

You have just launched a new app, but...



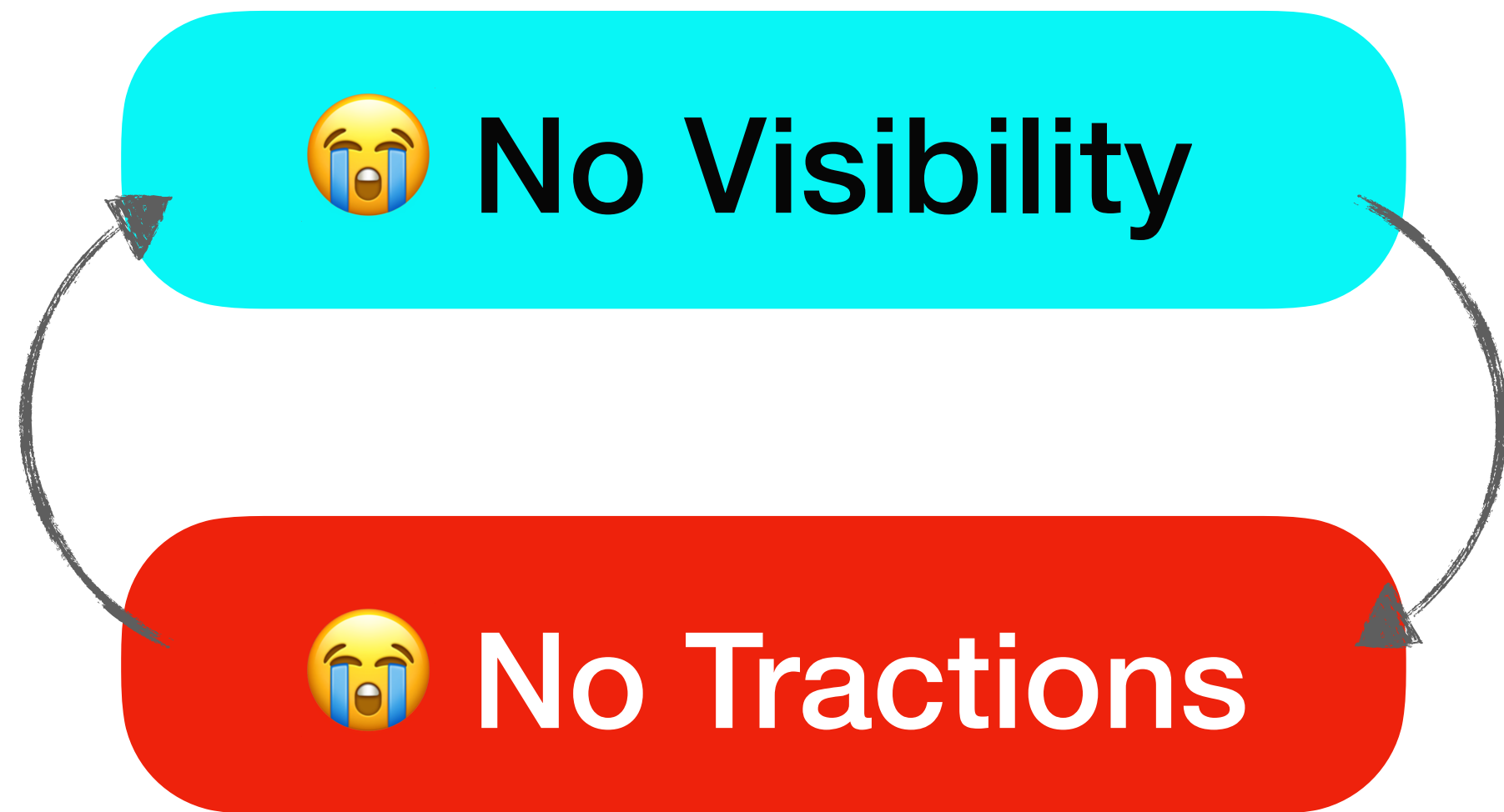
Your app

“Sir, how can we
attract our first 1,000
users?”

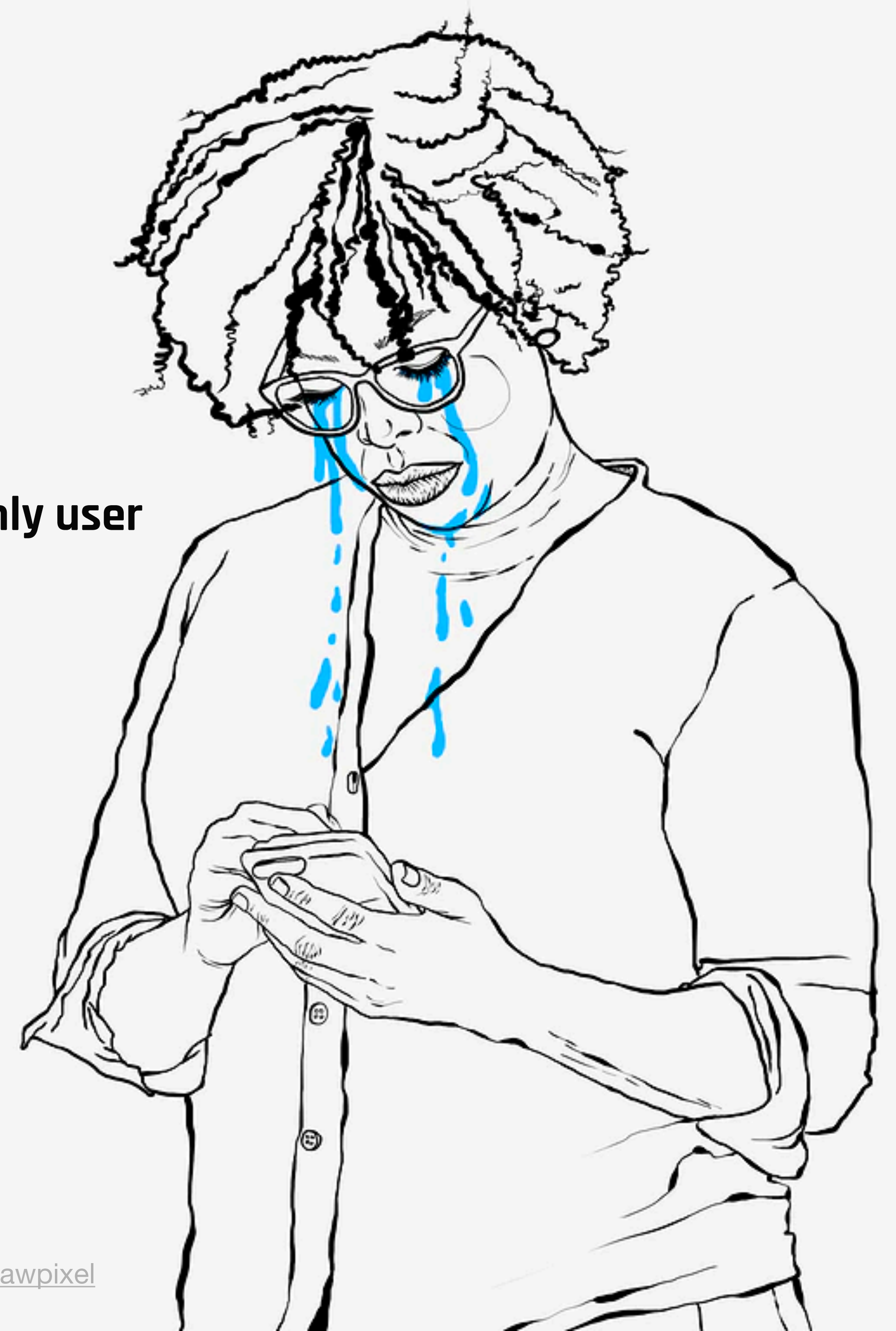
“Sir, we don’t have
any app reviews, so
people hesitate to
download our app!”

“Sir, when people
search our app,
no content pops up
on Google/Youtube!”

Early Product Vicious Cycle



I'm the only user
again...



* Image from [Rawpixel](#)