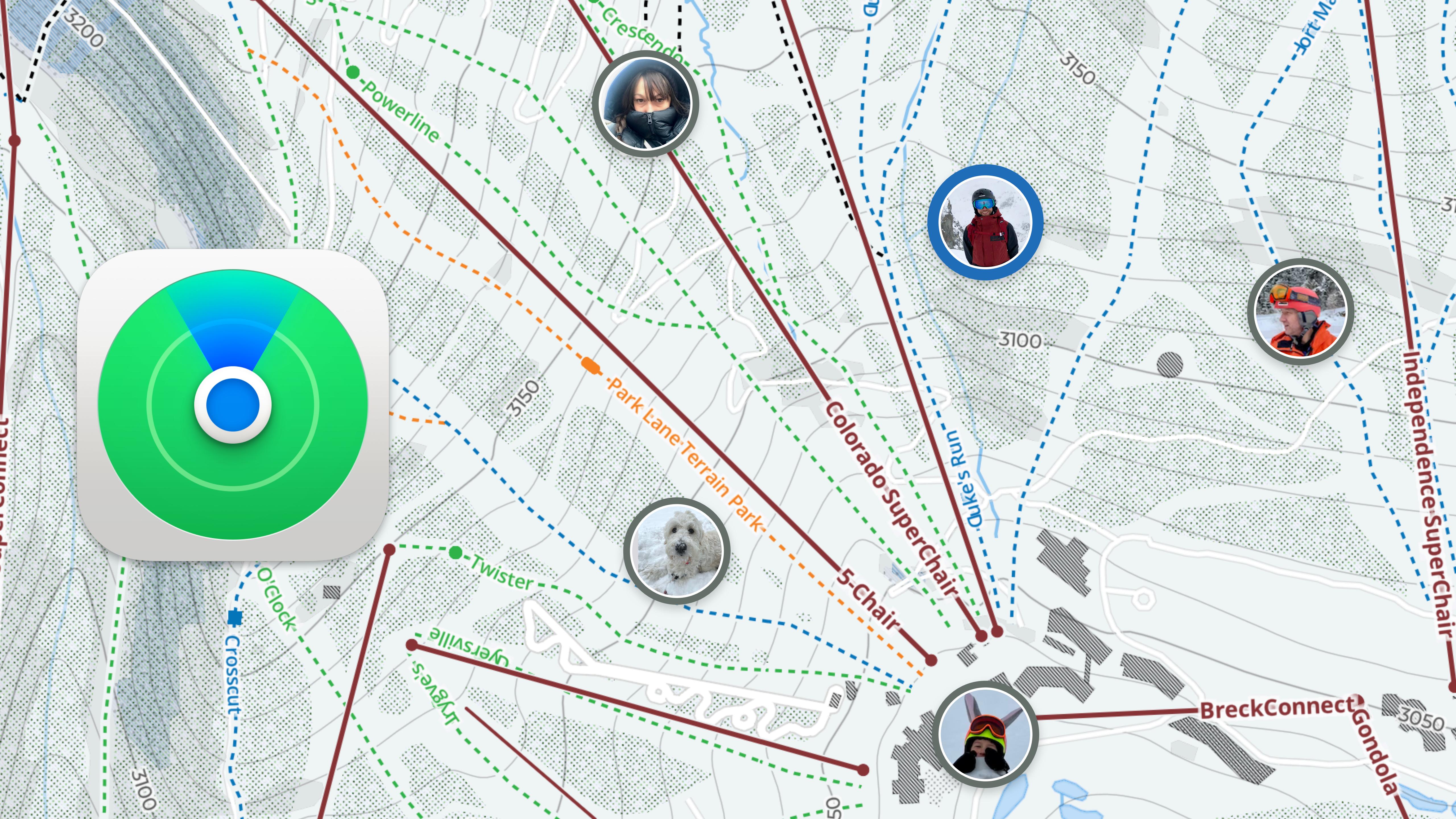
Whirl Trail

Game Trail



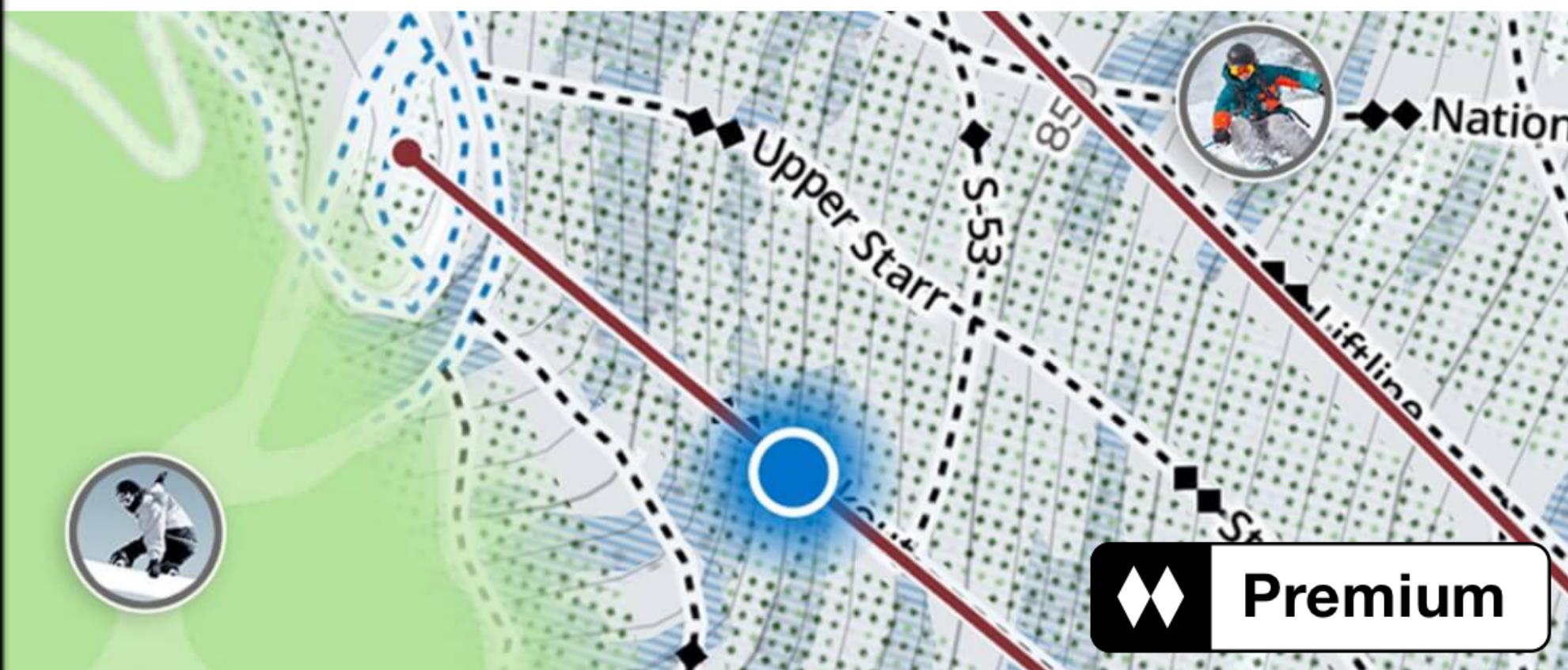
Grand Colorado
On Peak 8

Grand L...
on Pe...



Never Get Lost

At Stowe you can record on interactive trail maps. See exactly which trails you and your friends are on.



You have one free week of Slopes Premium.
Unlock all the benefits now!

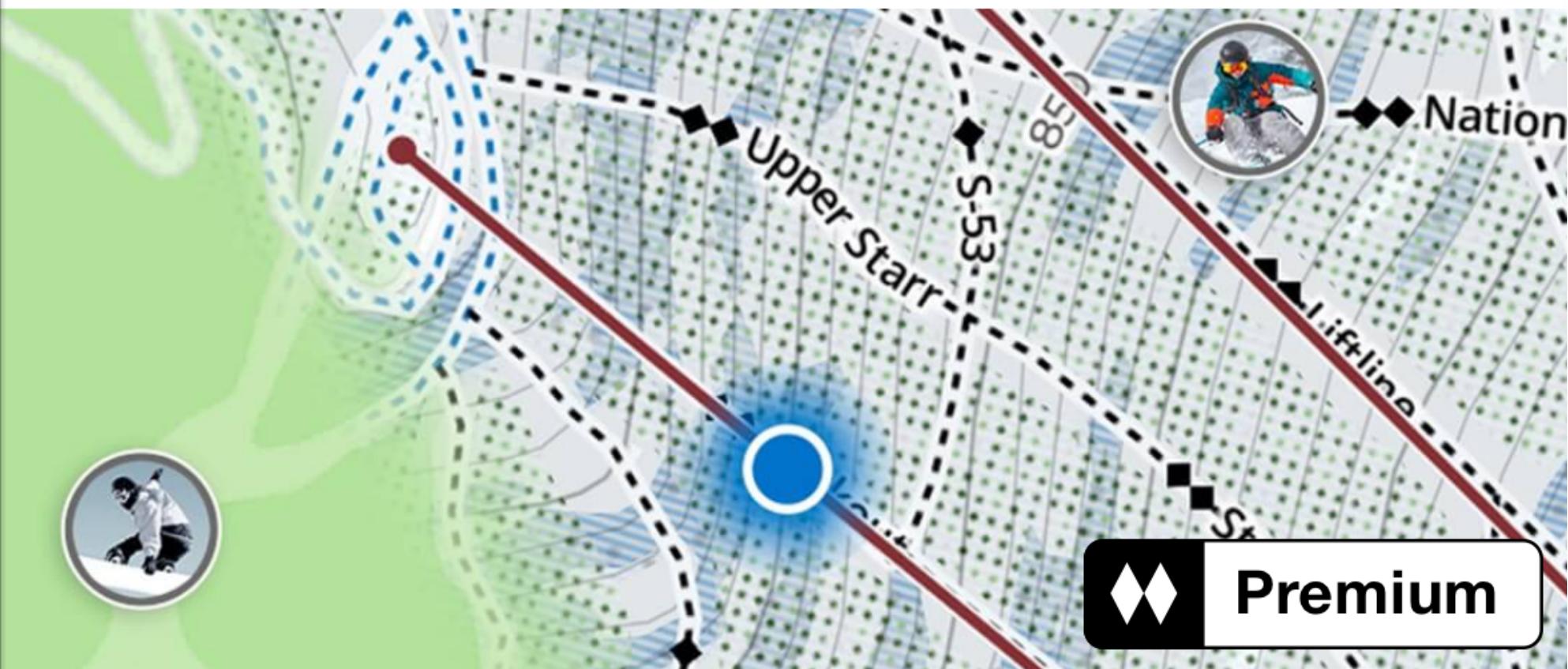
[Start Your Free Week](#)

Then \$29.99 every year



Never Get Lost

At Stowe you can record on interactive trail maps. See exactly which trails you and your friends are on.



You have one free week of Slopes Premium.
Unlock all the benefits now!

[Start Your Free Week](#)

Then \$29.99 every year

3x more likely
to start trial

Game Trail

Grand Colorado
On Peak 8

Breckenridge
Ski Resort

Grand L...
on Pe...

Success because of subscriptions is

Not Guaranteed

Success comes from

**Asking Questions and
Experimenting**

ASK
Be curious

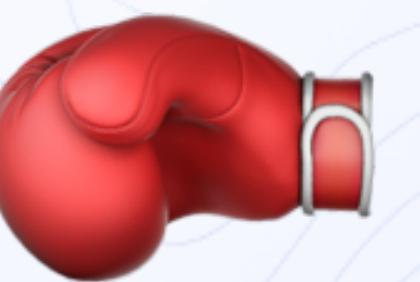
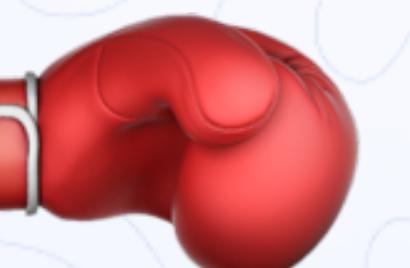


BALANCE

See the big picture







Ps

NEW IN 2.0

ARR

Acquisition

Leaderboards
Find my friends
Share cards

Revenue

Premium features
Paywall optimization

Retention

Android
Customer support
Keeping up w/ market



Success comes from

Closing Xcode



=



NEW

10%



= Marketing

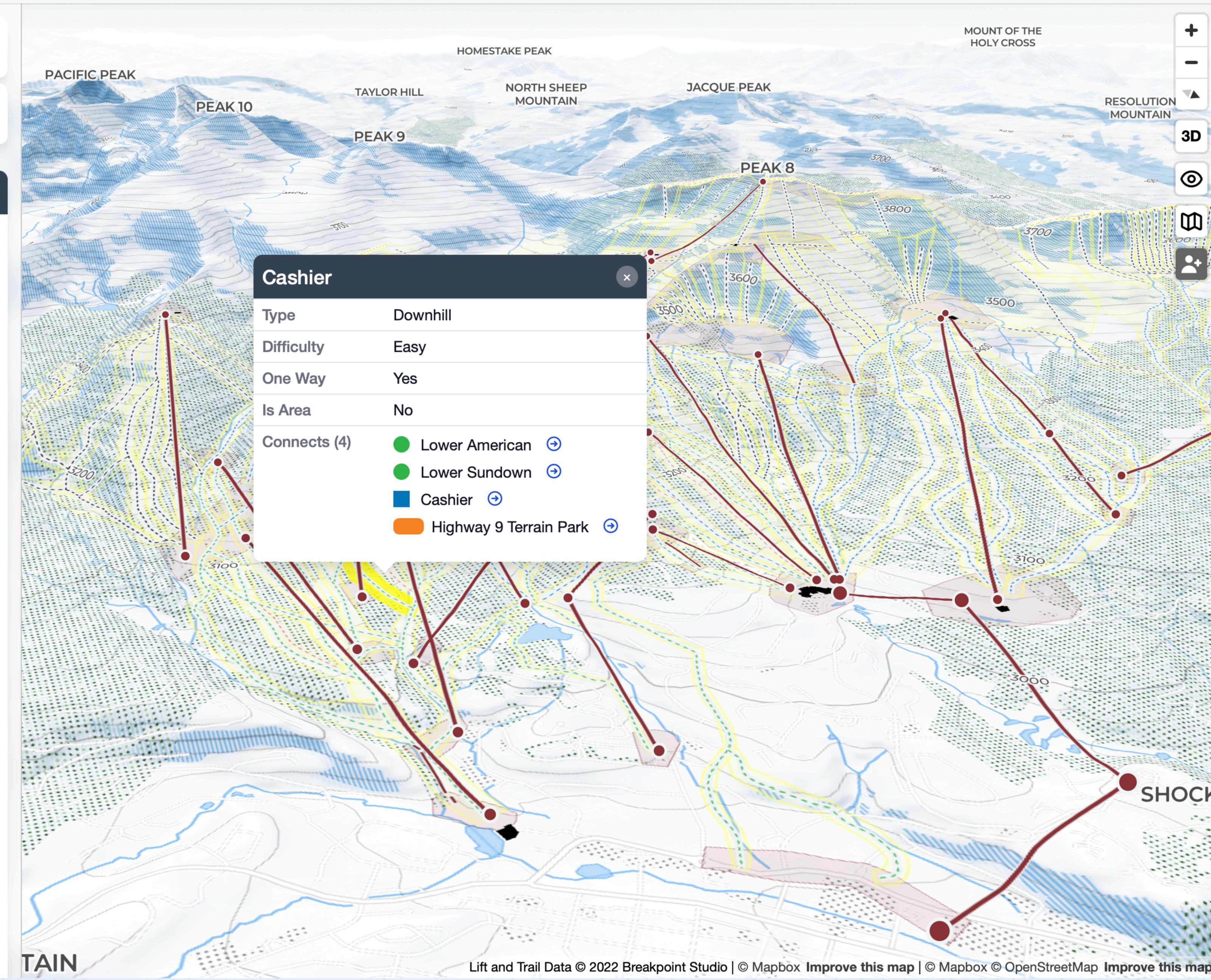
Breckenridge Resort
Colorado, United States

181 Runs

0 / 0 / 0

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- ◆◆ (♂) Y-Chute [⊕](#)
- Connector [⊕](#)
- ◆ Connector [⊕](#)
- ◆◆ Connector [⊕](#)



Success comes from

**Seeing the
Big Picture**

ASK

Be curious

BALANCE

See the big picture



PATIENCE

Focus on the long game





Mysteaks
Mystakes
Misteaks
Mistakes

Success comes from

**Calculated
Tradeoffs**

Leverage your

Indie Super Powers

**ASK
BALANCE
PATIENCE**





SUBS 301

Curtis Herbert

