

# The GrowthX Experience

You're an average of the five people you spend time with. At GrowthX, that average goes up massively.

Senior Growth Leaders

Investors/VCs

Founders

## Our members are changing the world, one company at a time.

GrowthX is a community of founders, growth, product & marketing leaders, from the top internet led/enabled businesses in the world. Historically, our acceptance rate has been 8%. Our members trust us to get the best folks in.

### Application Process

You start with filling a small application and introducing yourself.

#### Interview with Program Directors

The shortlisted applicants are invited for an interview where you solve an interesting problem in a live group-discussion.

#### Onboarding

The accepted candidates become a part of the fam! We roll out the acceptance letter and onboard you to the community.

#### 5 Weeks of Live Sessions

Deep Dives into every growth lever.

#### Capstone Project

3-week intense product-growth led project.

#### Demo Day

Top 3 teams get to present their growth strategies to an invite-only event of 1,500+ folks from the ecosystem.

## All this while growing constantly

Make the most out of everything your GrowthX membership has to offer, from day one.

#### Daily

Slack Community

Forum

DailyOS

#### Weekly

Curated Content

GX Fam Events

Bounties

#### Monthly

City Chapters

GX Masterclasses

#### Quarterly

GX Demo Day

Advanced Learning Sprints

#### Bi-Annually

GX Fam Offsites

GX Townhall

## Why do the Top 1% brag about GrowthX?

1:1 networking sessions

Curated breakout roles

Personalised career support

Access to top mentors

Become a mentor

Learn A-Z of Growth

Exponential Outcomes

Highly Curated Community

Structure for solving

Take advice from the top leaders & operators

Masterclasses

GrowthX Forum

Access to a high trust network on Slack DM

## Become a Top 1% Growth Leader

The first eight weeks focus on helping you build your growth muscle and build tremendous proof of work that sets you apart.

### Deep Dives

4-hour In-depth live sessions that will help you dig deep into every growth lever. Held on the first five Sundays of your cohort, they will introduce you to concepts, frameworks and growth structures that you can apply to your product the next morning.

### Build Proof of Work

All Deep Dive sessions are followed with assignments that you solve through the week. Take a real world product and apply the growth framework to it. This sets you apart from your peers and helps build depth in your proof of work.

### Capstone Project

A 3-week product-growth led project, where you will solve a real-world growth problem statement for a tech first/enabled product.

Capstone teams are 8 to 12 members strong that are given access to growth leaders who have built incredible proof of work at GrowthX & in their own internet companies, for continuous feedback.

### Learn the Macro & Micro of Growth

Get actionable insights that you can apply the next morning

ACQUISITION

ONBOARDING

ENGAGEMENT & RETENTION

MONETISATION

GROWTH TEAMS

## Learn from Leaders who've been there, done that

These are leaders and operators who've built tremendous crafts and shown results. They'll constantly nudge you towards disproportionate results. Plus, access to these community features sets you up for success

Abhishek Patil

Co-Founder | GrowthX  
Acquisition and Monetisation

Udayan Walvekar

Co-Founder | GrowthX  
Onboarding and Growth Teams

Praveen GK

COO | The Ken  
Subscription Retention Strategy

Rajiv Srivatsa

Partner | Antler India  
Entrepreneurship

Shreshth Karkera

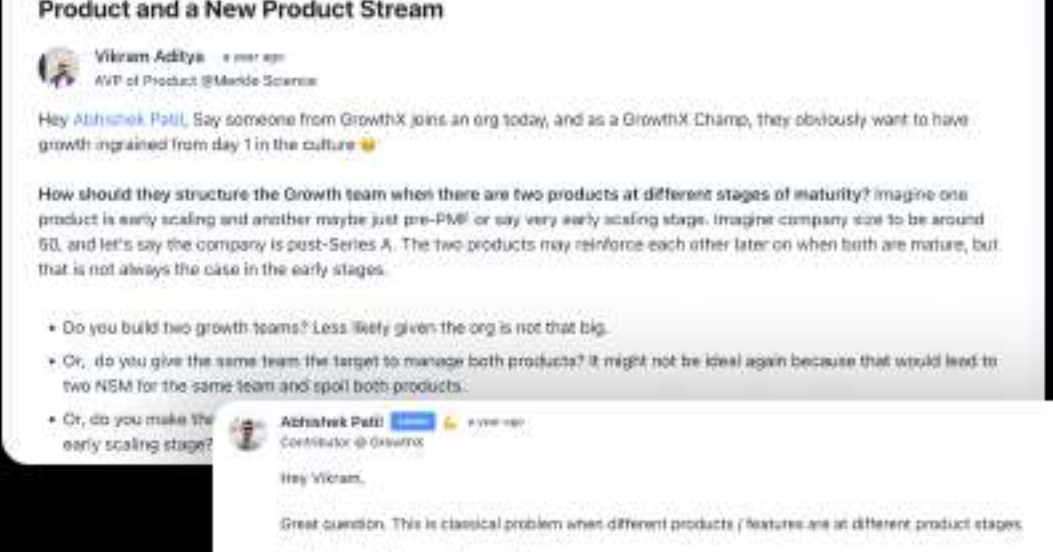
Co-Founder | Finshots, Ditto  
Newsletter Growth

20+

MENTORS

#### The GrowthX Forum

A single source of truth where every & any growth related question is answered by the community experts.



#### Fam Events

Attend sessions with industry experts who have crafted a super power across a specific function on growth.



## Build an inner circle that makes a difference

The community is the flair at GrowthX. We curate events that'll help you network and make valuable connections for life. Our fam members have started companies, podcasts, hired, travelled together.

What will you do? The community looks like this:

Product folks

Founders/CEOs

Growth/Marketing folks

Aspirers

35%

30%

25%

10%

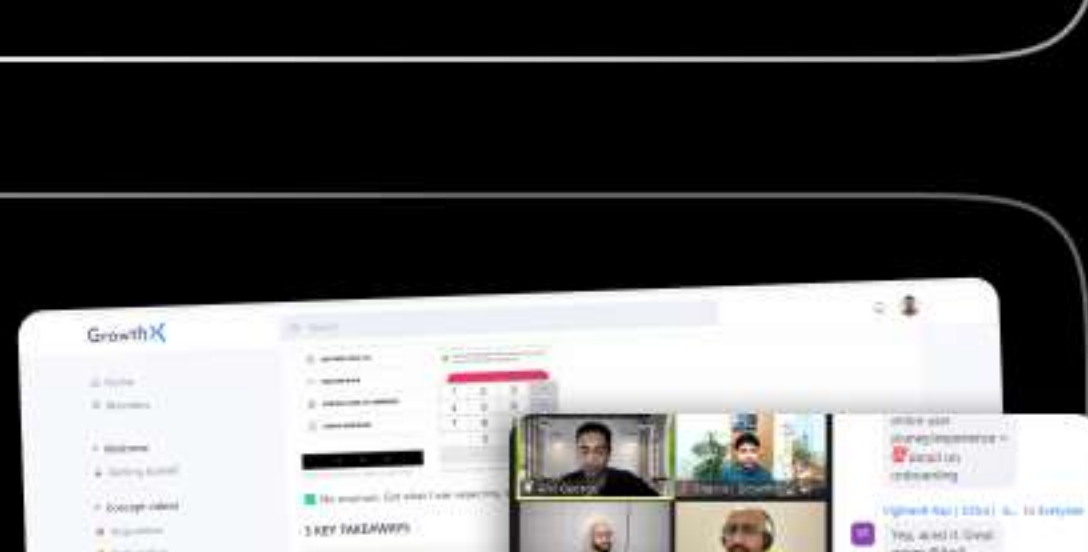
#### Breakout Rooms

You'll get access to curated live networking with fellow members.



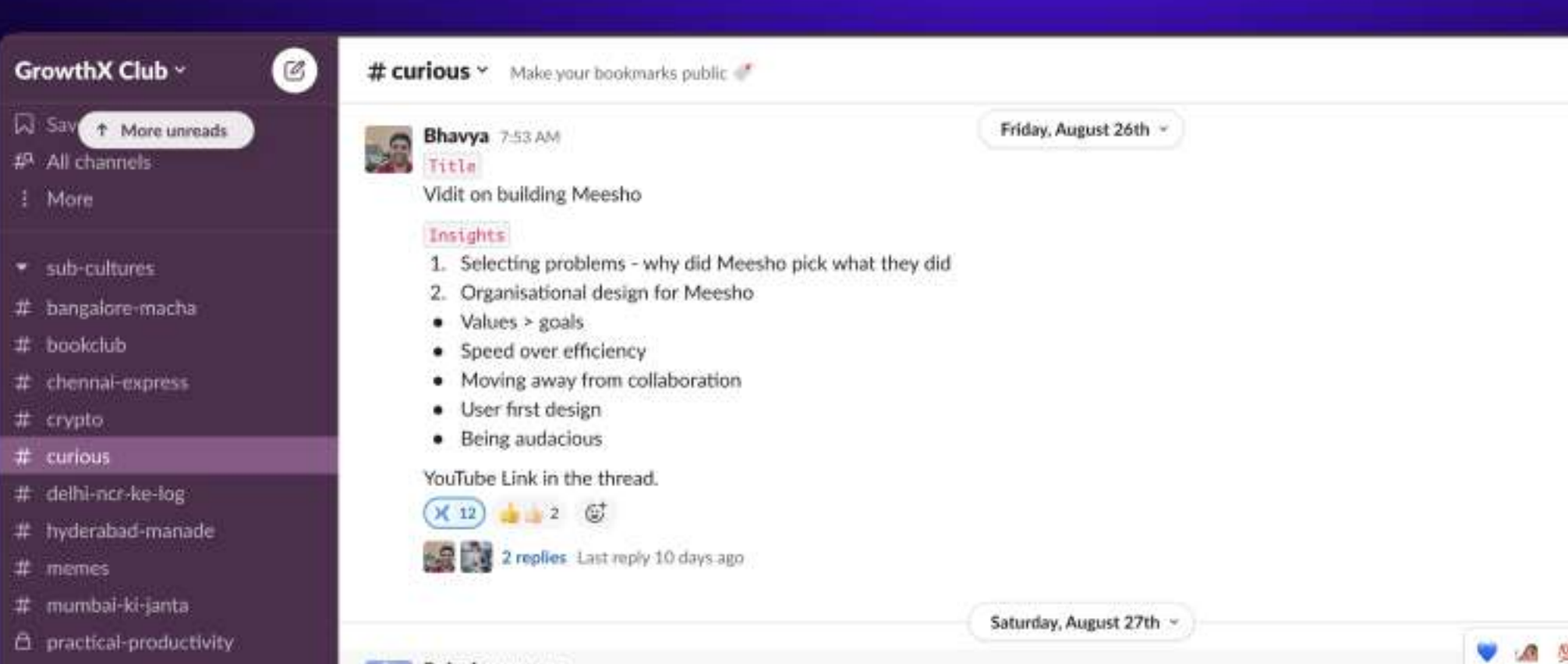
#### Learning Circles

You're allotted a circle to discuss and brainstorm the assignment with fellow cohort members.



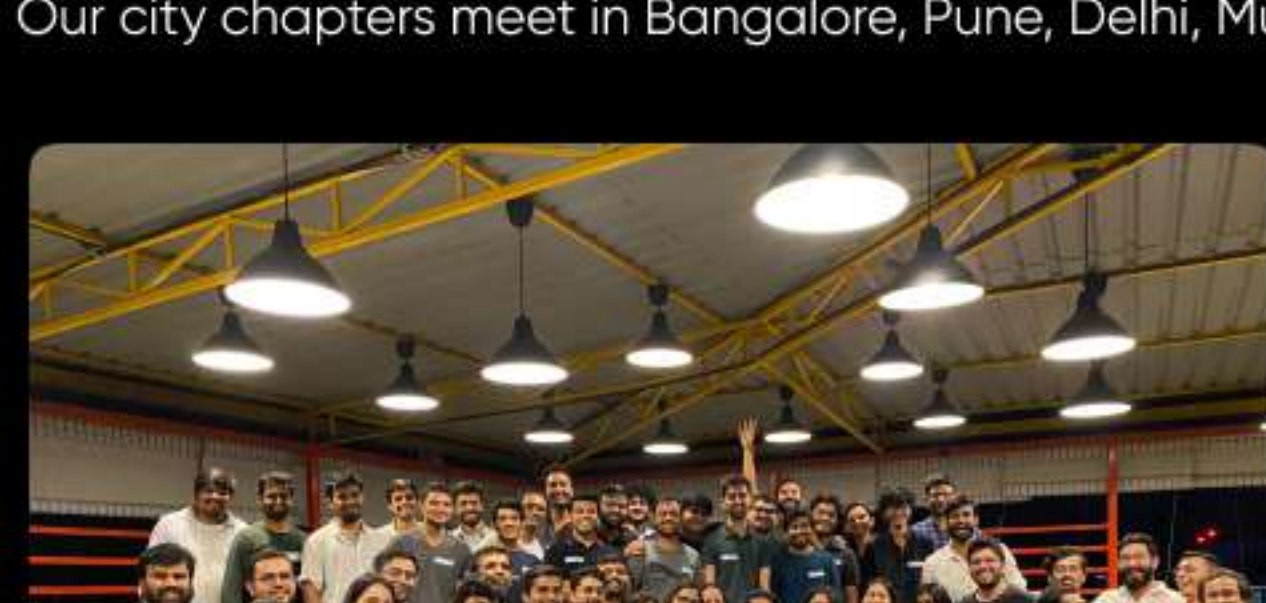
#### GrowthX Club on Slack

One place for you to ask for help, rant or learn a new skill from the best. What would you do if industry leaders were just a DM away?



#### City Chapters

Our city chapters meet in Bangalore, Pune, Delhi, Mumbai, Gurugram, Chennai & Hyderabad. More chapters are getting added as we speak. The fam is growing.



BANGALORE



MUMBAI



GURUGRAM

#### Community Offsites

These are held twice a year. Although the fam wishes we did it every month. Trust us, offsites are epic. We pick an exotic location (say Goa) & fly down hundreds of GrowthXers to spend the whole weekend with the fam. We'll let your imagination work.





# Hire Talent. Get Hired.

GrowthX is a high-trust hiring network. Our members get a promotion within six months of joining or a median salary raise of 40% when they switch, with an offer rolled out every fifth interview.

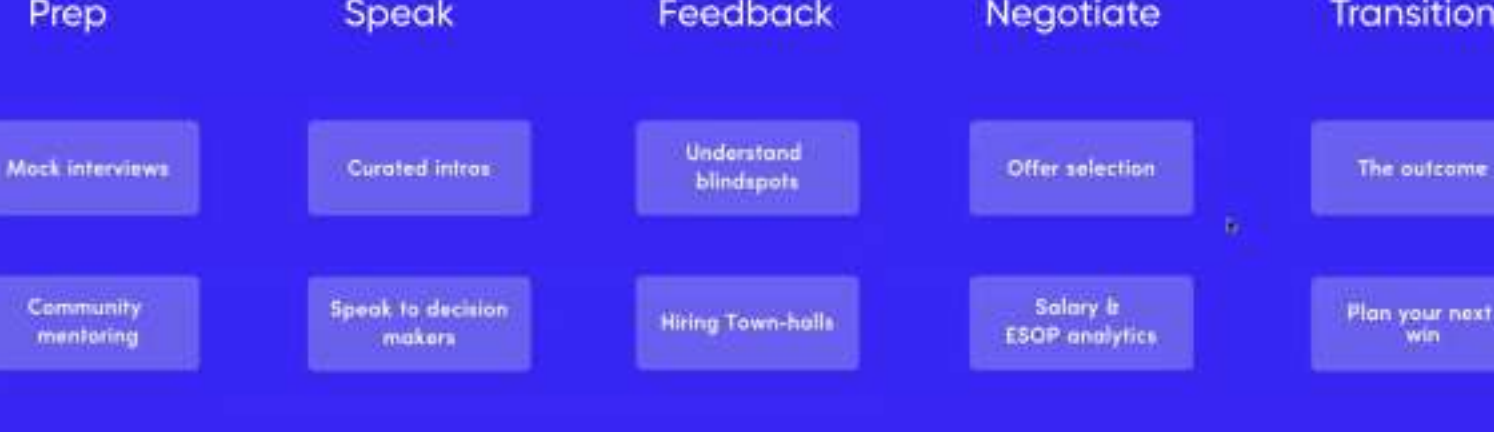
## Hiring Hours

LIVE SESSION

Learn everything from choosing your next breakout role, analysing job descriptions, preparing your personal brand, navigating interview prep plus choosing between multiple offers & negotiation techniques.

We promised week-on-week growth, didn't we?

## Talent Ecosystem



## Personalised Career Support

One year personalised support for cracking the role that you want. The talent vertical curates roles for you and the Learning Experience team preps you for the role and interviews.

## Hire from the Community

The talent vertical plays cupid for you. The talent team will help match your exact role requirements to the perfect candidate, and handle the process right from setting up interviews to getting them onboarded.

## Exclusive Job Board

The best companies in the ecosystem list roles in 30, 60, 90 Day objectives to hire from GrowthX.

# Community learning on steroids

## Capstone Showcase

Enjoy Power packed showcases from Top 5 Demo Day teams.

You get to interact and ask in-depth questions to the finalist teams.



## Weekly Bounties

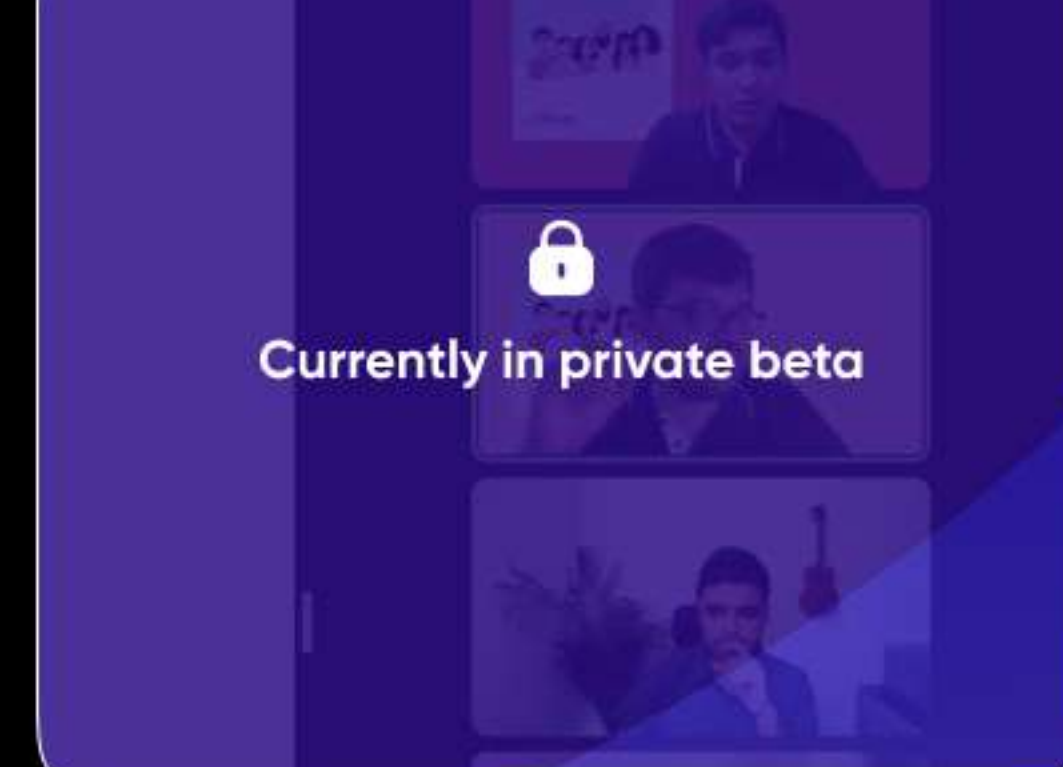
Brain gymming on point!

The idea here is simple. Keep your brain in active problem-solving mode, every week.



## Advanced Sprints

Build nuanced muscle across product, strategy, marketing, design and no-code.



SEE COMMUNITY LEARNING PROPEL YOUR GROWTH TRAJECTORY, IN ACTION

GX Fam = ❤️

## The Top 1% call GrowthX home

The GrowthX fam is the most actionable, high-functioning and motivated peer group that you'll ever come across. This is the inner circle professionals wish they head.



## The laws of growing a business have changed

After leading marketing for organisations such as Kotak Securities, Citrus, Coverfox & currently Aditya Birla Insurance, I expected a refresher on the business fundamentals. I underestimated the GrowthX experience when I signed up. The intense experience allowed me to unlearn & relearn some of key levers to growth & all of this with the young smart champs in the community who I would hire in a heartbeat. You can not explain what is GrowthX, you have to experience it firsthand.

Jaimit Doshi  
Chief Marketing Officer



Soumi 1:34 PM  
Hey Fam!

Super excited to share that I'm starting a new journey today. Have joined the **Meesha** as Associate Director - Brand Marketing in their Growth Org.!

GrowthX and you all helped me learn literally exponentially! In the last 4 months I have been able to build structure, articulation and a repository of tools that will help me navigate this new world. Deeply grateful to this fam. @AP @UD thank you for countless conversations and helping patiently with the smallest of nuances! Love you folks @smallcase-gx8 @Jayesh Bhatta @Adhar Masand @jaimit (GX8) for being a support system of encouragement and positivity everyday! @Kriti Gupta @Manish @Ritom @Khushbu Kotecha @Bhavya you make this fam an electric place, not a day goes by without learning and interacting with the best minds of India, love being a part this epic story! Always here to share my learnings and take this fam onwards and upwards! Now building for a billion Indians! 100 81 45 51 40 24 18 18 18 6 46 replies Last reply 3 months ago

Amay Bhatnagar 7:44 PM  
Hey Everyone,

our founders Prashant and @Vaibhav Devpura just announced the latest round of funding for **Zeda.io** -

Zeda.io is a super app that every product team should use to make their product management simpler and smarter. You can check out our [website](#) for more. (edited) 45 26 20 4 6 replies Last reply 15 days ago

Karan 2:33 PM  
Hey Fam,

The journey to GX8 demo day was one of the most cherishing experience of my professional career. I wished this experience should just keep happening, as I found my spark and passion of building & scaling product during capstone.

And today I am excited to share, the wish has turned into reality, as I have joined **yellow.ai** as Product manager - PLG.

This would have not been possible without GX fam and all the help & support to learn exponential @AP, @UD, @Manish @Bhavya you guys have a special place in my heart ❤️ to have help my mind 'Growth-X' Special mention to @Khushbu Kotecha the best match-maker and nudging me to go for the role. GrowthX happened to me when I was building my startup 0-1, going through many failures to scale the company with lot of self-doubt. Winning demo day gave me that self-validation and I got my spark back. Fast forward today, I have exited my startup on a high with more than 2000 users who have generate income using our social commerce fintech platform. Coming this far would have been impossible without my wolf

Amyth Banerjee 5:02 PM  
Greetings GX Fam,

I decided to begin my GX journey at the beginning of this year. I equate this quite similar to the Game Of Thrones Buzz - Only in that case I didn't & yet have not started the series. But GX was a different thing - The buzz was there and I had to be part to understand what it really was. And boy am I glad I did it!

And now, a little ahead of the halfway mark of this year - I'm glad to state that I have joined **Moda** as Product Marketing manager (Part of the growth team).

I remember going through this channel - reading posts of wins from the gx fam & thinking is it legit? Wondering if so many folks are making it then Kuch toh hoga And indeed it was. The journey post joining GX has all been about being able to articulate how I'd like my next phase of professional life to be. And as @AP says - 'Be the person who can solve for any growth problem' - this mantra really helped & it's not like I have aced it - but it has become a practice now. I'd like to thank my GX8 capstone team & the incredible people curating the GX experience - @AP, @UD, @Manish, @Khushbu Kotecha, @Bhavya & more people. This year has been one of the finest in terms of learning, growing & reinventing self. Happy to connect with folks from this awesome community. If you'd like to exchange notes on all things (but not limited to) - community, product growth, content strategy, reading, travel, bike rides, hiking (the list goes on...) Cheers (the list goes on...) 55 27 16 10 11 replies Last reply today at 11:30 AM

Sejal Srivastava 11:21 AM  
Hey everyone!

A small career update - After a 1.5 year long stint at Finshots and Ditto, I will be joining an early-stage VC fund called Java Capital as an Investment Professional. I will be looking after the Fintech, SaaS, Consumer & Deep Tech portfolios.

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@Kriti Gupta - my biggest support system throughout this transition phase. Thank you for keeping me sane, and for always having my back. My capstone team Netflix- Thank you for always being just a text away, despite having busy schedules - @Gargi Singh @Nisar (GX8) @Chirag Shah GX8 @Megha I GX8 @Kriti GX8 @Sharanya Menon @IH @Anshuman Ray Also have recently moved to Bangalore, and looking forward to catch up with all the #bangalore-macha folks soon! 57 34 14 11 1 1 20 replies Last reply 1 month ago

Nissin Alzad (GX9) 11:11 AM  
Dear Fam - A small career update

Finally I have achieved one of my goals of joining GrowthX ❤️

I'm elated to announce that I have joined Apollo Finvest as a Product Manager 🥳 Apollo is a fintech with NBFC license building backend infra and offering capital to fintechs who are in lending business. (hmu for more)

only because of this community 🙌. Even though being a founder growth and scale was not something I was very good at. I happened to GrowthX when life was giving me tough times and I lacked my momentum in growth. But now, while I look back, there are no regrets! It was a journey onwards and upwards since GrowthX 🙌. Thank you @UD and @AP for creating this wonderful program and an amazing community. One step up! Onwards...Upwards!! 🙌



## GrowthX is worth every penny.

GrowthX directly helped get a structured learning with a chance to apply these concepts when I was at Tata Digital & now at PayTm apps marketplace product. The community is something you would die for. I still go back every day to the community to learn from the incredible folks and I am always in awe how there is always a delta learning from the top leaders.

Vikash Singh  
General Manager Growth & Marketing



# GrowthX is an Experience

You will get strong structures to solve any growth problem that has ever existed, and see a lot of your pre-conceived notions being fundamentally broken down. The best part? The GrowthX community will be by your side constantly cheering you on.

Think you're ready for it?

Apply to GrowthX



# The GrowthX Curriculum

WEEK 0

## Kick-off call

SUNDAY 9AM IST

We get to know each other and calibrate you to the GrowthX way of things. We help you nail down your 1-year professional goal in a peer led setting. This also establishes the "why" to everything that you will unlearn / learn / build at GrowthX?

WEEK 1

## Acquisition Deep Dive

SUNDAY 9AM IST

Understand how to match the ideal customer to your product's value prop, to marketing channels, and scaling user acquisition at an optimised cost. We cover everything for early scaling to mature stage companies.

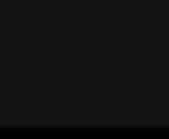
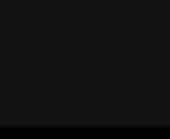
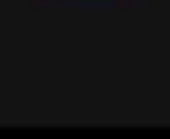
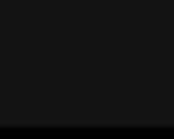
### What will you learn?

- Decision framework to decide when to start acquiring users?
- Drill down the Ideal Customer Profile - Personas & Behaviours
- Decision framework to finding channels for capturing ideal customers
- How to scale acquisition channels from product market fit to growth to mature stage of the product?
- How to run experiments on the acquisition funnels?
- Deep dive into major acquisition channels (like organic content loops, referral design, partnerships, advertising & more)

### How will you apply it?

- You'll build ideal customer profiles & prioritise for product stage
- Build your acquisition channel mix
- Build organic content loops
- Design end-to-end referral/partner program
- Design a Referral/Partner Program
- Design to evolve acquisition plans based on stage of product
- Design an end to end product integration workflow

Case Studies covered:



& more

WEEK 2

## Onboarding Deep Dive

SUNDAY 9AM IST

This 4 hour intensely interactive conversation covers major aspects around onboarding your users the right way.

### What will you learn?

- Why is onboarding core to Growth?
- What is an AHA moment? How to find out one for your product?
- Model to define an active user.
- How to build different goals? Product, User & Business goals?
- How to apply the 'Jobs To Be Done' framework to onboarding?
- Design deep dive into onboarding for your web & app products.
- Defining metrics for onboarding success.
- How to evolve onboarding with the stage of the product (early->mature)?

### How will you apply it?

- You'll define the Ideal Customer Profiles for your product
- JTBD Framework to understand user goals: Functional, Personal, Social and Financial
- Cognitive Biases that can be used to optimise your product
- Hypothesise for activation metrics to track
- Complete onboarding teardown of a product

Case Studies covered:



& more

WEEK 3

## Engagement and Retention Deep Dive

SUNDAY 9AM IST

Understand how to engage and retain your users once you've onboarded them.

### What will you learn?

- Learn about the different types of engagement frameworks
- Not all engagement is created equal. Learn how to segment users for engagement.
- Learn how to build a growth engagement engine.
- How to measure retention? Learn to how to stay away from vanity metrics.
- What is healthy retention and what are its core components?
- Understanding churn and the different types of churn.
- How to reduce churn? What to track and how to run experiments?

### How will you apply it?

- You'll understand and plot a retention rate model
- Casual, Core and Power user segmentation
- Create an Engagement engine
- Understand churn and how to optimise for it
- Create resurrection campaigns
- Figure out the right metrics to track

Case Studies covered:



& more

WEEK 4

## Monetization Deep Dive

SUNDAY 9AM IST

You'll learn to really design an end to end monetisation strategy from scratch, across transactional, subscription & ad monetisation models.

### What will you learn?

- Learn about the different types of engagement frameworks
- Decide who to charge first, second and last in your customer segments
- How to create perceived value > perceived price?
- How to decide what to charge for?
- How to decide how much to charge?
- How to show pricing with system design & more frameworks?
- How to evolve pricing across B2B / B2C & with stage of product?
- How to design bundling / unbundling with pricing?

### How will you apply it?

- You'll get clarity on when's the right time to start monetising any product.
- Design monetisation go to market by user segments.
- Get a framework to design subscription based monetisation.
- Get a framework to design transactional based monetisation.
- Get a framework to design ad-monetisation.
- Design pricing discovery & showcase pages for web & app products
- Design how to maximize revenue based on revenue per user & number of total paying users

Case Studies covered:



& more

WEEK 5

## Growth Process & Running Growth Teams

SUNDAY 9AM IST

This will help you bring together all the instruments and create the perfect orchestra. It's the growth process + people who will drive the outcome. This module helps you take baby steps towards becoming a growth leader, the choirmaster.

### What will you learn?

- How to take macro view of growth?
- How to setup any experiment, the right way? Pre/ During/Post setups.
- How to build an experimentation sprint?
- How are growth levers core to the growth team's setup?
- How to hire the right craftsman for growth team?
- How to build pod vision for growth team?
- How to design 30-60-90 day plan for new growth team member?
- How to report growth metrics to leadership / investors?
- Look at what worked for highly successful teams across the tech ecosystem.

### How will you apply it?

- You'll get a framework to design experiments
- Understand the Growth equation
- Build a growth model

There are no assignments in Week 5. You get to take a breather before the capstone.

WEEK 6-8

## Capstone Project

A 3-week product-growth led project, where you will solve a real-world growth problem statement for a tech first/enabled product.

You'll start with a kick-off call where you get access to the GrowthX Handbook to decide the roadmap for your group project. You'll be assigned teams with a balanced combination of marketers, product managers, analysts, founders & aspirers.

The capstone teams are 8 to 12 members strong that are given access to growth leaders who have built incredible proof of work at GrowthX & in their own internet companies, for continuous feedback.

8-12 TEAMS

3 WEEKS

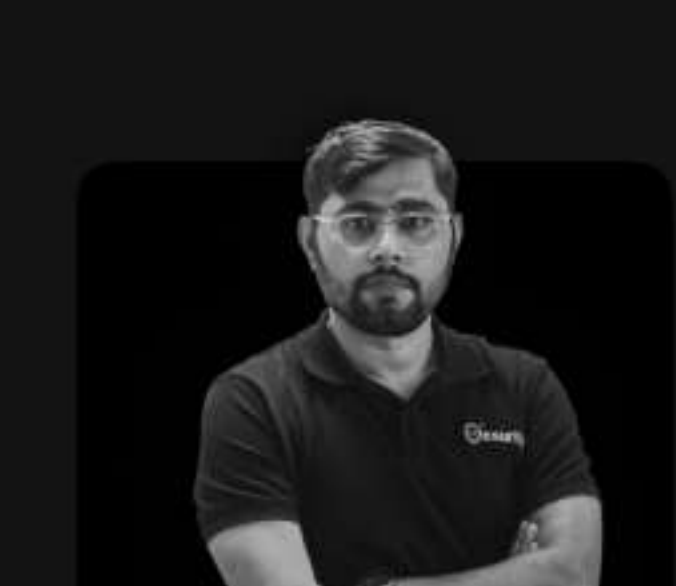
1 GROWTH PROBLEM

## Demo Day

The mecca, the holy-grail of your capstone experience. The Top 3 capstone teams get to present their growth strategies to a gathering of 1,500+ people who are founders, investors, marketer, PMs, founder's office, leaders, etc. Some runner-up teams get to pitch their capstone projects in a specially curated event or to the GrowthX community.

## The Ones Who Elevate Demo Day

Imagine if you had a bazooka to pitch yourself to the startup ecosystem, this is it. The best in the business give feedback to finalists presenting their growth strategies. The jury's points plus audience votes decide the Demo Day winner. Some incredible jury members who have graced the last few Demo Days:



"My life after Demo Day just flipped. I felt like a celebrity! I had offers from 10-12 companies, with consulting gigs from about six. People were asking me for opinions on problems they are solving. It was completely life altering!"

We rest our case. Join the fam, there's only upside here.

Apply to GrowthX