



**GROWTH  
ACADEMY**

Why investments in ‘growth strategy skills’ pay off

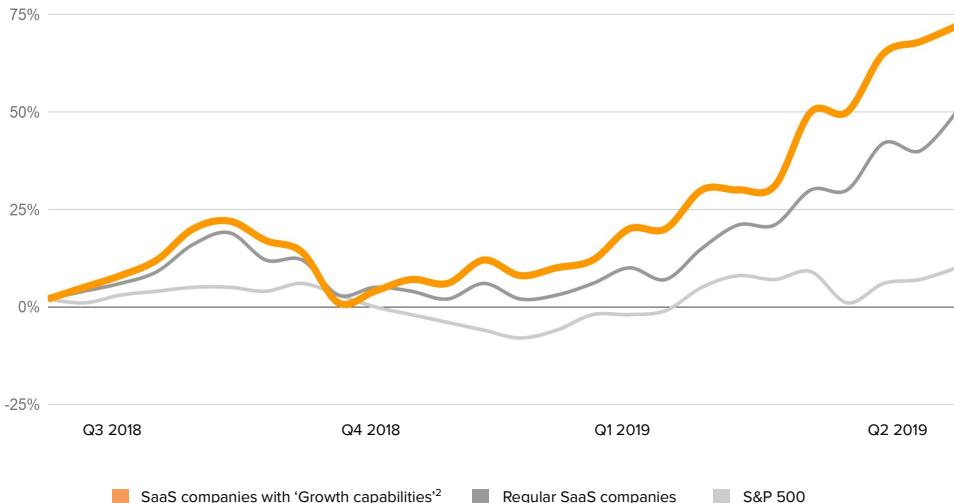
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[www.growth-academy.com](http://www.growth-academy.com)

Digital companies with '**growth capabilities**'<sup>1</sup> **outperform** other companies...

...but vast majority of **industry does not apply structured growth strategy**

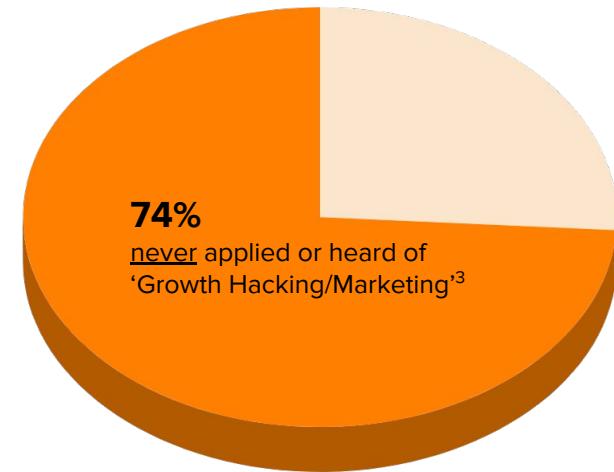
Stock price performance after IPO



Notes: <sup>1</sup> Companies with growth capabilities apply growth strategies that allow their product to market itself and involve heavy experimentation as well as maximizing customer lifetime value

<sup>2</sup> Index of 20 public SaaS companies with growth capabilities (e.g. Zoom, Slack, SurveyMonkey, Zendesk, Docusign, and more)

<sup>3</sup> Growth Academy, Digital Industry Survey, 2019, N=355



## Success story: Growth strategy helped Bitwala to become one of the hottest challenger banks



Through strategic growth initiatives and growth-savvy team members, the fintech [Bitwala](#) was able to

- **drive customer acquisition by +70%** and
- increase 'first deposit' **activation rate by 100%**

[READ FULL SUCCESS STORY HERE](#)

*"Growth Academy provided us with practical insights into cutting-edge growth frameworks, brought to life by real-world use cases from some of the best growth minds in the industry.*

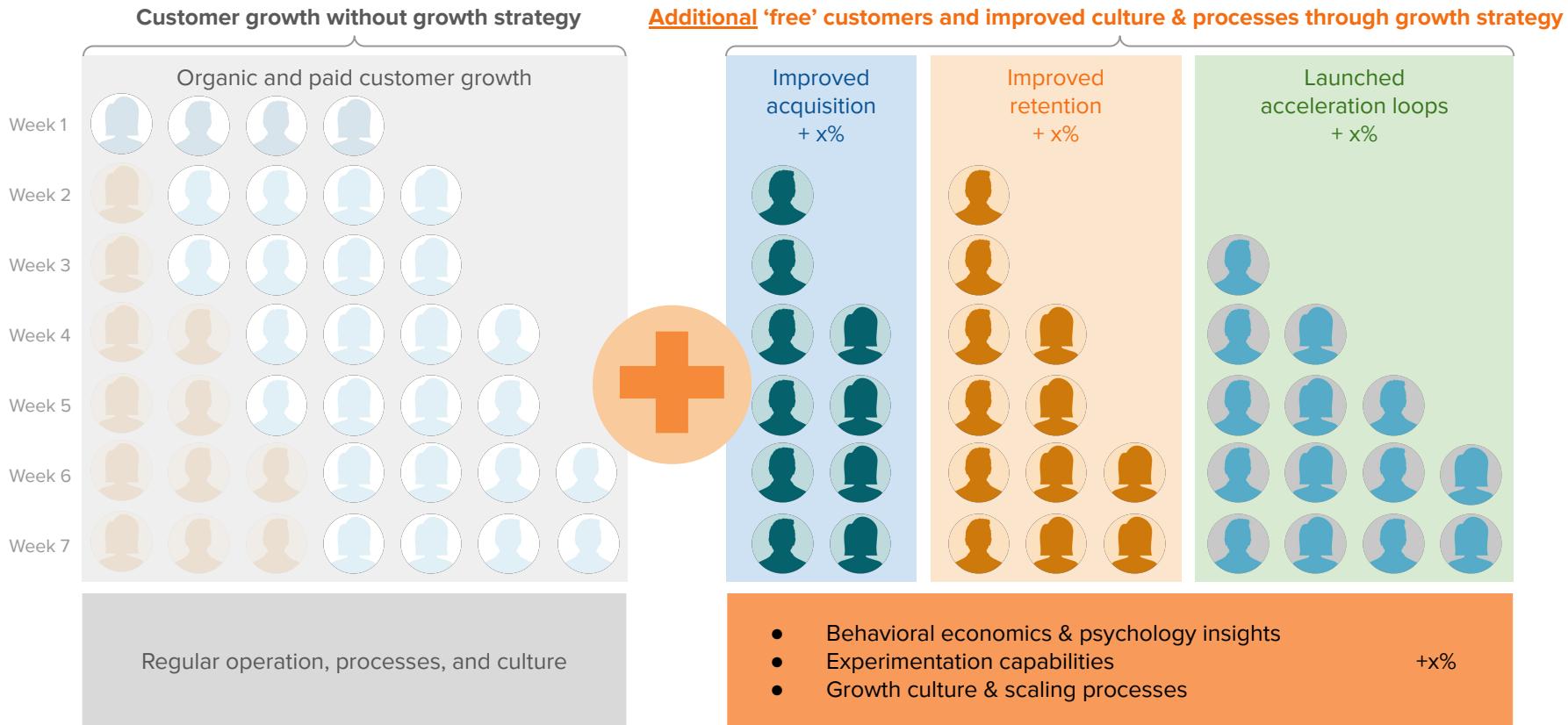
*The course has helped us better articulate our growth strategy, refine key growth KPIs and most importantly speak the same growth language' across the entire organisation."*



**—Philipp Beer, Chief Growth Officer, Bitwala**



# Example scenario: How developing growth capabilities generates free customer growth



Note: Illustrative scenario to demonstrate the value added by growth capabilities



## GROWTH ACADEMY



### Strategies, insights, and frameworks from industry leaders

Outcome oriented strategies and frameworks applied at companies like Google, Amazon, TikTok, Spotify, Skyscanner, and more.



### Results-oriented and interactive content

Video lectures, toolkits, case studies, and workshops across 6 topics: Growth Models & Retention, Acceleration Loops, Acquisition, Strategy & Experiments, Culture & Scaling.



### 1:1 growth advisory and team sprints

Our programs include a 1:1 advisory session with our founder Nikolas (ex-Google Growth Lead) on individual growth problems. We also offer individual growth sprints for teams and advisory for leadership.



### Growth certificate and global alumni network

Uplevel your career with our 'Growth Expert' certificate and our global alumni network with exclusive Slack community, and bi-annual meetups in Berlin.

[SEE SPEAKER LINEUP & PROGRAM OVERVIEW](#)



**Learn growth strategies to acquire and retain customers from leaders at  
Google, Amazon, TikTok, Facebook, Skyscanner, and more.**

Growth Academy teaches the ins and outs of 'Growth Strategy'. The topics combine multiple disciplines such as digital marketing, product management, and data analytics:

-  **Growth models and retention:** Understand how your product grows
-  **Acceleration loops:** Hardwire experiences for exponential growth
-  **Customer acquisition:** How to feed your growth model effectively
-  **Growth strategy and experiments:** Identify and optimize levers in your model
-  **Behavioral economics and psychology:** Improve your experiences with science
-  **Culture and scaling:** Collaborate across functions and get things done

Growth Academy alumni include industry leading companies such as:



FACEBOOK



zalando

N26



EyeEm



Gradient Ventures

VIMCAR



Immo  
Scout24

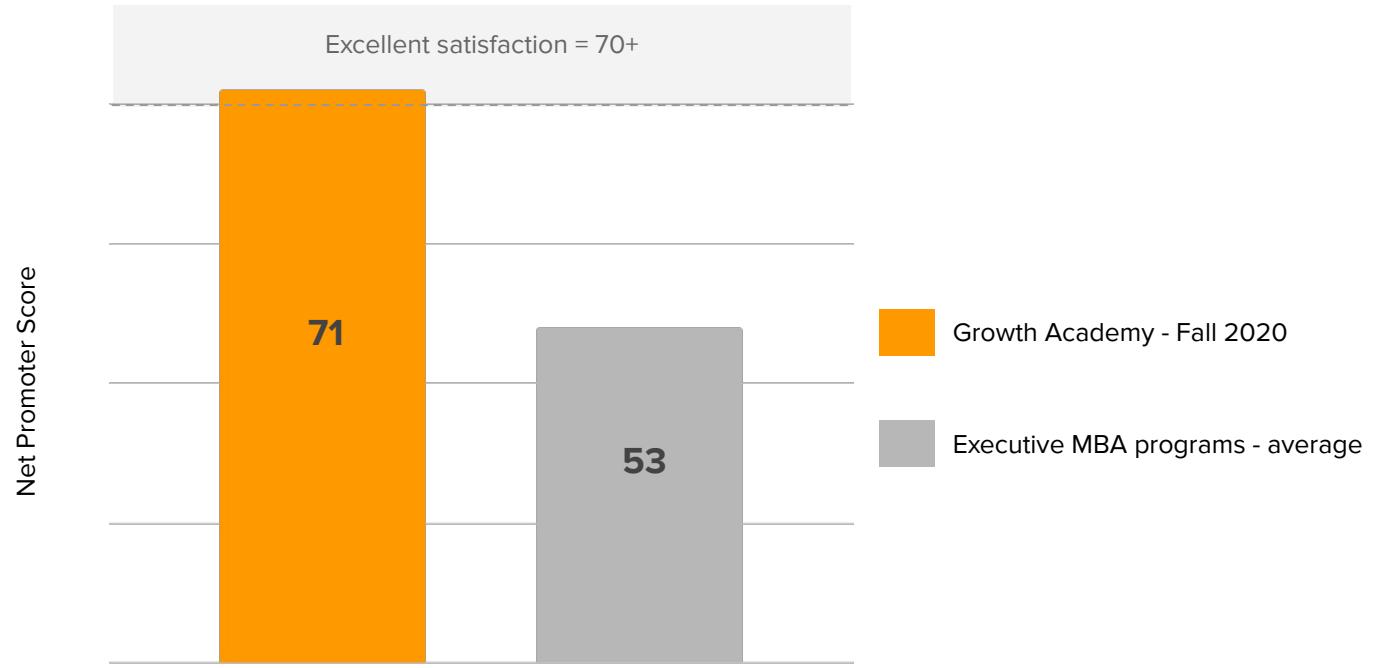
fiverr

Project A

DB

solarisBank





## Net Promoter Scores: **Growth Academy vs. Executive MBA programs**

Based on the question “How likely are you to recommend Growth Academy to a friend?”  
(Scale 1 - 10, Growth Academy Average = 9.1)

## (1) Growth Academy Deep Dive

- 6 week growth strategy course -

[APPLY HERE](#)

Master growth strategy in 6 weeks with 30+ video lectures, toolkits, and cases. Advice on growth problems in 1:1 advisory session with founder Nikolas (ex-Google Growth Lead). 6x weekly group workshops with like-minded peers and leading industry experts

- ✓ 100% remote 6 week program consisting of 2h video conference per week, online videos, expert lectures, and workshops
- ✓ 6x industry expert talks (including lecture, discussion, Q&A) with Google, Spotify, TikTok, CapitalG, Skyscanner, Bitwala
- ✓ 1:1 advisory session with founder Nikolas (ex- Google Growth) on individual growth problems
- ✓ Uplevel your career with our 'Growth Expert' certificate and exclusive alumni network. Celebrate graduation and network at alumni meetup

**Regular rate EUR 2480 / USD 2980 + VAT per person**

Alumni / team\* EUR 2080 / USD 2480 + VAT per person

## (2) Growth Advice For Leadership

- 4 weeks growth advisory -

[SUBMIT REQUEST HERE](#)

Individual advice on long term growth strategy and ad-hoc growth challenges. Our founder and CEO Nikolas (ex-Google Growth Lead) advises you along your growth journey with regular video calls and email or slack support.

- ✓ Up to two video calls per week (1h each)
- ✓ Daily growth support via email or Slack
- ✓ Introductions to relevant subject matter experts around the globe,  
e.g. Growth/Product Leads of other leading tech companies
- ✓ 1 year access to basic learning platform content (15+ video lectures, toolkits, and case studies)
- ✓ Advisory topics include Growth Strategy, Sizing/ Forecasting, Growth Modelling, Experimentation, Behavioral Economics, Scaling, Experiments, and more.

**Regular rate EUR 3480 / USD 4080 + VAT 1x person  
EUR 5480 / USD 6480 + VAT 2x persons**

Alumni rate EUR 2980 / USD 3480 + VAT 1x person  
EUR 4480 / USD 5380 + VAT 2x persons

\*Participants get referred by alumni or at least 2 people of company attend

All prices exclude German VAT which will be added on invoice

# Participant and company profile

**1** **Digital professionals** with product, marketing, partner, or analytics role

**2** **2+ years experience** in role with growth orientation, B2C or B2B product with digital focus

Product: CPO, Head of Product, Product Owners/Manager, Developer, Engineer

Marketing/Partner: CMO, Head of Partnerships/Marketing, Partner Manager, Industry Manager, Business Development Manager, Digital/Performance/Product Marketing Manager

Data analytics: Head of Business Intelligence, Business Analysts, Data Analyst

**3** **Strong initiative and participate spiritedly:**

2 hours per week to actively attend our weekly remote workshops (6-8pm)

1 hour prepping every lesson with our online learning materials and case studies

**4** **Company achieved product-market fit and business model wants to grow customer base**

Our program enables companies to scale their customer/user base but does NOT help to find product-market fit.  
It works particularly well with businesses (both b2c and b2b) aiming at acquiring bigger customer/user numbers.