GO PRACTICE

Product Growth Simulator

STUDY PLAN

57 SECTIONS · 17 CHAPTERS

The simulator takes you through every step of growing a business — and through all the hidden risks and nuances along the way.

Criteria for product readiness for growth

CHAPTERS

1 Criteria for product/market fit

2 Criteria for product/channels fit

3 Determining the boundaries and size of the product's target market

BY THE END OF THIS BLOCK YOU'LL BE ABLE TO

— Assess whether the product is ready for scaling and aggressive growth

— Determine what to focus on to create the foundation for growth

— Identify key variables that determine product growth

Introduction to Product Growth Models

CHAPTERS

4 Growth is a function of product/market fit, product/channels fit, and market dynamics

5 The history of Facebook Messenger becoming a standalone app

6 North Star Metric. Breaking down the North Star Metric into its component parts

7 Using a growth model and data to determine the causes of growth slowdown

8 Qualitative and quantitative product growth models

BY THE END OF THIS BLOCK YOU'LL BE ABLE TO

— Identify key variables and levers that affect product growth
— Create a qualitative growth model
— Build a quantitative growth model in Sheets or Excel
— Explain to the team how the growth of the product works
— Use the model and data to find the reasons for a slowdown

Fundamental principles of growth. Added value and the problem solved by the product

CHAPTERS

9 JTBD in the context of product growth

10 Added value and its impact on key elements of the growth model

11 Fundamental principles of product growth, or why metrics are not enough

BY THE END OF THIS BLOCK YOU'LL BE ABLE TO

— Apply the JTBD framework in the context of product growth
— Determine the added value of your product vs. direct and indirect competitors
— Measure added value and its effect on the growth model
— Connect qualitative and quantitative characteristics of the product

Growth loops: the laws of scalable user acquisition channels

CHAPTERS

12 The levers and hidden risks of paid growth channels

13 Building a new product growth model

14 Determining bottlenecks using the growth model

15 Different types of growth loops and their levers

BY THE END OF THIS BLOCK YOU'LL BE ABLE TO

- Identify potential user acquisition channels for your product
- Find channels that provide predictable growth at scale
- Distinguish linear channels from growth loops
- Proactively identify bottlenecks in the growth model

Defensibility of growth models

CHAPTERS

BY THE END OF THIS BLOCK YOU'LL BE ABLE TO

- Identify defensibility risks at the product, channel, and market levels
- Select protection and risk mitigation mechanisms at each level

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Forming a product strategy

CHAPTERS

BY THE END OF THIS BLOCK YOU'LL BE ABLE TO

- Find where the team's efforts will affect growth the most
- Form a strategy and action plan based on the growth model
- Build the team structure that fits your stage
- See growth potential beyond a particular product

Case studies of leading companies

In each section, we will analyze how the studied frameworks and concepts apply to some of the largest and most successful companies, including Netflix, Microsoft, Google, Airbnb, Dropbox, and Amazon.

What you won't find in the Simulator

The Simulator won’t give you "growth hacks" or "silver bullets" that guarantee rapid growth and success. The goal is to give a systematic understanding of how growth works and how it can be influenced. For example, one possible scenario is that you will learn that your product has reached saturation in the target market and its future growth might depend on going beyond its current state.

We also won’t cover things such as how to launch or manage Facebook Ads campaigns. The mix of growth channels constantly changes, but the principles of product growth remain the same. We will focus on studying these principles.

AFTERWORD

You'll learn what unexpected consequences your decisions led to.

...though not only your decisions.

Online · at your own pace
no calls or cohorts

contacts@gopractice.io