GROWTH BY DESIGN FOR FINTECHS

zwapgrid Monitum LISA FLOWER

psa GROWTH OKQ8 Sleep Cycle

ALEXANDRA.

CONTENTS

Exploring Possible Pilot Projects Together

Website & Brand 4

New Product Design 5

G2M Product Distribution 6

Product as Community 7

Cross-Channel Identity 8

ABOUT

Experience
Alexandra P. Grisanti

hi, I'm Alexandra. I live in Stockholm and was trained in Architecture. In 2022, I got into White Label B2B Fintech Product Design. From there- I discovered Product Led Growth and worked closely with Marketers to understand their challenges. Since, I have designed over +9 new products and launches, designed +6 brands (one for a +200 person corporation) and have had countless learnings.

Together with Marketeers, I find opportunities in product experiences for distribution, partnership and traction.

I also write the newsletter Stockholm Growth & Fintech and participate in Nordic Fintech events. Please Subscribe and thanks for being here!

STOCKHOLM FINTECH

The Silent Takeover: When Platforms Ru
March 19, 13:40-14:20

THE SPEAKER(S)

Alexandra Grisanti
Product Led Growth Design
Type: Panelist

PANEL DISCUSSION

NFM NORDIC FINTECH MAGAZINE

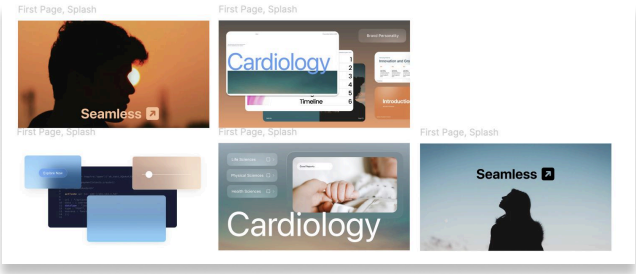
STOCKHOLM GROWTH & FINTECH
SUBSTACK

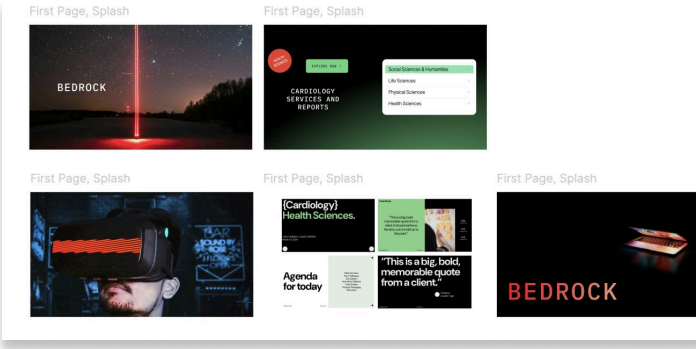
WEBSITE & BRAND UPGRADES

Website Conversion & Brand Consistency

PROBLEM

As companies grow and learn, their positioning changes. This requires an understanding of their offer in the market, their audience's pain points and a clear value proposition to capture attention quickly. Your website is the face of your company, making it clear and well positioned has powerful ROI.





PILOT PROJECT TOGETHER

In four months, we can have the design of a high performing, high converting website with a fresh visual appearance.

Month 1: Understand the market, the competition, the audience & conduct internal interviews.

Month 2: Problem & Solution presentation, messaging, feedback. Test messaging with Ads and UX testing.

Month 3: Brand Visual process, creating a cohesive visual style that matches the company's culture (4 workshops).

Month 4: Assemble learnings into a website prototype for final feedback & UX testing.

PILOT PRICE

49 000 SEK a month.

does not include ad spend or UX testing spend (6000 kr) does not include the live website.

NEW PRODUCT DESIGN

User Flows & Experiences
Conversion Flows

PROBLEM

As companies grow and learn, they pivot. This is natural. Pivoting requires an understanding of business goals, the user's goals and the relationship to the user in the ecosystem. If we use agile methods, the MVP should prove a hypothesis for traction. That is our goal in creating an MVP, to product design the minimum, launch and learn.

PILOT PROJECT TOGETHER

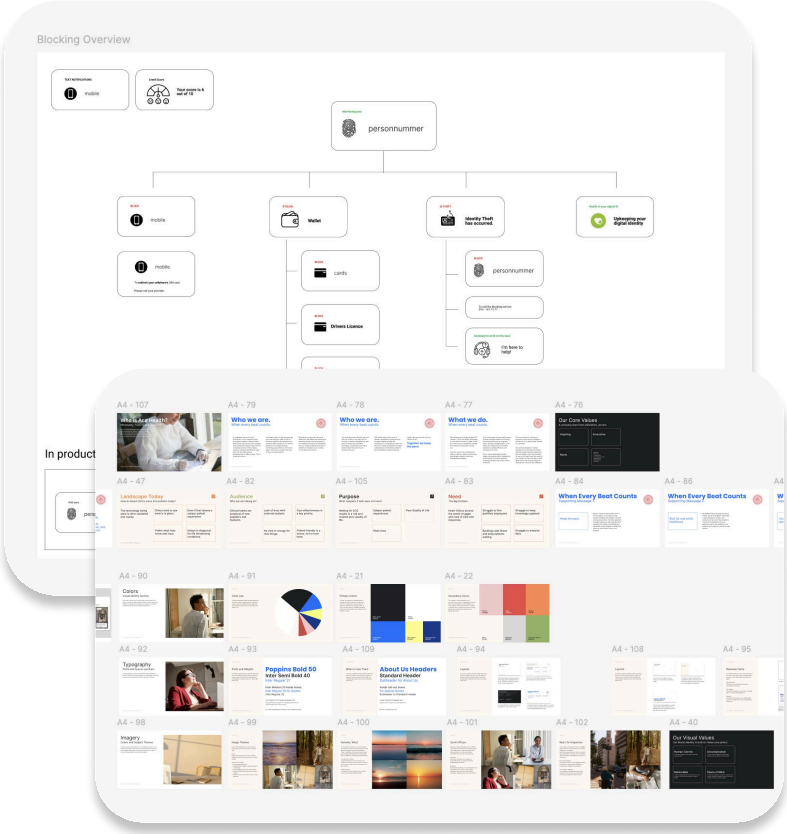
In four months, we can have the design of a viable, traction possible MVP with a fresh visual appearance.

Month 1: Understand the market, the competition, the audience & the buyers journeys.

Month 2: Rough Prototype different user flows, internally align & user test for intuitiveness.

Month 3: Plan our Go-To-Market and product distribution strategy.

Month 4: Build the MVP & prepare for launch.



PILOT PRICE
55 000 SEK a month.

UX testing spend requires 6000 SEK

G2M PRODUCT DISTRIBUTION

Distribution inside the Product

Distribution outside the Product

PROBLEM

Distribution is the hardest problem technology companies face. Without spread, companies have to resort to Ad campaigns and costly acquisition costs. Great products have been built but were lost on distribution. All SaaS companies require a plan and execution but not all companies know how.

PILOT PROJECT TOGETHER

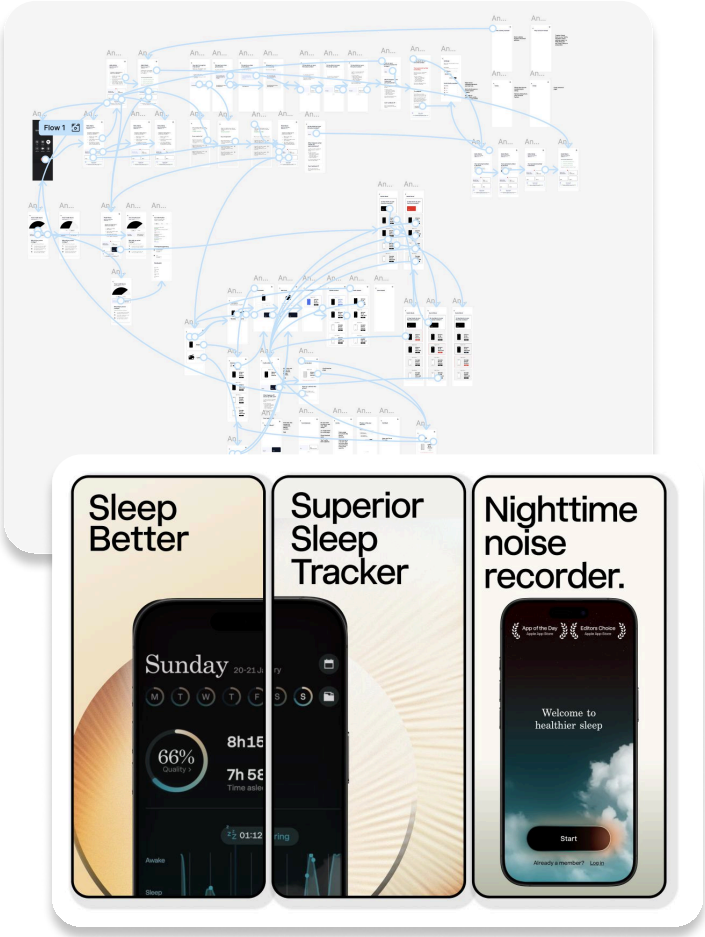
In four months, we can have the design of a viable, traction possible MVP with distribution strategy built in.

Month 1: Review the options for product distribution and which would fit the product best and what competitors are doing.

Month 2: Find where in current User Flows there is Distribution possibility.

Month 3: Prototype different distribution possibilities and run creative ads to test market interest.

Month 4: Based on the learnings, create a prototype for product distribution & recommendations.



PILOT PRICE

59 000 SEK a month.

does not include ad spend or UX testing spend
Assumes you have an existing product

PRODUCT AS COMMUNITY

Build Communities to stimulate Growth

PROBLEM

In a world of "digital fatigue," where ads are blocked and emails are ignored, events provide a physical (or dedicated virtual) space where a company owns 100% of the audience's attention. While hosting a conference is expensive, the Customer Acquisition Cost (CAC) at your own event is often lower than the cumulative cost of digital ads for the same high-quality leads.

PILOT PROJECT TOGETHER

I live in Stockholm and work with Nordic Fintech subjects. If you want to co-create or partnership-create events- let's discuss it.

Possible ideas:

- Breakfast Series
- Webinar Hosting Series
- Founders - Investors Series
- Lovable Hackaton

Every event, the scale and network effort is unique. Let's discuss if you're thinking about this type of marketing to see if we're a good fit!

CROSS CHANNEL BOOST

Awareness through Cross-Channel Identity

PROBLEM

Marketing requires a lot of channels, techniques, skills and effort. Many companies don't have the bandwidth to reach their growth ambitions without help. This could mean digital ads, website conversion, content production, thought-leadership and partnerships.

PILOT PROJECT TOGETHER

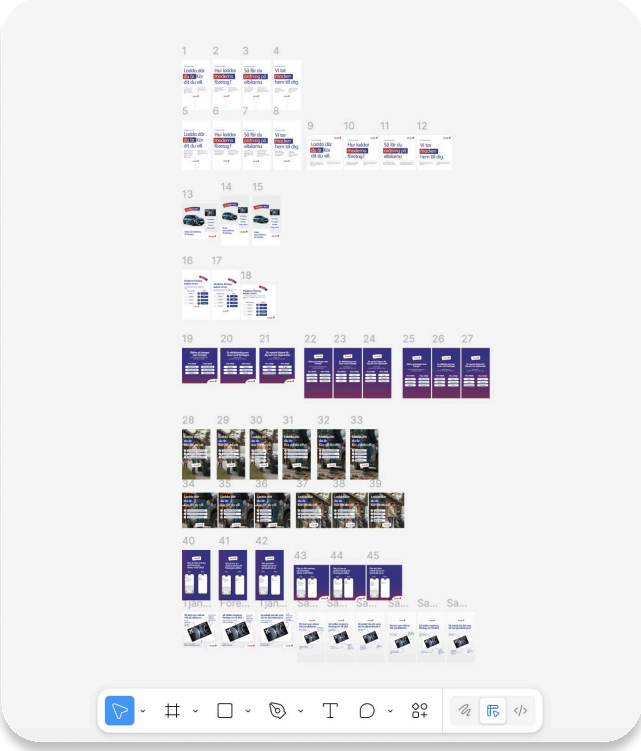
I am not a marketer, I'm a designer. But I love working with Marketers and CEOs to build systems that make production fast and brand consistent.

As a pilot project we could create a template library of on-branded materials you can use across channels.

PILOT PRICE

60 000 SEK lump sum price.

*Requires an existing brand, does not include new brand design.



ALEXANDRA.

alexandrastudio.se
Södermalm, Stockholm