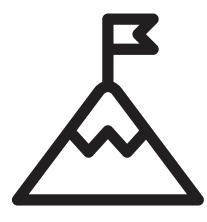


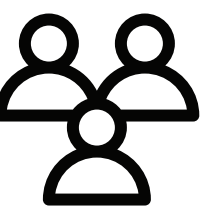
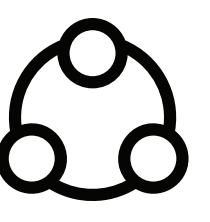
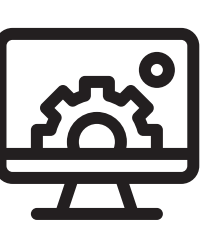
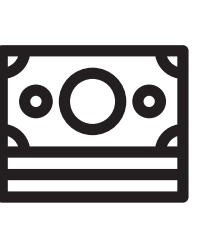



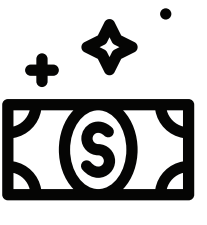
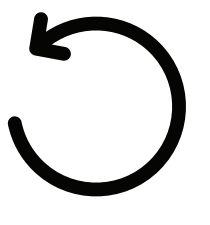



GROWTH EXPERIMENT CANVAS

Value Proposition:

Date:

Growth Objectives What are the short-term growth objectives we wish to realize? Make them S.M.A.R.T, max. 3 months / 1 quarter ahead			Key Metrics For each growth objective, what are the key metrics to measure success?		Key Targets For each growth objective and metric what are the current and target values?		Growth Team Who is in our multi-disciplinary growth team? How much time per week can they contribute to experimenting?		Key Stakeholders Who are the key stakeholders inside and outside our organization we need to involve inform and/or manage?		
				Current Value	Target Value						
							Tools/Software What tools and software do we need to conduct our experiments? To which existing platforms do we need data access?		Experiment Budget What is the monthly experiment budget we need to conduct our experiments? Includes: tools, ad-spent, agency fees etc.		
Awareness Experiments creating initial awareness of our brand / offering with our audience(s)		Acquisition Experiments contributing to initial interest from-and engagement with our audience(s)		Activation Experiments activating our audience(s). Sign-up, trial, initial contact and interaction		Revenue Experiments facilitating the sale / transaction and increasing conversation		Retention Experiments motivating customer to come back, buy again, cross-sell and/or up-sell		Referral Experiments boosting loyalty, advocacy and referral to others	



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