



COM5940: NEW MEDIA BUSINESS MODEL & INNOVATION ELEMENTS OF A SUCCESSFUL PITCH

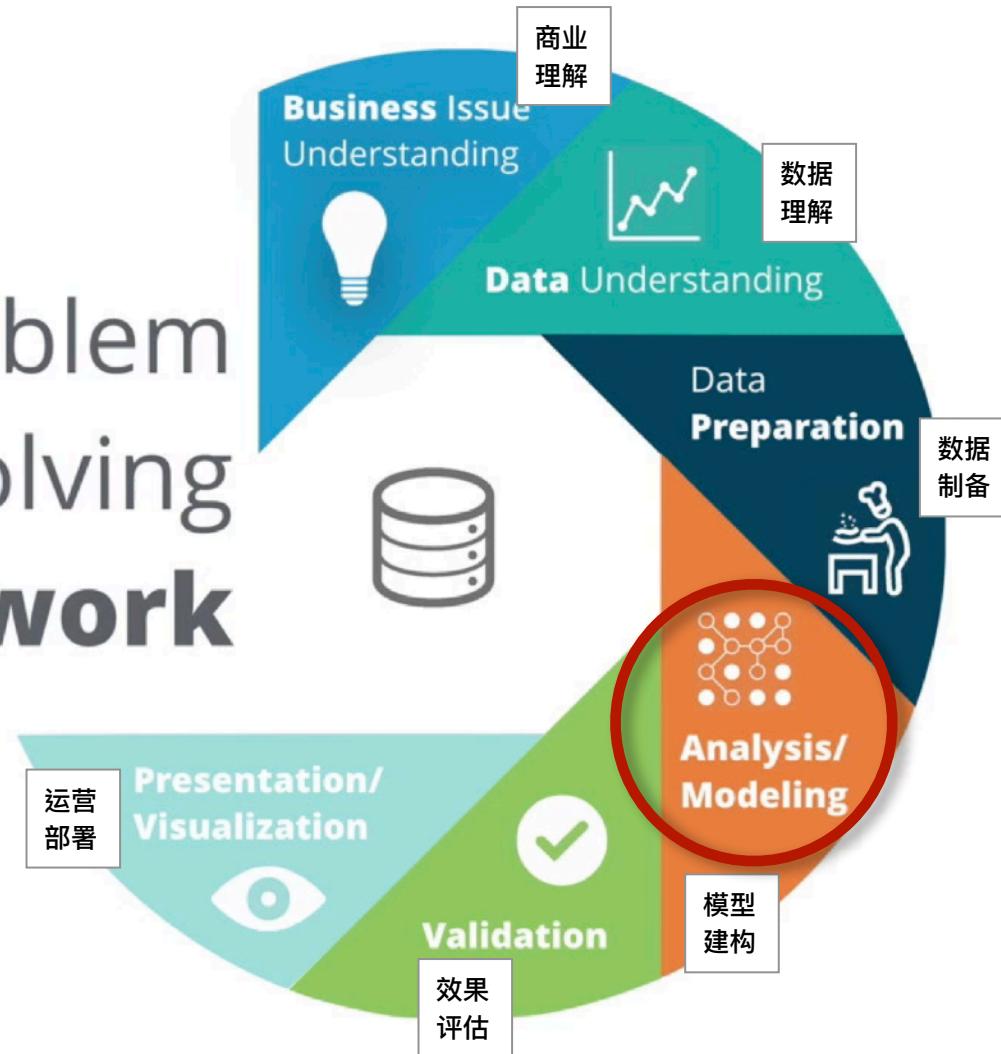
Bernard Suen
Center for Entrepreneurship
Chinese University of Hong Kong



Center for
Entrepreneurship

Quick Recap

Problem Solving Framework



Source: Elements of User Experience
by Jesse James Garrett

Solution Space

how and
how much

Problem Space

who, what,
and why

The Surface Plane



The Skeleton Plane



The Structure Plane



The Scope Plane



The Strategy Plane



UX Elements

Concrete

Completion

Abstract

Conception

Visual Design

Interface Design Navigation Design
Information Design

Interaction Design Information Architecture

Functional Specifications Content Requirements

User Needs
Site Objectives

Deployment

Evaluation

Modeling

Data Preparation

Data Understanding

Business Understanding

time

There are two ways in examining the word “model”:

Data Analytic Model and Business Model

Data Analytic Models

| 聚焦未来 | | | | 聚焦过去和现在 |
|---|--|--|--|--------------------------|
| Predict Outcome | | | | Data Analysis |
| Data Rich | | Data Poor | | Geospatial |
| Numeric | Classification | A/B Test | Segmentation | |
| Continuous | Count | Binary | Non Binary | Aggregation |
| <ul style="list-style-type: none"> • Linear Regression, • Multiple Regression | <ul style="list-style-type: none"> • Count Regression | <ul style="list-style-type: none"> • Logistic Regression • Decision Tree | <ul style="list-style-type: none"> • Random Forest • K-Nearest Neighbour | Descriptive |
| e.g. Scikit-learn, Tensorflow, Orange | | | e.g. Google Optimize | e.g. Google Analytics |

Source: Udacity Model Selection Methodology Map

Predictive Analytics/Machine Learning/Deep Learning

预测分析/机器学习/深度学习

- Linear Regression
 - Decision Tree
 - Forest Model
 - Boosted Model
-
- Count Regression
 - Logistic Regression
 - Decision Tree
-
- Forest Model
 - Booted Model

Inferential Statistics & Hypothesis Testing

推论统计与假设检验

Explorative Data Analysis & Descriptive Statistics

探索性数据分析与
描述性统计

Source: Udacity Model Selection Methodology Map

Supervised Learning

- Used for prediction of categorical and numerical outcome.
- Data has to be labelled and separated into training set and testing set before model building.
- Apply different algorithms and evaluate which one has best fit.

Unsupervised Learning

- Used in the exploratory stage of data preparation to find out patterns (clusters).
- Data is not labelled.
- Used in performing dimension reduction to help extract the essential features for preparing datasets used in model building.

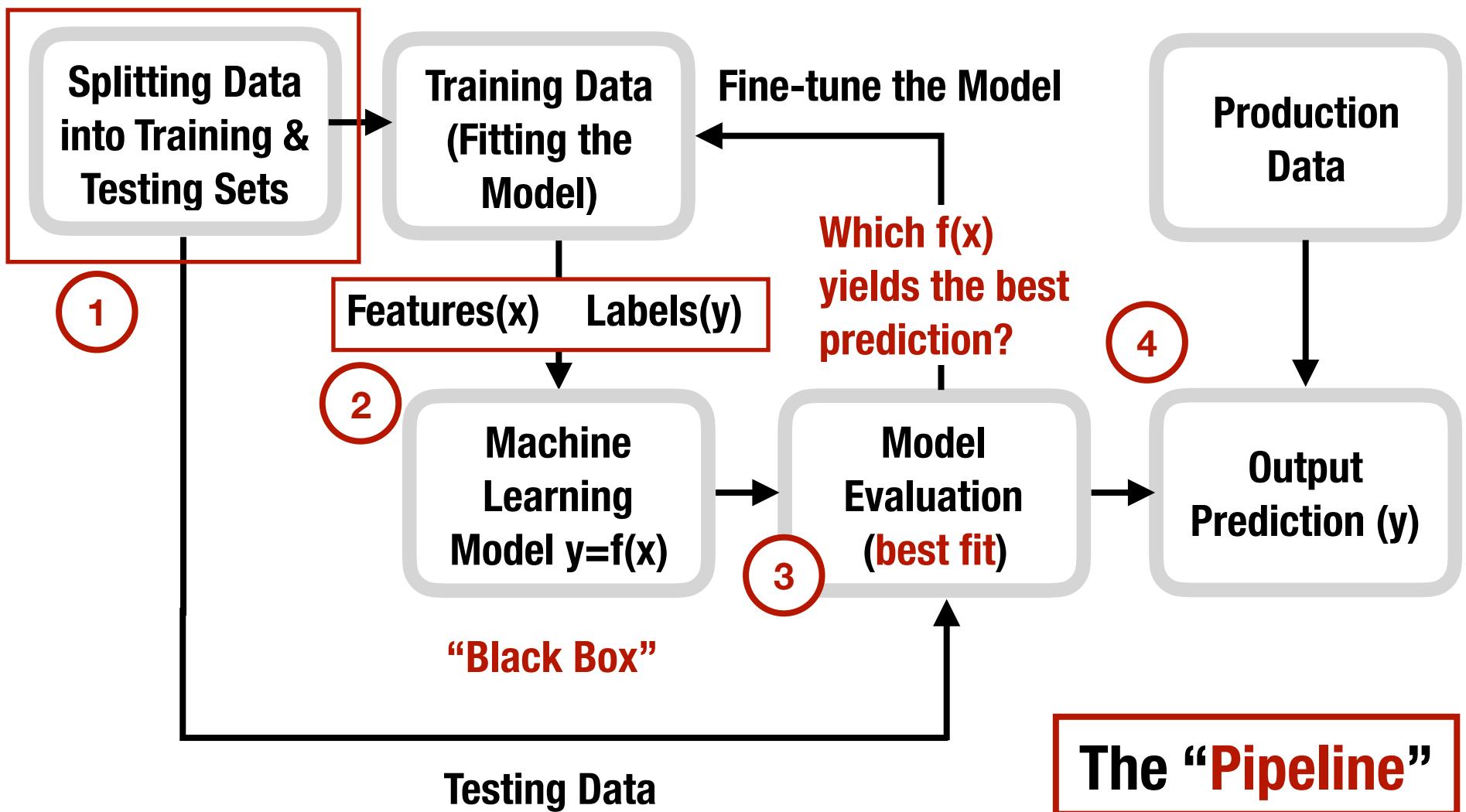
Reinforcement Learning

- The ML program is turned into a software agent, navigating through a problem space to reach a goal by trial and error.
- Throughout the course of interaction with the environment, feedbacks will be given to steer the agent toward the goal.

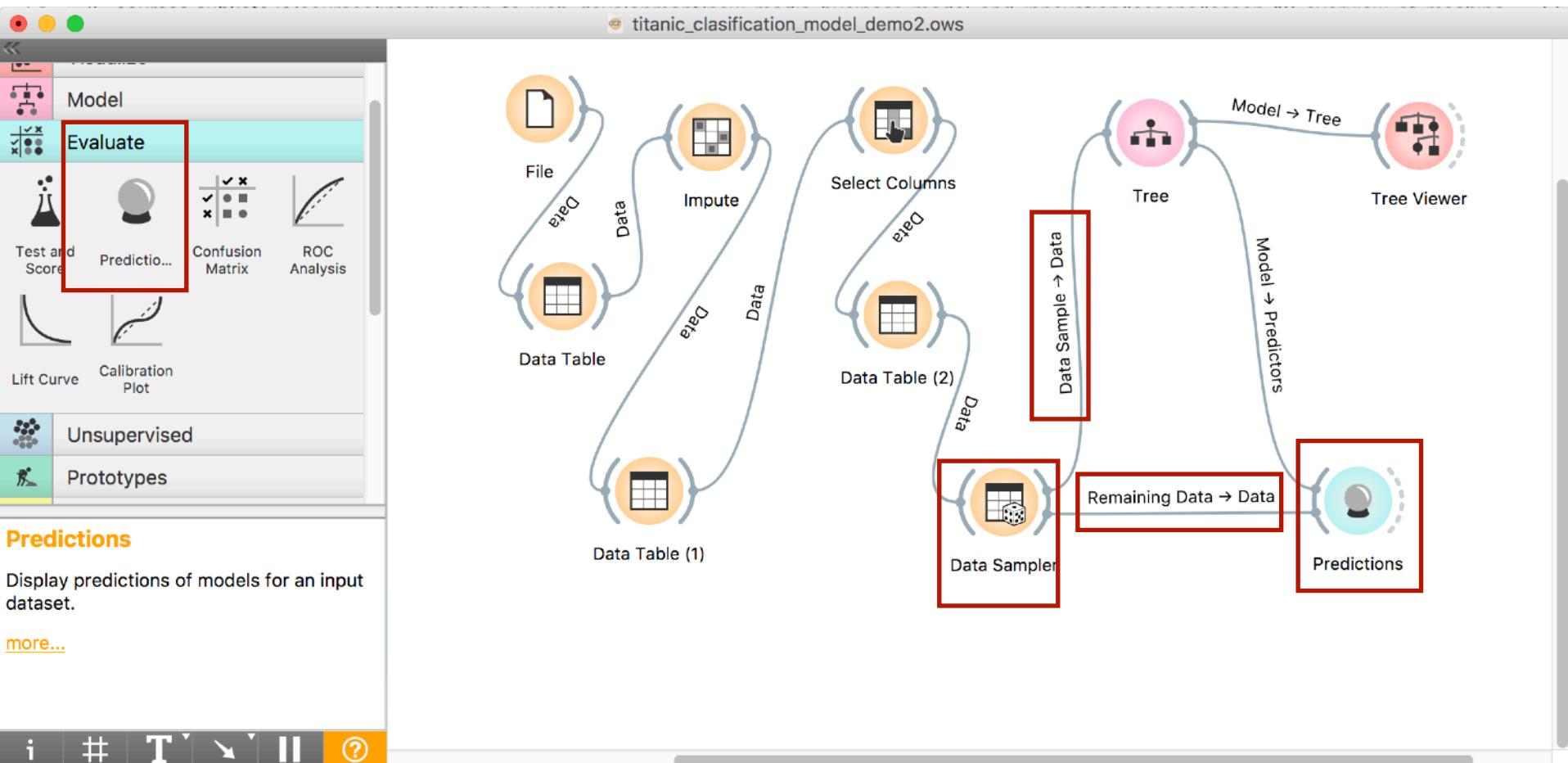
Which Model to Choose?

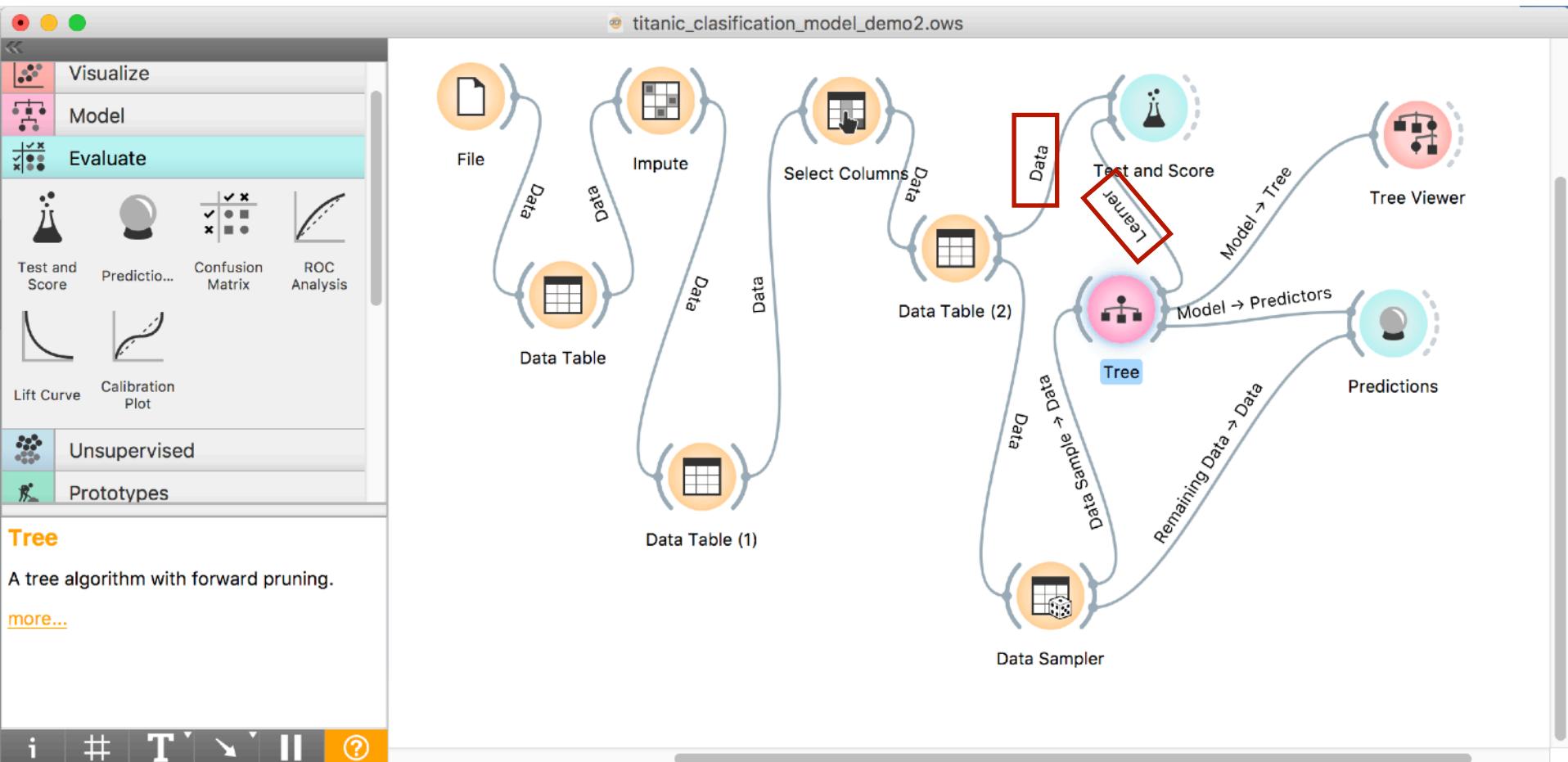
| 聚焦未来 | | | | 聚焦过去和现在 | |
|---|--|--|--|-------------------------|--------------------------|
| Predict Outcome | | | | Data Analysis | |
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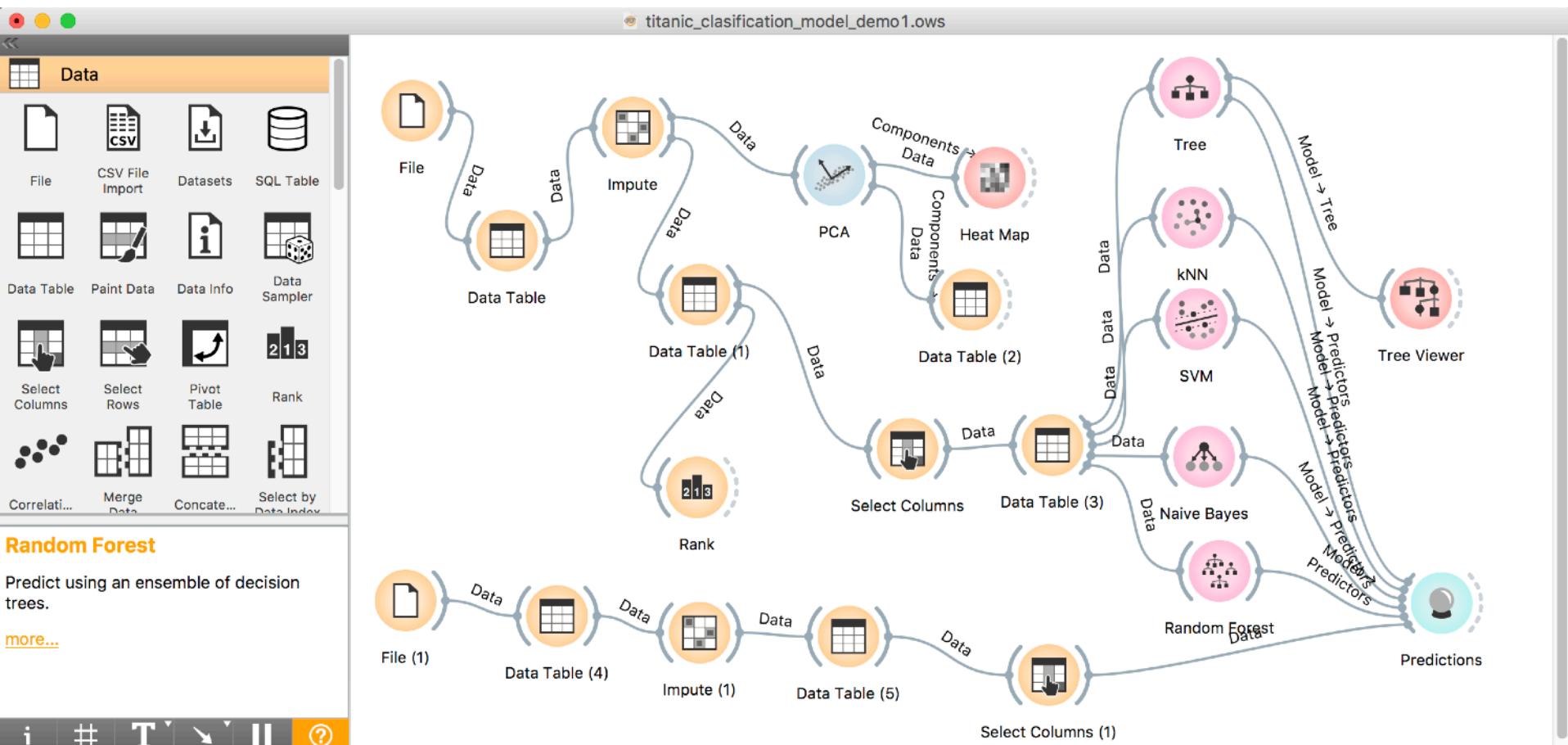
Source: Udacity Model Selection Methodology Map



Classification Models







Predictions

Show probabilities for

0
1

| | Tree | kNN | SVM | Naive Bayes | Survived |
|----|-----------------|-----------------|-----------------|-----------------|----------|
| 1 | 0.91 : 0.09 → 0 | 1.00 : 0.00 → 0 | 0.80 : 0.20 → 0 | 0.91 : 0.09 → 0 | 0 |
| 2 | 0.04 : 0.96 → 1 | 0.20 : 0.80 → 1 | 0.26 : 0.74 → 1 | 0.10 : 0.90 → 1 | 1 |
| 3 | 0.17 : 0.83 → 1 | 0.60 : 0.40 → 0 | 0.52 : 0.48 → 1 | 0.46 : 0.54 → 1 | 1 |
| 4 | 0.04 : 0.96 → 1 | 0.00 : 1.00 → 1 | 0.27 : 0.73 → 1 | 0.10 : 0.90 → 1 | 1 |
| 5 | 0.96 : 0.04 → 0 | 1.00 : 0.00 → 0 | 0.80 : 0.20 → 0 | 0.88 : 0.12 → 0 | 0 |
| 6 | 0.88 : 0.12 → 0 | 1.00 : 0.00 → 0 | 0.88 : 0.12 → 0 | 0.62 : 0.38 → 0 | 0 |
| 7 | 0.56 : 0.44 → 0 | 0.80 : 0.20 → 0 | 0.81 : 0.19 → 0 | 0.87 : 0.13 → 0 | 0 |
| 8 | 0.17 : 0.83 → 1 | 0.20 : 0.80 → 1 | 0.52 : 0.48 → 1 | 0.46 : 0.54 → 1 | 1 |
| 9 | 0.07 : 0.93 → 1 | 0.20 : 0.80 → 1 | 0.50 : 0.50 → 1 | 0.16 : 0.84 → 1 | 1 |
| 10 | 0.00 : 1.00 → 1 | 0.20 : 0.80 → 1 | 0.65 : 0.35 → 0 | 0.36 : 0.64 → 1 | 1 |

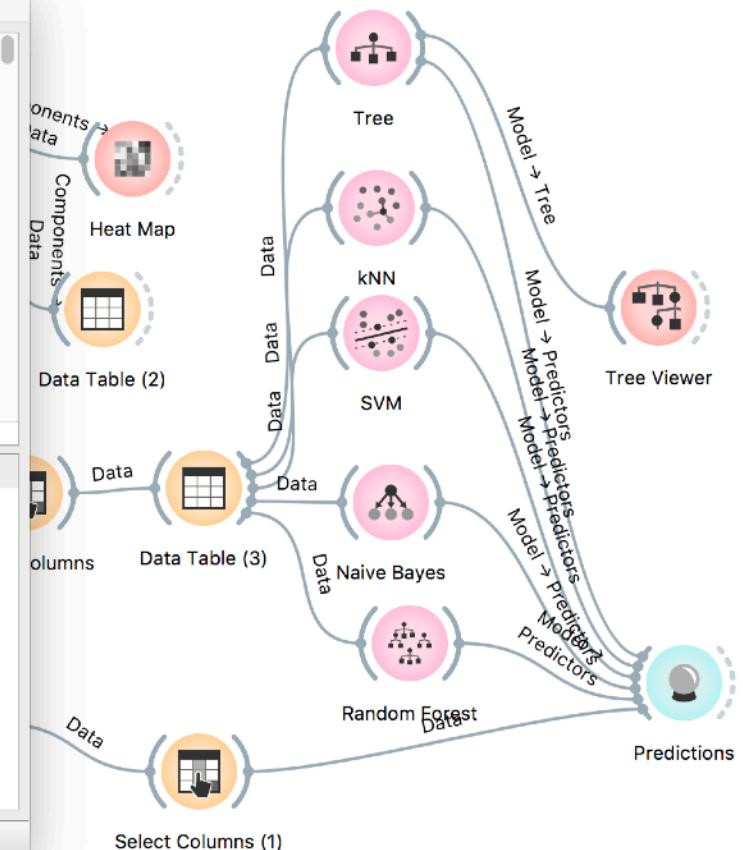
Model AUC CA F1 Precision Recall

| Model | AUC | CA | F1 | Precision | Recall |
|---------------|-------|-------|-------|-----------|--------|
| Naive Bayes | 0.842 | 0.779 | 0.777 | 0.778 | 0.779 |
| SVM | 0.827 | 0.789 | 0.785 | 0.789 | 0.789 |
| kNN | 0.915 | 0.847 | 0.845 | 0.847 | 0.847 |
| Tree | 0.913 | 0.851 | 0.848 | 0.854 | 0.851 |
| Random Forest | 0.954 | 0.885 | 0.884 | 0.886 | 0.885 |

Classification Accuracy (CA)

Restore Original Order

712



Adding the other models

```
In [79]: 1 # Import Pandas, Scikit-learn, Graphviz modules
2 from sklearn import tree
3 from sklearn.model_selection import train_test_split
4 from sklearn.tree import DecisionTreeClassifier
5 from sklearn.tree import export_graphviz
6 from sklearn.metrics import classification_report
7 from sklearn.metrics import accuracy_score
8 import pandas as pd
9 import pydotplus
10 from IPython.display import Image
11 from sklearn.neighbors import KNeighborsClassifier # K-Nearest Neighbour Algorithm
12 from sklearn.naive_bayes import GaussianNB          # Gaussian Naive Bayes Algorithm
13 from sklearn.svm import SVC                         # Support Vector Machine Algorithm
14 from sklearn.ensemble import RandomForestClassifier # Random Algorithm
```

```
In [80]: 1 # Import Titanic dataset
2 data = pd.read_csv('http://localhost/datasets/titanic.csv')
3 # Check the first 5 entries
4 data.head(5)
```

Out[80]:

| | Pclass | Sex | Age | Survived | Name | Ticket | Cabin | Selected |
|---|------------|----------|------------|----------|---|-----------|--------|----------|
| 0 | continuous | discrete | continuous | discrete | string | string | string | discrete |
| 1 | NaN | NaN | NaN | class | meta | meta | meta | meta |
| 2 | 3.0 | male | 22.0 | 0 | Braund, Mr. Owen Harris | A/5 21171 | Nan | No |
| 3 | 1.0 | female | 38.0 | 1 | Cumings, Mrs. John Bradley (Florence Briggs Th... | PC 17599 | C85 | No |



```
In [87]: 1 # Define x (features) and y (label/classifier)
2 x = dataset.iloc[:, :-1].values
3 y = dataset['Survived']
```

```
In [88]: 1 # Split the dataset into training and testing sets (20% for testing)
2 x_train, x_test, y_train, y_test = train_test_split(x, y, test_size=0.20, random_state=27)
```

```
In [90]: 1 # Training/Fitting with Different Classifiers Setup
2 # Decision Tree Classifier
3 tree_model = tree.DecisionTreeClassifier()
4 # Support Vector Machine Classifier
5 SVC_model = SVC(gamma='scale')
6 # KNN model requires you to specify n_neighbors,
7 # the number of points the classifier will look at to determine what class a new point belongs to
8 KNN_model = KNeighborsClassifier(n_neighbors=5)
9 # KNN_model = KNeighborsClassifier(algorithm='scale', leaf_size=30, metric='minkowski',
10 #                                     metric_params=None, n_jobs=None, n_neighbors=5, p=2)
11 # Gaussian Naive Baye model
12 GNB_model = GaussianNB()
13 # Random Forest
14 # Create the model with 100 trees
15 RF_model = RandomForestClassifier(n_estimators=100,
16                                   bootstrap = True,
17                                   max_features = 'sqrt')
```

```
In [91]: 1 # Start training/fitting
2 tree_model.fit(x_train, y_train)
3 SVC_model.fit(x_train, y_train)
4 KNN_model.fit(x_train, y_train)
5 GNB_model.fit(x_train, y_train)
6 RF_model.fit(x_train, y_train)
```

```
In [93]: 1 # Training completed. Use models to predict with the test data and store the outcome
2 SVC_prediction = SVC_model.predict(x_test)
3 KNN_prediction = KNN_model.predict(x_test)
4 GNB_prediction = GNB_model.predict(x_test)
5 TREE_prediction = tree_model.predict(x_test)
6 RF_prediction = RF_model.predict(x_test)
```

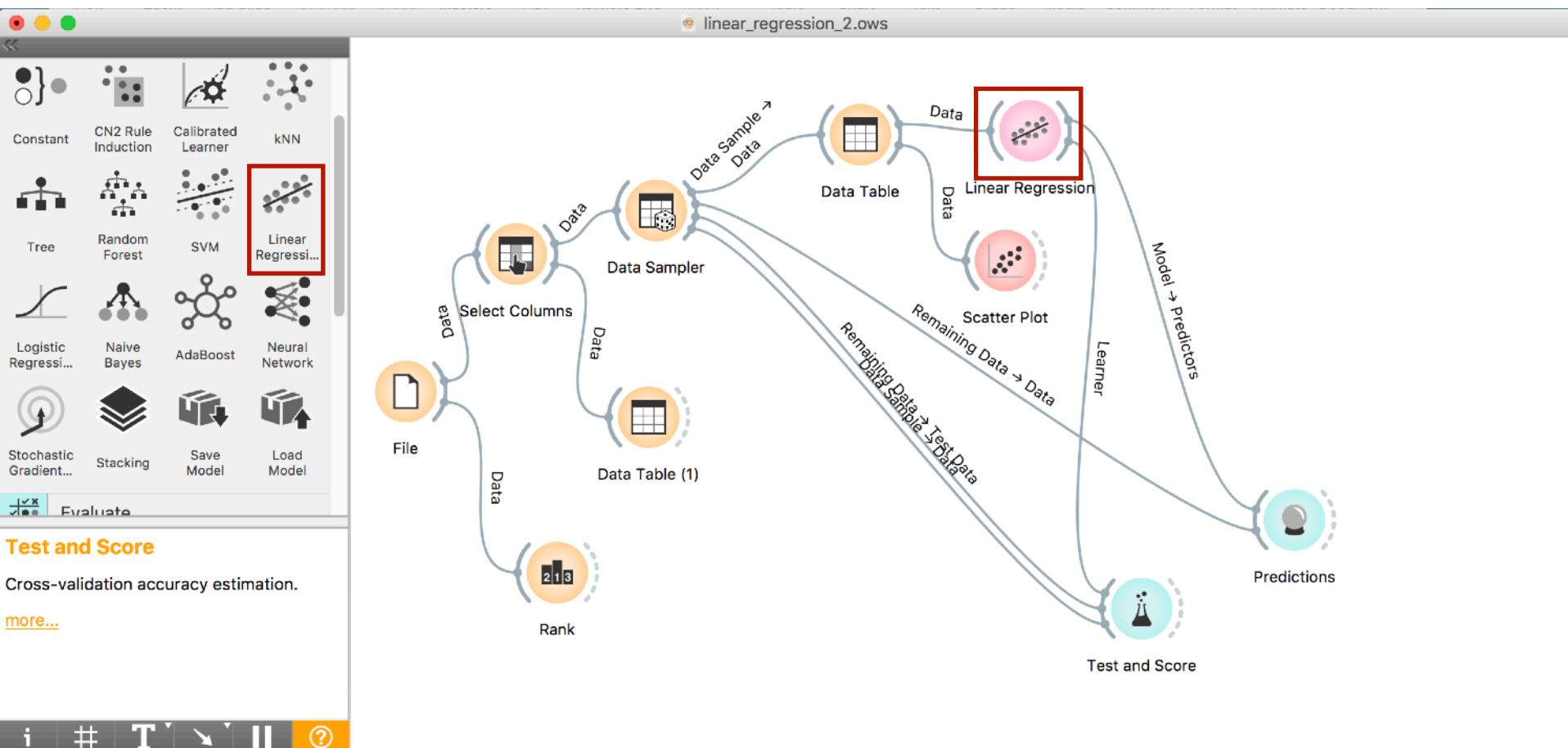
```
In [95]: 1 # Accuracy score is the simplest way to evaluate
2 print("SVC")
3 print(accuracy_score(SVC_prediction, y_test))
4 print("KNN")
5 print(accuracy_score(KNN_prediction, y_test))
6 print("GNB")
7 print(accuracy_score(GNB_prediction, y_test))
8 print("TREE")
9 print(accuracy_score(TREE_prediction, y_test))
10 print("RF")
11 print(accuracy_score(RF_prediction, y_test))
```

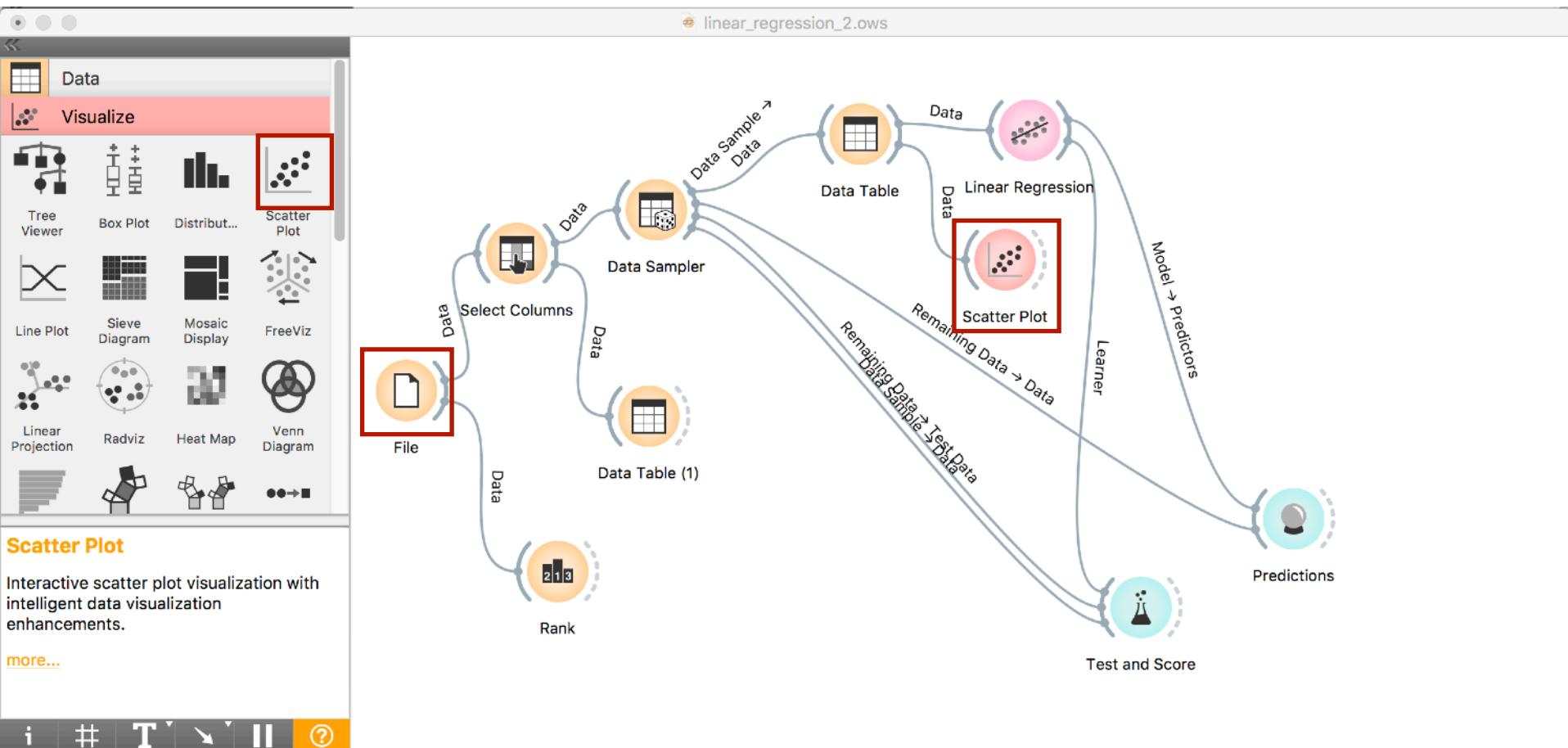
```
SVC
0.6083916083916084
KNN
0.8041958041958042
GNB
0.7272727272727273
TREE
0.7972027972027972
RF
0.8181818181818182
```

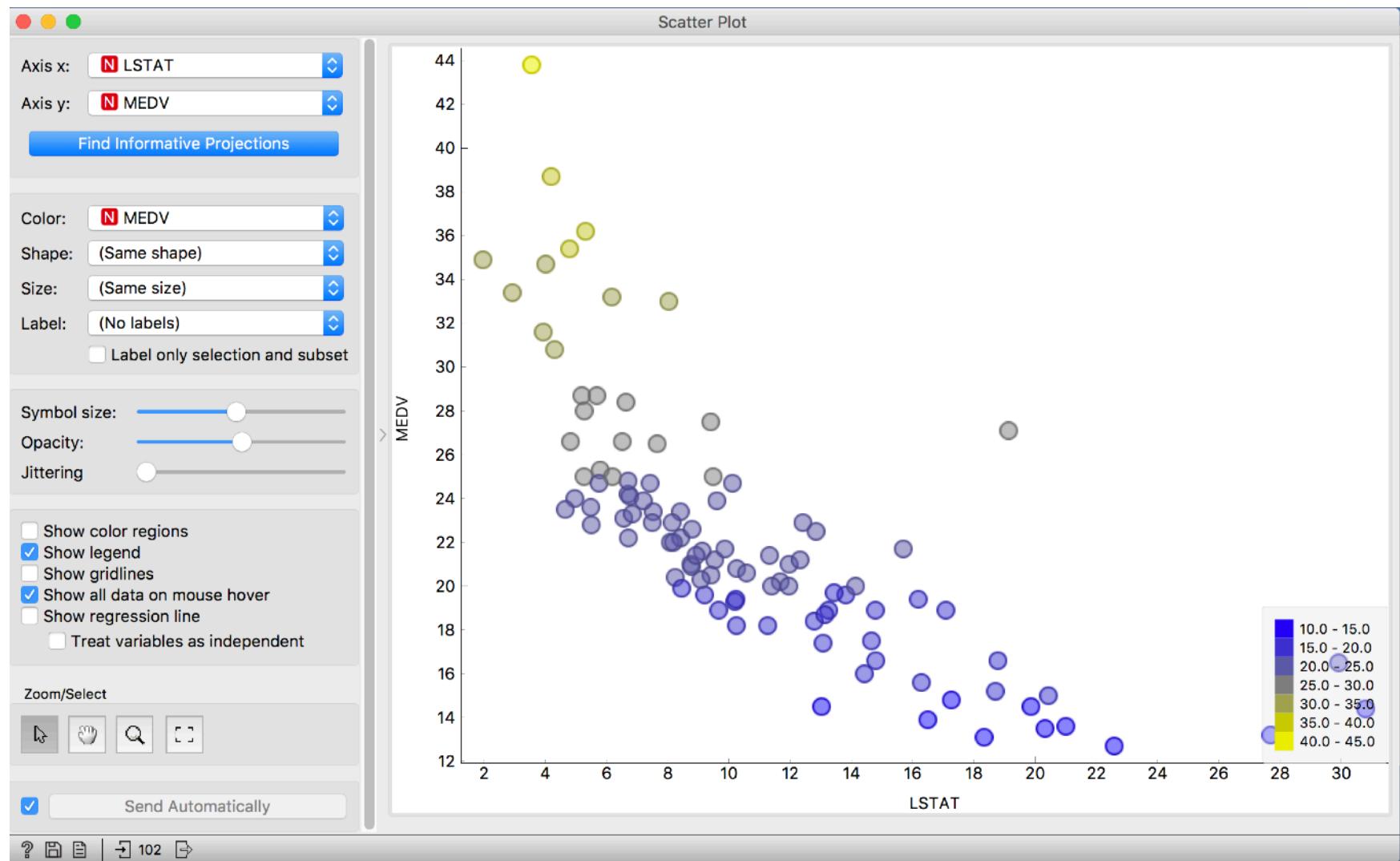
In []:

1

Regression Model







linear_regression_2.ows

Show probabilities for

Linear Regression

| | MEDV | RM | PTRATIO | LSTAT | AGE | DIS | |
|----|------|------|---------|-------|-------|------|--------|
| 1 | 21.4 | 18.6 | 6.405 | 20.9 | 10.63 | 85.4 | 2.7147 |
| 2 | 18.6 | 19.3 | 6.137 | 20.9 | 13.44 | 87.4 | 2.7147 |
| 3 | 18.8 | 20.1 | 6.167 | 20.9 | 12.33 | 90.0 | 2.4210 |
| 4 | 15.2 | 19.5 | 5.851 | 20.9 | 16.47 | 96.7 | 2.1069 |
| 5 | 15.0 | 19.5 | 5.836 | 20.9 | 18.66 | 91.9 | 2.2110 |
| 6 | 18.5 | 20.4 | 6.127 | 20.9 | 14.09 | 85.2 | 2.1224 |
| 7 | 21.1 | 19.8 | 6.474 | 20.9 | 12.27 | 97.1 | 2.4329 |
| 8 | 18.9 | 19.4 | 6.229 | 20.9 | 15.55 | 91.2 | 2.5451 |
| 9 | 21.0 | 21.7 | 6.195 | 20.9 | 13.00 | 54.4 | 2.7778 |
| 10 | 25.3 | 22.8 | 6.715 | 17.8 | 10.16 | 81.6 | 2.6775 |
| 11 | 17.0 | 18.8 | 5.913 | 17.8 | 16.21 | 92.9 | 2.3534 |
| 12 | 18.3 | 18.7 | 6.092 | 17.8 | 17.09 | 95.4 | 2.5480 |
| 13 | 21.2 | 18.5 | 6.254 | 17.8 | 10.45 | 84.2 | 2.2565 |
| 14 | 17.5 | 18.3 | 5.928 | 17.8 | 15.76 | 88.2 | 2.4631 |
| 15 | 21.0 | 21.2 | 6.176 | 17.8 | 12.04 | 72.5 | 2.7301 |
| 16 | 19.3 | 19.2 | 6.021 | 17.8 | 10.30 | 82.6 | 2.7474 |
| 17 | 17.9 | 20.4 | 5.872 | 17.8 | 15.37 | 73.1 | 2.4775 |

Model MSE RMSE MAE R2

Linear Regression 43.035 6.560 4.365 0.556

Restore Original Order

i # T ? 404

linear_regression_2.ows

Test and Score

Evaluation Results

| Model | MSE | RMSE | MAE | R2 |
|-------------------|--------|-------|-------|-------|
| Linear Regression | 43.035 | 6.560 | 4.365 | 0.556 |

Mean Square Error (MSE)

Sampling

- Cross validation
Number of folds: 5
- Stratified
- Cross validation by feature

- Random sampling
Repeat train/test: 10
- Training set size: 70 %
- Stratified
- Leave one out
- Test on train data
- Test on test data

Test and Score

Cross-validation a

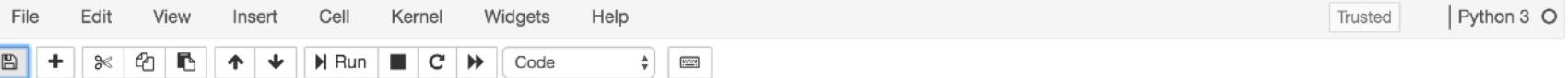
more...

?

Score

Model → Predictors

Predictions



Building and Visualizing a Linear Regression Model

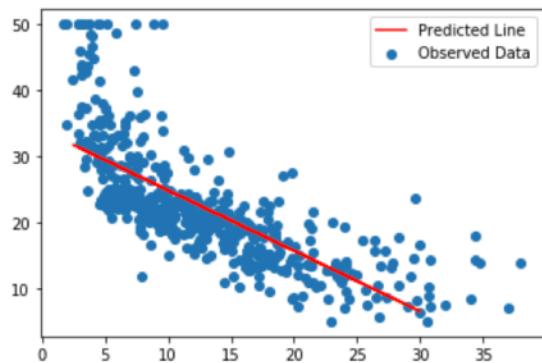
```
In [96]: 1 # Import Pandas, Matplotlib, Numpy, and Scikit-learn modules
2 from matplotlib import pyplot as plt
3 import pandas as pd
4 import numpy as np
5 from sklearn import linear_model
6 from sklearn.model_selection import train_test_split
7 from sklearn.metrics import classification_report
8 from sklearn.metrics import confusion_matrix
9 from sklearn.metrics import accuracy_score
```

```
In [97]: 1 # Import dataset
2 column_names = ['CRIM', 'ZN', 'INDUS', 'CHAS', 'NOX', 'RM', 'AGE', 'DIS', 'RAD', 'TAX', 'PTRATIO', 'B', 'LSTAT', 'MEDV']
3 data = pd.read_csv('http://localhost/datasets/housing.csv', header=None, delimiter=r"\s+", names=column_names)
4 # Check the first 5 entries
5 print(data.head(5))
```

| | CRIM | ZN | INDUS | CHAS | NOX | RM | AGE | DIS | RAD | TAX | PTRATIO | B | LSTAT | MEDV |
|---|---------|------|-------|------|-------|-------|------|--------|-----|-------|---------|--------|-------|------|
| 0 | 0.00632 | 18.0 | 2.31 | 0 | 0.538 | 6.575 | 65.2 | 4.0900 | 1 | 296.0 | 15.3 | 396.90 | 4.98 | 24.0 |
| 1 | 0.02731 | 0.0 | 7.07 | 0 | 0.469 | 6.421 | 78.9 | 4.9671 | 2 | 242.0 | 17.8 | 396.90 | 9.14 | 21.6 |
| 2 | 0.02729 | 0.0 | 7.07 | 0 | 0.469 | 7.185 | 61.1 | 4.9671 | 2 | 242.0 | 17.8 | 392.83 | 4.03 | 34.7 |
| 3 | 0.03237 | 0.0 | 2.18 | 0 | 0.458 | 6.998 | 45.8 | 6.0622 | 3 | 222.0 | | | | |
| 4 | 0.06905 | 0.0 | 2.18 | 0 | 0.458 | 7.147 | 54.2 | 6.0622 | 3 | 222.0 | | | | |

File Edit View Insert Cell Kernel Widgets Help Trusted Python 3

```
In [104]: 1 # Display scatter plot to fit the line
2 a=reg_model.predict(x_test[:None])
3 plt.scatter(x,y)
4 plt.plot(x_test,a,'r')
5 plt.legend(['Predicted Line','Observed Data'])
6 plt.show()
```



```
In [105]: 1 # Mean Square Error (MSE)
2 np.mean((a-y_test)**2)
```

Out[105]: 40.13019759337232

In []:

Deploying ML+ Applications in Flask



生产环境中进行机器学习模型部署 (using Flask)



数据蛙datafrog
数据挖掘农民工

Training Before Deployment Using Jupyter Notebooks Provided by Cloud Service Providers

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Compete

Data

Notebooks

Discuss

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Kaggle

Run any Jupyter notebook instantly using Kaggle kernels

The screenshot shows a browser window for a Kaggle kernel titled "kr/keras-mnist". The page displays a Q&A section where the question "What is the size of your dataset?" is answered with "There are 60,000 training samples and 10,000 test samples." Below this, a code editor shows Python code for loading the MNIST dataset and creating a grid of plots. To the right, a sidebar provides session details: "Draft Session | 2m/9h | GPU On" with usage statistics for CPU (~0.01%), RAM (404.8MB/13GB), and Disk (277.3MB/4.9GB). The sidebar also includes sections for "Workspace" (input), "Versions", and "Settings".

```
from keras.datasets import mnist
(train_images, train_labels), (test_images, test_labels)

import matplotlib.pyplot as plt

grid_size = 6
f, axarr = plt.subplots(grid_size, grid_size)
for i in range(grid_size):
    for j in range(grid_size):
        axarr[i][j].imshow(train_images[i * grid_size + j])
```

Source: <https://pythonawesome.com/run-any-jupyter-notebook-instantly-using-kaggle-kernels/>



Welcome To Colaboratory

File Edit View Insert Runtime Tools Help

Share



Table of contents



Getting started

Data science

Machine learning

More Resources

Machine Learning Examples

+ Section

+ Code + Text ⚡ Copy to Drive

✓ RAM Disk

Editing



CO What is Colaboratory?

Colaboratory, or "Colab" for short, allows you to write and execute Python in your browser, with

- Zero configuration required
- Free access to GPUs
- Easy sharing

Whether you're a **student**, a **data scientist** or an **AI researcher**, Colab can make your work easier. Watch [Introduction to Colab](#) to learn more, or just get started below!



Google Colab Notebook

Getting started

The document you are reading is not a static web page, but an interactive environment called a **Colab notebook** that lets you write and execute code.

For example, here is a **code cell** with a short Python script that computes a value, stores it in a variable, and prints the result:

```
[ ] seconds_in_a_day = 24 * 60 * 60  
seconds_in_a_day
```

86400

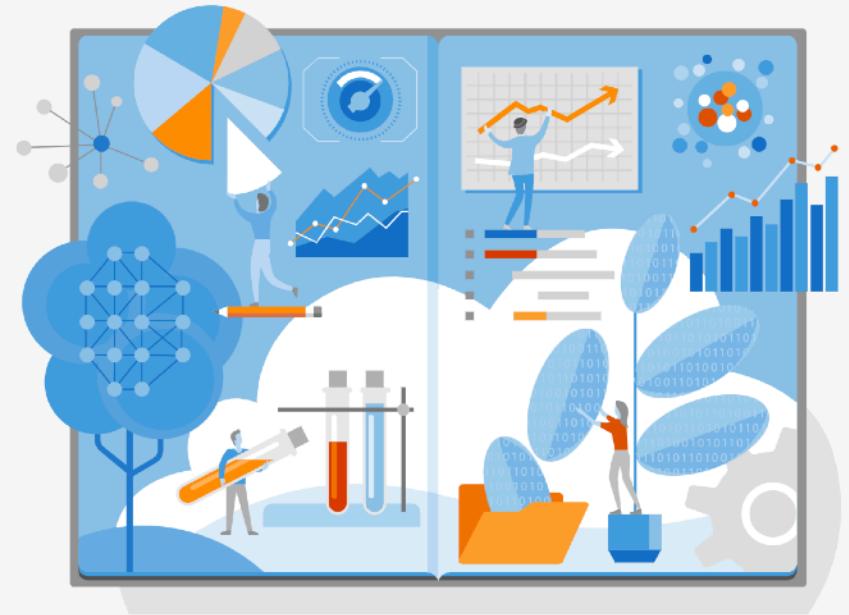
Source: What is Colab? (<https://colab.research.google.com/notebooks/intro.ipynb>)

Azure Notebooks

Develop and run code from anywhere with Jupyter notebooks on Azure.

Get started for free. Get a better experience with a free Azure Subscription.

TRY IT NOW >



<https://notebooks.azure.com>



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Resource Groups ▾



Winifred Wong ▾

Ohio ▾

Support ▾

Amazon SageMaker

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▼ Ground Truth

[Labeling jobs](#)[Labeling datasets](#)[Labeling workforces](#)

▼ Notebook

[Notebook instances](#)

SageMaker Studio

Overview

[Hide](#)

Ground Truth

Set up and manage labeling jobs for highly accurate training datasets using active learning and human labeling.



Notebook

Availability of AWS and SageMaker SDKs and sample notebooks to create training Jobs and deploy models.



Training

Train and tune models at any scale. Leverage high performance AWS algorithms or bring your own.



Inference

Create models from training jobs or import external models for hosting to run inferences on new data.



AWS Marketplace

Find, buy, and deploy ready to use model packages, algorithms, and data products in AWS Marketplace

[Models](#)[Endpoints](#)[Batch transform jobs](#)[Browse Catalog](#)[Labeling jobs](#)[Notebook instances](#)[Training jobs](#)[Hyperparameter tuning](#)

<https://aws.amazon.com/sagemaker/>



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Amazon SageMaker



Amazon SageMaker Studio

Dashboard

Search

▼ Ground Truth

Labeling jobs

Labeling datasets

Labeling workforces

▼ Notebook

SageMaker Studio

Amazon SageMaker > Amazon SageMaker Studio

Amazon SageMaker Studio

(Available in Preview)

What is Amazon SageMaker Studio?



Build

Spin up Jupyter Notebooks in seconds to build models and collaborate with one-click sharing. Use Amazon SageMaker Autopilot to automatically generate models from your data.

[Learn more](#) 

Train

Run distributed training, and troubleshoot models with Amazon SageMaker Debugger. Use Amazon SageMaker Experiments to organize, track, and compare experiments.

[Learn more](#) 

Deploy

Deploy your models with auto scaling, and automatically monitor for drift in production using Amazon SageMaker Model Monitor.

[Learn more](#)

Building and Training the Model

- Prepare, clean, and label the data (Using a version of Jupyter Notebook)
- Split the data into training and testing sets
- Train with different models
- Models comparison and evaluation for best fit
- Saving the model (i.e. serialisation)

Deploying the Model

- Develop endpoints for providing RESTful API (Using Flask) service to be used by other applications
- Build UI to provide access to the API for end-users
- Run model as a product (i.e. deserialisation) for real prediction use.
- FaaS (Serverless Function)

Predict Fake News

Enter the news url

Predict

Today's Agenda

- 1. Use of burn rate and break-even analysis in metrics tracking.**
- 2. Metrics tracking using Airtable, Google Analytics, and customised Python codes.**
- 3. Preparation of datasets and content for seeding product launch.**
- 4. Key legal and financial considerations.**
- 5. Deliverables checklist: PRD, PRP, MVP and pitch deck.**

**Key Metrics for
Business Model
Validation**

**Conversion and
Cashflow Tracking**

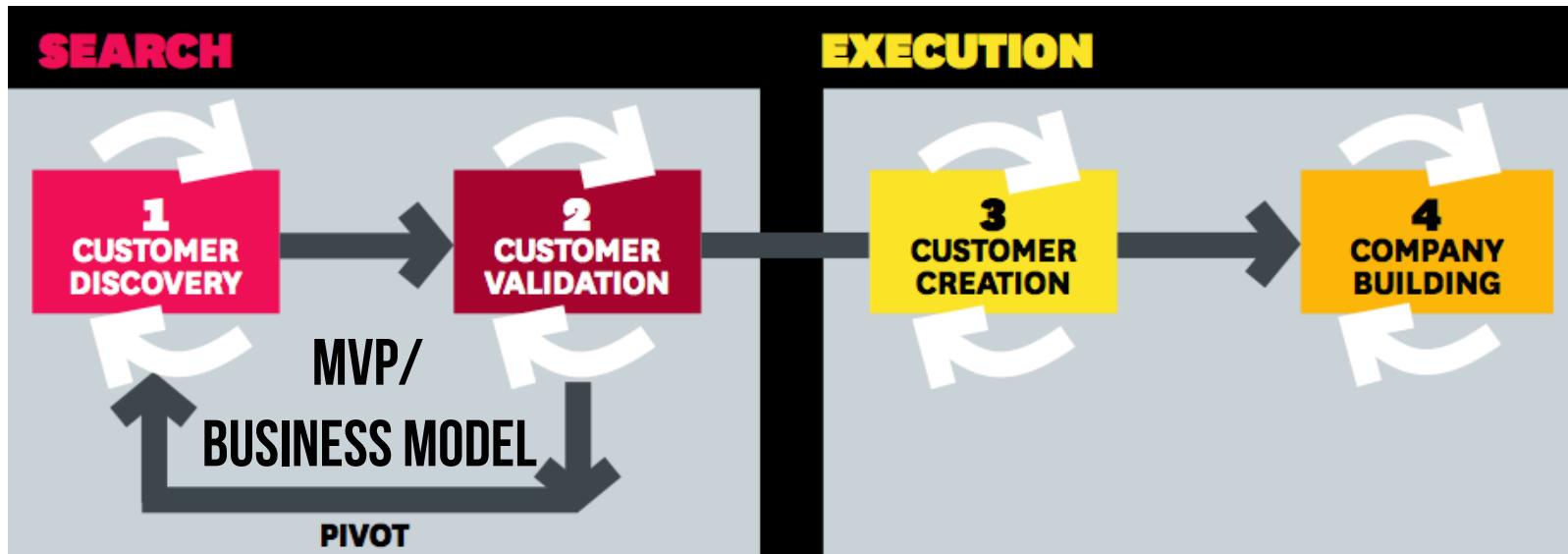
**The Art
of
Pitching**

Lean StartUp 精益创业



What Distinguishes a Startup from a Corporation?

BUILD-MEASURE-LEARN CYCLE IN SEARCH OF PRODUCT-MARKET FIT



Source: “Why Lean Start-up Changes Everything” by Steve Blank, Harvard Business Review May 2013

Source: Elements of User Experience
by Jesse James Garrett

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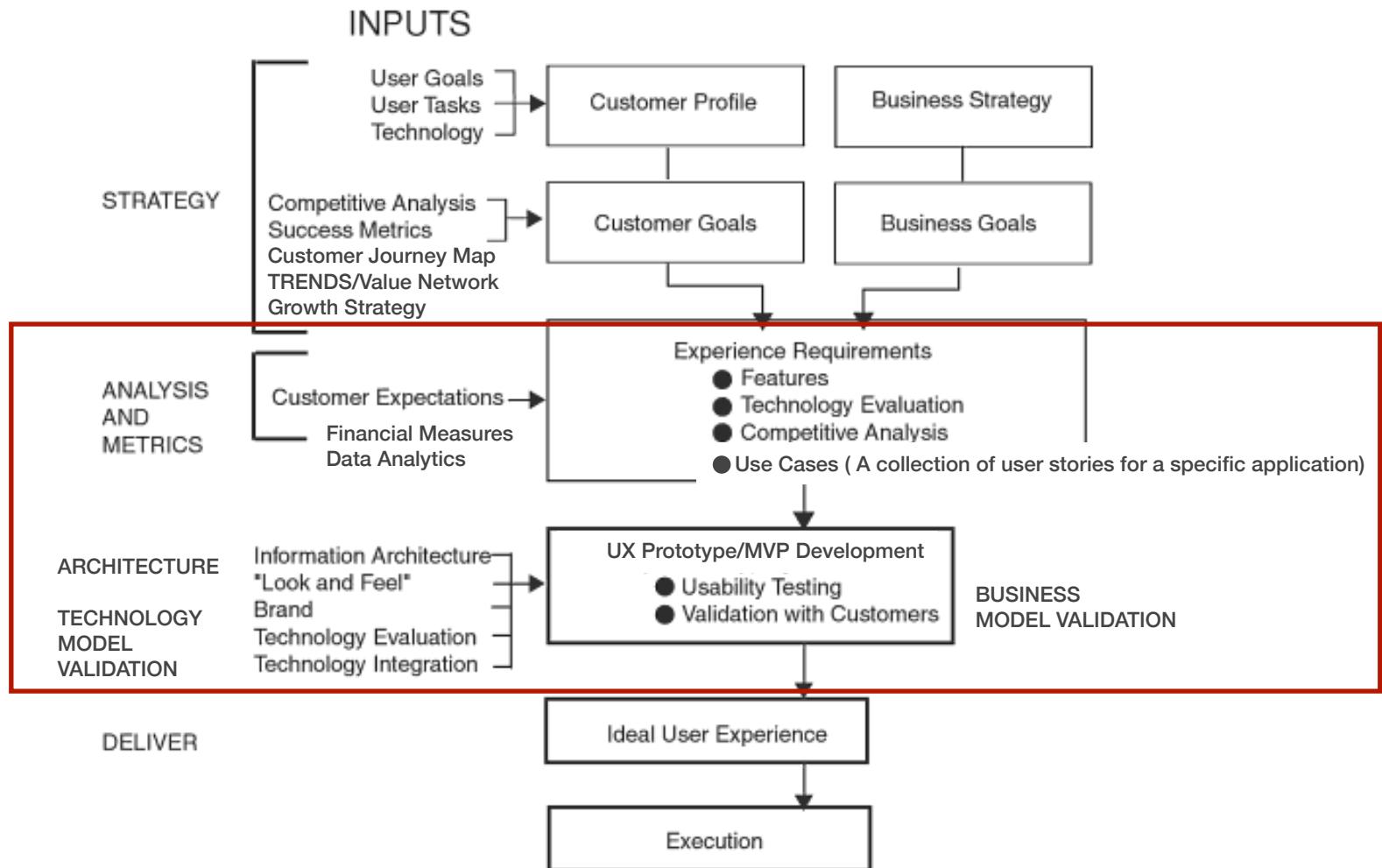
time

| 聚焦未来 | | | | 聚焦过去和现在 |
|---|--|--|--|--------------------------|
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| Data Rich | | Data Poor | | Geospatial |
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| e.g. Scikit-learn, Tensorflow, Orange | | | e.g. Google Optimize | e.g. Google Analytics |

Source: Udacity Model Selection Methodology Map

**The word “model” has two dimensions:
Data Analytic Model & Business Model**

Business Models



Adapted from: Karen Donoghue, "Built for Use:Driving Profitability Through the User Experience"

**What investors (包括老板) are expecting to
see? Let's see a venture capitalist's view.**

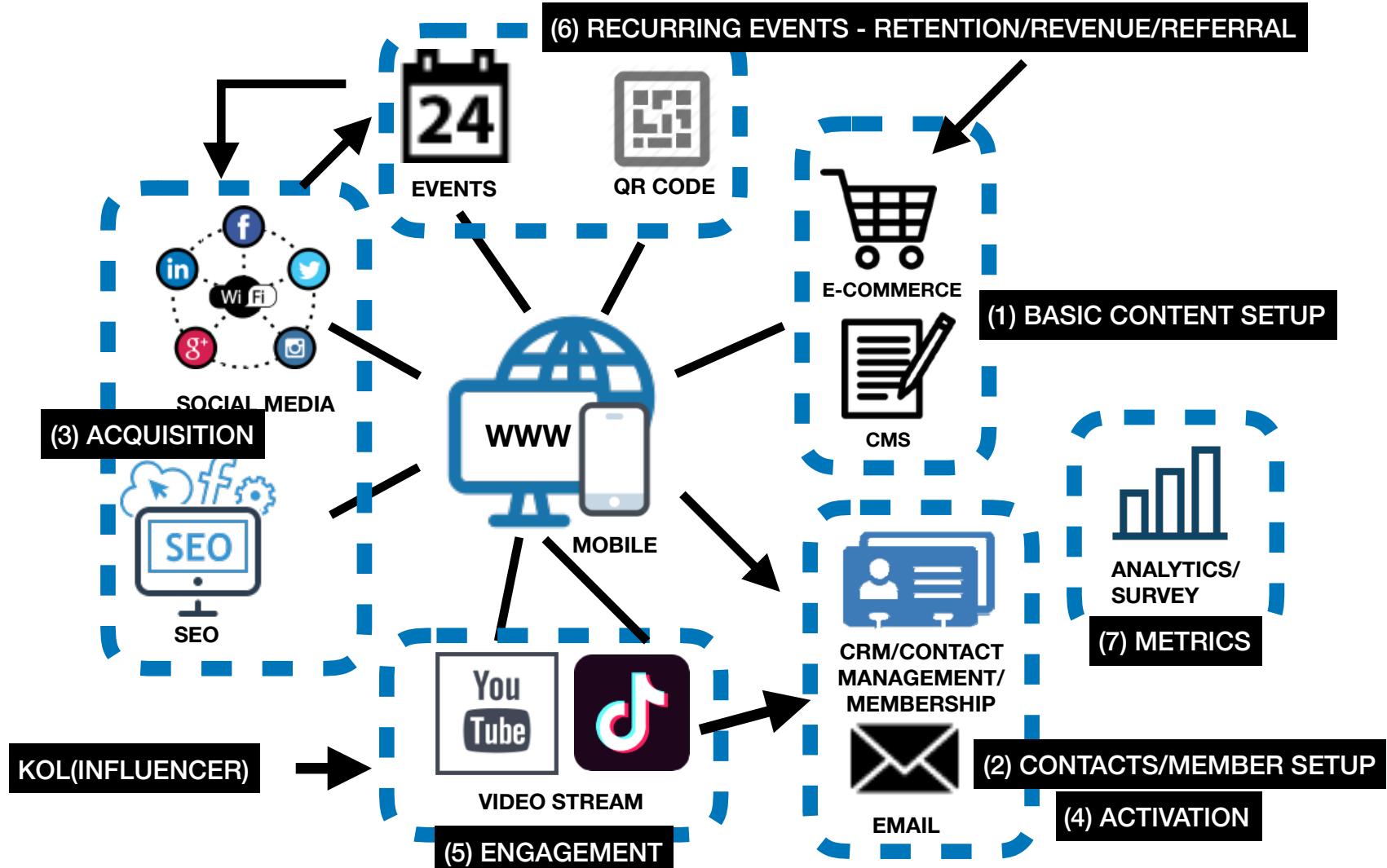


Growth Hacking From **2A3R** to **3C**

KEY METRICS (Quantifiable Measures)

FOR EACH STAGE (2A3R)

- 1. Acquisition** – # of returned site visits, FB Ads counts, Email opt-in, Google AdWord search counts...
- 2. Activation** – # of sign-up for offerings, qualified leads
– percentage of user profile completion
- 3. Retention** – # of returns from profiled users
- 4. Revenue** – # and values of transactions
- 5. Referral** – # of sharing of social media contents and offerings, referred leads, etc.



LEAN STARTUP 的3C法則

流量增加有助促成网下销售(e.g. 展销会trade-fair)和网上订购交易(e.g. 电子商贸e-commerce)。收入所得可再投放在内容及社群发展

促成交易
Conversion/Commerce

开发内容
Content



利用社交媒体、视频、电邮推广，连接公司网站和网下活动，把用户流量由网上推往网下，再由网下活动、单张、QR Code，把用户流量推回网上

开发產品/服务及相关的包装和传播内容(e.g.文字、图片、动画及影片)，针对目标社群上载内容互联网，引发别人欣赏、分享和赞助(e.g. Kickstarter)

建立社群
Community

Conversion Cycle

- Visitor (Adoption)
- Member (Retention)
- Customer (Monetization)



Which Business Model and How to Test It ?

Adapted from Alex Osterwalter

Enterprise

SAAS

Usage-based

Subscription

Transactional

Marketplace

E-Commerce

Advertising

Hardware

Anu Hariharan - Y Combinator

**Enterprise
(e.g. IBM)**

- ▶ **Bookings (signed contract)**
- ▶ **Total Customers**
- ▶ **Revenue**

- SaaS (e.g.
Zoom)**
- ▶ **MRR (Monthly Recurring Revenue)**
 - ▶ **ARR (Annual Recurring Revenue)**
 - ▶ **Gross MRR Churn**
 - ▶ **Paid CAC (Customer Acquisition
Cost Per Customer)**

*** SaaS - Software as a Service

- Subscription (e.g. Netflix)**
 - ▶ **MRR (Monthly Recurring Revenue)**
 - ▶ **MRR CMGR (MRR Compound Monthly Growth Rate)**
 - ▶ **Gross User Churn**
 - ▶ **Paid CAC (Cost per customer)**

- Transactional** ▶ **(e.g. Alipay)**
- ▶ **Gross Transaction Volume (Total payment dollar volume)**
 - ▶ **Net Revenue (Portion of GTV e.g. transaction fee)**
 - ▶ **User Retention (Percent of customers who go on make at least one purchase in month 2)**
 - ▶ **Paid CAC**

Usage-Based
(e.g. AWS Lambda)

- ▶ **Monthly Revenue**
- ▶ **Revenue CMGR**
- ▶ **Revenue Retention**
- ▶ **Gross Margin**

- MarketPlace
(e.g. Airbnb)** ▶ **GMV (Gross Merchandise Value)**
- ▶ **Net Revenue (Portion of GMV)**
- ▶ **Net Revenue CMGR**
- ▶ **User Retention (e.g. Track searching behaviour)**
- ▶ **Paid CAC (e.g. Acquire hosts)**

- E-Commerce (e.g. Taobao)**
 - ▶ **Monthly Revenue**
 - ▶ **Revenue CMGR**
 - ▶ **Gross Margin (* Beware hidden costs)**
 - ▶ **Paid CAC (Cost per customer)**

Advertising (e.g. YouTube)

- ▶ **Daily Active Users (* Definition of being active is key)**
- ▶ **Monthly Active Users**
- ▶ **Percent Logged-In**

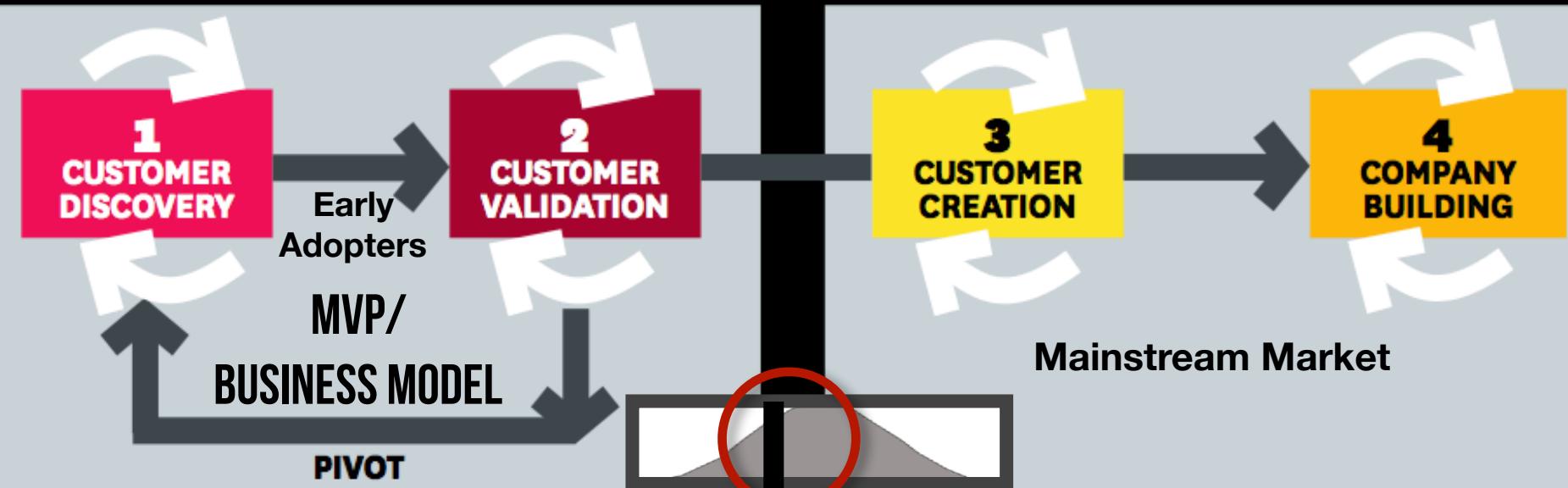
Hardware
(e.g.
Xiaomi)

- ▶ **Monthly Revenue**
- ▶ **Revenue CMGR**
- ▶ **Gross Margin**
- ▶ **Paid CAC**

Which one will work?

SEARCH

EXECUTION



| Problem | Solution | Value Propositions | Unfair Advantage | Customer Segments | Key Partners | Key Activities | Value Propositions | Customer Relationships | Customer Segments |
|----------------|----------|--------------------|------------------|-------------------|-----------------|----------------|--------------------|------------------------|-------------------|
| | | | | | | | | | |
| Key Metrics | | | | | Key Resources | | | | |
| Cost Structure | | | | | Revenue Streams | | | | |

From converting user to customer and transforming prototype into minimum Viable Product, startups aim to control unnecessary **wastage, **create** sustainable **value** and **scale up** the business rapidly.**

Prototype

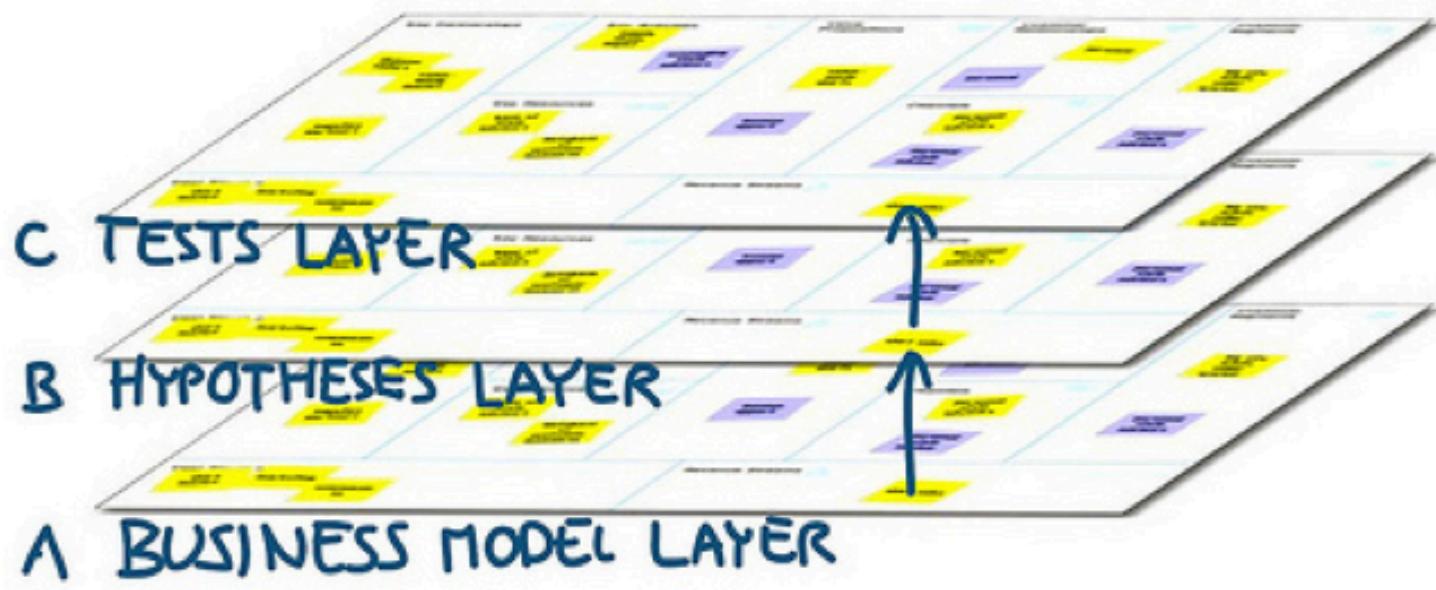
- com5961
- Focus on UX
- Usability and desirability of the proposed solution
- Persona and his/her pain points (Who, what, and why)

Minimum Viable Product (MVP)

- com5940
- Focus on business model
- Organisational and technical feasibility (how)
- Financial viability - costs, pricing and revenue (how much)

HYPOTHESIS TESTING

验证假设

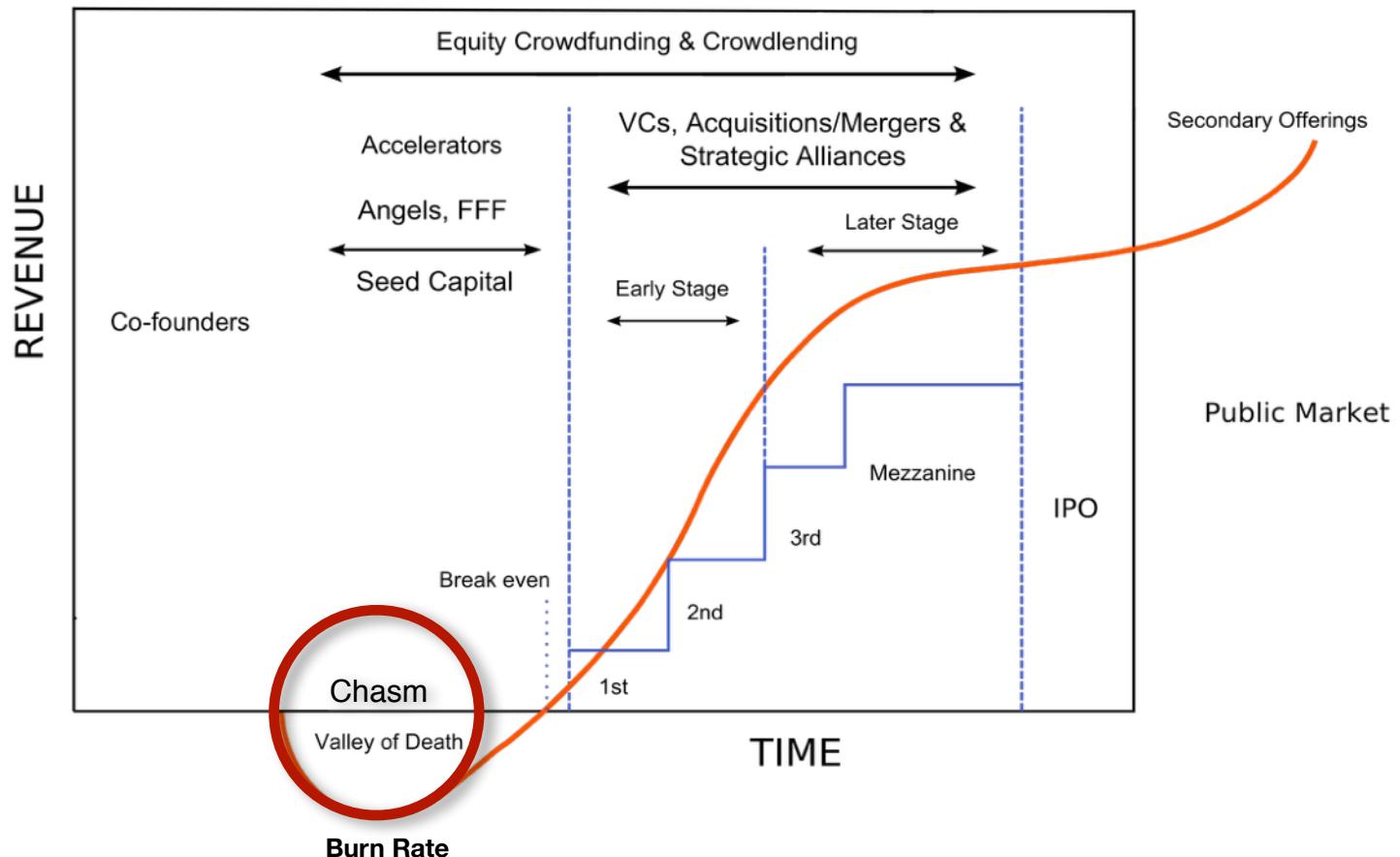


Which Business Model and How to Test It ?

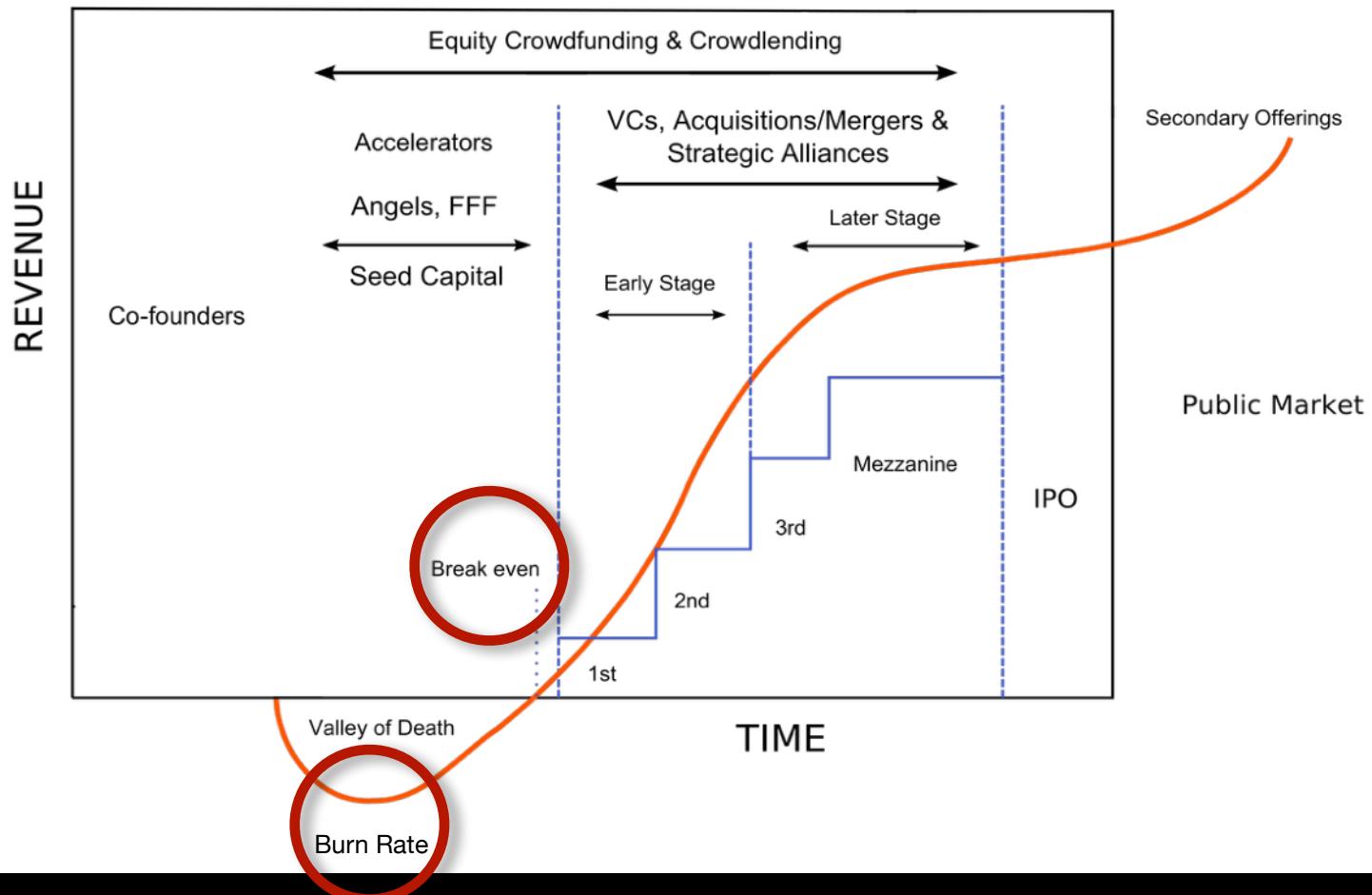
Adapted from Alex Osterwalter

“No problem solution will be workable without the technical and organisational know-how to implement it. At the same time, mere know-how and solution without a customer willing to pay for it will also be unsustainable...”

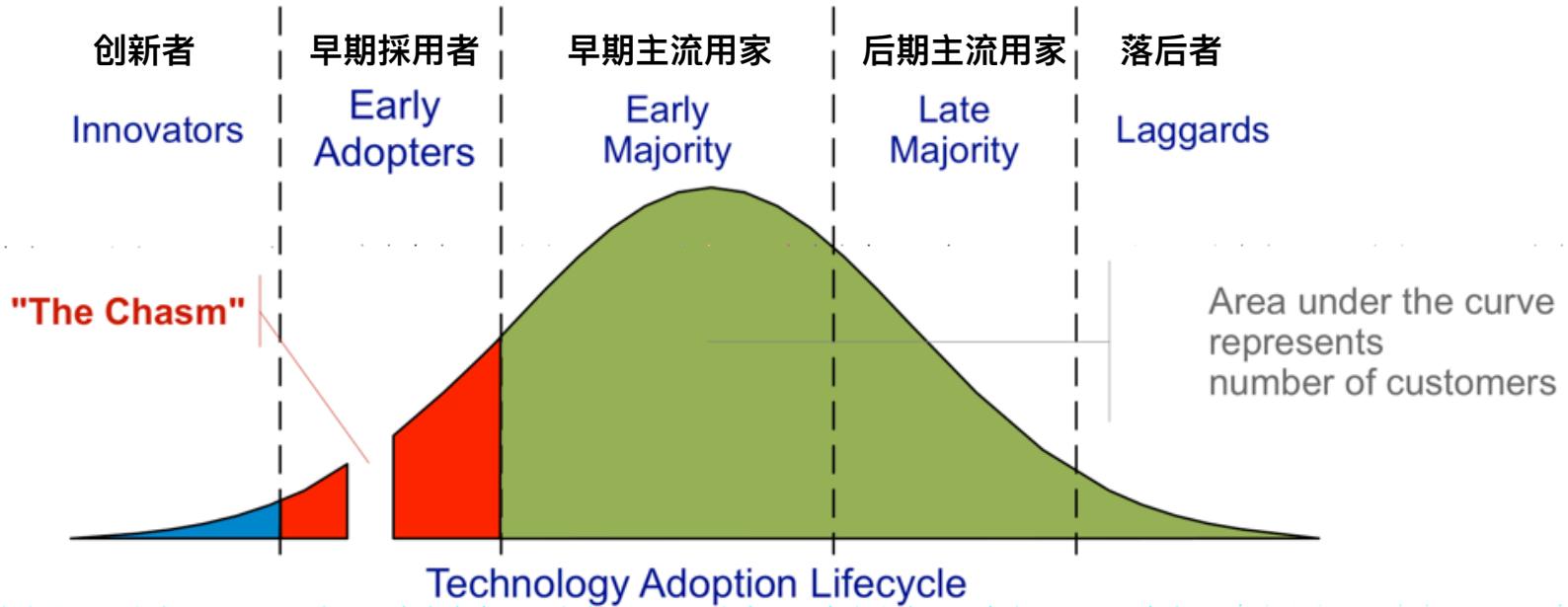
Startup Financing Cycle



Startup Financing Cycle



钱甚么时候进来？甚么时候烧光？

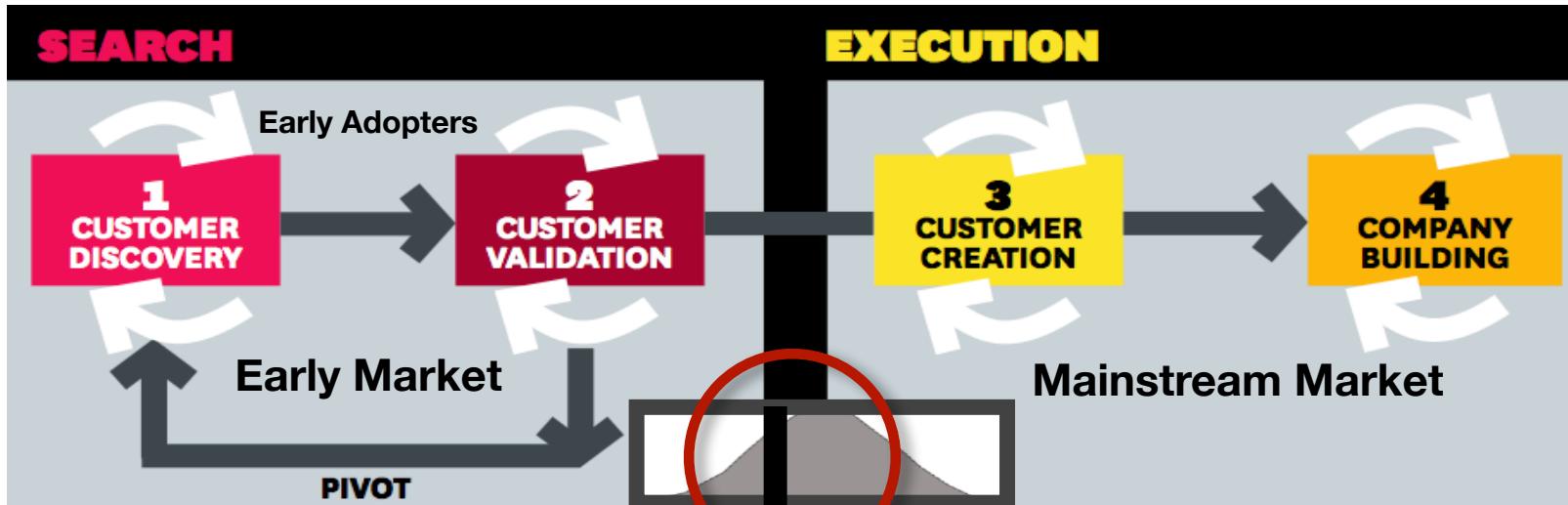


Source: From Wikimedia Commons, the free media repository
“Crossing the Chasm” is the book title by the author **Geoffrey Moore**



Who are Facebook's early adopters?

Source:



| PROBLEM | SOLUTION | UNIQUE VALUE PROPOSITION | UNFAIR ADVANTAGE | CUSTOMER SEGMENTS |
|-----------------------|----------|--------------------------|------------------|-------------------|
| KEY METRICS | | | CHANNELS | |
| | | | | |
| COST STRUCTURE | | REVENUE STREAMS | | |

How much

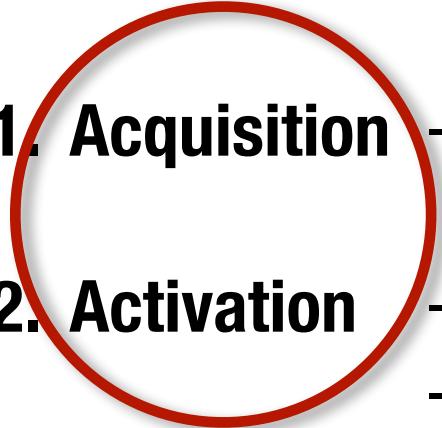
现金流的计算

**Key Metrics for
Business Model
Validation**

**Conversion and
Cashflow Tracking**

**The Art
of
Pitching**

KEY METRICS (**Quantifiable Measures**) FOR EACH STAGE (**2A3R**)

- 
- 1. Acquisition**
 - # of returned site visits, FB Ads counts, Email opt-in, Google AdWord search counts...
 - 2. Activation**
 - # of sign-up for offerings, qualified leads
 - percentage of user profile completion
 - 3. Retention**
 - # of returns from profiled users
 - 4. Revenue**
 - # and values of transactions
 - 5. Referral**
 - # of sharing of social media contents and offerings, referred leads, etc.

**We need cashflow to sustain the operation of the
2A3R conversion funnel before revenue kicks in.**

**Content Strategy as
“Customer Development Strategy”
From Customer Journey Mapping to 2A3R**

Joker Game: A Case Study



在現實生活中舉辦的“欺詐遊戲”

—— JOKER GAME

JOKER GAME 簡介

JOKER GAME 是一個多個人心理鬥智遊戲，參賽者們會被聚在一起，在JOKER制定的規則下進行涉及智商和情商的比賽。

<http://www.thejokergame.com/>

JOKER GAME 靈 感 來 源

LIAR GAME (日本漫画/电影)



The Genius Game (韓國真人秀)



JOKER GAME 里 程 碑 1

2014年1月

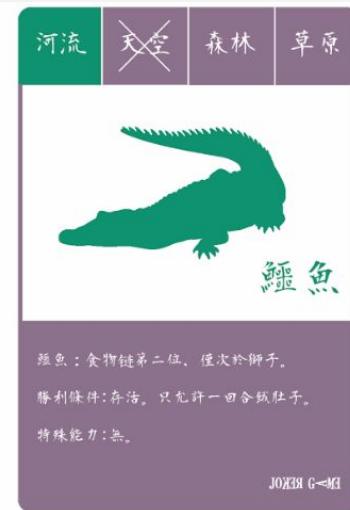
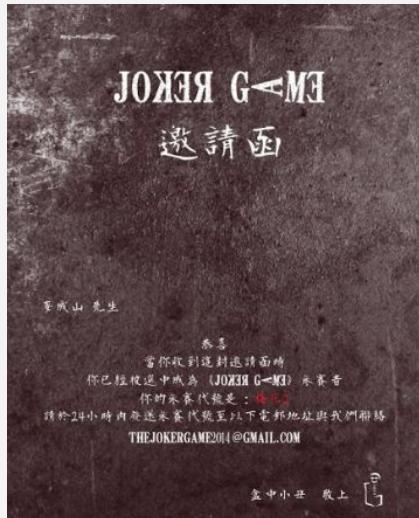
2014年2月

2014年3月

萌生想法

試舉辦

第一場以JOKER GAME命名的遊戲



JOKER GAME 里 程 碑 2

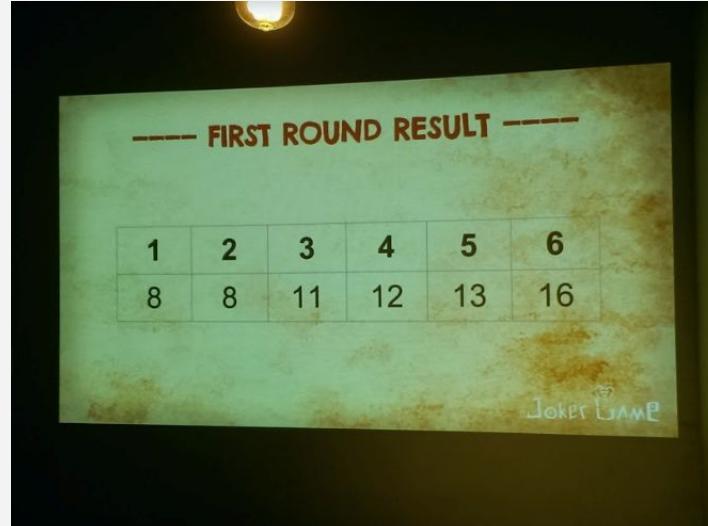
2014年4月

2015年4月

淘汰賽正式開始-第一場



淘汰賽圓滿結束-第十場



JOKER GAME 里 程 碑 3

2015年5月



賽制改進:淘汰賽->積分賽



2015年6月



積分賽正式開始



JOKER GAME 里 程 碑 3

2015年11月



積分賽繼續舉辦.....



2016年3月

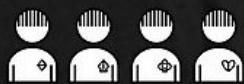


網站更新改版

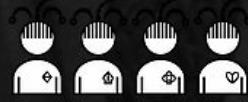


邀請制度

HOW TO JOIN



在網站填寫郵箱與姓名，加入 JOKER GAME 受邀名單



申請成功後，即可成為 JOKER GAME 後選玩家



候選玩家會定期收到關於下一場遊戲的信息及邀請



感興趣者可回覆接受邀請，報名參加遊戲



報名成功者會收到確認郵件，即可參加遊戲！

<http://www.thejokergame.com/join>

遊戲舉例:加薪遊戲

玩法

私下向老闆提交你要求的
加薪幅度 (10K~100K)

要求最高的三人將被**拒絕**

其他人的要求將被**批准**





JOKER GAME AS A BUSINESS

JOKER GAME 運營 數字

截至目前共舉辦過遊戲：**20場（舊賽制13場，新賽制共7場）**

遊戲數量：**成熟遊戲10+個，待測試遊戲20+個**

每場遊戲參與費用：**200HK\$ - 250HK\$**

參與過遊戲的玩家：**約100人**

候選名單中的玩家：**約500人**

核心主辦方：**2-4人（計劃重新擴招中！）**

主要困難: 盈利模式

當前成本:

- 遊戲設計(規則和道具)
- 遊戲測試(需真人玩家測試)
- 遊戲主持(3-4人主持)
- 遊戲場地(難找, 價格高)
- 拍攝剪輯(無資金來源)

當前收入來源:

- 玩家參賽費用

主要困難: 盈利模式

當前成本:

- 場地費 1,000-2,000 HK\$
- 主持人 *4 = 300 * 4 = 1,200 HK\$

當前收入來源:

- 200 HK\$ * 13 = 2,600 HK\$

任務:

- 場地費如何降低？和商家合作？利用公共場所？市場調查+結合創意
- 主持人費用如何控制？Game Owner機制？利用科技來減少主持人數？
- 收費模式創新？一開始加入J-Club需500HK\$？之後每局遊戲費用200HK\$？

WHAT WE NEED

1. A **business model** that can be sustainable, and help us grow into at least 4 games per month in 1-2 years.
2. A **product / platform prototype** that is essential to the success of the business

The Result

JOKER GAME

2018 - 2020 BUSINESS PLAN

Table of Content

- **Community: Gamer Profile & Ranking**
- **Ecosystem: Game Owner & Game Design**

Gamer Journey

See Ads

Aware of JG

Visit website

Explore Games

& Join Waiting List

Challenge
Puzzle

Be selected

300 HK\$

Play 1st
Game

500 HK\$
Deposit

Become
J-Gamer!

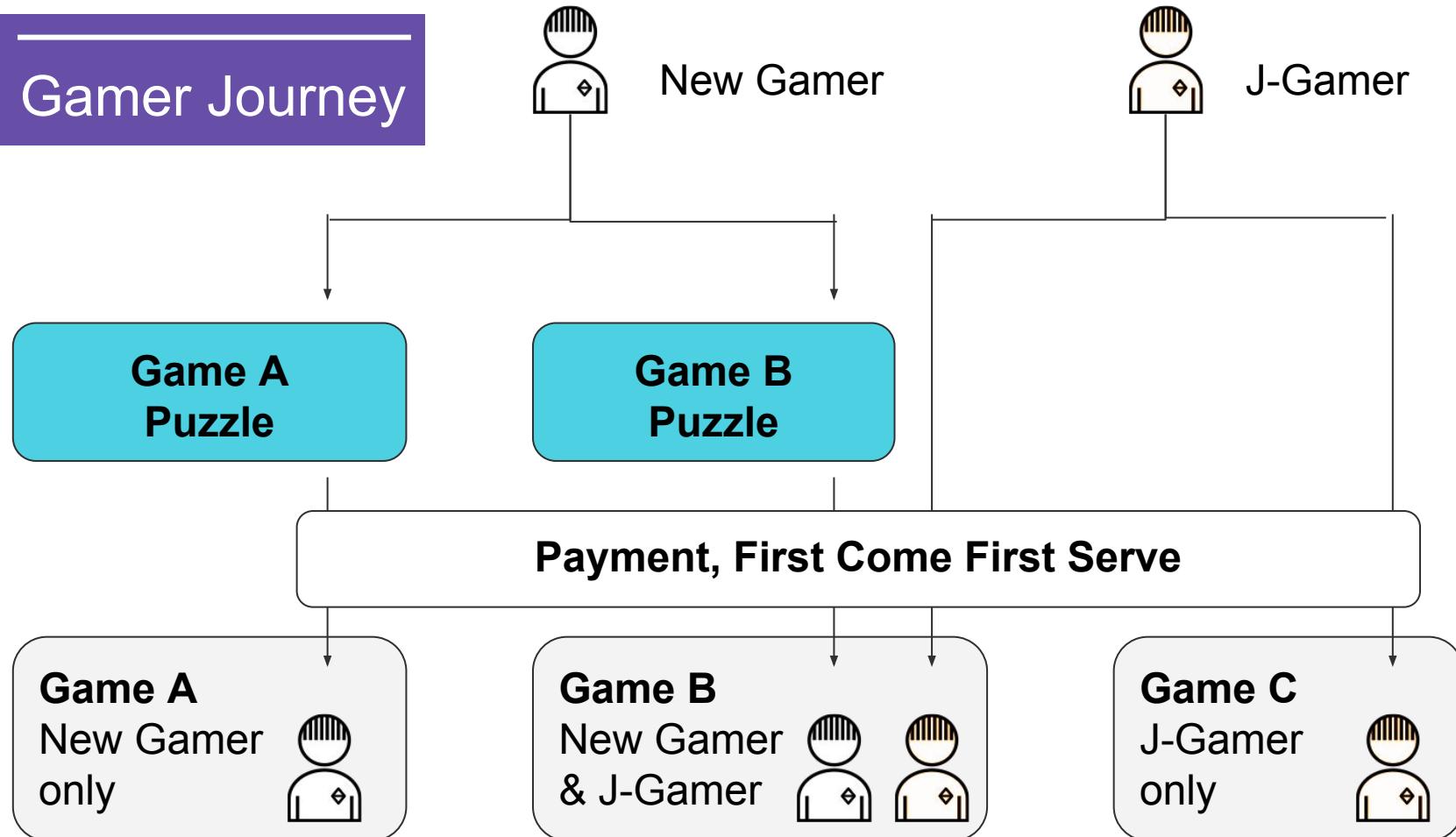
Gamer Profile Created

200 HK\$

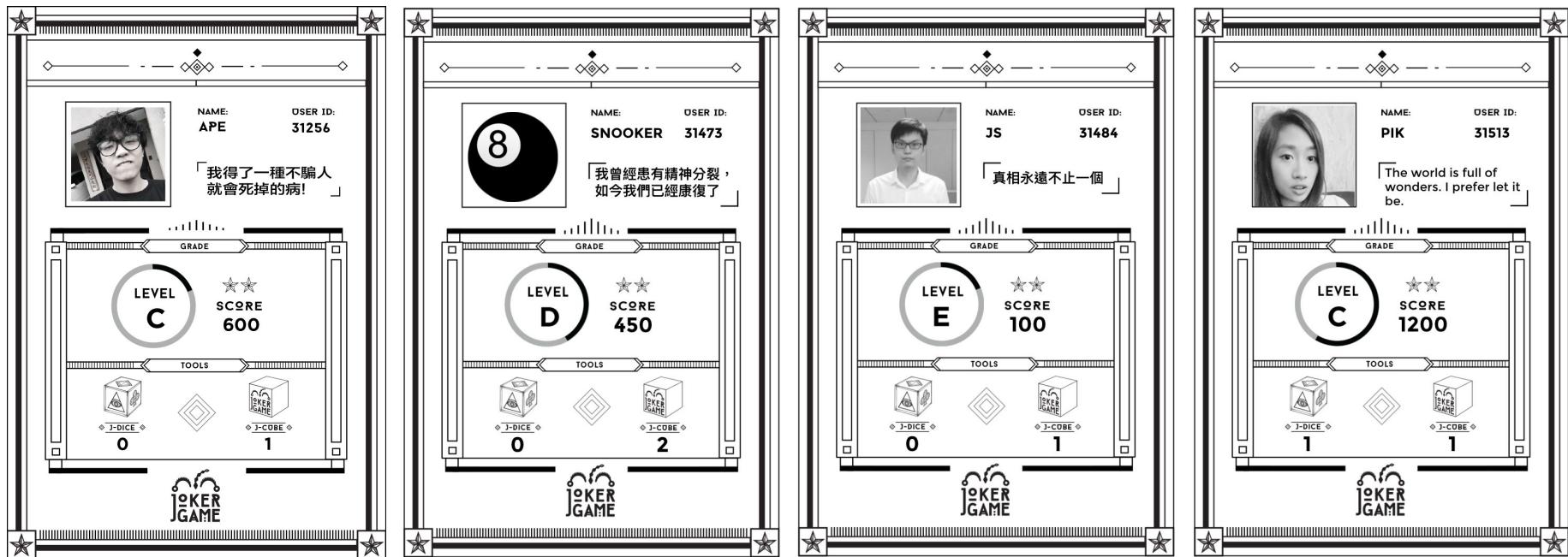
Check Scores & View Ranking

Play Games with:
Other J-Games or New Gamers

Gamer Journey



Gamer Profiles



After the first game, a profile will be generated on website.

This is very important part as online community/platform.

Gamer Ranking

LEVEL E 1 - 100 Joker Game EXP
部分E級玩家資料：



跨過謎題的阻礙，開始摸索遊戲的真相 ... 43人

LEVEL D 101 - 500 Joker Game EXP
部分D級玩家資料：



逐漸適應了黑暗，出發尋找獵物和夥伴 ... 18人



TOP GAMERS

LEVEL B 2001 - 4000 Joker Game EXP
在遊戲和社會中進化，游刃有餘地化解危機 ... 0人

LEVEL A > 4000 Joker Game EXP
看穿人性與社會本質，掌控自己命運的流向 ... 0人

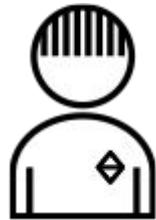
ARE YOU READY TO PLAY A JOKE?

LEARN THE RULE JOIN THE LIST CHALLENGE PUZZLE

<http://www.thejokergame.com/gamer-ranking>

Roles

J-Gamer



x 5,00

Game Owner



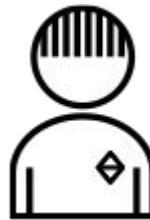
x 50

Core Team



x 5

Game Tester



x 100

Game Host



x 10

[Joker Game Projection](#)

Challenges

1. J-Gamer profile (scores and ranking)
2. Game booking system (first pay, first play)
3. Venue research (**Key Challenge!**)
4. Game testing (**Key Challenge!**)
5. Video Production (**New Challenge!**)

CONVERSION METRICS

Achievements by the end of 2020!

371

J-Gamers

12,801

Email Subscribers

58

Games Organized

8

Videos Published

\$215,000

Net Profit

\$375,500

Net Profit + Deposit

| Cells you can set key variables | | | |
|---------------------------------|-------------------------------|-------------------------------------|---|
| | | Metrics | Calculation |
| Key Metrics | Key Variables | Value | |
| | cost per visit | monthly visit | paid + organic + puzzle boost + return |
| | basic organic monthly visit | paid monthly visit | cost per visit * monthly visit |
| | visits per video | organic monthly visit | basic organic monthly visit + visits per video * video published |
| | puzzle email & post total CTR | puzzle boosted visit | last month waiting list accumulated * puzzle CTR (when there is game organized) |
| | returning % | return monthly visit | returning % * visits of last month |
| | email sign-up % | monthly sign-up (join waiting list) | monthly visit * email sign-up % |
| | puzzle response % | challenge puzzle | waiting list accumulated * puzzle response % |
| | willing to pay for 1st game % | willing to pay for 1st game play | challenge puzzle * willing to pay for 1st game % |
| | deposit to become member | become member | 1st game player * deposit % |
| Pricing | member * willing to play % | No. of member : want to play | accumulated member % * member * willing to play % |
| | deposit for becoming member | deposit revenue | new member r * deposit fee |
| | price per game for new member | new gamer revenue | new member game play * price per game for new gamer |
| | price per game for member | member revenue | member game play * price per game for J-Gamer |
| Cost | cost per new game | monthly new game cost | new game organized * cost per new game |
| | cost per old game | monthly old game cost | old game organized * cost per old game |
| | monthly operation cost | monthly total game cost | monthly new game cost + old game cost |
| | video production cost | | |

How many games organized each month?

| New Games | | Old Games | | |
|---------------|-------------------------------|-------------|---------------|-------------------------------|
| 15 New Gamers | 10 New Gamers + 5 J-Gamers | 15 J-Gamers | 15 New Gamers | 10 New Gamers + 5 J-Gamers |

| Demand vs Supply | How many videos published? | | | \$157 / month |
|-------------------------------|-----------------------------|---------------|------------------------------|----------------------------|
| New Gamer % Chance to Play | J-Gamer % Chance to Play | Video Publish | Video Publish Accumulated | Monthly Marketing Spend |

Business Model Presented in

Lean Canvas

Problem

How can Joker Game **build a community of gamers** with **paid membership** who join to learn something new about oneself and others and at the same time experience suspense, puzzle solving, and excitement which challenge one's IQ & EQ?

Solution

Develop **online platform** for promoting Joker Game and recruiting 1st time players and seek **venue partnership**. **Game show video production.**

Key Metrics

- monthly visit
- paid monthly visit
- # of puzzle
- **returned monthly visit**
- willing to pay 1st game
- no. of J-Gamers subscription revenue
- monthly new game

Value Propositions

Design Game Rules; **Produce Game Props**; **Organize Games** (from gamer invitation to hosting the game);

Maintain the Joker Game league (every players has their own ranking in Joker Game)

Gaming Experience Community

Unfair Advantage

1st mover in Hong Kong will over a dozen games designed by the team (**Game IP**).

Channels

Online paid media (FB+Google) + earned media (FB+Zhihu+Other) + owned media (Website+eDM+FB)

Offline venues where the games will be held.

Customer Segments

Hardcore gamers (who attended the game for 2+ times)

General gamers (who attended the game at least 1 time)

Outside potential gamers (who have expressed their interests but never get a chance to attend the game)

Joker Game helpers (who wants to be involved in game designing or hosting)

Cost Structure

game testing (13 rounds testing needed before a game can officially being launched, game tester are not easy to find);

venue rental = 0 ~ 1,500 HK\$ (we need a place with 24 rooms so players can be separated, it's not easy to find in HK)

game design effort and time (the game producing efficiency is quite low, can be up to 2~3 months for producing a new game)

Revenue Streams

250HK\$ * 13 players = 3,250HK\$ per game

CHALLENGES

1. Player journey and profile
 - a. Define workflow (e.g. onboarding) and touch points
 - b. Define user profile and role types for conversion
2. Game booking
3. Venue research
4. Game testing
5. Video production

PRODUCT FEATURES

1. Touch point tracking (email, social media, web content, video streams, event marketing integration)
2. Gamification logic (award points & update role level)
3. Event management (e.g. registration) with location info
4. Game production (from idea, testing to deployment)
5. Video production system to support game show.

FRONT-END: PLAYER FACING FUNCTIONS

1. Social media lead generation
2. Join membership and receive email notification
3. Play online puzzles
4. Become J-Gamer (paid membership)
5. Off-line event booking (registration and attendance)
6. Score keeping

BACK-END: PARTNER FACING FUNCTIONS

1. Venue host management
2. Game host management
3. Game production management
4. Video production management
5. Off-line event participation
6. E-commerce payment

CONTENT STRATEGY TO DRIVE CUSTOMER DEVELOPMENT (2A3R)

1. Acquisition
2. Activation
3. Retention
4. Revenue
5. Referral



Source: "Why Lean Start-up Changes Everything" by Steve Blank,
Harvard Business Review May 2013

Source: Dave McClure 《Startup Metrics for Pirates》

CONTENT STRATEGY TO DRIVE CUSTOMER DEVELOPMENT (2A3R)

- 1. Acquisition** – website, Ads, eDM, referral
- 2. Activation** – puzzle(member), prev. games
- 3. Retention** – selection, invitation
- 4. Revenue** – paid event registration, ?
- 5. Referral** – profile, ranking, event photos

Templates

Use these starter bases to get a jump start on your project. For inspiration from community-published bases, check out Universe.



Search templates

CATEGORIES

Featured

Content production

Creative

Event Planning

Everyday Life

Groups, Clubs & Hobbies

HR & Recruiting

Legal

Local Business

Marketing

Nonprofit

PR & Communications

Marketing Campaign Tracking

Use template

#MARKETING #STARTUP

Stop wasting time compiling spreadsheets to track your marketing campaigns, and spend more time doing what you love: coming up with new marketing ideas and generating new creative assets. This campaign tracking template is perfect whether you are a small startup trying to make sure your digital marketing efforts get going smoothly or a large company who needs to track extensive ad campaigns with lots of components.

This template makes campaign tracking simple by letting you easily keep tabs on all the platforms your team relies on for marketing campaigns, whether you invest heavily in social media marketing, or spend more on Google AdWords and Facebook. The convenient URL builder also makes it easy to create and edit the perfect links with the UTM parameters of your choice.

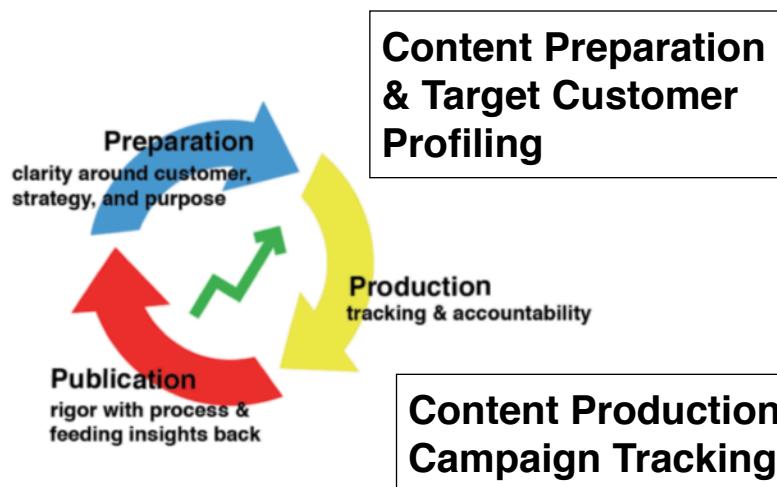
- FB Autopost
- Mailchimp eDM
- FB Messenger Chatbot
- Google Analytics
- Facebook Insight
- User-point Analysis

Content Publication & Analytics Reporting

how to build a content marketing pipeline

The 3 P's of Content Marketing: Preparation, Production, Publication

There are many different ways to visualize the different stages of a content marketing pipeline. For simplicity's sake, we'll divide it into three sections: **preparation**, **production**, and **publication**.



Preparation consists of the strategic choices you make early on that define your blog's purpose and direction:

- Content Type
- Role/Customer Segment
- Taxonomy
- Keyword
- Userpoint

- Source
- Medium
- UTM
- Campaign Ads (Google +Facebook)

Advertising Campaigns

| | Completed Link (incl. UTM Code) | Website URL | UTM Snippet | Medium | Source | Campaign |
|----|--|--|--|---------|----------|----------------------------------|
| 1 | www.porchcam.com/product?utm_medium=search&utm_source=Google | www.porchcam.com/product | ?utm_medium=search&utm_source=Google | search | Google | Google-securityCamera-2016-09-18 |
| 2 | www.porchcam.com/homesecurity?utm_medium=social&utm_source=Facebook | www.porchcam.com/homesecurity | ?utm_medium=social&utm_source=Facebook | social | Facebook | Facebook-homeSecurity-2016-10-03 |
| 3 | www.porchcam.com/homesecurity?utm_medium=social&utm_source=Twitter | www.porchcam.com/homesecurity | ?utm_medium=social&utm_source=Twitter | social | Twitter | Twitter-homeSecurity-2016-10-03 |
| 4 | www.porchcam.com/product?utm_medium=social&utm_source=Facebook | www.porchcam.com/product | ?utm_medium=social&utm_source=Facebook | social | Facebook | Facebook-retargeting-2016-09-26 |
| 5 | www.porchcam.com/product?utm_medium=social&utm_source=Facebook | www.porchcam.com/product | ?utm_medium=social&utm_source=Facebook | social | Facebook | Facebook-homeowners-2016-10-10 |
| 6 | www.porchcam.com/homesecurity?utm_medium=search&utm_source=Google | www.porchcam.com/homesecurity | ?utm_medium=search&utm_source=Google | search | Google | Google-homeSecurity-2016-10-10 |
| 7 | www.porchcam.com/product?utm_medium=display&utm_source=Google | www.porchcam.com/product | ?utm_medium=display&utm_source=Google | display | Google | Google-retargeting-2016-10-10 |
| 8 | www.porchcam.com/addons?utm_medium=social&utm_source=Facebook | www.porchcam.com/addons | ?utm_medium=social&utm_source=Facebook | social | Facebook | Facebook-addons-2016-10-24 |
| 9 | www.porchcam.com/homesecurity?utm_medium=social&utm_source=Facebook | www.porchcam.com/homesecurity | ?utm_medium=social&utm_source=Facebook | social | Facebook | Facebook-homeSecurity-2016-10-03 |
| 10 | www.porchcam.com/product?utm_medium=social&utm_source=Facebook | www.porchcam.com/product | ?utm_medium=social&utm_source=Facebook | social | Facebook | Facebook-homeowners-2016-10-10 |
| + | | | | | | |

A medium shot of a man with light-colored hair, wearing a blue button-down shirt. He is gesturing with his hands while speaking, with his right hand raised and fingers spread. The background consists of vertical wood paneling.

LEONARD
SCHOOL

FROM CONTENT TO COMMUNITY

The Community Canvas

+

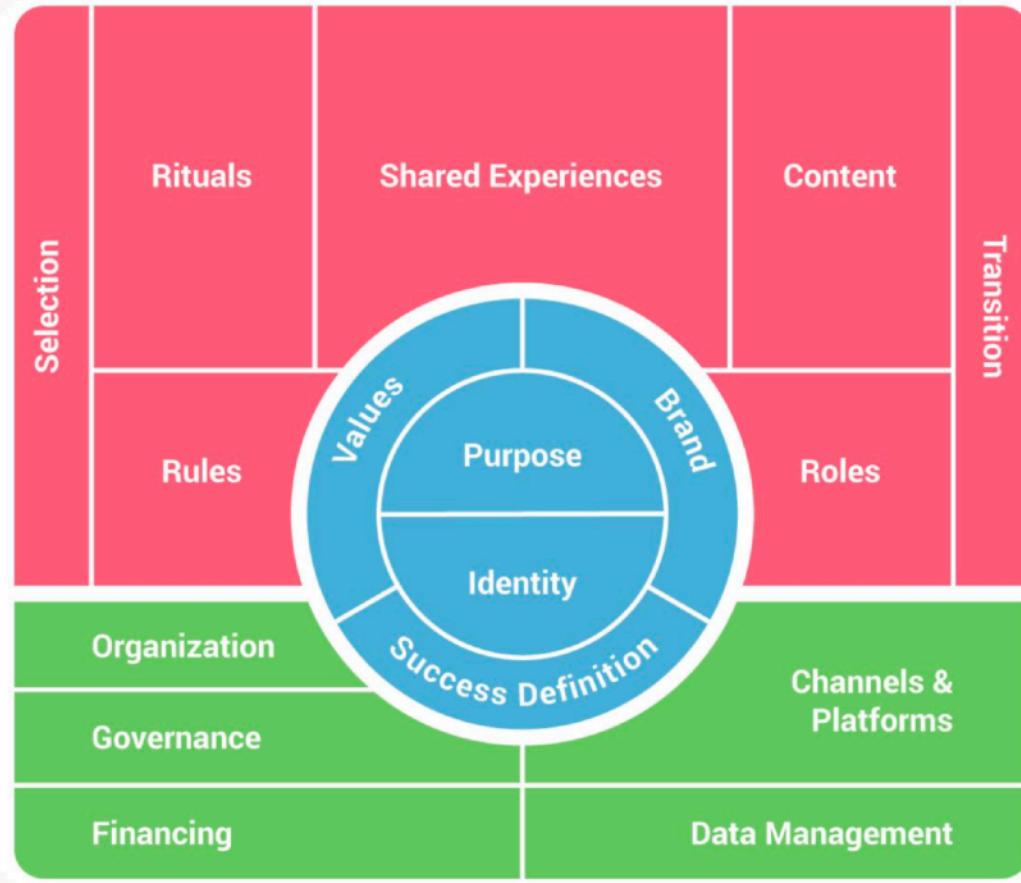
The Community Canvas has

3 Sections

Identity, Experience, Structure

which in turn are divided into

17 Themes



Source : community-canvas.org

— Section One —

+

Identity

Who are we and what do we believe in?

The first part of the Canvas focuses on questions of belief. Strong communities have a clear and explicit sense of who they are, why they exist and what they stand for.

These aspects of the community are less tangible than the points covered in later parts of the Canvas. And as a result, they often get passed over. However, we believe that a confident sense of identity builds the very core of a successful community and informs all other elements around it. That's why in our Canvas, the Identity is the beating heart at the center of everything else, giving meaning and life to the rest of the organization.

The Identity section itself is layered like an onion. At its core are two elements: the community's purpose and the identity of its members. The questions why and who are quintessential and then inform the other elements of identity: the organization's values, its definition of success and its brand.

An authentic culture is one of the most valuable elements of any community, but also a very abstract concept to act upon. The elements covered under Identity are key ingredients towards a thriving community culture.

Themes

Purpose

Why does the community exist?

Member Identity

Who is the community for?

Values

What is important to us as a community?

Success Definition

How does the community define success?

Brand

How does the community express itself?

Source : community-canvas.org

— Section Two —

+

Experience

What happens in the community & how does it create value for the members?

In the second part of the Canvas we explore the community from the perspective of the members: what does actually happen in the community and how does it translate its purpose into activities that create tangible value for the members?

Every community experience starts with a member joining and at some point - consciously or not - a member leaving. Successful communities design these transition moments between the outside and the inside world as part of a larger journey.

A significant part of the Canvas is dedicated to two elements: Shared Experiences bring members together and fundamentally deepen the bonds among them. Rituals and traditions are individual and

recurring experiences that have a strong symbolic character.

The community's content strategy contributes to the overall experience. Communities who tell the stories of their members and share relevant content strengthen the bond among members and increase the overall value.

Every member is different and evolves over time. Smart communities provide different roles catering to different needs throughout the experience.

Lastly, we have found communities to work best when they have clear rules set in advance, so people know what their rights and expected responsibilities are.

Themes

Selection

How do people join the community?

Transition

How do members leave the community?

Shared Experiences

What experiences do members share?

Rituals

What rituals happen regularly?

Content

What content creates value for members?

Rules

What are the community's rules?

Roles

What roles can members play?

Source : community-canvas.org

Section Three

+

Structure

What gives us stability in the long-term?

The third part of the Canvas focuses on the operational elements of running a community. While many communities evolve organically over time, only few survive in the long-term. Organizational aspects are often neglected, and the necessary structures aren't in place to deal with challenging situations, as they eventually and often suddenly come up.

This area goes beyond good management and processes, but presents a tremendous opportunity: most communities become more valuable the longer they exist, as trust both among the members and into the overall brand increases. But consistency is key. Visionary communities will put structures in place that will optimize for long-term stability.

Leadership deserves special attention in a community, as many are partially or fully volunteer run. What does that mean for incentive models, job descriptions and knowledge transfers?

Decision making is best clarified in advance and helps avoid and address conflicts, a surprisingly common sight within many communities.

Many communities fail because they do not figure out how to become financially sustainable. We highlight different models.

Most successful communities exist both in the offline and the online world and the choice of the right platforms matter. Lastly, the members' data is among the communities most valuable assets and it deserves thoughtful management.

Themes

Organization

Who runs the community?

Governance

How are decisions made in the community?

Financing

What is the community's plan to be financially sustainable?

Channels & Platforms

What channels does the community use to communicate and gather?

Data Management

How does the community manage the data of its members?

Source : community-canvas.org



清华大学 紫荆谷创新创业发展辅导中心 极速创业之旅

创业家极速锻造研修班

第四期

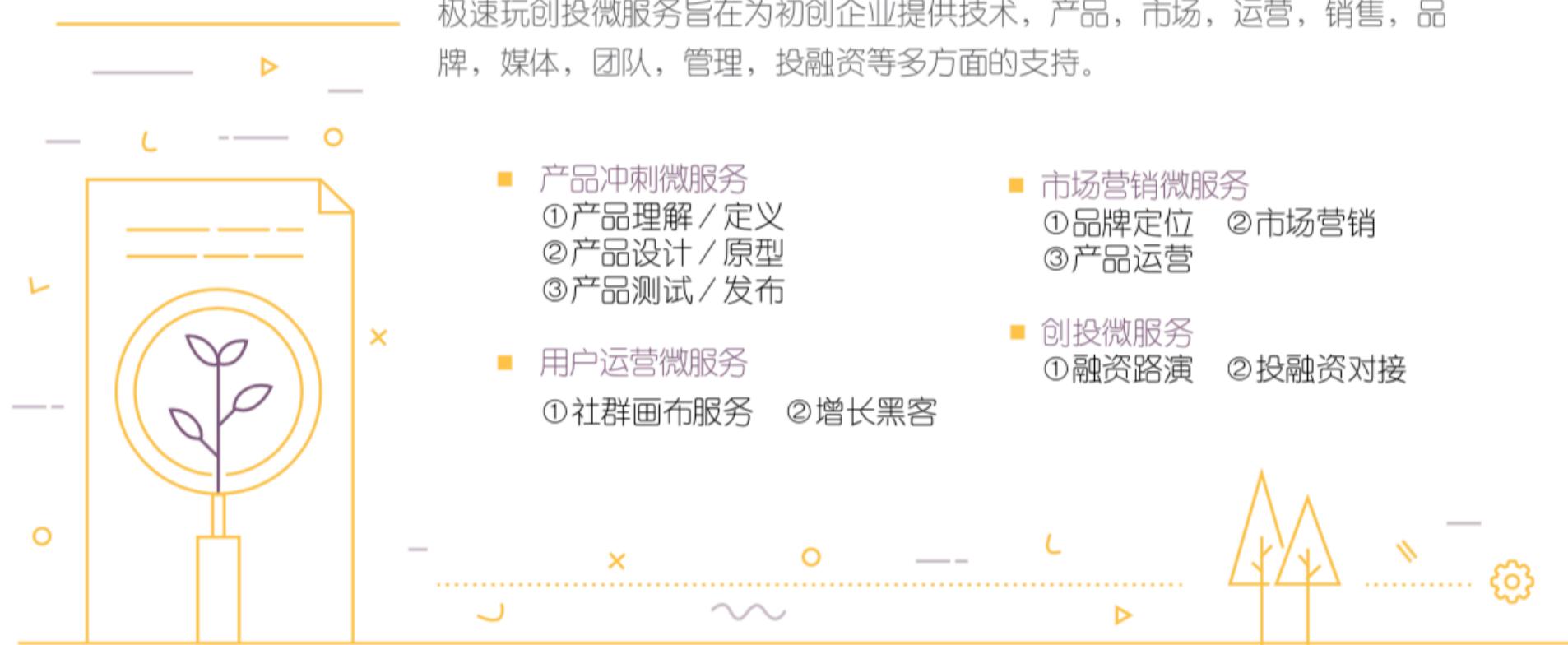


PLAY STARTUP INVESTMENT

极速玩创投微服务

极速玩创投微服务旨在为初创企业提供技术，产品，市场，运营，销售，品牌，媒体，团队，管理，投融资等多方面的支持。

- 产品冲刺微服务
 - ①产品理解 / 定义
 - ②产品设计 / 原型
 - ③产品测试 / 发布
- 用户运营微服务
 - ①社群画布服务
 - ②增长黑客
- 市场营销微服务
 - ①品牌定位
 - ②市场营销
 - ③产品运营
- 创投微服务
 - ①融资路演
 - ②投融资对接



YourCommunityName Minimal Viable Community



Community Canvas



Check out the
full Community
Canvas [here](#)



1. Purpose Why does the community exist?

Gather a group of people who want to seek stimulation, explore new relationships and gain self-understanding through simulated life situations.

2. Audience Who is this for and what is our selection process?

- | | |
|---|--|
| 1) Hardcore gamers (who attended the game for 2+ times) | 2) Outside potential gamers (who have expressed their interests but never get a chance to attend the game) |
| 3) General gamers (who attended the game at least 1 time) | |
| 4) Joker Game helpers (who wants to be involved in game designing or hosting) | |

6. Roles What different roles can members play in our community? What's the give/get relationship?

- 1) New Gamer
- 2) J Gamer
- 3) Venue host
- 4) Game host
- 5) Game designer
- 6) Game tester

3. Values Which 3 principles are important to us?

- 1) Life is a social game
- 2) The life social game involves co-opetition (cooperation and competition)
- 3) JG wants to build a community of gamers who can master life lessons and gain inspiration from JG

4. Goals In the next 12 months, what are 3 metrics that will define success for us?

- 1) monthly visit
- 2) paid monthly visit
- 3) # of puzzle
- 4) return monthly visit
- 5) willing to pay for 1st game
- 6) no. of J-Gamers
- 7) subscription revenue
- 8) monthly new game

7. Rules What guidelines and boundaries help us achieve our purpose and represent our values?

You'll play an offline "liar game" in a rule that you have never heard about

You'll play the game with 12 strangers that you have never met before

5. Experience What happens in our community on a recurring basis that helps us achieve our goals and expresses our values in action? Also consider **onboarding**: how does the experience in the community start?

- 1) onboarding (e.g. online puzzle)
 - 2) scaffolding (e.g. trial play)
 - 3) mastery (e.g. become J-Gamer)
- Welcome ritual (introduction of players and hosts, venue floor plan, props,etc)
- Trial play and real play
- Progress ranking
- Final result announcement and debriefing.

8. Governance How do we make decisions? Who gets to decide what?

- 1) Pre-event planning
- 2) Event progress monitoring
- 3) Post-event debriefing and result updates

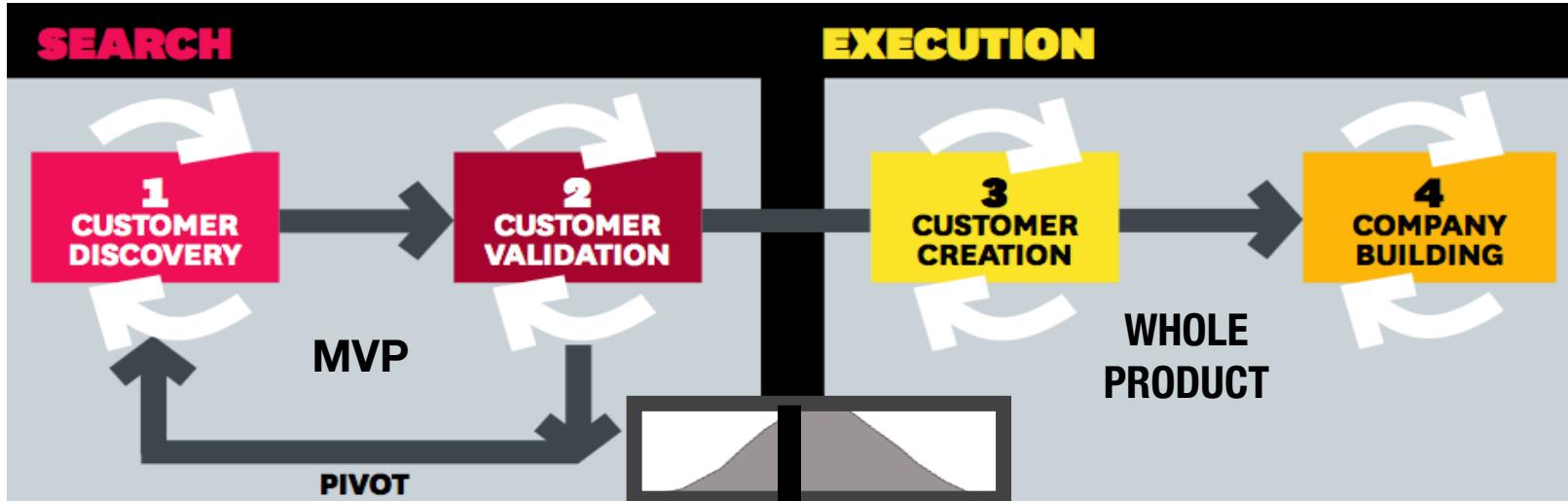
9. Communication What are the simplest channels for us to communicate with each other? What is a healthy rhythm?

- 1) Email/Social media
- 2) Website
- 3) Event venue

BUILD-MEASURE-LEARN CYCLE IN SEARCH OF PRODUCT-MARKET FIT



Source: “[Why Lean Start-up Changes Everything](#)” by Steve Blank, Harvard Business Review May 2013



点线面的扩散逻辑

From Google Analytics to Matomo: User Id and profiling in Conversion Tracking

Analytics

Tag Manager

Optimize

Data Studio

Surveys

Attribution

Audience Center

Analytics 360 Suite

Overview

Capabilities

Features

Compare

Mobile Access

Success Stories

Resources



Improve the customer experience with digital analytics.

Google Analytics gives you the digital analytics tools you need to analyze data from all touchpoints in one place, for a deeper understanding of the customer experience. You can then share the insights that matter with your whole organization.

SIGN UP FOR FREE



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- Realtime
- Audience
- Acquisition

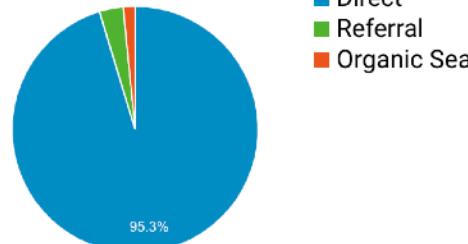
Overview

- All Traffic
- Google Ads
- Search Console
- Social
- Campaigns

Behavior

Conversions

Attribution BETA



Users



Duration Per Session (Goal 1 Conversion Rate)



Acquisition

Behavior

Conversions

| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal 1 Conversion Rate | Goal 1 Completion | Goal 1 Value |
|----------------|-------|-----------|----------|-------------|-----------------|-----------------------|------------------------|-------------------|--------------|
| 1 Direct | 63 | 46 | 116 | 43.10% | 3.53 | 00:03:36 | 10.34% | 12 | \$12.00 |
| 2 Referral | 61 | 2 | 116 | 45.79% | 3.53 | 00:03:36 | 10.28% | 12 | \$12.00 |
| 3 Organic Sear | 1 | 1 | 1 | 12.50% | 1.00 | 00:00:00 | 0.00% | 0 | \$0.00 |

To see all 3 Channels click [here](#).



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Apr 20, 2020 - Apr 26, 2020



Behavior Flow

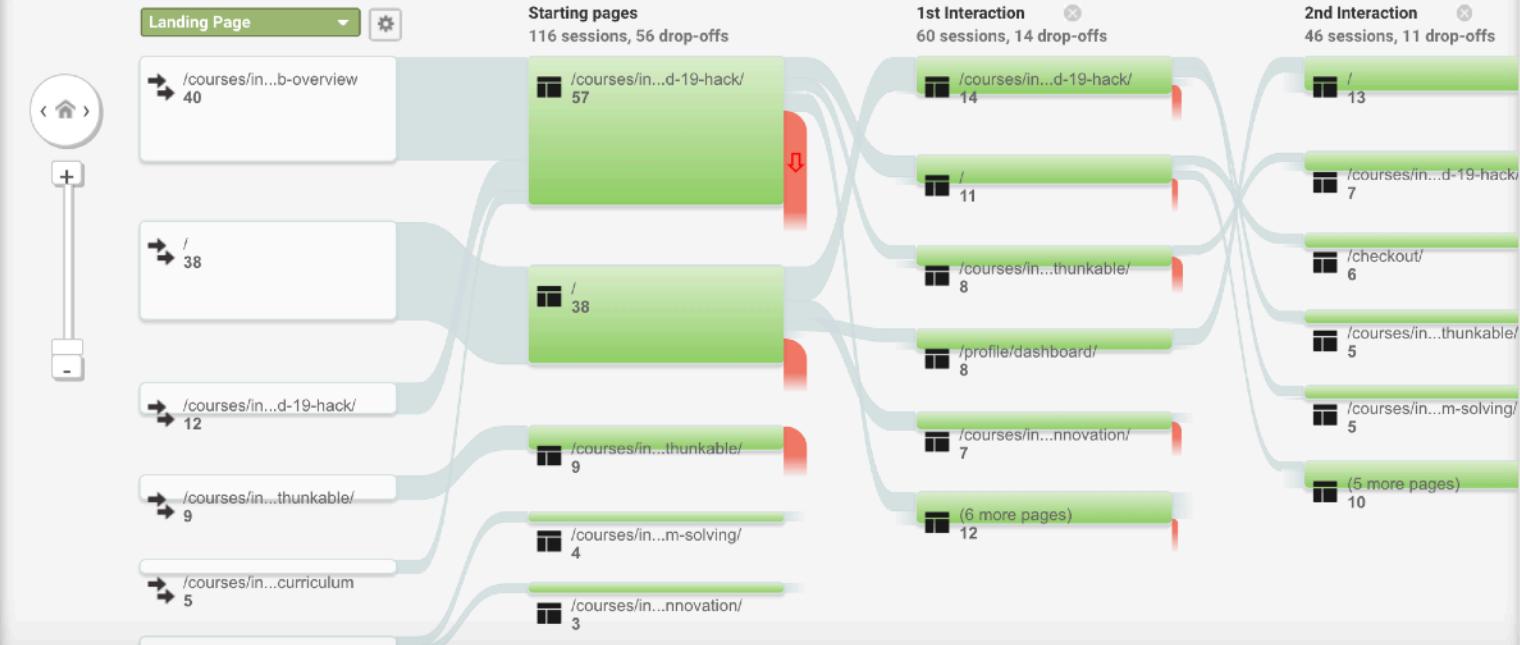
Automatically Grouped Pages ▾

Level of Detail ▾

Export ▾

All Users
100.00% Sessions

+ Add Segment





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Goal Completions

12

Goal Value

\$12.00

Goal Conversion Rate

10.34%

Total Abandonment Rate

0.00%

Completions)

12

Goals

Goal Completion Location

Source / Medium

Goal Completion Location

| | Goal Completions | % Goal Completions |
|--|------------------|--------------------|
| 1. / | 3 | 25.00% |
| 2. /courses/introduction-to-web-development/wys-covid-19-hack/ | 3 | 25.00% |
| 3. /courses/introduction-to-web-development/wys-covid-19-hack/lessons/developing-mobile-app-with-airtable-and-t | 2 | 16.67% |
| 4. /courses/introduction-to-web-development/new-media-business-model-and-innovation/lessons/lesson-10-overview-of-machine-learning-and-predictive-analytics/ | 1 | 8.33% |
| 5. /courses/introduction-to-web-development/new-media-business-model-and-innovation/lessons/lesson-9-data-preparation-and-exploratory-data-analysis/ | 1 | 8.33% |
| 6. /courses/introduction-to-web-development/wys-covid-19-hack/?tab=tab-overview | 1 | 8.33% |
| 7. /courses/introduction-to-web-development/wys-covid-19-hack/lessons/lesson-2-design-thinking-for-effective-problem-solving/ | 1 | 8.33% |

[view full report](#)

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Active Users

Lifetime Value BETACohort Analysis BETA

Audiences

User Explorer

▶ Demographics

▶ Interests

▶ Geo

▶ Behavior

▶ Technology

▶ Mobile

▶ Cross Device BETA

▶ Custom

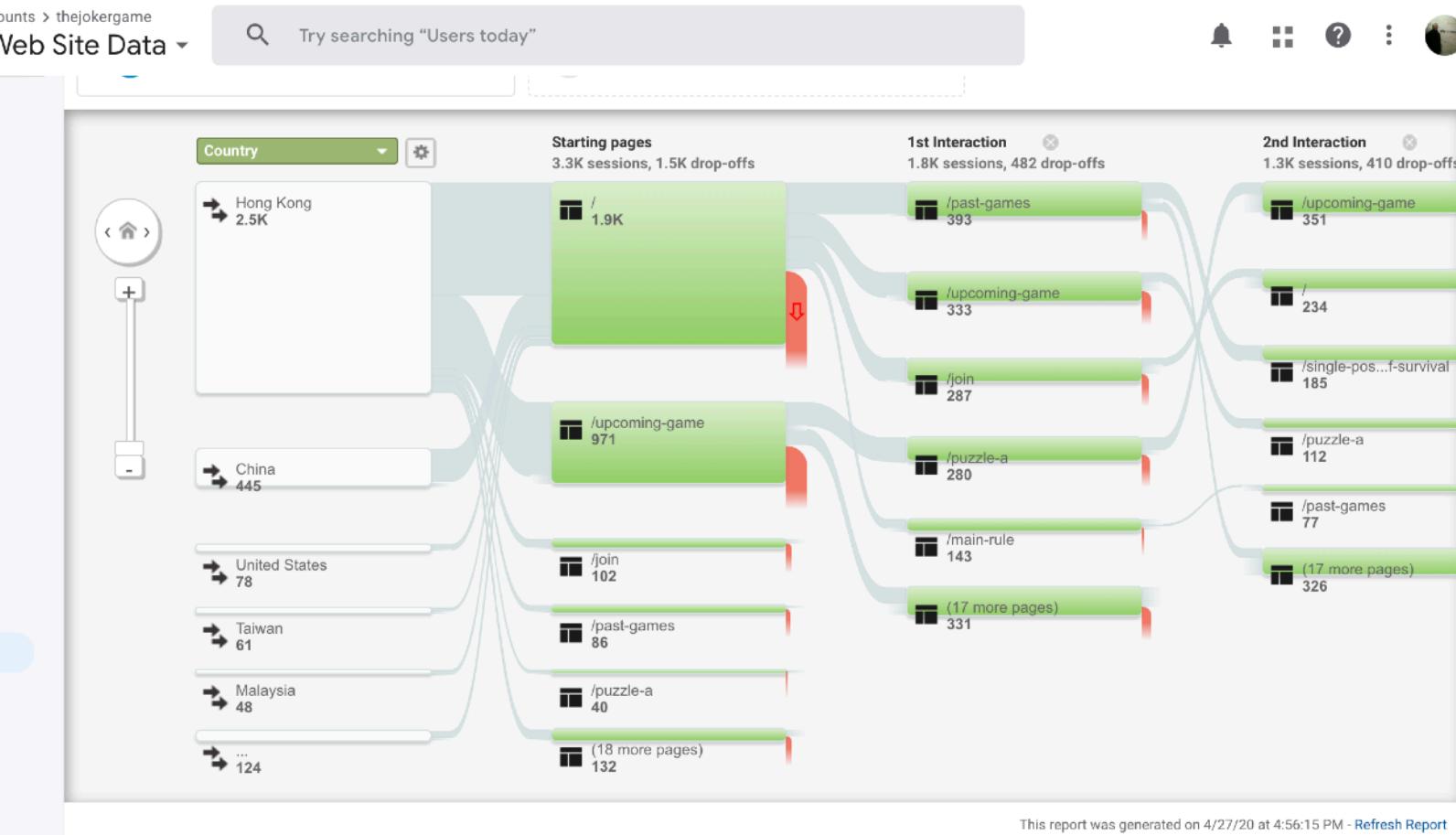
▶ Benchmarking

Users Flow

▶ Acquisition

▶ Behavior

▶ Conversions

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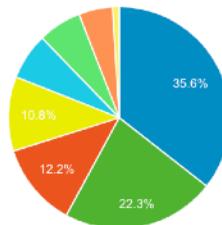
▶ Campaigns

▶ Behavior

▶ Conversions

Attribution BETA

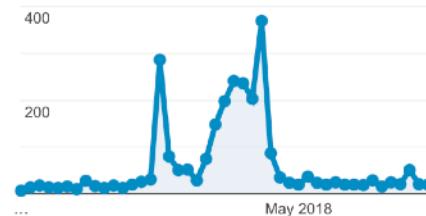
Top Channels



- Display
- Direct
- Social
- (Other)
- Email
- Organic Search
- Paid Search
- Referral
- Other Advertising

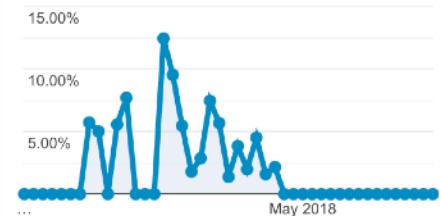
Users

● Users



Conversions

● Conversion - Puzzle Submit (Goal 5 Conversion Rate)



Acquisition

Behavior

Conversions

| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal 5 Conversion Rate | Goal 5 Completion | Goal 5 Value |
|-------------|-------|-----------|----------|-------------|-----------------|-----------------------|------------------------|-------------------|--------------|
| 1 ■ Display | 2,392 | 2,363 | 3,277 | 6.01% | 4.74 | 00:02:31 | 3.66% | 120 | \$1,200.00 |
| 2 ■ Direct | 903 | | | 5.56% | | | 1.47% | | |
| 3 ■ Social | 567 | | | 13.75% | | | 2.59% | | |
| 4 ■ (Other) | 310 | | | 2.42% | | | 6.78% | | |
| 5 ■ Email | 275 | | | 0.86% | | | 3.44% | | |
| | 172 | | | 1.11% | | | 11.81% | | |



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E-commerce

Multi-Channel
FunnelsAttribution BETA

Goal Completions

4,434

Goal Value

\$7,919.00

Goal Conversion Rate

135.31%

Total Abandonment Rate

0.00%

Conversion - Puzzle Submit
(Goal 5 Completions)

120

Conversion - Subscribed (Goal
10 Completions)

4

Goals

Goal Completion Location

Source / Medium

Goal Completion Location

| | Goal Completions | % Goal Completions |
|---|------------------|--------------------|
| 1. /upcoming-game | 1,546 | 34.87% |
| 2. /join | 946 | 21.34% |
| 3. /puzzle-a | 539 | 12.16% |
| 4. /single-post/2016/09/03/GAME-OF-SURVIVAL | 351 | 7.92% |
| 5. /main-rule | 266 | 6.00% |
| 6. /puzzle-r | 208 | 4.69% |
| 7. /gamer-ranking | 142 | 3.20% |
| 8. /thank-you | 120 | 2.71% |
| 9. /faq | 102 | 2.30% |
| 10./single-post/2015/08/02/The-Fourth-Element | 71 | 1.60% |

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Analytics

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Primary Dimension: Goal Completion Location

Secondary dimension ▾

advanced

| Goal Completion Location | Goal Completions | Goal Value |
|--|--------------------------------------|--|
| | 4,434 % of Total: 100.00% (4,434) | \$7,919.00 % of Total: 100.00% (\$7,919.00) |
| 1. /upcoming-game | 1,546 (34.87%) | \$1,546.00 (19.52%) |
| 2. /join | 946 (21.34%) | \$946.00 (11.95%) |
| 3. /puzzle-a | 539 (12.16%) | \$1,617.00 (20.42%) |
| 4. /single-post/2016/09/03/GAME-OF-SURVIVAL | 351 (7.92%) | \$701.00 (8.85%) |
| 5. /main-rule | 266 (6.00%) | \$266.00 (3.36%) |
| 6. /puzzle-r | 208 (4.69%) | \$624.00 (7.88%) |
| 7. /gamer-ranking | 142 (3.20%) | \$284.00 (3.59%) |
| 8. /thank-you | 120 (2.71%) | \$1,191.00 (15.04%) |
| 9. /faq | 102 (2.30%) | \$306.00 (3.86%) |
| 10. /single-post/2015/08/02/The-Fourth-Element | 71 (1.60%) | \$141.00 (1.78%) |

Show rows: 10 Go to: 1 1 - 10 of 29

| | | | | Rate | | Duration | Conversion Rate) | Completions) |
|--------------------------|-------------------------------|---|---|---|--|---|--|---|
| | | 1,508 % of Total: 63.04% (2,392) | 1,477 % of Total: 62.51% (2,363) | 2,112 % of Total: 64.45% (3,277) | 3.65% Avg for View: 6.01% (-39.35%) | 4.35 Avg for View: 4.74 (-8.16%) | 00:02:13 Avg for View: 00:02:31 (-11.97%) | 4.31% Avg for View: 3.66% (17.66%) |
| <input type="checkbox"/> | 1. greedybank | 502 (29.88%) | 472 (31.96%) | 690 (32.67%) | 1.16% | 4.94 | 00:03:41 | 9.86% 68 (74.73%) |
| <input type="checkbox"/> | 2. TeamA | 444 (26.43%) | 422 (28.57%) | 531 (25.14%) | 0.19% | 4.89 | 00:02:04 | 2.82% 15 (16.48%) |
| <input type="checkbox"/> | 3. Team B | 215 (12.80%) | 195 (13.20%) | 288 (13.64%) | 12.50% | 2.68 | 00:00:36 | 0.69% 2 (2.20%) |
| <input type="checkbox"/> | 4. teamB | 212 (12.62%) | 202 (13.68%) | 238 (11.27%) | 0.84% | 5.04 | 00:01:51 | 1.68% 4 (4.40%) |
| <input type="checkbox"/> | 5. Team+B | 159 (9.46%) | 45 (3.05%) | 175 (8.29%) | 17.14% | 3.37 | 00:01:36 | 1.14% 2 (2.20%) |
| <input type="checkbox"/> | 6. TeamB_2nd Round_Display Ad | 97 (5.77%) | 97 (6.57%) | 125 (5.92%) | 0.00% | 3.14 | 00:00:35 | 0.00% 0 (0.00%) |
| <input type="checkbox"/> | 7. TeamB | 15 (0.89%) | 11 (0.74%) | 25 (1.18%) | 0.00% | 2.72 | 00:00:46 | 0.00% 0 (0.00%) |
| <input type="checkbox"/> | 8. TeamB - 1st round | 10 (0.60%) | 9 (0.61%) | 11 (0.52%) | 0.00% | 6.36 | 00:03:35 | 0.00% 0 (0.00%) |
| <input type="checkbox"/> | 9. team+b | 8 (0.48%) | 8 (0.54%) | 8 (0.38%) | 0.00% | 2.00 | 00:00:00 | 0.00% 0 (0.00%) |
| <input type="checkbox"/> | 10. Team A display | 7 (0.42%) | 7 (0.47%) | 9 (0.43%) | 0.00% | 2.00 | 00:00:00 | 0.00% 0 (0.00%) |



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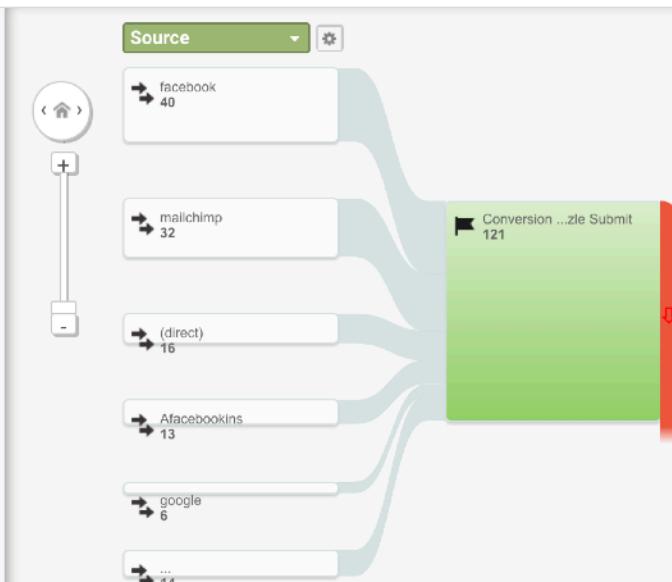
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FunnelsAttribution BETA

Discover

Admin



| Sessions by Source | | Step 1 Conversion - Puzzle Submit | |
|--------------------|--------------|--------------------------------------|-------------|
| facebook | 40 sessions | 40 | 100% of 40 |
| mailchimp | 32 sessions | 32 | 100% of 32 |
| (direct) | 16 sessions | 16 | 100% of 16 |
| Afacebookins | 13 sessions | 13 | 100% of 13 |
| google | 6 sessions | 6 | 100% of 6 |
| ... | 14 sessions | 14 | 100% of 14 |
| Total | 121 sessions | 121 | 100% of 121 |



| |
|---------------------------------|
| Realtime |
| Audience |
| Acquisition |
| Overview |
| All Traffic |
| Google Ads |
| Search Console |
| Social |
| Campaigns |
| All Campaigns |
| Paid Keywords |
| Organic Keywords |
| Cost Analysis |
| Behavior |
| Conversions |
| Attribution <small>BETA</small> |

| Source / Medium | Acquisition | | | Behavior | | | Conversions | | |
|-------------------------|---|---|---|--|--|---|---|---|--------------------------|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Conversion - Puzzle Submit (Goal 5 Conversion Rate) | Conversion - Puzzle Submit (Goal 5 Completions) | CPL (Goal 5 Completions) |
| | 502 % of Total: 20.99% (2,392) | 472 % of Total: 19.97% (2,363) | 690 % of Total: 21.06% (3,277) | 1.16% Avg for View: 6.01% (-80.71%) | 4.94 Avg for View: 4.74 (4.23%) | 00:03:41 Avg for View: 00:02:31 (46.34%) | 9.86% Avg for View: 3.66% (169.13%) | 68 % of Total: 56.67% (120) | % o |
| 1. facebook / social | 190 (36.12%) | 170 (36.02%) | 247 (35.80%) | 1.62% | 4.87 | 00:03:55 | 9.72% | 24 (35.29%) | \$24 |
| 2. mailchimp / email | 171 (32.51%) | 161 (34.11%) | 270 (39.13%) | 1.11% | 5.20 | 00:04:19 | 11.85% | 32 (47.06%) | \$32 |
| 3. facebook / cpc | 98 (18.63%) | 95 (20.13%) | 98 (14.20%) | 1.02% | 4.28 | 00:01:48 | 7.14% | 7 (10.29%) | \$7 |
| 4. facebook / video | 64 (12.17%) | 45 (9.53%) | 72 (10.43%) | 0.00% | 5.15 | 00:03:13 | 6.94% | 5 (7.35%) | \$5 |
| 5. youtube / cpv | 2 (0.38%) | 1 (0.21%) | 2 (0.29%) | 0.00% | 4.00 | 00:01:04 | 0.00% | 0 (0.00%) | \$ |
| 6. wix_shoutout / email | 1 (0.19%) | 0 (0.00%) | 1 (0.14%) | 0.00% | 2.00 | 00:00:00 | 0.00% | 0 (0.00%) | \$ |

Show rows: 10 Go to: 1 1 - 6 of 6

This report was generated on 4/27/20 at 5:06:08 PM - Refresh Report



All accounts > thejokergame

All Web Site Data ▾



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| | | Users ? ↓ | New Users ? | Sessions ? | Bounce Rate ? | Session ? | Avg. Session Duration ? | Submit (Goal 5 Conversion Rate) ? | Submit (Goal 5 Completions) ? | (Goal 5 Completions) ? |
|--|----------------------|--|--|---|--|--|--|--|--|-------------------------------------|
| | | 2,392 % of Total: 100.00% (2,392) | 2,368 % of Total: 100.21% (2,363) | 3,277 % of Total: 100.00% (3,277) | 6.01% Avg for View: 6.01% (0.00%) | 4.74 Avg for View: 4.74 (0.00%) | 00:02:31 Avg for View: 00:02:31 (0.00%) | 3.66% Avg for View: 3.66% (0.00%) | 120 % of Total: 100.00% (120) | \$1 % |
| | 1. Display | 903 (35.58%) | 873 (36.87%) | 1,222 (37.29%) | 5.56% | 4.07 | 00:01:26 | 1.47% | 18 (15.00%) | \$1 |
| | 2. Direct | 567 (22.34%) | 556 (23.48%) | 618 (18.86%) | 13.75% | 5.51 | 00:03:07 | 2.59% | 16 (13.33%) | \$1 |
| | 3. Social | 310 (12.21%) | 275 (11.61%) | 413 (12.60%) | 2.42% | 5.07 | 00:03:19 | 6.78% | 28 (23.33%) | \$2 |
| | 4. (Other) | 275 (10.84%) | 240 (10.14%) | 349 (10.65%) | 0.86% | 4.16 | 00:02:00 | 3.44% | 12 (10.00%) | \$1 |
| | 5. Email | 172 (6.78%) | 161 (6.80%) | 271 (8.27%) | 1.11% | 5.19 | 00:04:18 | 11.81% | 32 (26.67%) | \$3 |
| | 6. Organic Search | 161 (6.34%) | 131 (5.53%) | 236 (7.20%) | 8.05% | 5.95 | 00:03:14 | 2.54% | 6 (5.00%) | \$ |
| | 7. Paid Search | 125 (4.93%) | 117 (4.94%) | 134 (4.09%) | 0.75% | 4.34 | 00:01:46 | 5.22% | 7 (5.83%) | \$ |
| | 8. Referral | 23 (0.91%) | 14 (0.59%) | 32 (0.98%) | 25.00% | 6.03 | 00:09:54 | 3.12% | 1 (0.83%) | \$ |
| | 9. Other Advertising | 2 (0.08%) | 1 (0.04%) | 2 (0.06%) | 0.00% | 4.00 | 00:01:04 | 0.00% | 0 (0.00%) | \$ |

Show rows: 10 ▼ Go to: 1 1 - 9 of 9 ◀ ▶

This report was generated on 4/27/20 at 5:07:45 PM - Refresh Report





Try searching "Users today"



REPORTS

Realtime

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search Console

Social

Campaigns

Behavior

Attribution BETA

| | | 2,392 % of Total: 100.00% (2,392) | 2,368 % of Total: 100.21% (2,363) | 3,277 % of Total: 100.00% (3,277) | 6.01% Avg for View: 6.01% (0.00%) | 4.74 Avg for View: 4.74 (0.00%) | 00:02:31 Avg for View: 00:02:31 (0.00%) | 3.66% Avg for View: 3.66% (0.00%) | 120 % of Total: 100.00% (120) | \$ % |
|--------------------------|--------------------------|--|--|--|---|---|--|---|--|---------|
| <input type="checkbox"/> | 1. (direct) / (none) | 567 (21.91%) | 556 (23.48%) | 618 (18.86%) | 13.75% | 5.51 | 00:03:07 | 2.59% | 16 (13.33%) | \$1 |
| <input type="checkbox"/> | 2. Afacebookins / banner | 319 (12.33%) | 311 (13.13%) | 345 (10.53%) | 0.29% | 5.51 | 00:02:23 | 2.90% | 10 (8.33%) | \$1 |
| <input type="checkbox"/> | 3. Facebook / banner | 252 (9.74%) | 240 (10.14%) | 459 (14.01%) | 14.38% | 2.93 | 00:00:54 | 0.87% | 4 (3.33%) | \$ |
| <input type="checkbox"/> | 4. facebook / display | 197 (7.61%) | 193 (8.15%) | 214 (6.53%) | 0.47% | 5.38 | 00:02:03 | 1.87% | 4 (3.33%) | \$ |
| <input type="checkbox"/> | 5. facebook / social | 190 (7.34%) | 170 (7.18%) | 247 (7.54%) | 1.62% | 4.87 | 00:03:55 | 9.72% | 24 (20.00%) | \$2 |
| <input type="checkbox"/> | 6. mailchimp / email | 171 (6.61%) | 161 (6.80%) | 270 (8.24%) | 1.11% | 5.20 | 00:04:19 | 11.85% | 32 (26.67%) | \$3 |
| <input type="checkbox"/> | 7. google / cpc | 131 (5.06%) | 126 (5.32%) | 170 (5.19%) | 0.00% | 3.32 | 00:00:47 | 0.00% | 0 (0.00%) | |
| <input type="checkbox"/> | 8. google / organic | 118 (4.56%) | 90 (3.80%) | 187 (5.71%) | 6.95% | 6.05 | 00:03:42 | 2.67% | 5 (4.17%) | \$ |
| <input type="checkbox"/> | 9. facebook / cpc | 99 (3.83%) | 96 (4.05%) | 99 (3.02%) | 1.01% | 4.33 | 00:01:48 | 7.07% | 7 (5.83%) | \$ |
| <input type="checkbox"/> | 10. Afacebook / banner2 | 75 (2.90%) | 71 (3.00%) | 83 (2.53%) | 0.00% | 4.17 | 00:01:31 | 2.41% | 2 (1.67%) | \$ |

Show rows: 10 Go to: 1 1 - 10 of 62

This report was generated on 4/27/20 at 5:08:03 PM - Refresh Report



CONTENT STRATEGY TO DRIVE CUSTOMER DEVELOPMENT (2A3R)

- 1. Acquisition**
- 2. Activation**
- 3. Retention**
- 4. Revenue**
- 5. Referral**



Source: "Why Lean Start-up Changes Everything" by Steve Blank,
Harvard Business Review May 2013

Source: Dave McClure 《Startup Metrics for Pirates》

**How about activation and retention costs
and effects?**



Try searching "Users today"



Home

Customization

REPORTS

Realtime

Audience

Overview

Active Users

Lifetime Value BETACohort Analysis
BETA

Audiences

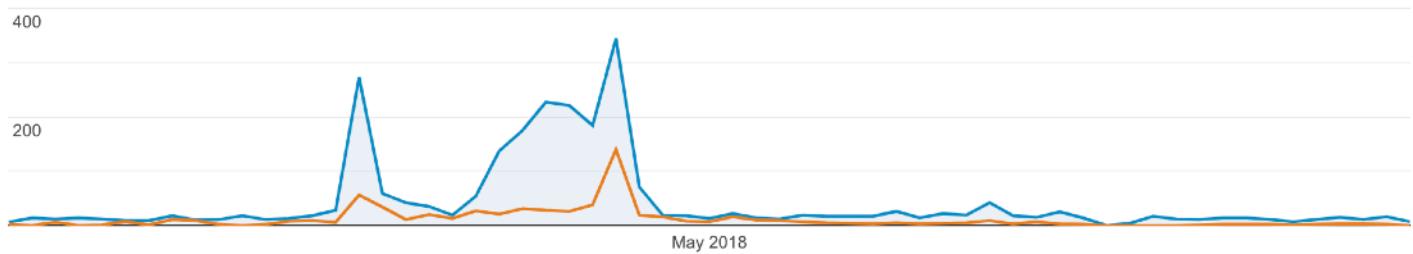
User Explorer

Demographics

Interests

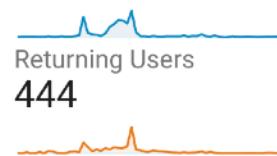
Geo

Behavior

Attribution BETA● Users (New Users) ● Users (Returning Users)

Users

New Users
2,552



New Users

New Users
2,557



Returning Users

444



Returning Users

0



Sessions

New Users
2,557



Number of Sessions per User

New Users
1.00

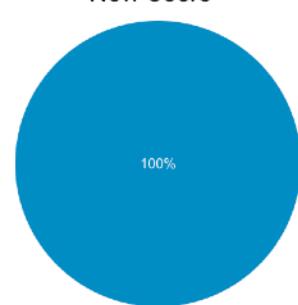


Returning Users
2.11



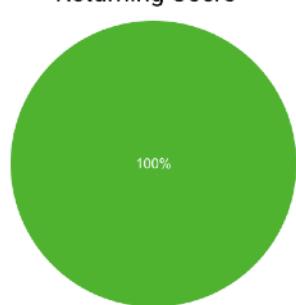
New Visitor

New Users



Returning Visitor

Returning Users





Try searching "Users today"



0

Sessions (Current): 4

00:00:00

Session Duration (Current): 00:09:58

\$0.00

Revenue (Current): \$0.00



Home

Customization

REPORTS

Realtime

Audience

Overview

Active Users

Lifetime Value BETACohort Analysis BETA

Audiences

User Explorer

Demographics

Interests

Geo

Behavior

Attribution BETAClient Id ?
1859067538.1524844492BigQuery Client ID ?
7984634278290081740Date Last Seen ?
(not set)Device Category ?
mobileDevice Platform ?
webAcquisition Date ?
Apr 27, 2018Channel ?
DisplaySource / Medium ?
Afacebookins/bannerCampaign ?
TeamA

Filter by

Create Segment

4 selected

Collapse All

Export

Sort by

Descending

Expand All

▼ Apr 28, 2018

3 sessions

▼ 10:38 AM ⏱ 00:00



Social



1

□ 10:38 AM ⏱ 00:00 Viewed Joker Game | 現實版欺詐遊戲 /

▼ 9:57 AM ⏱ 00:16



Social



3

□ 9:57 AM ⏱ 00:16 Viewed Upcoming Game | 最新遊戲 /upcoming-game

□ 9:57 AM ⏱ 00:16 Viewed Joker Game | 現實版欺詐遊戲 /

□ 9:57 AM ⏱ 00:16 Viewed Joker Game | 現實版欺詐遊戲 /

▶ 12:06 AM ⏱ 05:27



Display



6



Try searching "Users today"



Overview

Goal Completions ▾

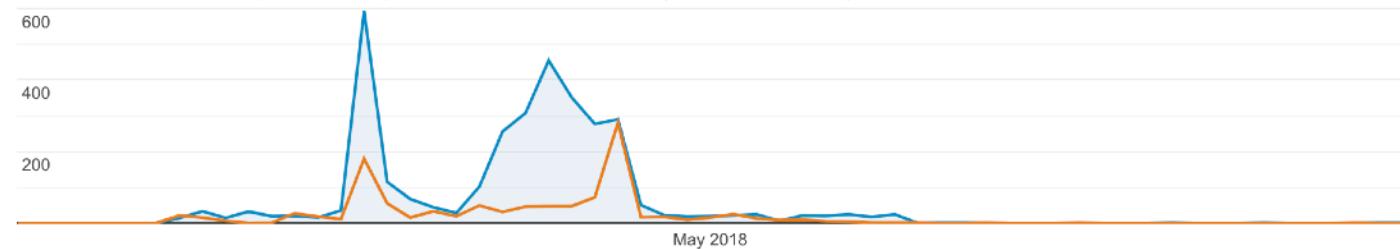
VS. Select a metric

Hourly

Day

Week

Month

● Goal Completions (New Users) ● Goal Completions (Returning Users)

Goal Completions

New Users

3,340

Returning Users

1,100

Goal Value

New Users

\$5,984.00

Returning Users

\$1,995.00

Goal Conversion Rate

New Users

130.62%

Returning Users

117.27%

Total Abandonment Rate

New Users

0.00%

Returning Users

0.00%Conversion - Puzzle Submit
(Goal 5 Completions)

New Users

83Conversion - Subscribed (Goal
10 Completions)

New Users

6

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Conversions

Goals

Overview

Goal URLs

Reverse Goal Path

Funnel

Visualization

Goal Flow

Attribution BETA



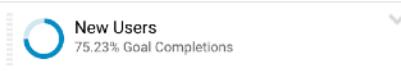
Try searching "Users today"

[Home](#)[Customization](#)[REPORTS](#)[Realtime](#)[Audience](#)[Acquisition](#)[Behavior](#)[Conversions](#)[Goals](#)[Overview](#)[Goal URLs](#)[Reverse Goal Path](#)[Funnel Visualization](#)[Goal Flow](#)[Ecommerce](#)[Multi-Channel Funnels](#)[Attribution BETA](#)[Discover](#)[Admin](#)

Overview ✓

[SAVE](#)[EXPORT](#)[SHARE](#)[INSIGHTS](#)

Apr 1, 2018 - May 31, 2018



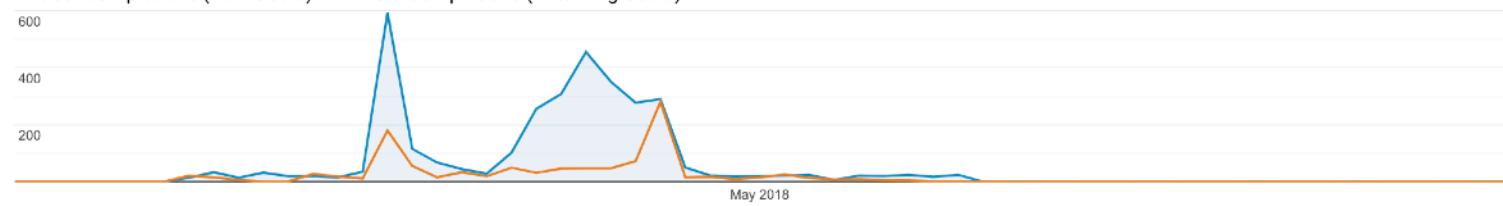
Goal Option:

All Goals

Overview

Goal Completions ▼ VS. Select a metric

Hourly Day Week Month

● Goal Completions (New Users) ● Goal Completions (Returning Users)

Goal Completions

New Users

3,340

Returning Users

1,100

Goal Value

New Users

\$5,984.00

Returning Users

\$1,995.00

Goal Conversion Rate

New Users

130.62%

Returning Users

117.27%

Total Abandonment Rate

New Users

0.00%

Returning Users

0.00%

Conversion - Puzzle Submit (Goal 5 Completions)

New Users

83

Returning Users

37

Conversion - Subscribed (Goal 10 Completions)

New Users

6

Returning Users

4

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Conversions

- Goals
- Overview
- Goal URLs
- Reverse Goal Path
- Funnel Visualization
- Goal Flow
- Ecommerce
- Multi-Channel Funnels

Attribution BETA

Discover

Admin

Goals

Goal Completion Location

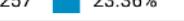
Source / Medium

Goal Completion Location

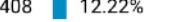
1. [/upcoming-game](#)

| New Users | 1,151 |  34.46% |
|-----------------|-------|--|
| Returning Users | 395 |  35.91% |

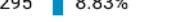
2. [/join](#)

| New Users | 689 |  20.63% |
|-----------------|-----|--|
| Returning Users | 257 |  23.36% |

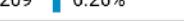
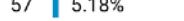
3. [/puzzle-a](#)

| New Users | 408 |  12.22% |
|-----------------|-----|--|
| Returning Users | 131 |  11.91% |

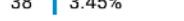
4. [/single-post/2016/09/03/GAME-OF-SURVIVAL](#)

| New Users | 295 |  8.83% |
|-----------------|-----|---|
| Returning Users | 56 |  5.09% |

5. [/main-rule](#)

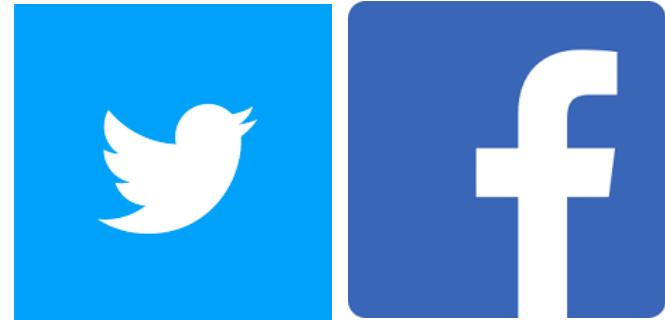
| New Users | 209 |  6.26% |
|-----------------|-----|---|
| Returning Users | 57 |  5.18% |

6. [/puzzle-r](#)

| New Users | 170 |  5.09% |
|-----------------|-----|---|
| Returning Users | 38 |  3.45% |

7. [/gamer-ranking](#)

| New Users | 109 |  3.26% |
|-----------------|-----|---|
| Returning Users | 33 |  3.00% |



**One common question asked:
Search Ad vs. Social Ad. Which one is better?**



[Why Matomo? ▾](#)[Product ▾](#)[On-Premise ▾](#)[Pricing](#)[Community ▾](#)[Resources ▾](#)[TRY IT FOR FREE](#)

Matomo Analytics for WordPress has launched! Download now

Ethical Analytics, Powerful Insights

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Try Matomo Cloud



Matomo On-Premise

No credit card required.

>> Compare hosting options



Start Bootstrap

HOME

BLOG ▾

SERVICES

ABOUT

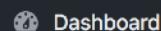
OUR TEAM

SAMPLE PAGE

Blog post one

A Clean Blog Theme by Start Bootstrap





Name

Username

demo

*Usernames cannot be changed.***First Name**

support

Last Name

staff

Nickname (required)

demo

Display name publicly as

support staff



Contact Info

Email (required)

support@intchnigence.com

Website

About Yourself



498C

2020-04-27

ALL VISITS

DASHBOARD



Dashboard

Dashboard

Visitors

Behaviour

Acquisition

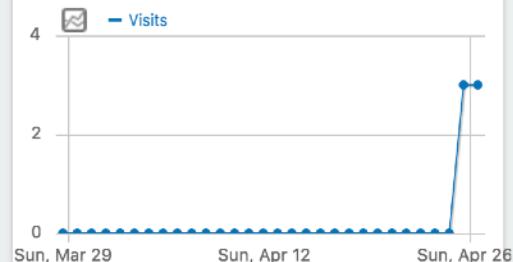
Goals

Marketplace

Pageviews

8 pageviews 14.30 %

Visits Over Time



Real Time Visitor Count

0

0 visits and 0 actions in the last 3 minutes

Visits in Real-time

| DATE | VISITS | ACTIONS |
|------|--------|---------|
| | | |

Premium Features & Services for Matomo



Roll-Up Reporting

Did you know you can aggregate the collected data across hundreds of sites and display it in a single dashboard?

Become a Matomo Expert



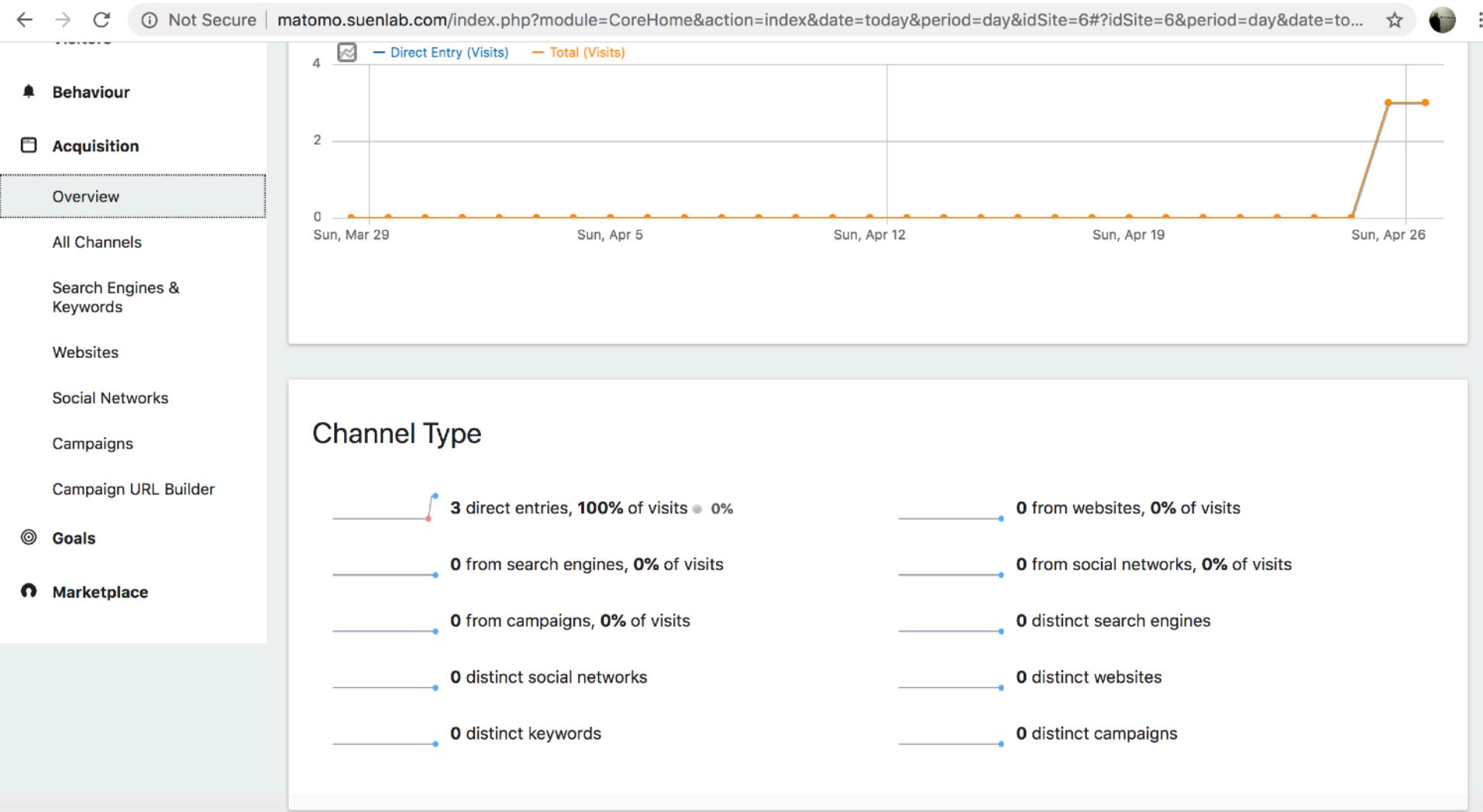
Great progress admin! If you continue like this, you'll be an expert in no time!

You are currently a **Matomo Talent**. Complete 5 more challenges and you become a **Matomo Professional**.

- Flatten a page report
- Change a visualisation
- Add a scheduled report
- Customise dashboard
- Add a segment

[« Previous](#) | [Next »](#)

Only you as a **Super User** can see this widget.





▼ 498C

📅 2020-04-27

>All Visits



Dashboard

Visitors

Behaviour

Pages

Entry pages

Exit pages

Page titles

Site Search

Outlinks

Downloads

Events

Contents

Engagement

Page titles

| PAGE TITLE | PAGEVIEWS | ▼ UNIQUE PAGEVIEWS | BOUNCE RATE | AVG. TIME ON PAGE | EXIT RATE | Avg. Generation Time |
|---------------------------------------|-----------|--------------------|-------------|-------------------|-----------|----------------------|
| Clean Blog | 1 | 1 | 100% | 00:00:00 | 100% | 1.18s |
| Profile < WordPress Blog — WordPress | 1 | 1 | 100% | 00:00:00 | 100% | 0.14s |
| Users < WordPress Blog — WordPress | 1 | 1 | 0% | 00:00:00 | 100% | 0.12s |
| WP-Piwik < WordPress Blog — WordPress | 5 | 1 | 0% | 00:00:43 | 0% | 0.09s |

1–4 of 4

Related reports:
Entry page titles
Exit page titles



▼ 498C

2020-04-27

ALL VISITS



Visits Log

Dashboard

Visitors

Overview

Visits Log

Real-time

Real-time Map

Locations

Devices

Software

Times

User IDs

Custom Variables

Behaviour

Monday, April 27, 2020 -**09:21:07**

IP: 127.0.0.0

United States

support@intechnigence.com

Direct Entry

Provider: Unknown

**1 Action**

View visitor profile: support@intechnigence.com

Profile < WordPress Blog — WordPress

www.wp498c.com/wp-admin/profile.php**Monday, April 27, 2020 -****09:17:18**

IP: 127.0.0.0

United Kingdom

bsysin@gmail.com

Direct Entry

Provider: Unknown

**6 Actions - 3 min 36s**

View visitor profile: bsysin@gmail.com

↗ 5 WP-Piwik < WordPress Blog — WordPress

www.wp498c.com/wp-admin/options-general.php?page=wp-piwik/class...

Users < WordPress Blog — WordPress

www.wp498c.com/wp-admin/users.php**Monday, April 27, 2020 -****1 Action**

View visitor profile

**Can we access Google's services (including
Google Analytics) reliably in China?**

**Key Metrics for
Business Model
Validation**

**Conversion and
Cashflow Tracking**

**The Art
of
Pitching**



| | |
|-----------------------------|--|
| PROBLEM SOLUTION | Slide 1 - Cover Slide 2 - Problem Slide 3 - Solution |
| PRODUCT | Slide 4 - Product Slide 5 - Demo Slide 6 - Features & Benefits Slide 7 - Business Model Slide 8 - Traction |
| GO-TO-MARKET | Slide 9 - Go-to-Market Slide 10 - Market Size |
| COMPETITORS | Slide 11 - Competitors Slide 12 - Unique Advantage Slide 13 - Team |
| THE ASK | Slide 14 - Financials Slide 15 - Fundraising |

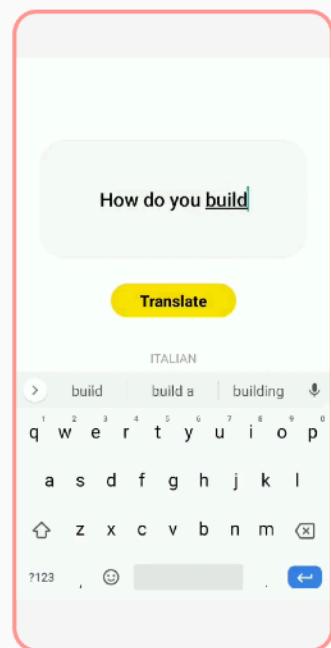
Source: [Slidebean: Startups 101](#)

Quick Prototyping with Thunkable



Build your own apps

Thunkable enables anyone to create beautiful and powerful mobile apps.

[GET STARTED](#)

Translator

Translates text into 93 languages





Live Test Share Make Copy Download Publish Help Community Account

Design

Blocks

Intro

Home

+

Public

E-Commerce Website Wrapper copy

- Intro
- Home
- Web_Viewer1
- Row1
 - Label
 - Instagram
- ...

Add Components

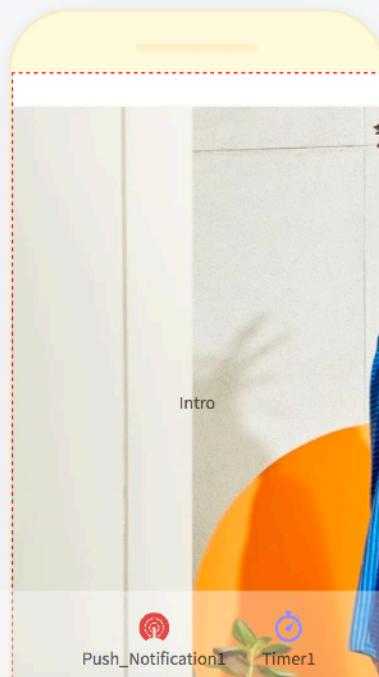
Search components...

User Interface

Button

Label

Text Input



Intro



Simple

Advanced

BackgroundColor

rgba(255, 255, 255)

Background Picture

https://cdn.shopify.com/s/files/



Background Picture Resize Mode

contain

Vertical Alignment

center

Horizontal Alignment

center

Design Blocks Intro Home + Public

E-Commerce Website Wrapper copy

Web_Viewer1

- Row1
- Label
- Instagram

Invisible Components

Push_Notification1 ...

Add Components

Search components...

User Interface

- Button
- Label
- Text Input

 **thunka**

Design

E-Commerce Web

- Web_Viewer1
 - Row1
 - Label
 - Instagram

Invisible Components

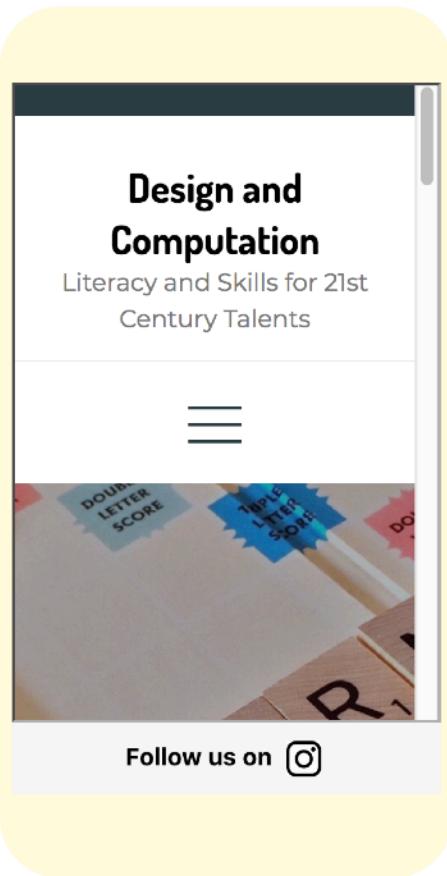
- Push_Notification1

Add Components

Search components

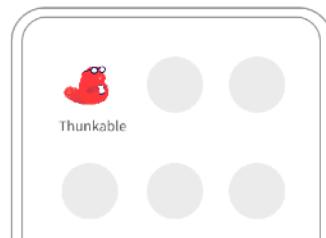
User Interface

- Button
- Label
- Text Input



Login to the Thunkable Live app on your mobile device to preview your app as you build it.

 Push Notification component can **ONLY** be previewed on **Android devices**.



Thunkable Live is available on



or

visit thunkable.live on your mobile device

Community  Account

Public

Advanced

uhkcf.e.io/  

ents, Fill container  

ents, Fill container  



Live Test Share Make Copy Download Publish Help Community Account

Design

Blocks

Intro

Home



Download iOS App

Public

Download Android App



Simple

Advanced

URL

<https://courses.cuhkcf.io/>



Height

Pick One: Fit contents, Fill container



Fill container

Width

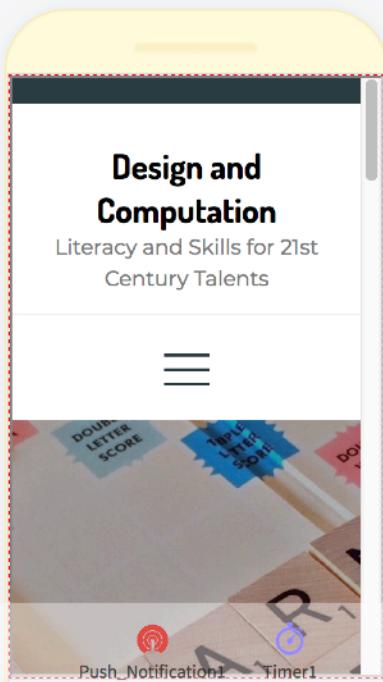
Pick One: Fit contents, Fill container



Fill container

Visible

true



E-Commerce Website Wrapper copy



Web_Viewer1

Row1

Label1

Instagram

Invisible Components

Push_Notification1

...

Add Components

Search components...



User Interface

Button

Label

TextInput

Burn Rate 燃烧率

Development Cost
开发成本

Operating Cost
运营成本

Acquisition Cost
顾客取得成本

Break Even Point 盈亏平衡分析

例子:

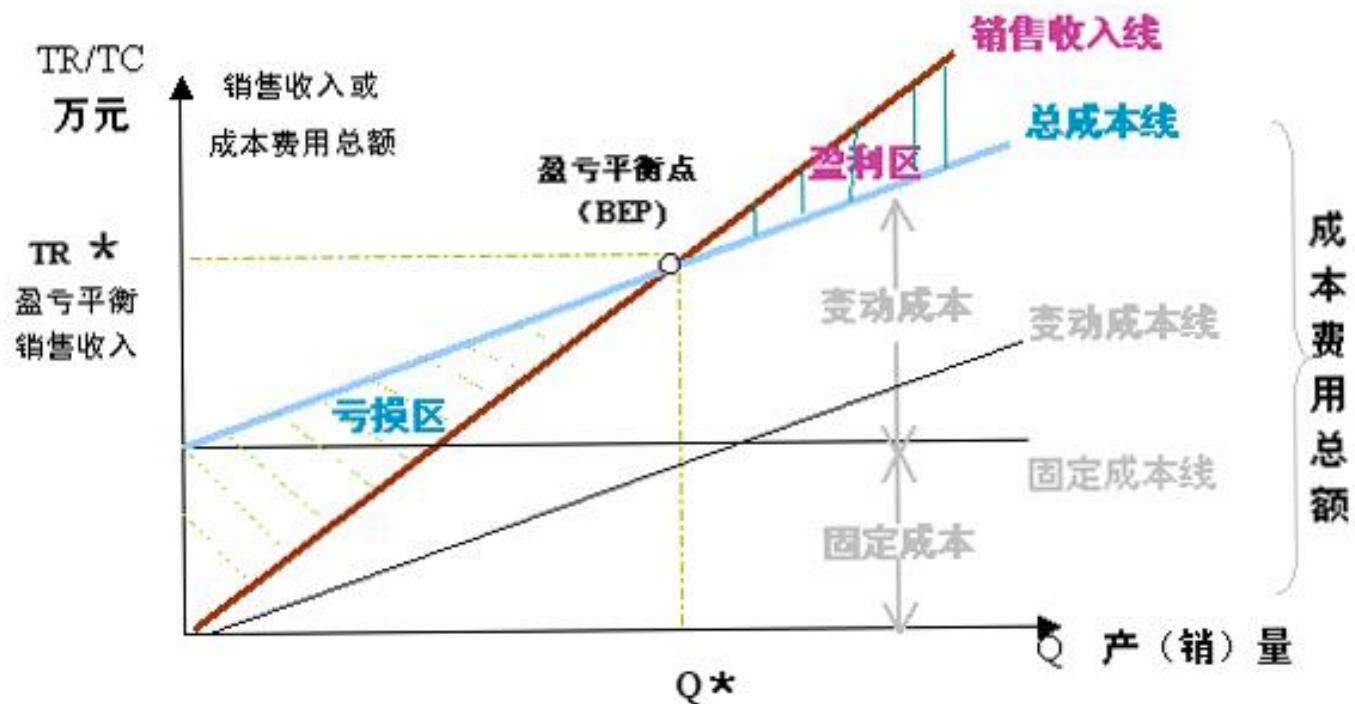
固定成本

租金

變動成本

物料

盈亏平衡分析



沒有固定成本(生產1件)

總固定成本 = \$0

分攤單位固定成本 = 0

單位變動成本 = \$300

總單位成本 = \$300

沒有固定成本(生產10件)

總固定成本 = \$0

分攤單位固定成本 = 0

單位變動成本 = \$300

總單位成本 = \$3000

有固定成本(生產1件)

總固定成本 = \$6000

分攤單位固定成本 = \$6000

單位變動成本 = \$300

總單位成本 = \$6300

總固定成本 = \$6000

分攤單位固定成本 = \$600

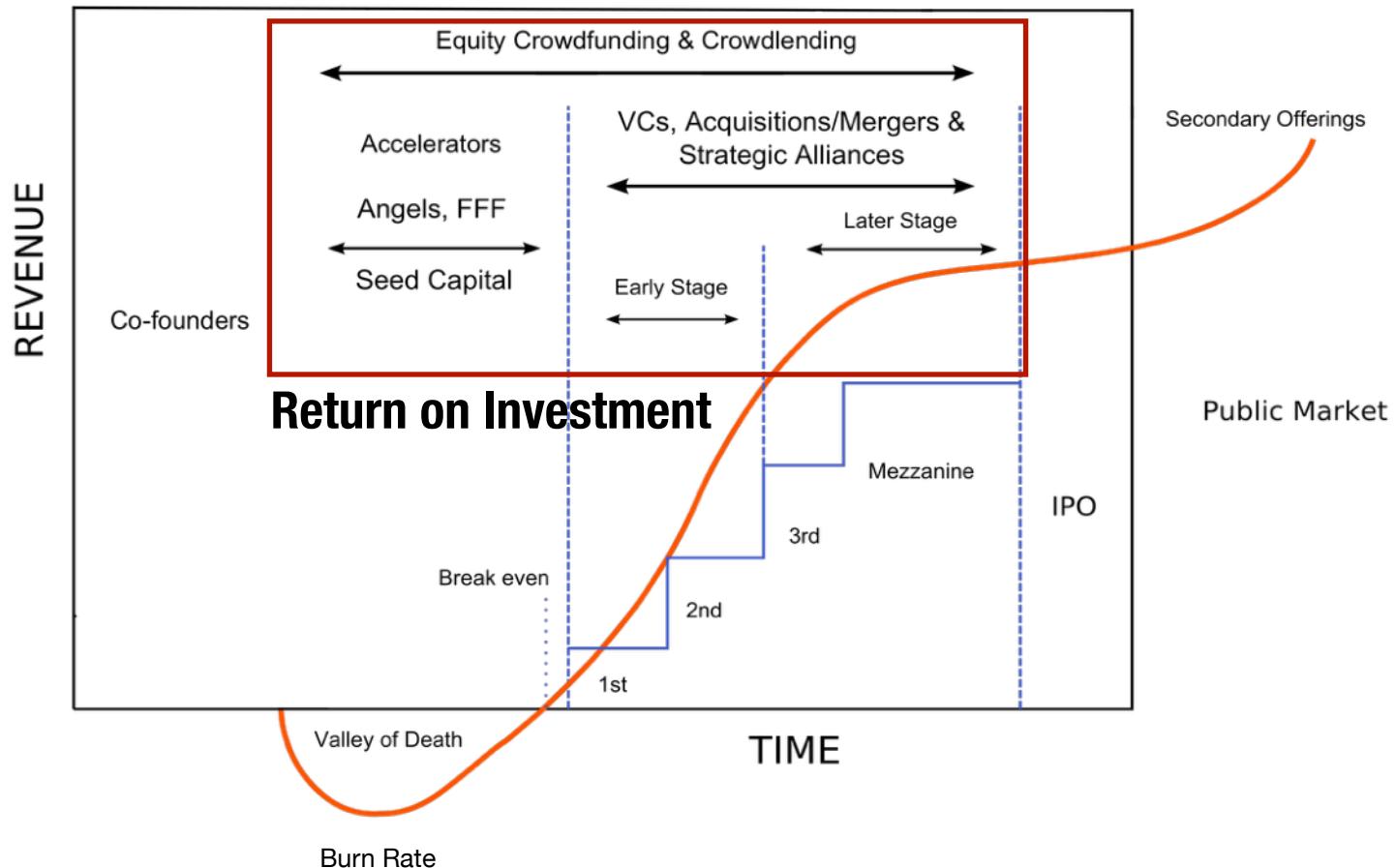
單位變動成本 = \$300

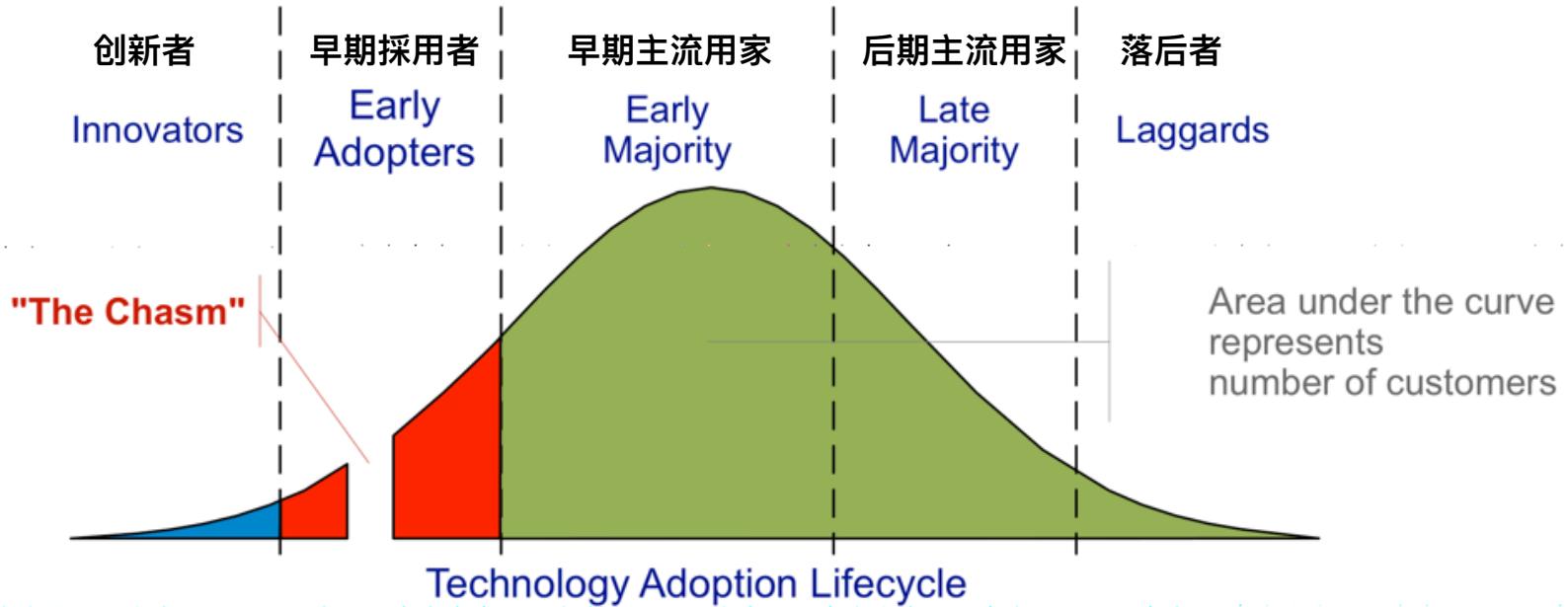
總單位成本 = \$900

盈亏平衡定价?

Return on Investment 投资回报率

Startup Financing Cycle





Source: From Wikimedia Commons, the free media repository
“Crossing the Chasm” is the book title by the author **Geoffrey Moore**



THANK YOU FOR YOUR TIME!