

Nubela's Monday Meeting 6th December 2021

Questions

- Please proceed to fill up the Google Form [here](#).
- You can read everyone's responses [here](#).

Admin

- People on leave
 - Dev
 - Danial
 - Raefaldhi
 - Wahyu
 - Bagikuota growth team
 - Dena

Bagikuota

Marketing

- Ok, we hit growth targets again this week.
- Do note that the 10% week on week growth target is an exponential growth target. It'll stay easy for a while, then it'll get harder, then a lot harder for the rest of 2022.

- For example, 5 months later, you guys will be expected to onboard
 - 338 users for week 20
 - 372 users for week 21
 - 409 users for week 22
 - 450..
 - 495..
 - My point is that the methods that you are using to grow BK users now, has to scale and have a compounding effect.
 - For example, if you know that with today, you can only join **x** Whatsapp Groups before Whatsapp bans you. And each Whatsapp group would get you 10 new users.
 - Then this method scales linearly, and you know by week **x**, say for example you need to get 300 users per week, then this method just wouldn't work anymore.
 - Compounding methods, for example, can be a case of each user that you onboard referring 2 more friends. So eventually, the users grow exponentially too.
 - Some of these initiatives can be from you; some others need to be built into the app.
 - It is your job, Ria and Dena, to think of these strategies **ahead** of time, test them, and if it works out, have us implement it into the app, before the weekly requirement catch up on you.
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- Separately, I also want to add on an evolving requirement for growth. I am telling you, Ria, early, so you can plan for it.
 - Today, we are only measuring new users who registered on BK app.
 - Once we have the multi-account feature, a fully onboarded user needs to have to be logged into
 - LinkedIn
 - Google
 - Facebook
 - Instagram
 - Once we launch the updated BK app, we will update the metrics to include users logged into multi-accounts.

Product

@bach, where are we on the product? There are three things:

1. Reach adjustment to use followers instead of per-post
2. Multiple accounts
3. Agents

Can we release them piece by piece?

Proxycurl

Sales

The thing to accomplish for sales is to hire a US sales rep.

This is my TODO list for this hire:

(see below)

settle sales hire

- ~~one inbox for cold emails, support, etc~~ -- hiverHQ
- ~~CRM~~ -- salesforce
- **product training guide**
 - Product testing guide
- sales guide (based on my experience)
 - docuSign guide
- ~~compensation guide~~
- tools to purchase
 - Calendly

(todo ends)

I'm working on a product training guide for the impending hire. It's a lot of preparatory work but it is a one-time effort.

On top of sales, we would also be implementing an affiliate system in Proxycurl too. But this would come in 2022Q1.

Product

A lot of work in UI updates.

- Top navi is broken in some view
- Dashboard does not work in mobile view
- The Ghost Blog theme is outdated

A bunch of design and dev stuff this week will be focused on UI updates.

Bach is also currently designing a subset exporting feature. Seems to be going well.

Dwarf forms

Marketing

I want to do the public launch for Dwarf Forms launch right. And also I want to do it in Jan 2022.

I should be announcing it over email to our users this week, but the public launch would be in in Jan 2022.

This is how we will launch in Jan:

- Post in Hacker News
- Post in ProductHunt
 - To do this, we need to get a top "hunter" to "hunt" us, so this needs work
 - We also need some GIF animated logo for this
- Post in Reddit

I'm still prepping the stuff above.

Product

One user has already tried the product and he said that his users are 50% work emails, 50% personal emails.

We should give an option to detect if the provided email is work or personal email, and not to show the profile selection popup if it is a personal email.

The question is, how to test if a user is personal email? There is probably some list out there which features free email domains. Anyways, expect more product iterations on Dwarf Forms to come.

Priorities

1. Bagikuota app