

Outside

Product Delivery & growth

① Discover

- talk w/ many ✓

- market research ✓

manalys (x)

② Definition

→ PRD

→ Prioritization

→ align stakeholders

③ Design

w/ planning

④ Development

⑤ (Debog)

⑥ Delivery

⑦ + Growth

P E S T L E

Political
Economic
Social
Technological
Legal
Environmental

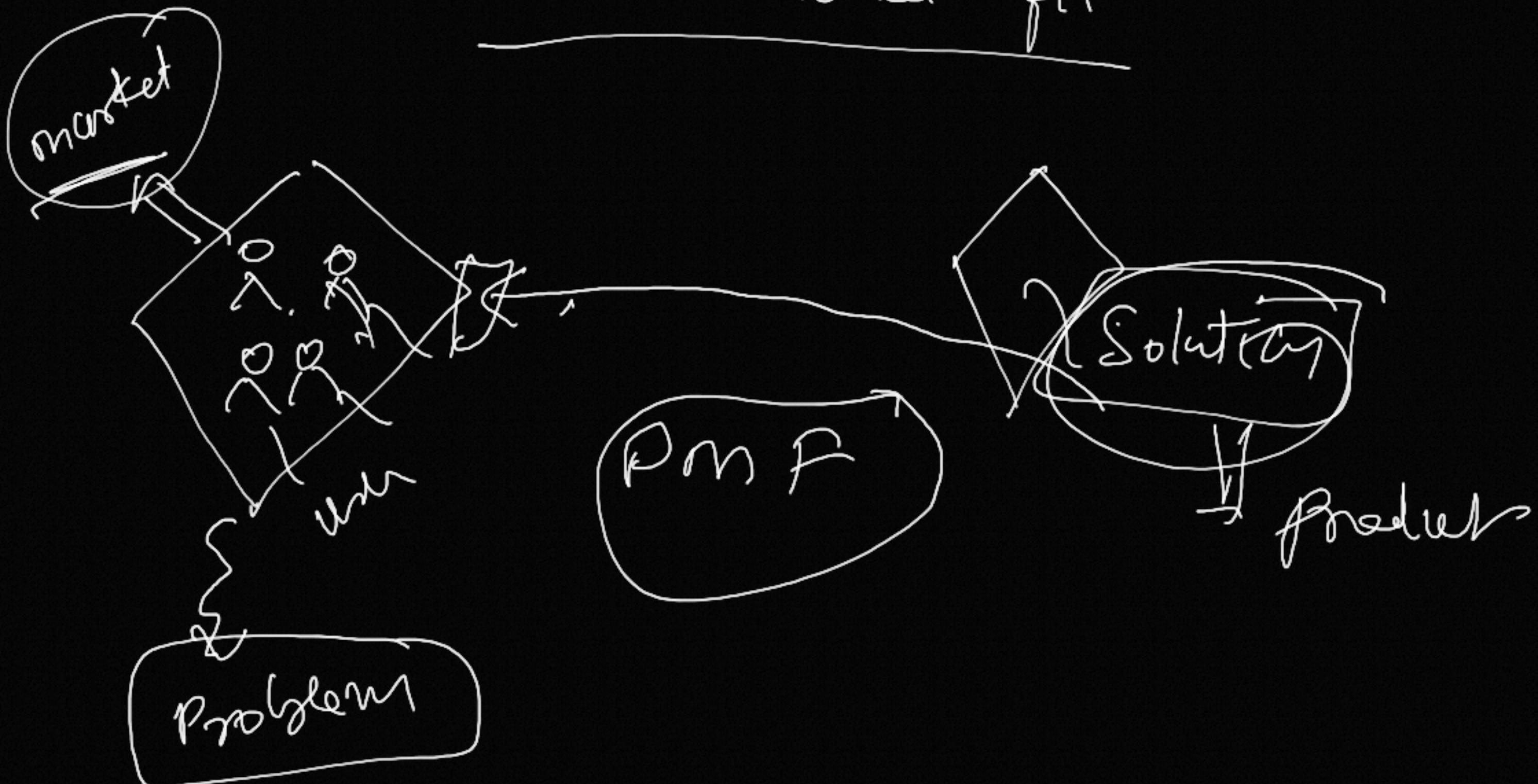
opportunities

threats

SWOT

Strengths
Weaknesses

Product market fit



EV industry in India



→ Low travel cost

→ low cost

→ Subsidy

2015 - 2018



2005 - 2012

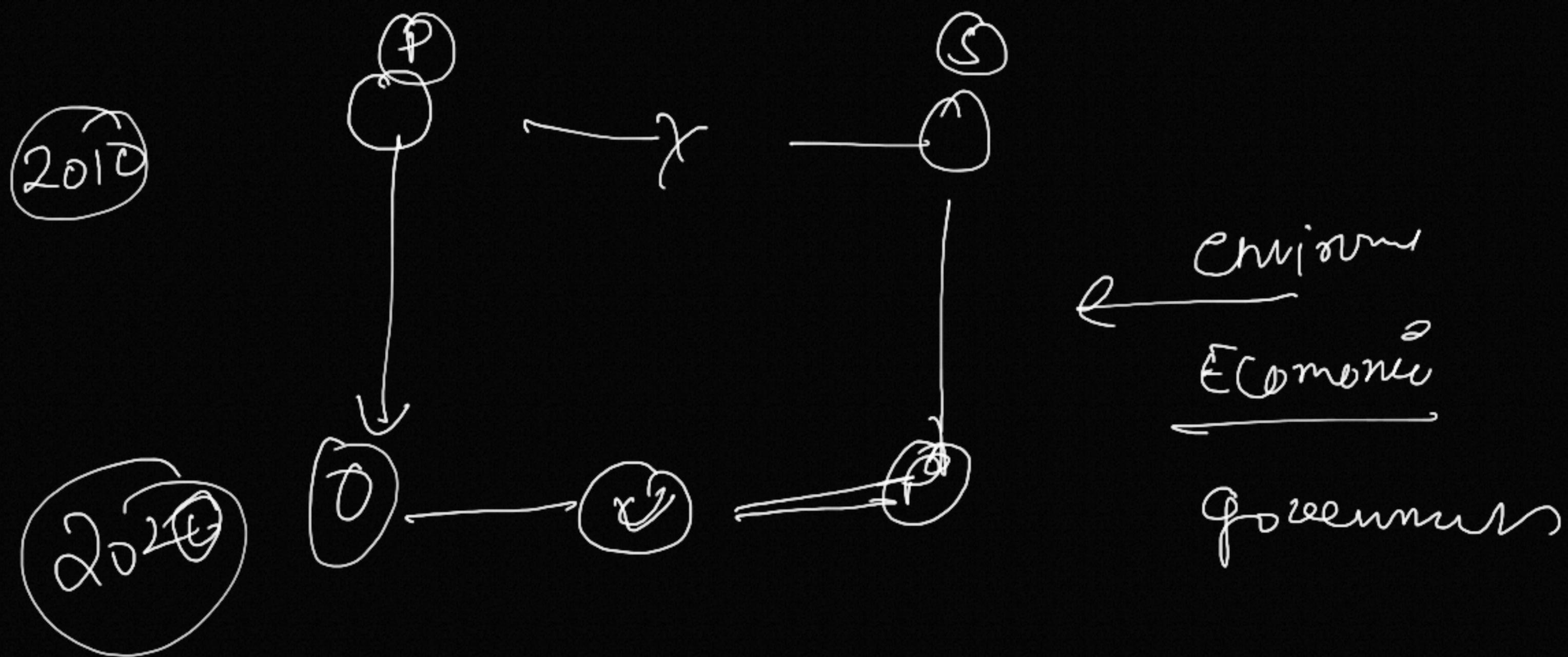
Needs

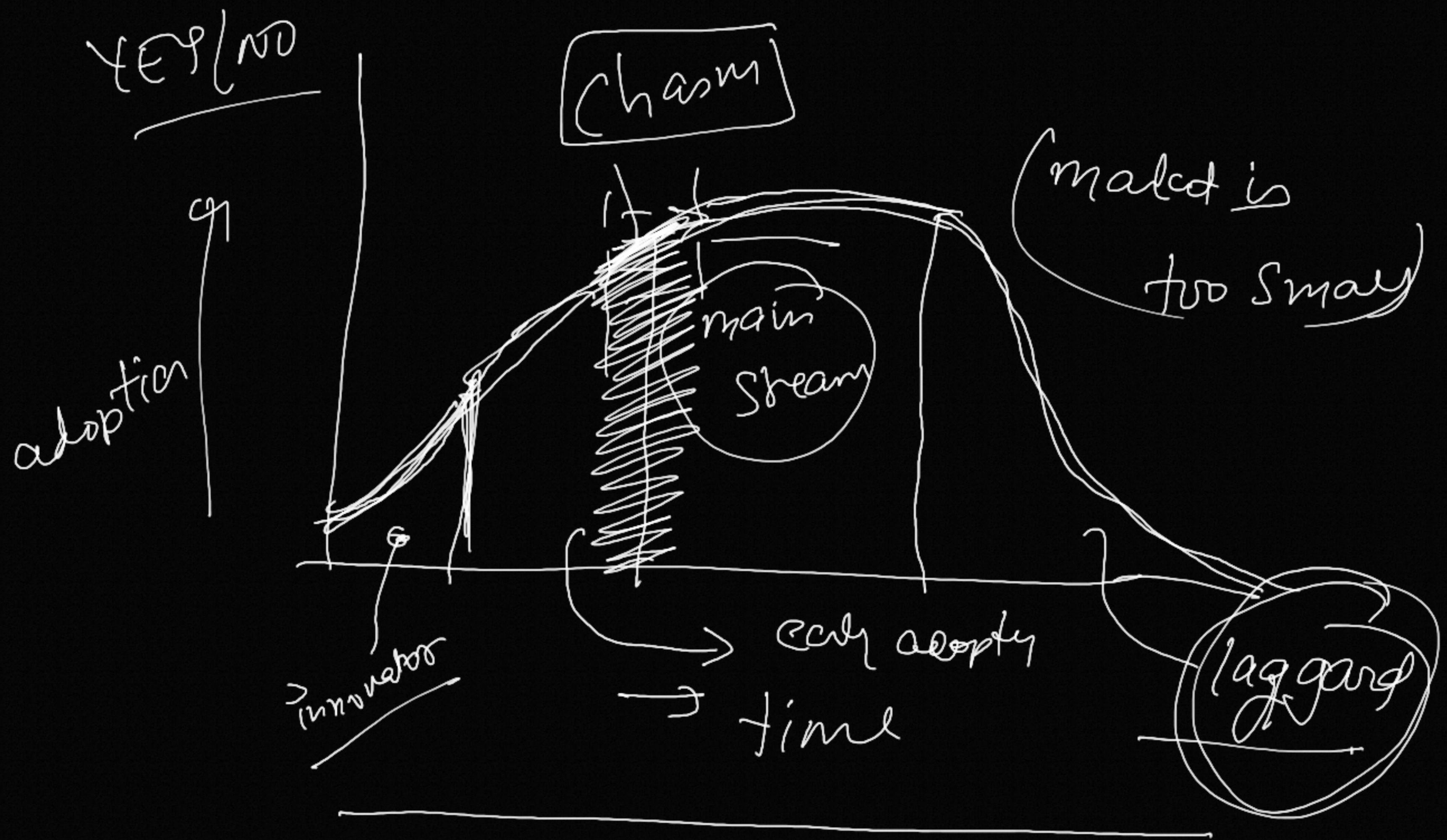
→ low cost / affordability

→ Cool / Strong yet bike

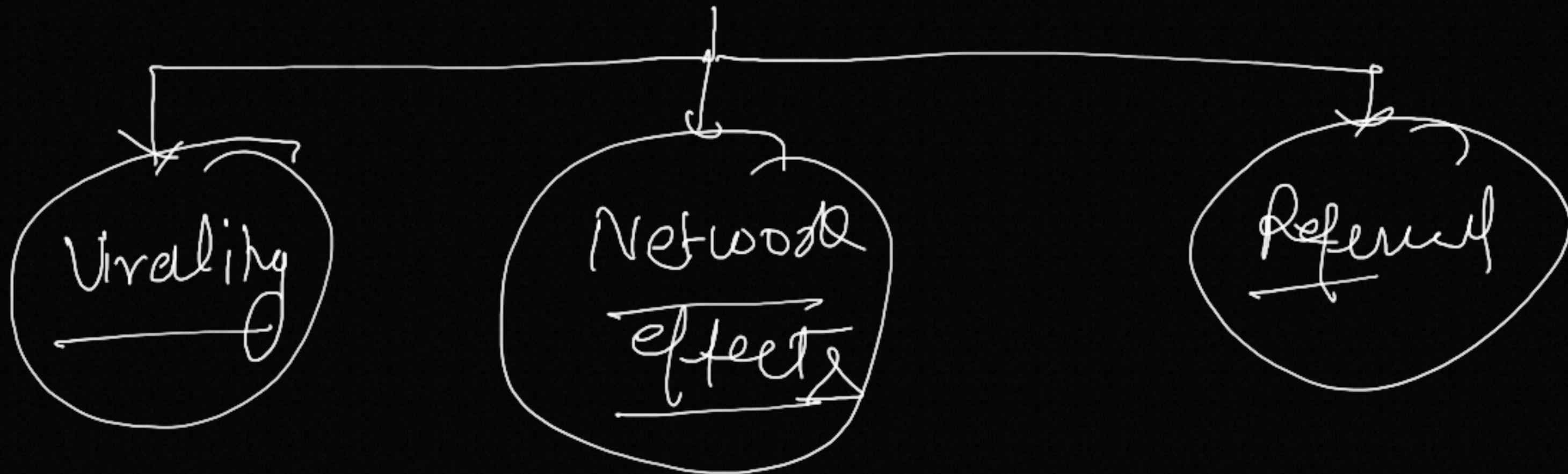
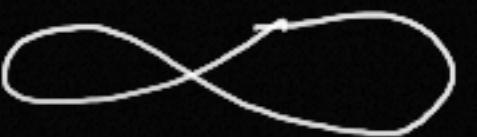
→ Convenient

→ Dependability





growth loops



Virality

K-factor or Viral Coefficient

K factor or Viral Coef

$$\gamma = 1$$

= new users
old user



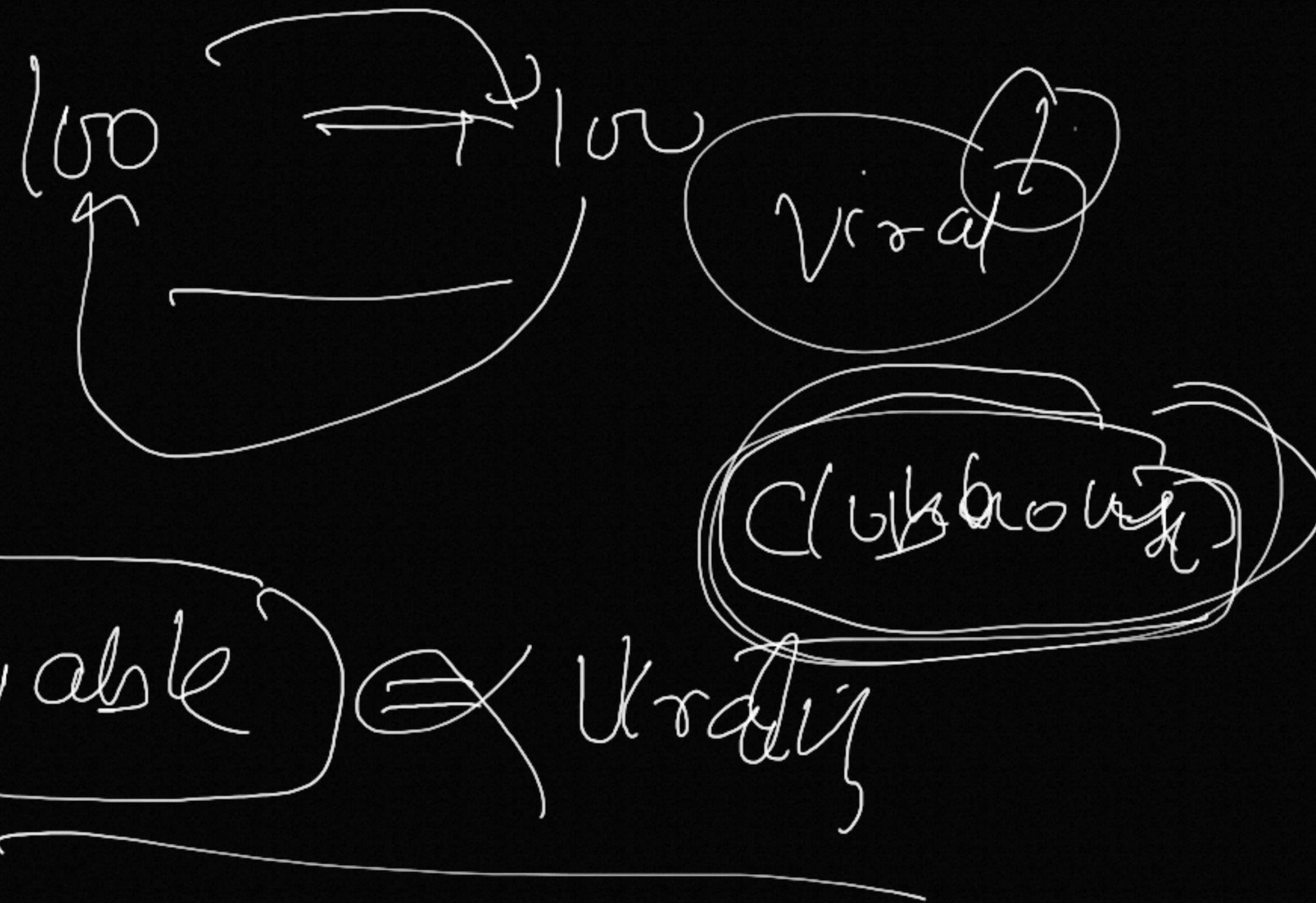
$$10 \Rightarrow$$

$$V_f = \frac{10}{100}$$

$$= 0.1$$

Exponential } Viral

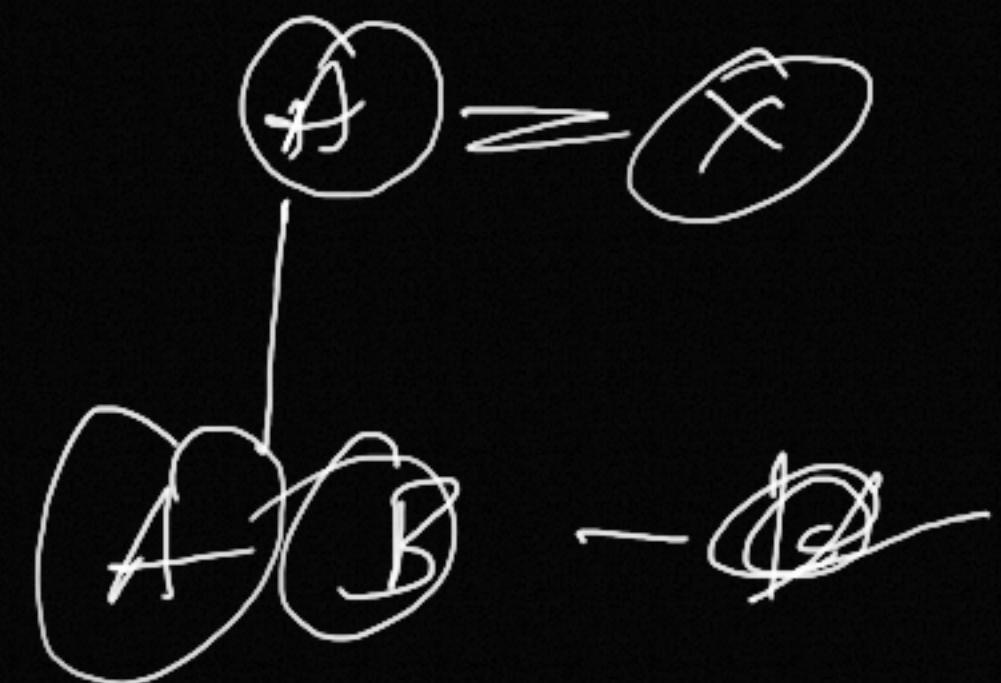
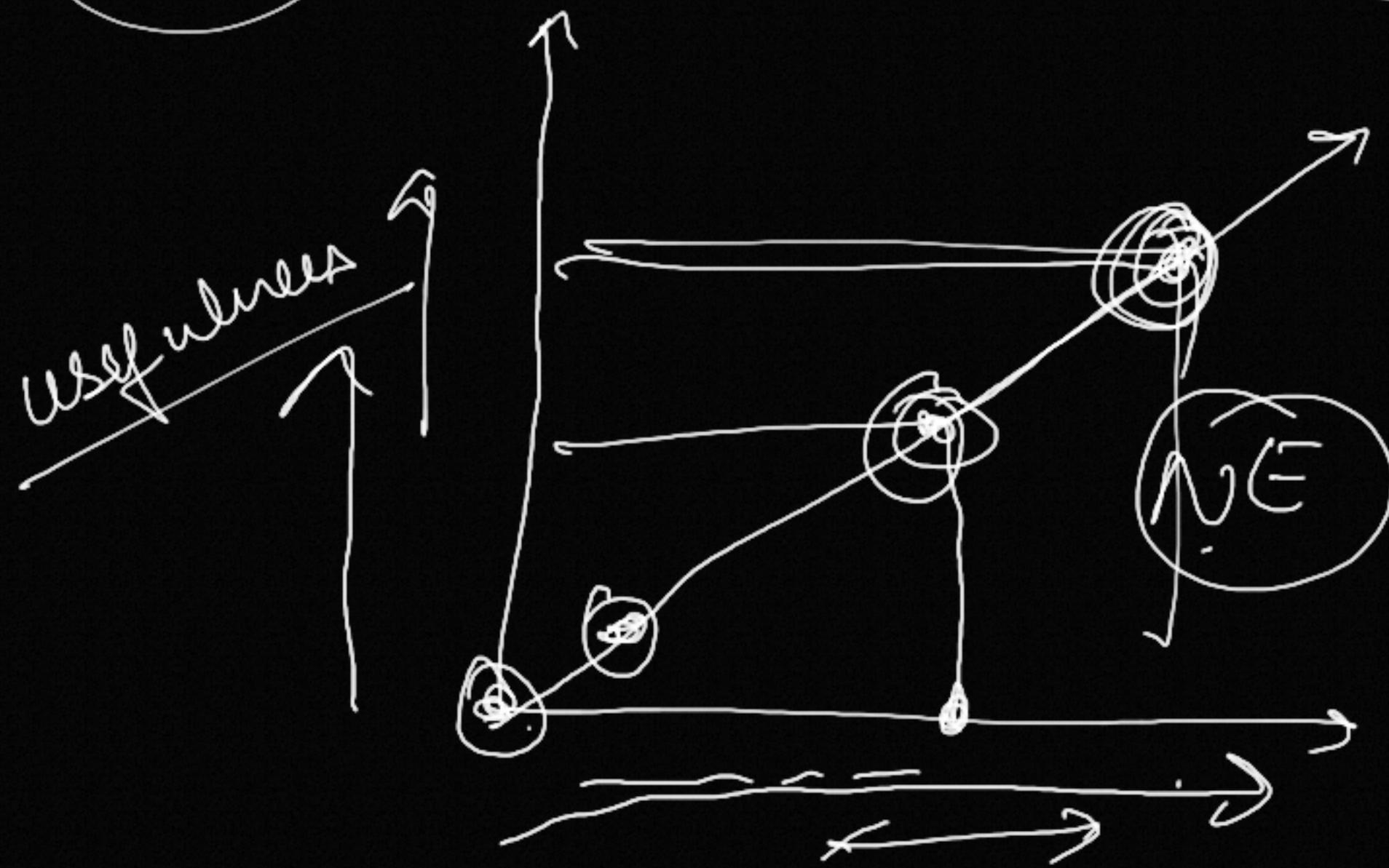
Valuable ex Ukraine



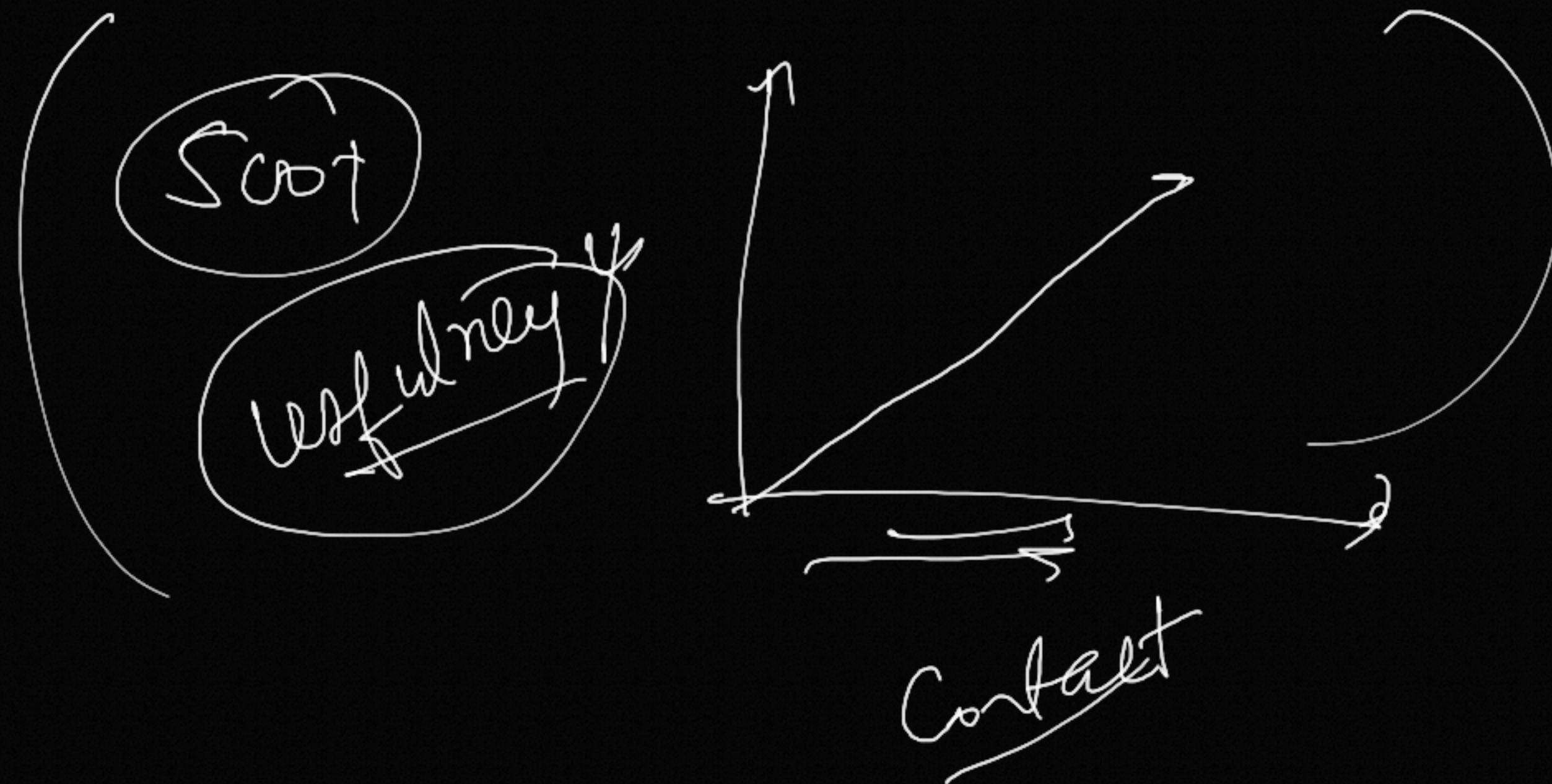
$1 - S^r$

Network effect

what's GDP



growth loop \Rightarrow Contact Sync ~~not~~

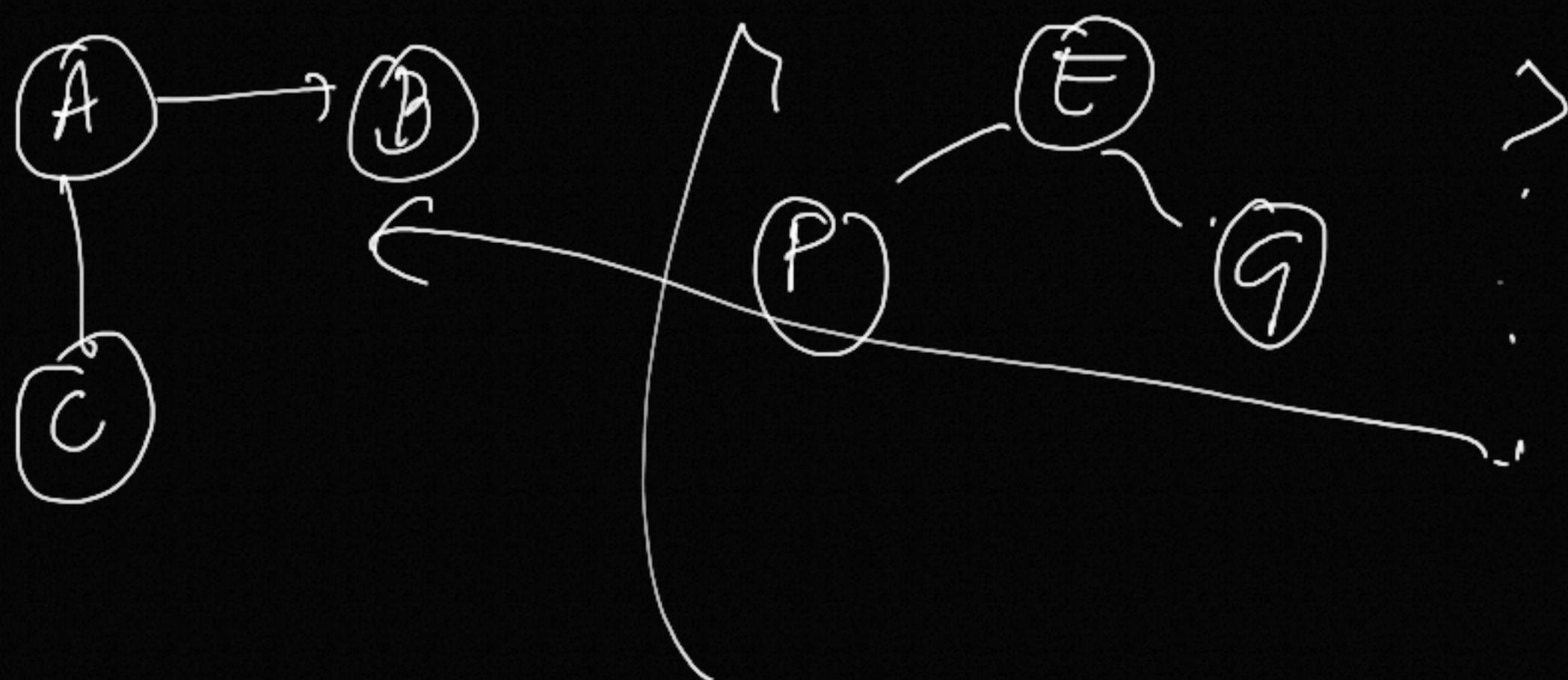


① Local network effect

Usefulness $\propto \frac{1}{\text{no. of users}}$

(but for specific people
only)

WhatsApp



→ Person /
Social network
→ geography
→ Interest

Tinder

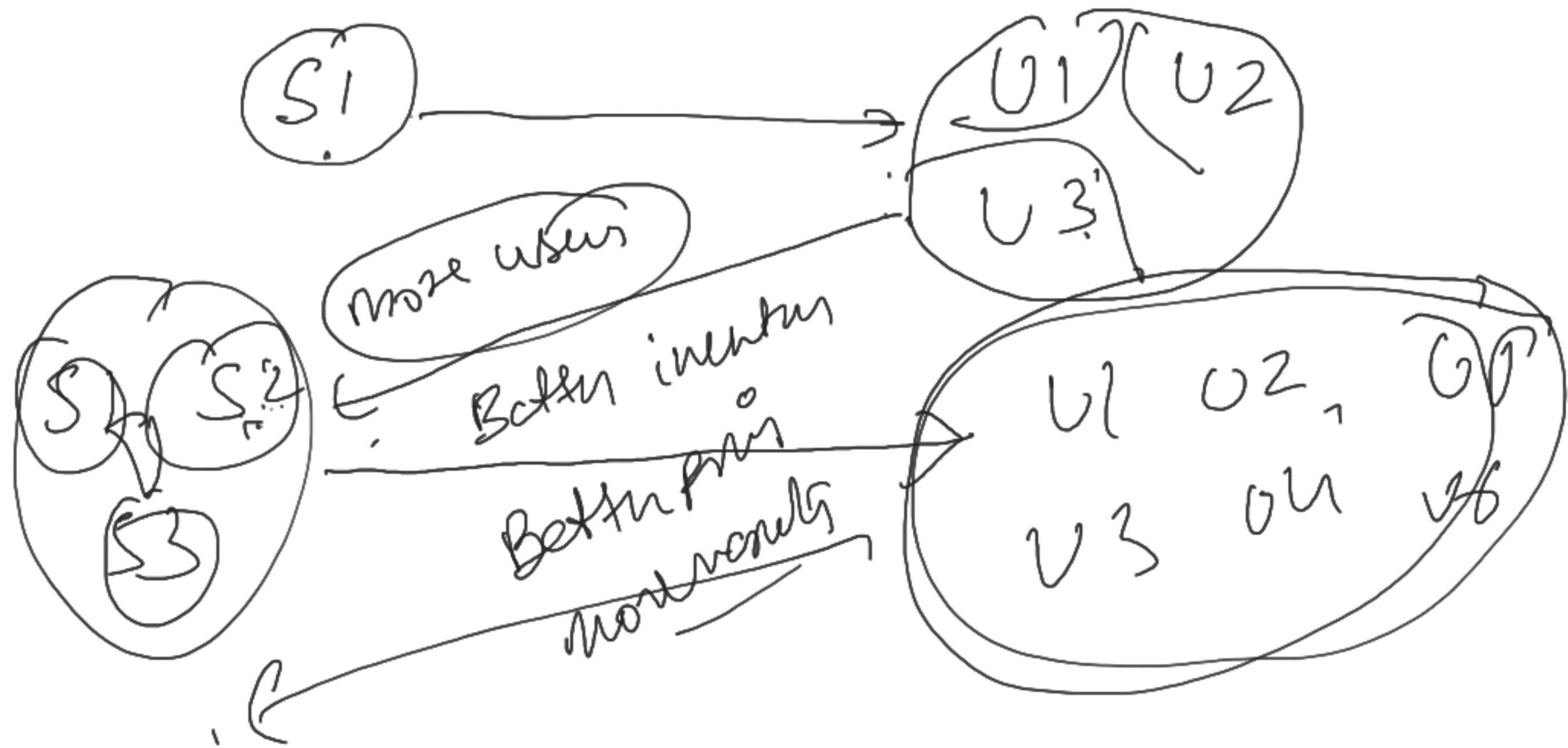


Local networks
→ after

Indirect NE

Amazon.in / .com

Seller \Leftarrow users
 \Rightarrow Buyer



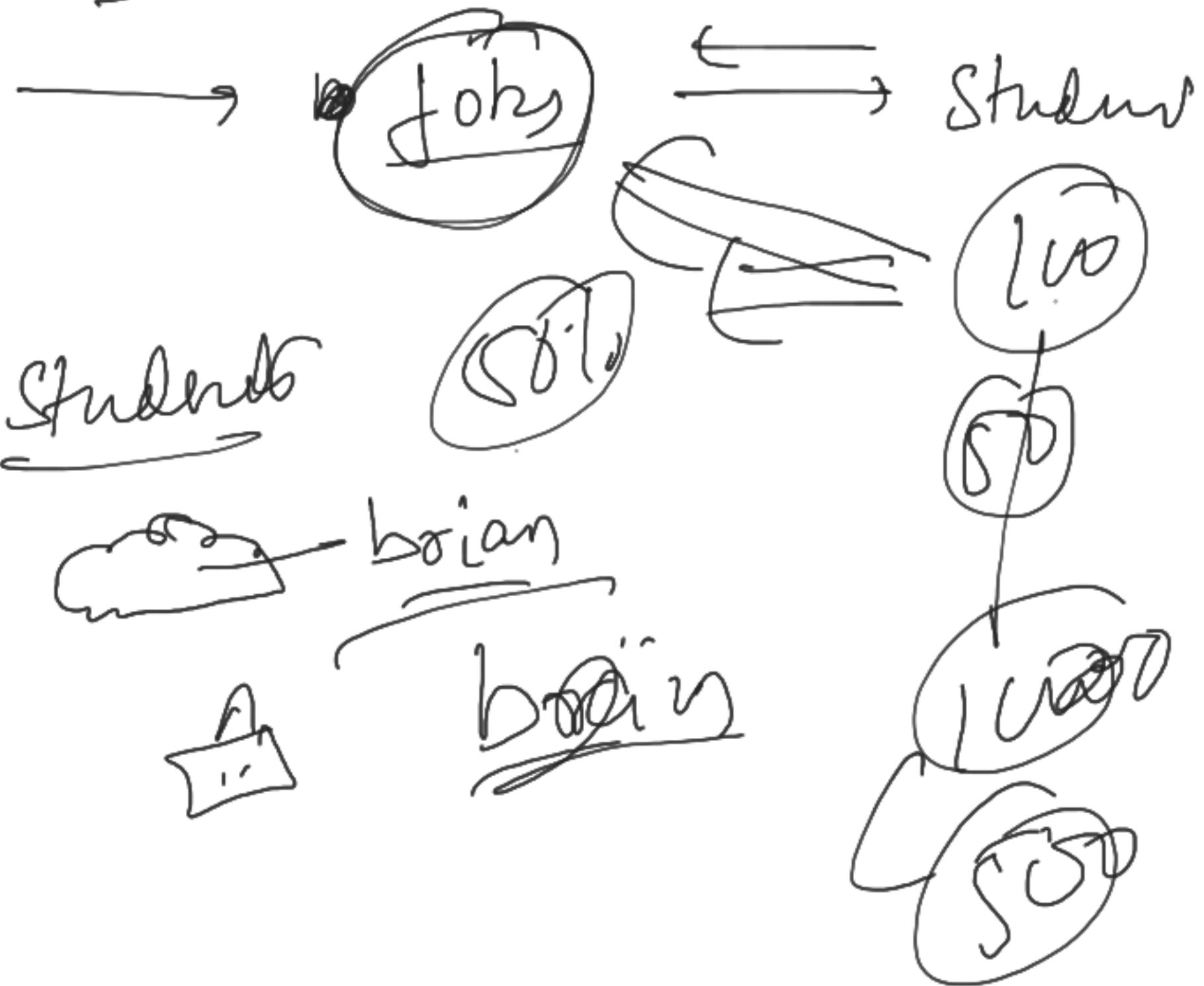
marketplace

Companies

mentors

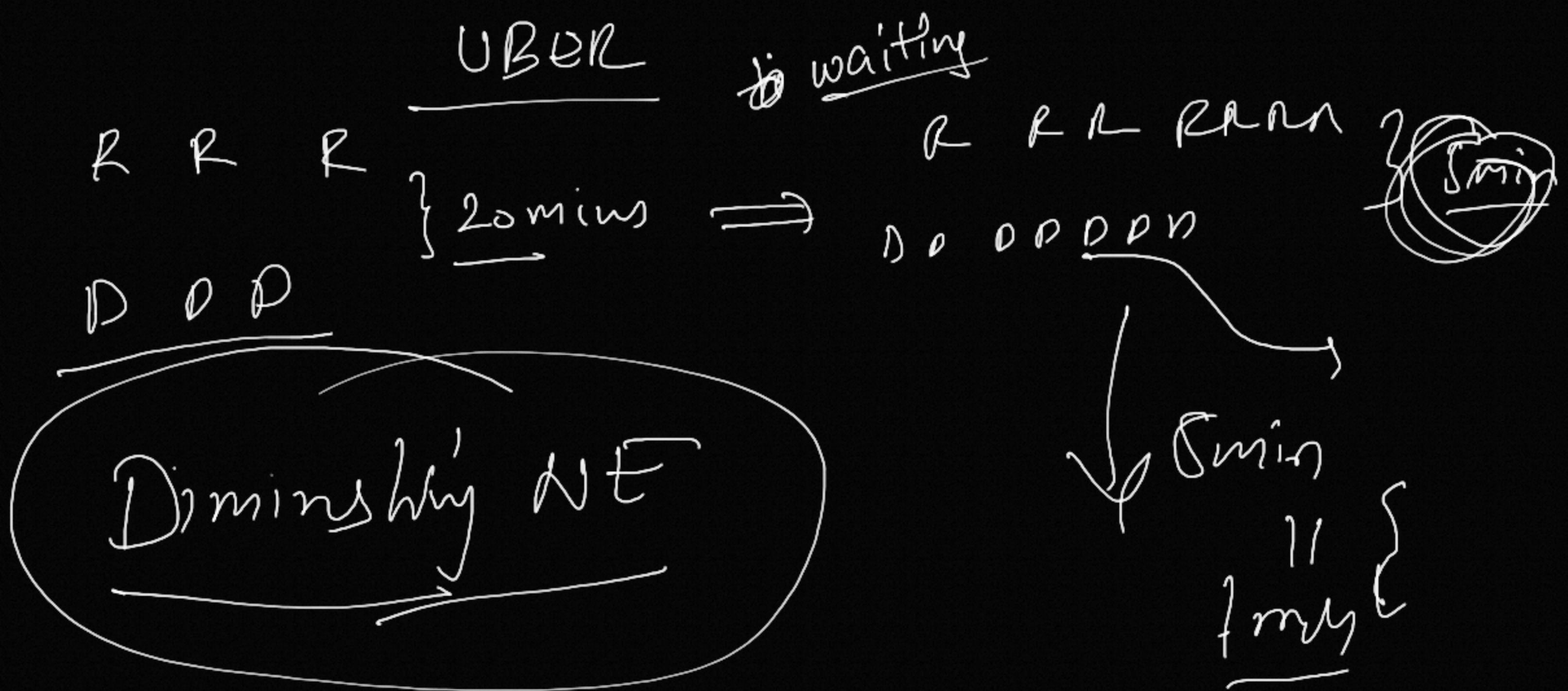


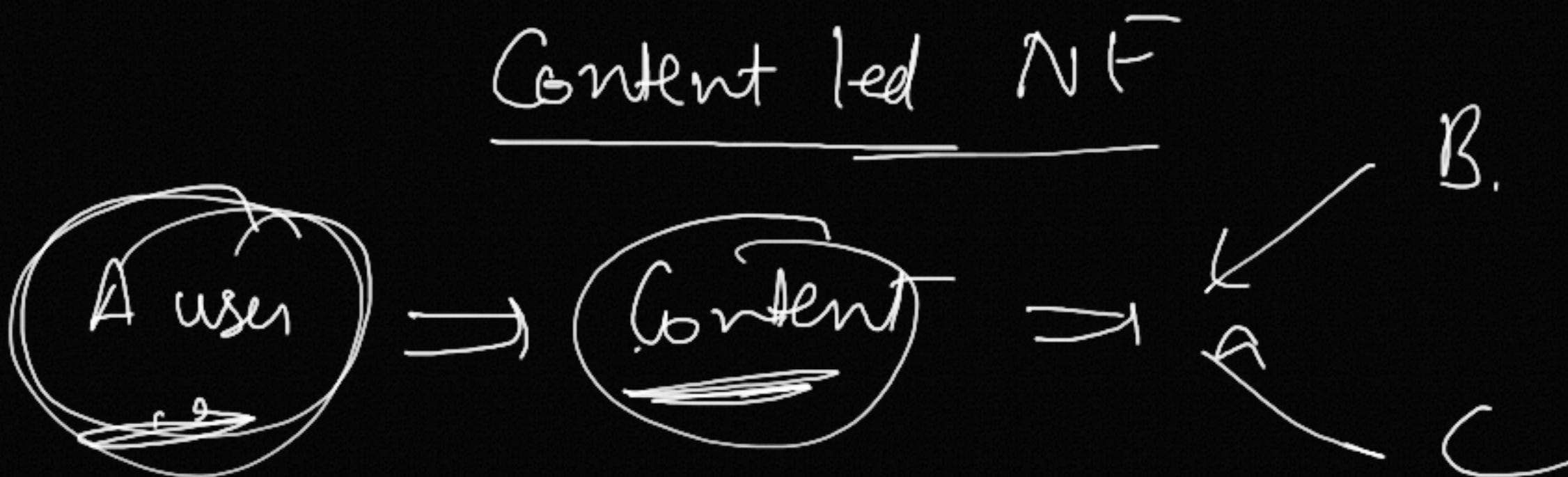
Indirut NE



Airbnb

Google play





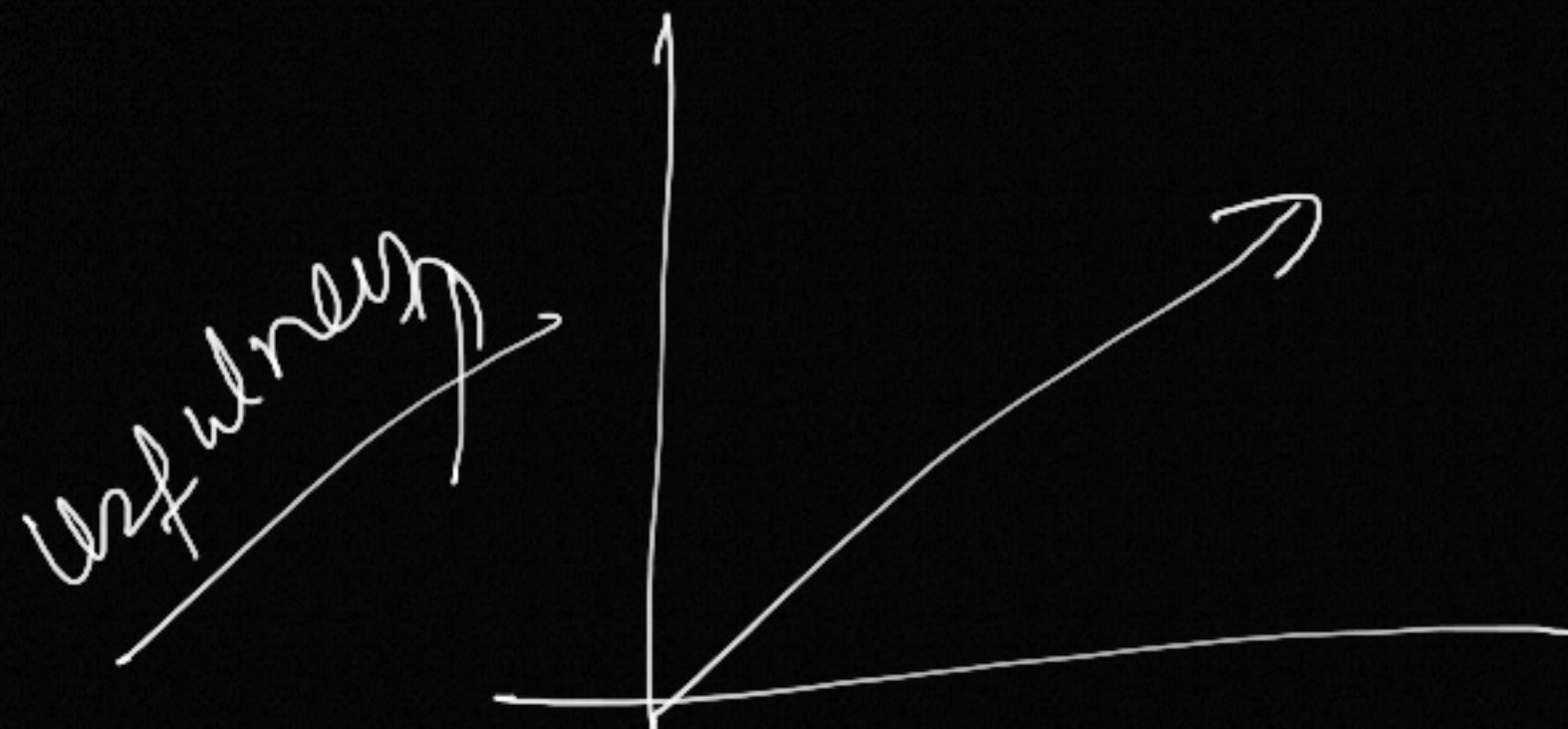
⇒ medium

⇒ Quora

⇒ Reddit

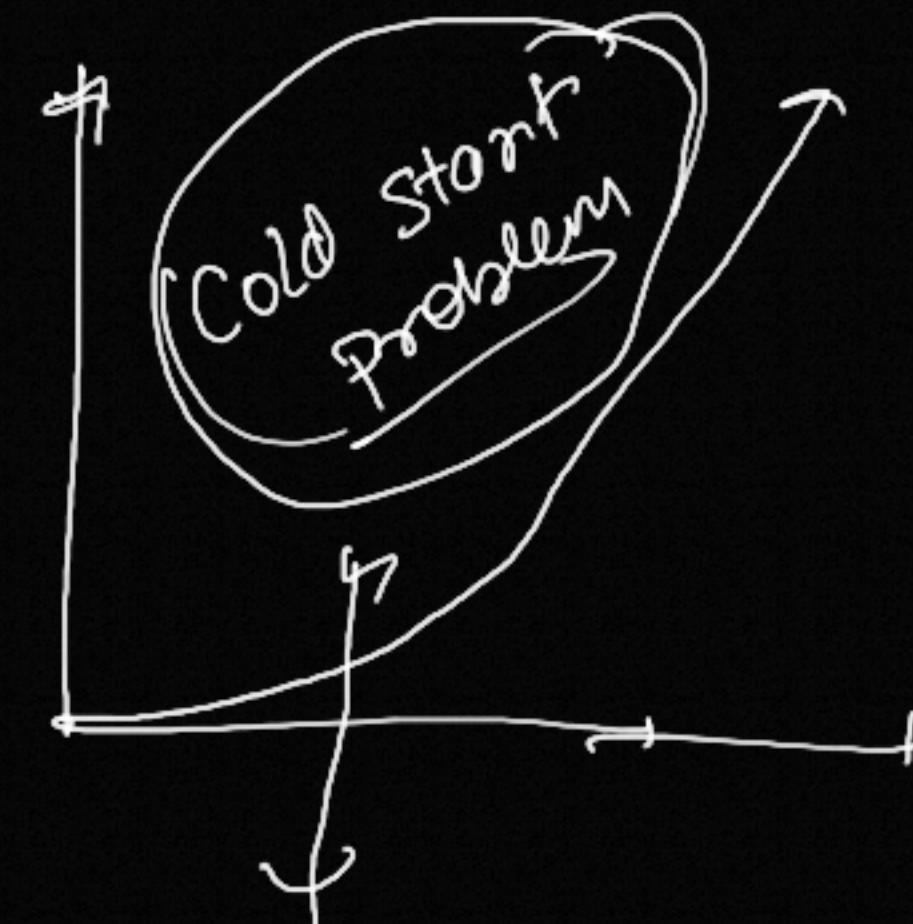
⇒ Pinterest

Issues in network



(X)

No. of users



Value & no. of us

H

Σ^0

VJ

CD