



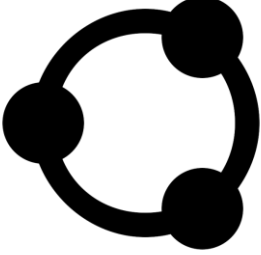
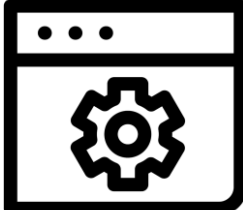





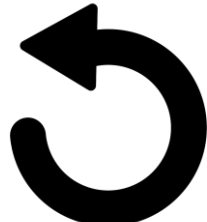
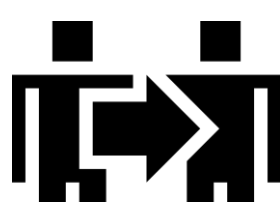


Growth Experiment Canvas

Value Proposition:

Date:

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

