TECH4DEV – WOMEN TECHSTERS FELLOWSHIP 2023 – PRODUCT MANAGEMENT – GROUP B

*Facilitator:* Mrs OMOZINO EGUH

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|  |  | *Product Name:* | | *Designed by:* | | *Date:* | | | *Version:* |
| **PRODUCT-LED**  **GROWTH** | | **GROWTHCLAN** |  | **ROOM 7** |  | **06th December** | **2022** |  | **1** |

**ASSESSMENT:**

Develop a pricing model and product-led strategy using the ERUPT framework.  
Startup with a social impact Growthclan is looking for a long-term solution to unemployment and underemployment, over the years they have provided career support services to beneficiaries through an interview-call format skill assessor, career polishing and preparedness seminars, one on one coaching sessions and job recommendation post readiness. They can't ignore how expensive it is to hire coaches and link them with people on a regular basis.  
  
They must think differently in order to progress. Growthclan is looking for a product-led strategy that would enable them to provide career support to individuals in need for less than $3. You've been asked to develop a pricing model and product-led strategy with a viral loop that is scalable and requires relatively little human engagement. Articulate a product-led strategy that will help attain its goal.

**RESULTS**

ERUPT stands for ENDGAME – RULES – USER JOURNEY – PURCHASE - TEAM

**ENDGAME**

**GROWTHCLAN ENDGAME**

* **They want to achieve a lower customer acquisition cost**
* **They want to socially contribute to employment**
* **They want to automate their services to reduce cost**
* **They want to achieve customer retention and obsession**
* **They want to monetize their services.**

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| **GROWTHCLAN USER SUCCESS CANVAS** | |
| **WHAT DO THEY SEE?** | **THEY SEE ACHIEVEMENT.**   1. **THEY SEE THEIR CV, MOTIVATION LETTER, AND RESUME, BEING BEAUTIFULLY CREATED IN A VERY SHORT**   **TIME JUST BY ANSWERING A FEW STRAIGHTFORWARD QUESTIONS EITHER THROUGH A CALL OR**  **VIA CHATBOT OR VOCAL ASSISTANCE.**   1. **THEY SEE PROFESSIONALS DEDICATING THEIR TIME TO HELP THEM GET A JOB AND BUILD THEIR CAREER** 2. **THEY SEE GROWTHCLAN TAKING PART AND BEING PART OF THEIR SUCCESS** |
| **WHAT DO THEY FEEL?** | **THEY FEEL IMPORTANT AND CARED FOR.**   1. **THEY FEEL SUPPORTED BY PROFESSIONALS WHO OUTSIDE OF GROWTHCLAN WOULDN’T BOTHER TO DO SO** 2. **THEY FEEL FORTUNATE FOR PAYING LESS THAN 3 DOLLARS FOR A SERVICE THAT WILL COST WAY MORE OUTSIDE GROWTHCLAN** 3. **THEY FEEL SUCCESSFUL** |
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| **WHAT DO THEY HEAR?** | **THEY HEAR: YOU ARE DOING GREAT WITH YOUR CAREER**   1. **YOU HAVE A GREAT CV AND RESUME** 2. **YOU KNOW HOW TO VALUE YOUR SKILLS, WHICH IS GREAT** 3. **YOU ARE READY, YOU DESERVE THAT JOB, GO GET IT.** |

**RULES**

**Our product-led model for GROWTHCLAN will be freemium.**

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| **USER PERSONAE** | **PROBLEMS** | | |
| **BEGINNERS (Freemium)** | **INTERMEDIATE (1.5$)** | **ADVANCED (2.99$)** |
| **FRESH GRADUATES / UNEMPLOYED / UNDEREMPLOYED** | * **CV REVAMP AND WRITING** * **CAREERS OPPORTUNITIES** * **SOFT SKILLS TRAINING** * **CV WRITING TIPS** * **BASIC INTERVIEWS TIPS** | **- COVER LETTER AND RECOMMENDATION LETTER**  **- INTERVIEW-CALL FORMAT SKILL ASSESSOR,**  **- CAREER POLISHING**  **- JOB PREPAREDNESS SEMINARS** | **- CAREERS POLISHING**  **- ONE-ON-ONE COACHING SESSIONS**  **- JOB RECOMMENDATION POST READINESS** |

**The freemium features are based on what we identify as beginners’ problems:**

**- CAREERS OPPORTUNITIES**

**- SOFT SKILLS TRAINING**

**- CV WRITING TIPS**

**- BASIC INTERVIEWS TIPS**

**USER JOURNEY:**

1. Users have various options to sign up. They can sign up with their Gmail account or their email and password.
2. First-time users sign up for GROWTHCLAN, and a welcome message pop up asking them how GROWTHCLAN can help them. Some suggestions will pop up to tick. The option to write down their answers will be available.
3. After their need is known, their dashboard will be set accordingly based on the freemium features they need. For example, if the user chooses CV writing or revamping, they will be asked to upload their ready-made CV for revamping or start CV writing from scratch. Different buttons will pop up to call their attention to other freemium features available to them.

**PURCHASE:**

Our pricing model is freemium and subscription.

After they have enjoyed the first value experience, we will suggest a tour to show them how our paid services (career polishing, preparedness seminars, or one on one coaching sessions) can help them launch their job.

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| **BASIC 0$** | **INTERMEDIATE 1.5$** | **ADVANCED 2.99$** |
| **- CV REVAMP AND WRITING**  **- CAREERS OPPORTUNITIES**  **- SOFT SKILLS TRAINING**  **- CV WRITING TIPS**  **- BASIC INTERVIEWS TIPS** | **- CV REVAMP AND WRITING**  **- CAREERS OPPORTUNITIES**  **- SOFT SKILLS TRAINING**  **- CV WRITING TIPS**  **- BASIC INTERVIEWS TIPS**  **- COVER LETTER AND RECOMMENDATION LETTER**  **- INTERVIEW-CALL FORMAT SKILL ASSESSOR,**  **- CAREER POLISHING**  **- JOB PREPAREDNESS SEMINARS** | **CV REVAMP AND WRITING**  **- CAREERS OPPORTUNITIES**  **- SOFT SKILLS TRAINING**  **- CV WRITING TIPS**  **- BASIC INTERVIEWS TIPS**  **- COVER LETTER AND RECOMMENDATION LETTER**  **- INTERVIEW-CALL FORMAT SKILL ASSESSOR,**  **- CAREER POLISHING**  **- JOB PREPAREDNESS SEMINARS**  **CAREERS POLISHING**  **- ONE-ON-ONE COACHING SESSIONS**  **- JOB RECOMMENDATION POST READINESS** |

**TEAM:**

We will recruit the best team

* A product team
* A specialist in customer experience
* A finance team that works towards leveraging our freemium to reduce customer acquisition
* Marketing team (use the product to generate leads for the business)
* Sales team (use the freemium to get the users to subscribe to the paid services)
* Engineering (Create a product that offers the best user experience).

**ROOM MEMBERS**

1. Maichatou KAMAROU
2. Omobolanle AGBOOLA
3. Yetunde OGUNFEYITIMI
4. Olajumoke ILORI
5. Mercy AJIBOYE
6. Nkami-Eval EMORI
7. Tracee FRY-ANNAN
8. Otilia COSSA
9. Keyinde OLUYEMO