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How to grow an organization

1. **Growth loops** help you acquire and retain users:
 - a. Viral Acquisition Loops
 - b. User signs up
 - c. Invite or content is sent to friends
 - d. % of friends click the link
 - e. Those users engage with the invite or content
 - f. % of those users sign up
2. PayPal is a great example of using a **viral acquisition loop**:
 - a. User searches and finds content
 - b. % of those ppl sign up and create content
 - c. Search engines index the top content
 - d. People search for content
 - e. They find it
 - f. % sign up
3. **Pinterest Growth Loop**
 - a. User signs up
 - b. Specific/ Relevant content activates users
 - c. User saves and repins content which gives Pinterest quality signals
 - d. Content -> Search Engines
 - e. User finds content via search engines and either signs up/returns
4. **Survey Monkey Growth Loop**
 - a. New user signs up
 - b. % of users create a survey
 - c. % of users send survey to others
 - d. Survey has a Survey Monkey landing page
 - e. % of surveyee's signup
 - f. Step one starts again
5. **Netflix Retention Loop**
 - a. Consumer consumes content
 - b. Netflix uses behavioral data to determine preferences
 - c. Netflix curates a catalog relative to watching patterns
 - d. They recommend curated content
6. **PicNic's Market Expansion Loop**
 - a. User joins a waiting list in an area
 - b. Once threshold is met -- they expand in that region
 - c. User places order
 - d. User recommends PicNic to a friend in different area
 - e. % join waiting list