

— quero ser um —

# **GROWTH** HACKER

**rafaeldahis**

25.05.2013

QUAL O  
**OBJETIVO**  
*de uma*  
**STARTUP?**

encontrar o

**PRODUCT-MARKET-FIT**

encontrar um  
MODELO DE NEGÓCIOS  
**SUSTENTÁVEL**

QUAL O  
**OBJETIVO**  
*de uma*  
**STARTUP?**

*(pós product-market-fit)*

“ startup is a company  
designed to  
**GROW FAST** ”

*Paul Graham*

# GROWTH



# GROWTH

para max(valor):



**# usuários**



**uso**



Mas, afinal, por que

GROWTH  
**HACKER**



**HACKER**

# HACKER

indivíduo que se dedica  
a **conhecer e modificar**  
os **aspectos mais internos** de  
um sistema.

*Wikipedia*

**HACKER** frequentemente  
consegue obter  
**efeitos extraordinários**  
extrapolando os limites do  
funcionamento “normal”

*Wikipedia*

# **GROWTH HACKERS**

entendem disso

**CONVERSÕES**

**CODING**

**CRAWLERS**

**OPEN GRAPH**

**ADS**

**SEM**

**SEO**

**VIRAL**

**SOCIAL MEDIA**

**PUSH NOTIFICATIONS**

**UX**

**ANALYTICS**

**EMAIL-MKT**

**ENGAJAMENTO**

**REFERRAL**

**ACTIVATION**

**A/B TESTING**

**ONBOARDING**

QUAL O  
**OBJETIVO**  
*de uma*  
**STARTUP?**

*(pós product-market-fit)*

encontrar sua  
MÁQUINA DE  
**CRESCIMENTO**

EXEMPLOS





**# usuários**





## Quick Links

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[★ Starred Items \(7\)](#)



## Quick Links

[View/Edit Listings](#)

[Reservations](#)

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[Standbys](#)

[Reviews & Recommendations](#)

 [Starred Items \(7\)](#)

## Post to Craigslist

Reach thousands of people, instantly by re-posting your Airbnb listing (photos, reviews, description) to Craigslist. Travelers will be redirected back to Airbnb to contact & book with you. [For help, click here.](#)

### 1. Select Listing

Queen Airbed in Central, Modern Apt

### 2. Customize title for Craigslist

Stay at 'Queen Airbed in Central, Modern Apt' by th

### 3. E-mail (will be hidden)

lukeemily@googlegroups.com

### 4. Craigslist Category

Vacation Rentals

### 5. Craigslist Market

SF bay area - sfc

☒ Remind me when it is time to re-post

[Post to Craigslist](#)



SF bay area craigslist > san francisco > housing > vacation rentals

## \$59 Stay at 'Queen Airbed in Central, Modern Apt' by the night (Castro)

Date: 2011-07-18, 8:37PM PDT

*You have chosen not to show an email address. Be sure you include contact information in your ad, or nobody will be able to answer it!*

Reply to: see below

Interested? Got a question? [Contact me here](#)



### Airbed in shared room

**\$59**  
per night

Includes:

- No Smoking
- TV
- Cable TV
- Internet
- Wireless Internet
- Heating
- Kitchen
- Washer / Dyer
- Buzzer/Wireless Intercom



obs:

**SEM API**



***hotmail***™

2020

2021

2022

2023





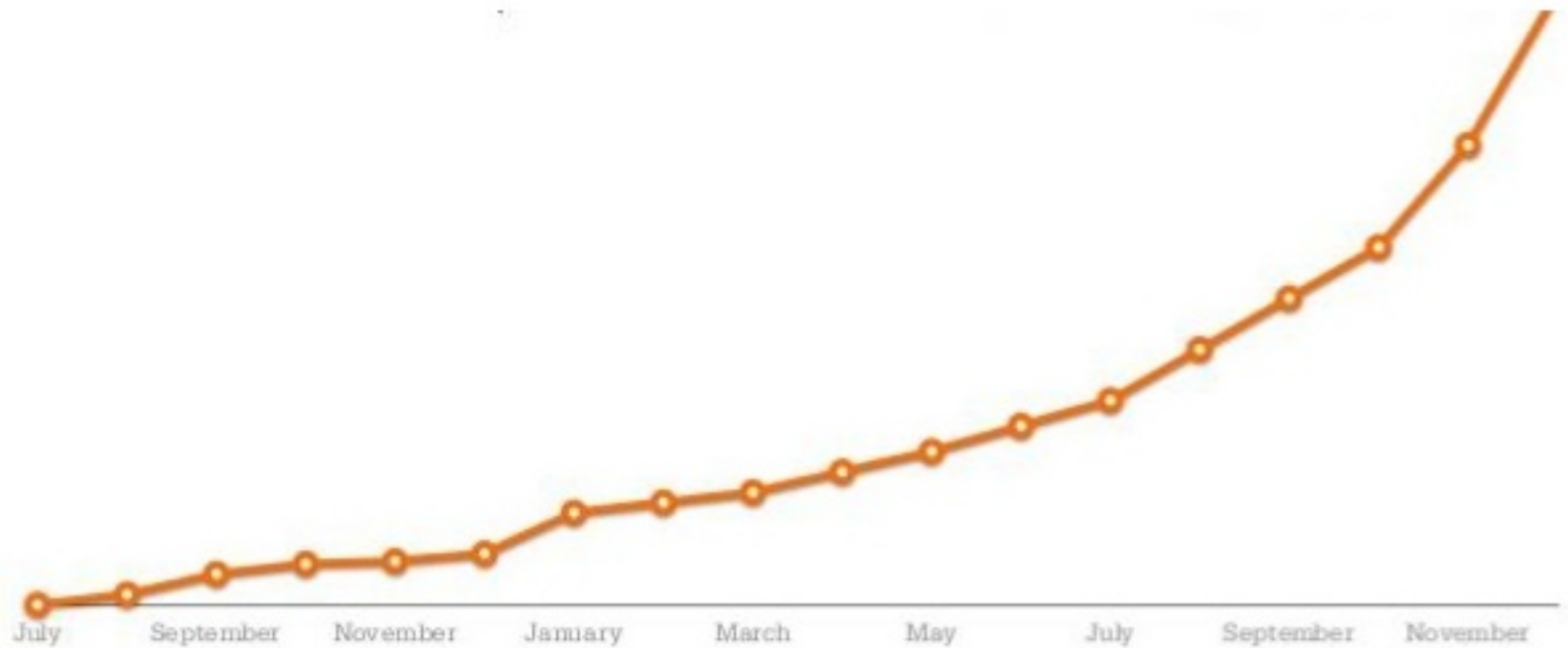
**PS: I love you.**

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2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030



vendido para Microsoft após 18 meses  
com 12M de usuários.



**CARRASCO**  
**MAMATA**



**Rafael Dahis**

26 de julho de 2011 às 20:19 via CarrascoMamata • 

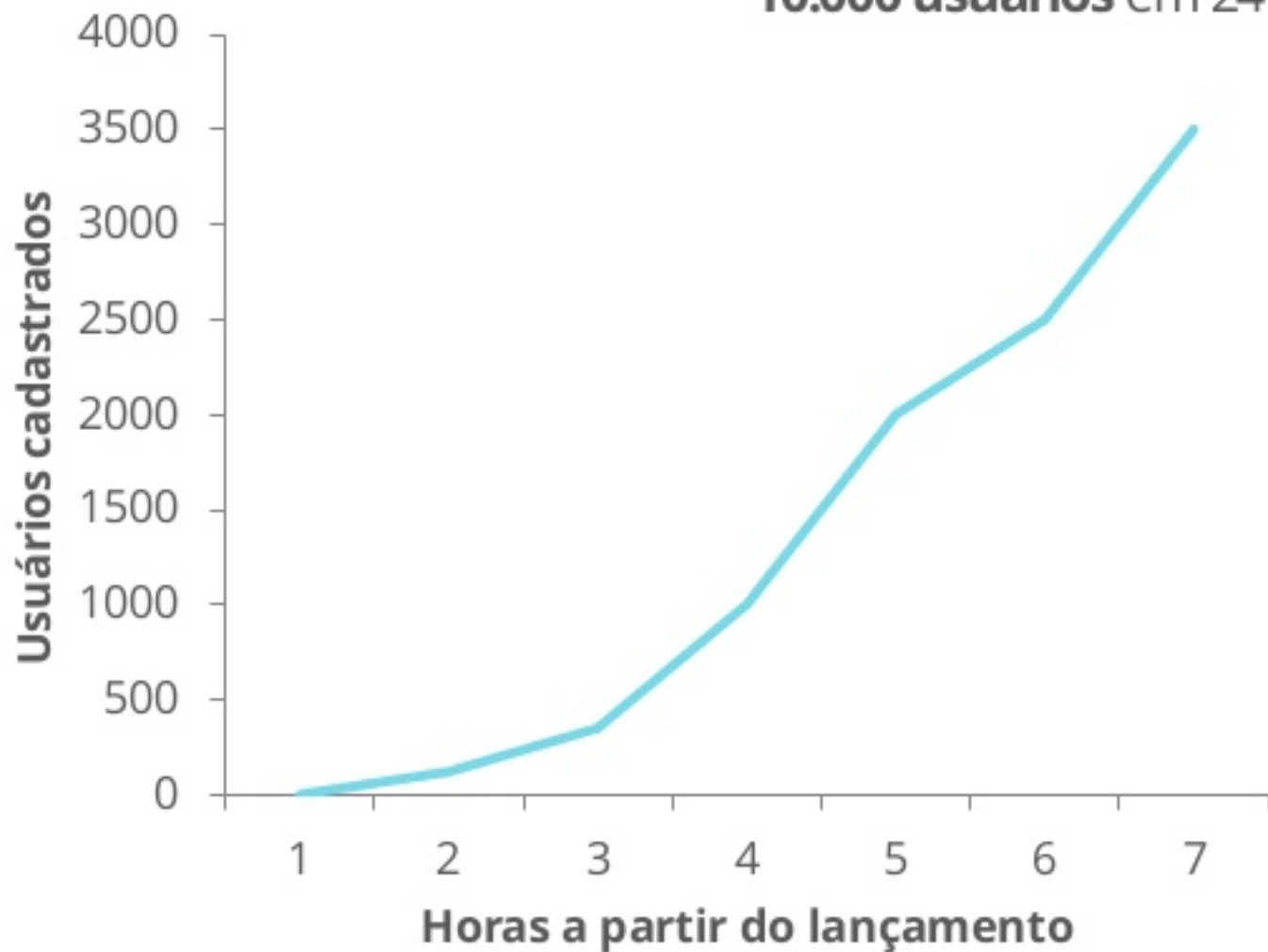


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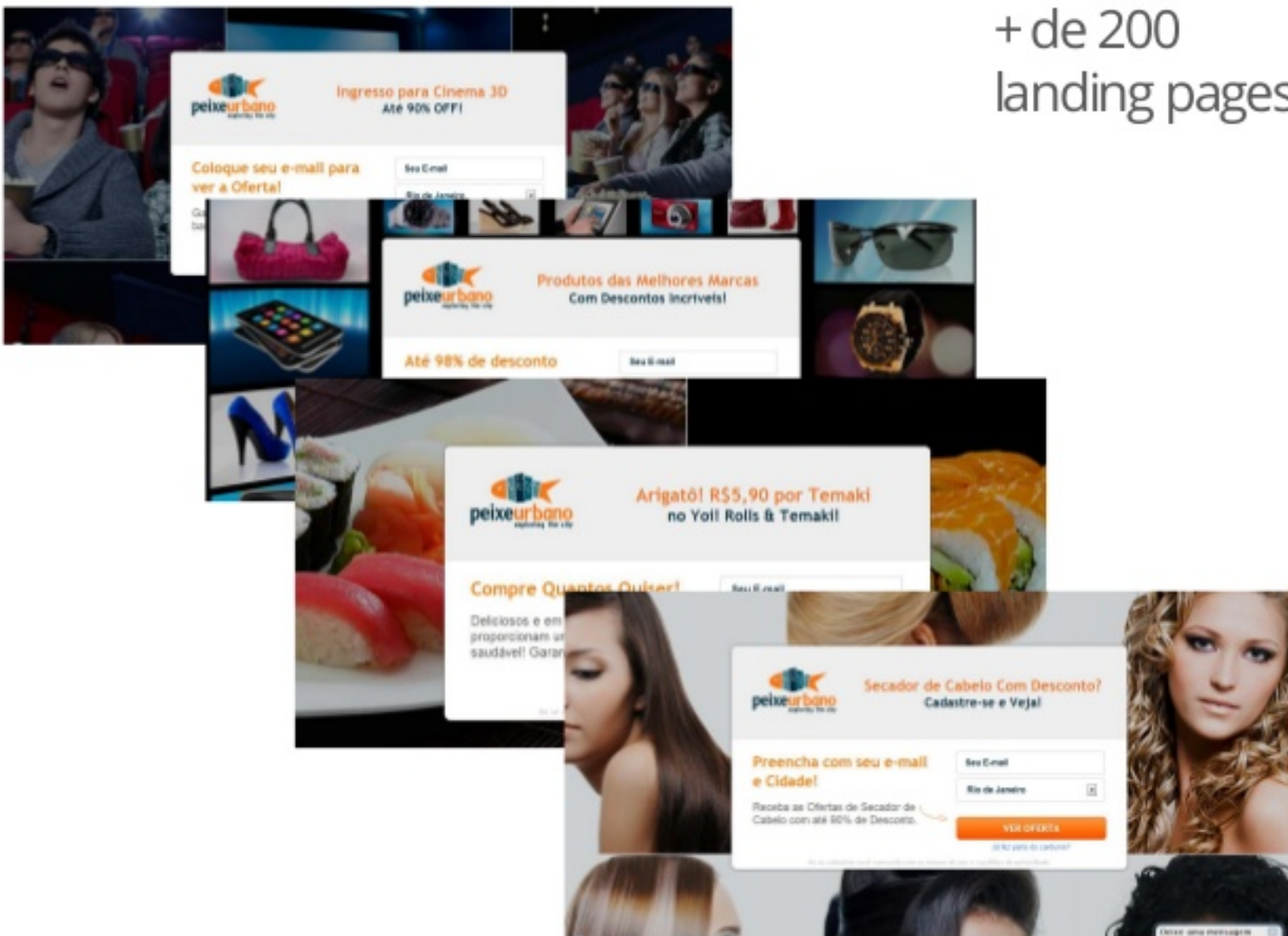




growth engine  
= tráfego pago + “convide seus amigos”



+ de 200  
landing pages



Quer começar com muitos créditos? ?

[Oferta do dia →](#)

Convide seus amigos da sua lista de contatos.



Gmail



Hotmail



Yahoo! Mail



Digitar e-mails

### Selecione seus contatos do Gmail

Contatos (58)

buscar amigos



[Selecionar todos](#)

Alessandro Ribeiro  
alessandro.ribeiro@peixeurbano.com

Bruno Marinho  
bruno.marinho@peixeurbano.com

Cláudia Lucena  
claudia.lucena@peixeurbano.com

Daniel Aguiar Blumenthal  
blumenthal@peixeurbano.com

Tomaz Bermudez  
tomas.bermudez@peixeurbano.com



Selecionados (2)

Bruno Marinho  
bruno.marinho@peixeurbano.com

Cláudia Lucena  
claudia.lucena@peixeurbano.com

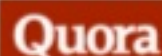


Você possui 2 contatos e pode ganhar até **R\$20**

[ENVIAR CONVITES](#)







## Your Quora Weekly Digest

### Top Content For You This Week

What is the most important or impressive anti-item on your resume?

Robert Cezar Matei voted up this answer.



226 Bradley V.

Technically  
Year winner  
2011 [3].

More serious  
peer-review  
the CVs of  
series...



Rafael Dahis,

Veja os assuntos do Twitter hoje.



Caterina Fake @Caterina

17 de mai

"You are with my Google Being. I'm not physically here, but I am present." Laughing Out Loud!  
[wired.com/gadgetlab/2013...](http://wired.com/gadgetlab/2013...)

### Welcome to Google Island

I awoke aboard a boat, just before daybreak, which was weird. The last thing I remembered was being in San Francisco's Moscone Center, wrapping up a four-hour Google I/O keynote liveblogging session...



5

TWEETS RELACIONADOS



Rafael,

LinkedIn.

Congratulations! Your connection Giovanni Keppelen has endorsed you for the following skills and expertise:



Start-ups

User Experience

Product Management

Continue



Instagram

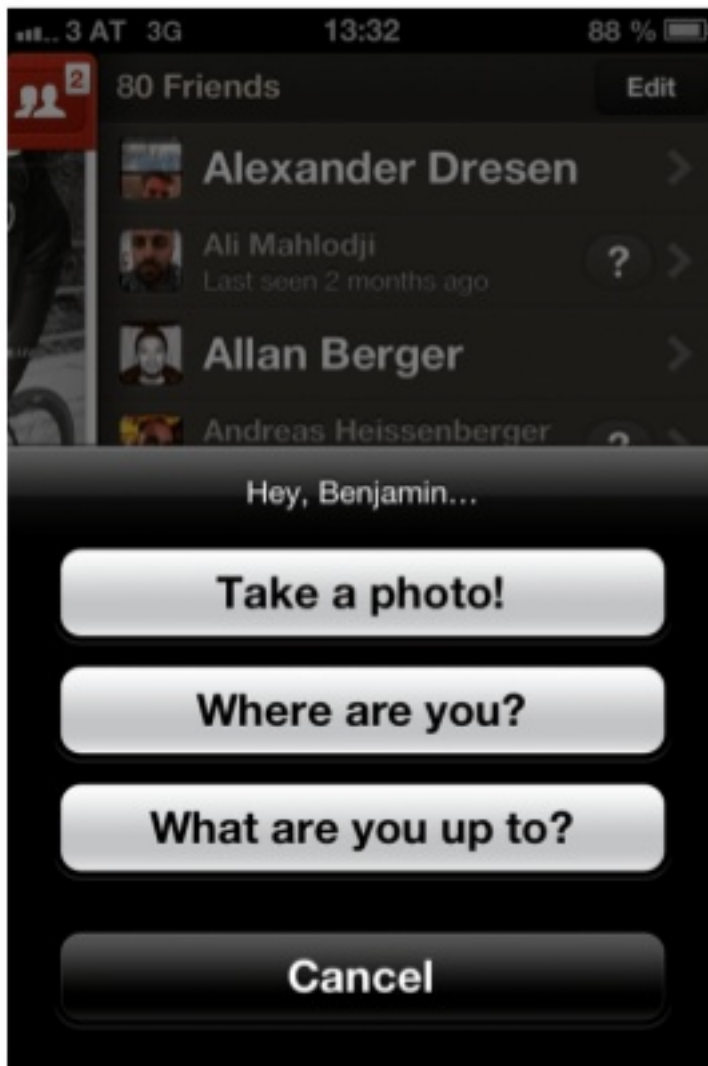


Instagram

19h atrás



Adi Harari, seu amigo no Facebook, acaba de entrar no Instagram como adihararia.



os **HACKS** de hoje  
são as  
“estratégias batidas”  
de amanhã.

*crie os seus próprios*  
**HACKS**



# ***ideias***

medir ROI de canais offline

viral via SMS

chamadas automáticas telefone

importar contatos do celular

usar hotspots de wifi

App Store Optimization

hackear Whatsapp

usar Twitter / Linkedin / Slideshare / Instagram

— quero ser um —

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