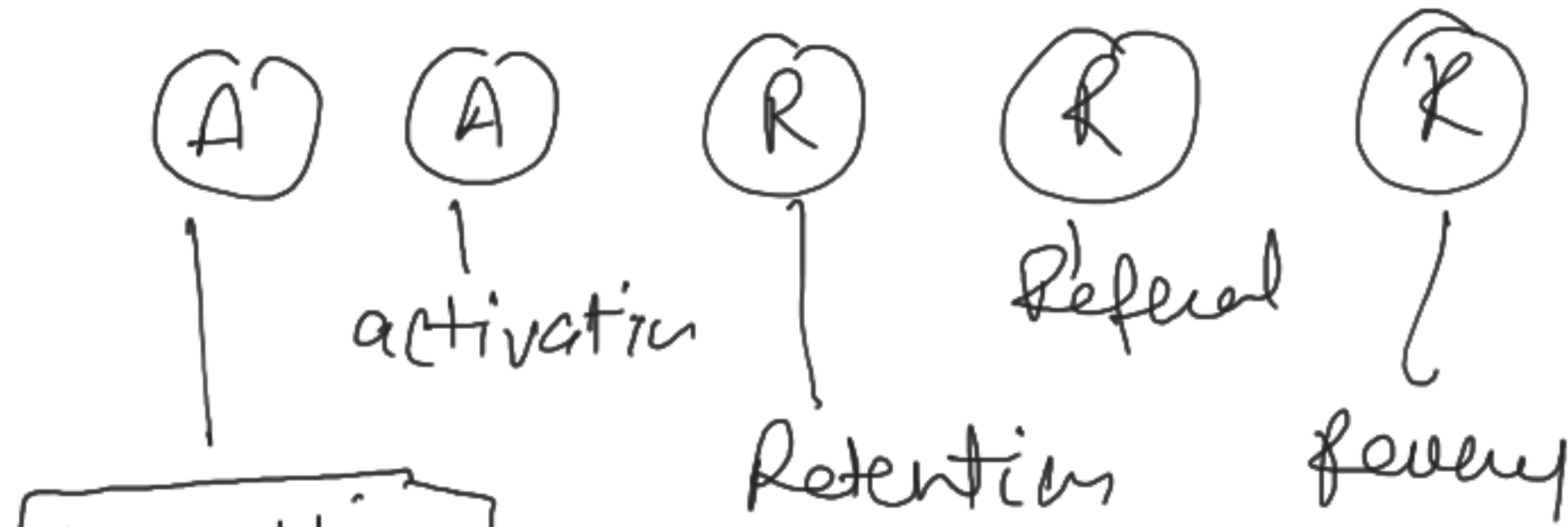
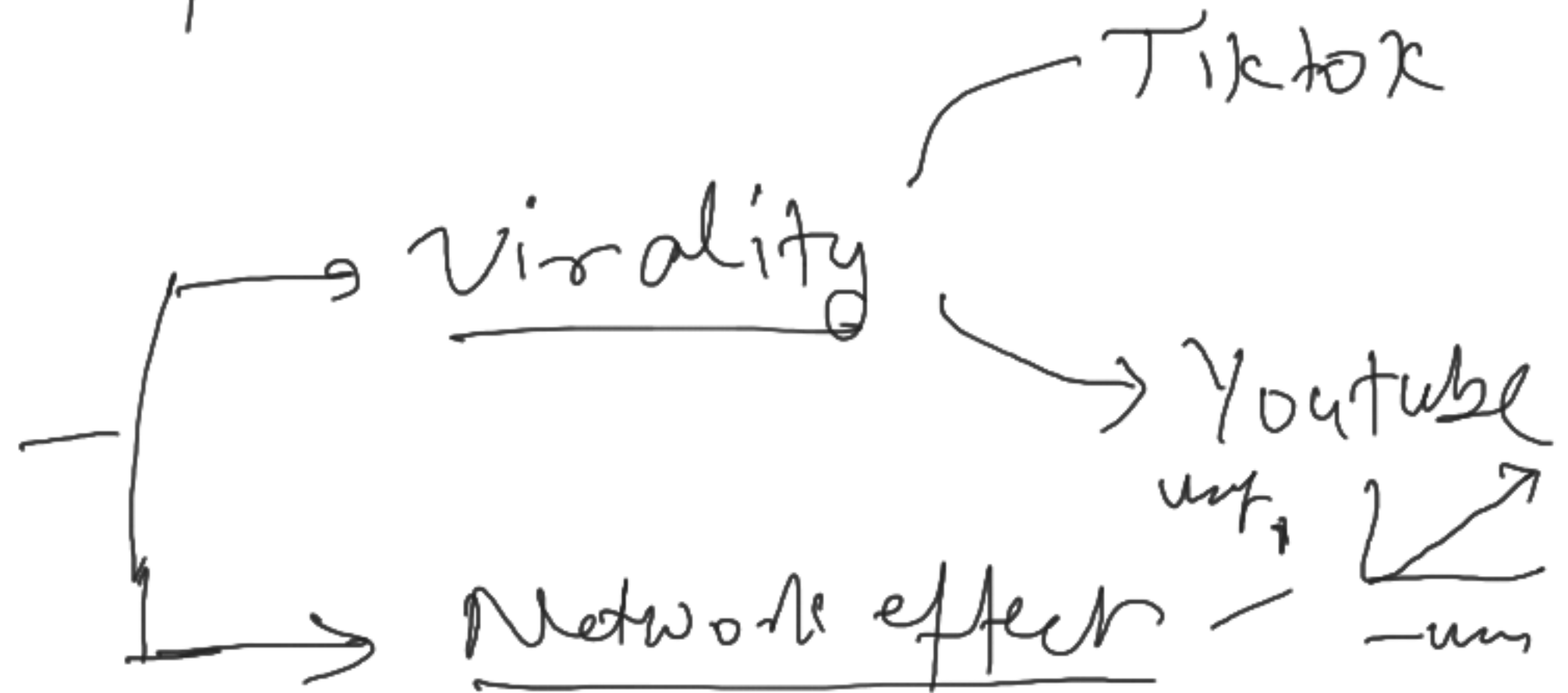


growth and delivery



growth loops



Network effects

→ Local NF

→ In-direct

→ Diminishing

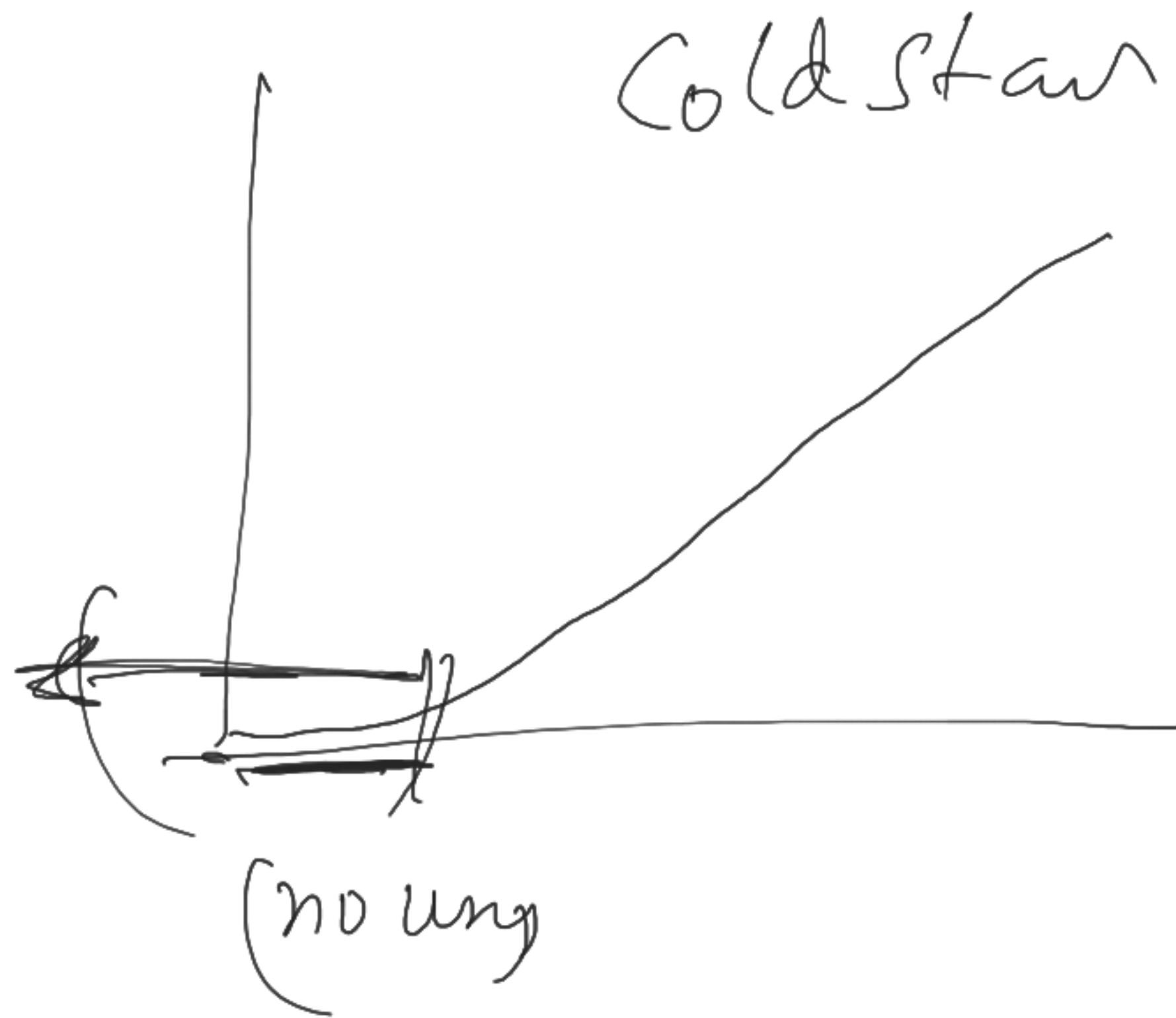
→ Context led NF

Cold Start Problem

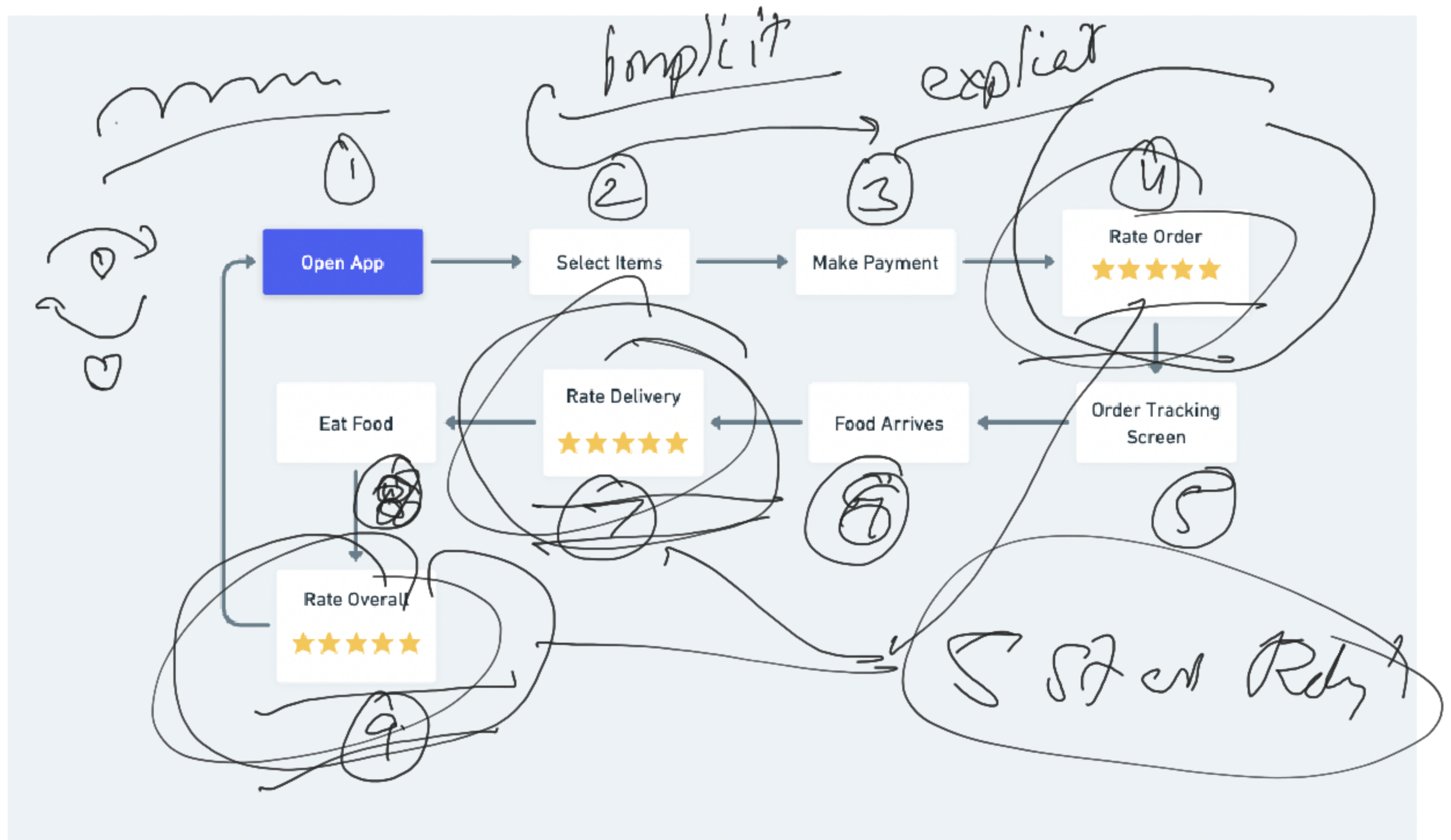


Pinterest / Quora / SNS

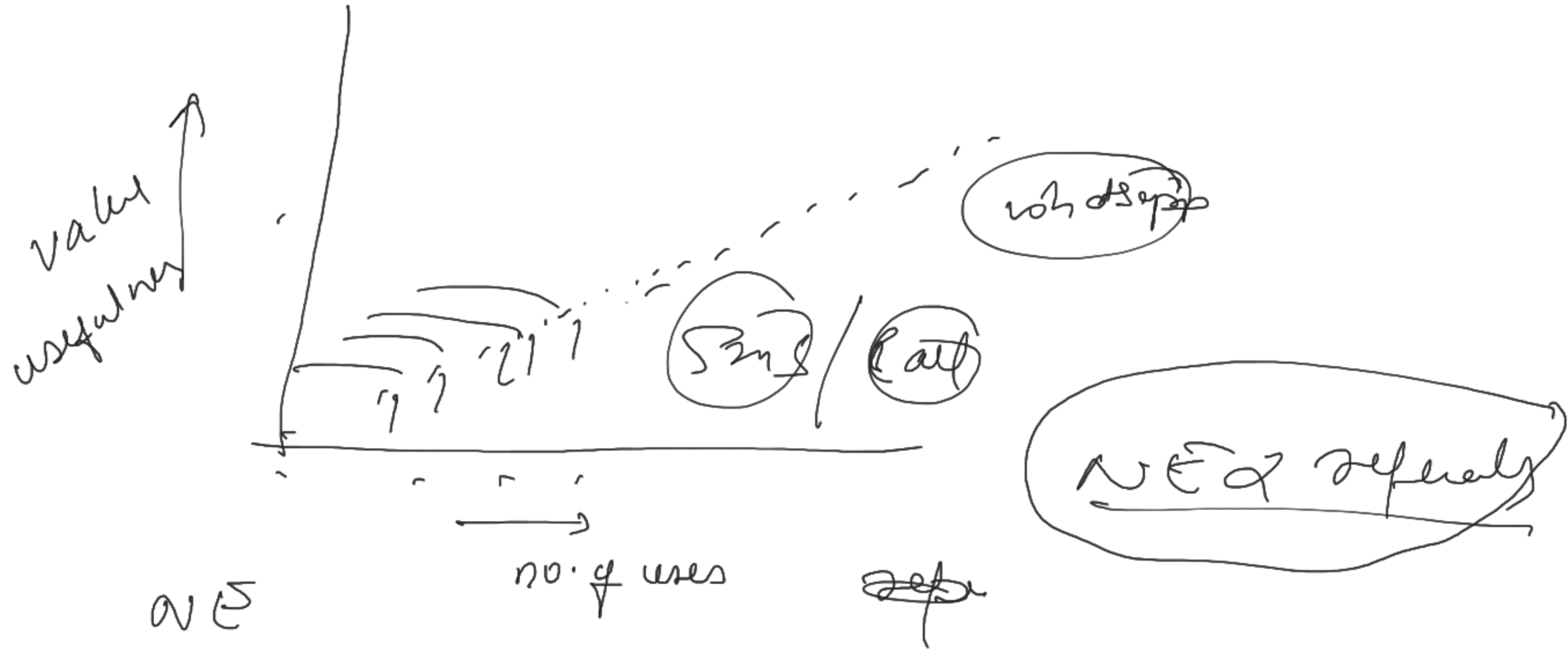
2.



How to design a refund?



Referral \propto NE



k-factor / viral-coeff

= no. of new joiners

no. of ~~old~~ existing users

$$= \frac{10}{100} = \underline{0.1}$$

~~$\gamma = 1$~~

$\gamma = 1$

viral

\Rightarrow LTU/CAC

CAC: Cost to Acquire Customer

10 people \Rightarrow 20 customer

15000\$ = $CAC = \frac{15000\$}{20} = \underline{750\$}$

LTV = how much money you made from Cx

= Life time Value

$$\text{LTV} = \text{Lifetime Value}$$

ARPU: Average Revenue
per user
googl quits

SAAS:

$$250 \times 12$$
$$= \underline{3000}$$

Zomcho/Uber

$$= \text{no. of trips} \times$$

avg Rev
per trip

$$= 10 \times 2\$$$
$$= \underline{20\$}$$

$$\frac{LTV}{CAC} =$$

how much we made
how much we paid

CRED

sw1994

fall +



Scraper Ben

≤ 1 (bleed Ben)

2014

Order CAC Amount

Dbount CTV

→ 2014

~~Book~~

~~200~~

15.50

750

150

150

-950

1500

-50

~~700~~

64000

6900

1-5

1100

2TV 7

Book Store

→ walk / trail

→ Search hot searches

~~XX~~

Amazon

→ Convert

→ Search

→ Dbount

	<u>Cost of Install</u>	<u>LTV</u>	
<u>google ads</u>	5 Rs	$\frac{10 \text{ Rs}}{5 \text{ Rs}}$	①
<u>Facebook ads</u>	<u>10 Rs</u>	20 Rs	②
<u>Referral</u>	<u>20 Rs</u>	<u>100 Rs</u>	⑤

LTV / CAC

headspace : 1 week

: 1 day

: upgoal goal = 1 - 3 weeks