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'Growth Strategy' as a Competitive Advantage

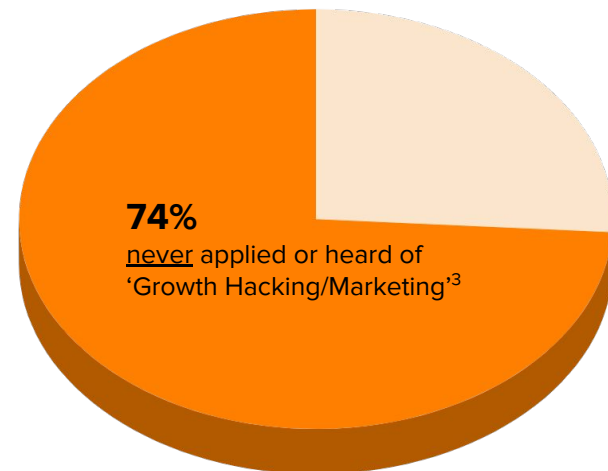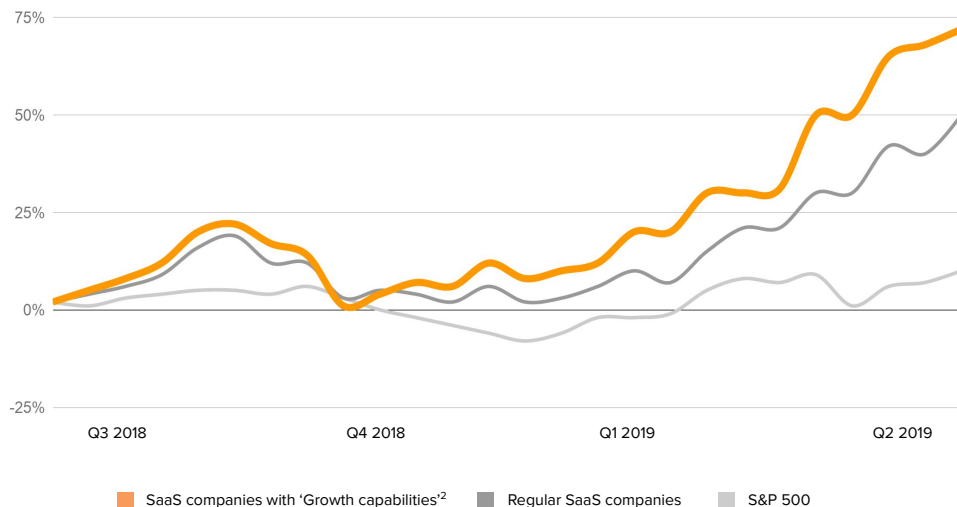www.growth-academy.com

Digital companies with **'growth capabilities'**[1] **outperform** other companies…

…but vast majority of **industry does <u>not</u> apply structured growth strategy**

Stock price performance after IPO

75%
50%
25%
0%
-25%

Q3 2018   Q4 2018   Q1 2019   Q2 2019

■ SaaS companies with 'Growth capabilities'[2]   ■ Regular SaaS companies   ■ S&P 500

74%
<u>never</u> applied or heard of
'Growth Hacking/Marketing'[3]

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

NURI X GROWTH ACADEMY

"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.*

Through strategic growth initiatives and growth-savvy team members, the fintech Nuri was able to

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

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."*

READ FULL SUCCESS STORY HERE

—Philipp Beer, Chief Growth Officer, Nuri

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Success story: Google and Growth Academy empower startup leaders with strategic growth skills

Google for Startups

X

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Co-development of invite-only startup program. All attending startups agreed that the **skills they gained will help growing their startup** and 6 out of 7 agree that the program has **impacted their north star metric positively**. Additionally, most startups were able to **double their conversion rates** as a result of the program.

"Growth Academy helped us to understand the main concepts and the importance of growth strategy. It gave us the tools and knowledge to implement it."
—Pedro Campos, Head of Growth, Zee.Now

"Growth Academy helped us to think on how we grow and to see where we make mistakes and leave opportunities on the table."
—Paola Behs, Chief Marketing Officer, Warren

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Success story: How growth strategy sparked a little revolution at Deutsche Bahn Digital

DB X GROWTH ACADEMY

READ FULL SUCCESS STORY HERE

Growth Academy advisory helped to **uncover major growth opportunities**. Examples of resulting cross-functional initiatives are user experience and marketing **improvements of the product's value proposition** as well as the integration of **new product entry points and retention loops**. The thought-leadership carried out by the team substantially **deepened cross-functional relationships.**

"Growth Academy helped us to develop more creative and results-oriented solutions. It gave us a new perspective and injected the necessary energy for doing bigger things."
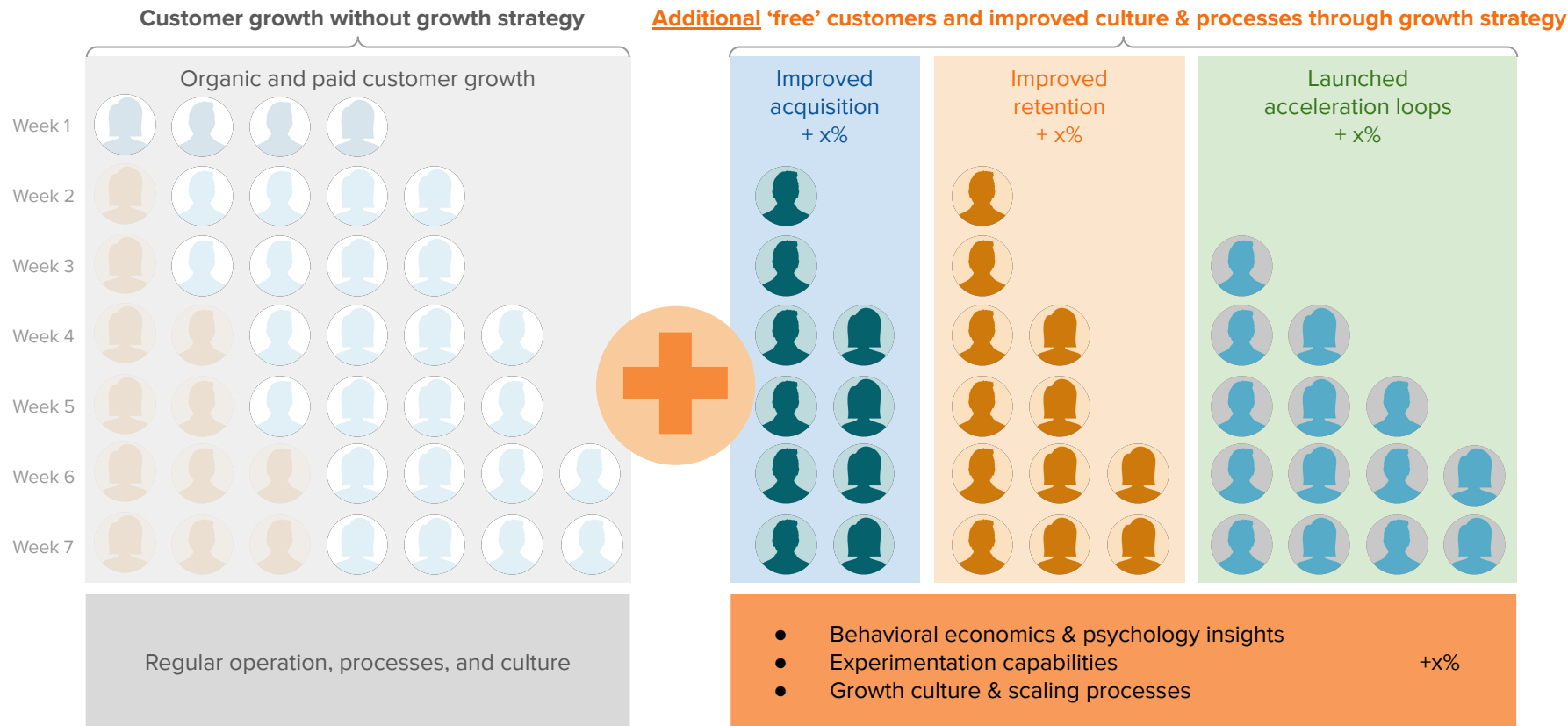
—Hedwig Raczek, Senior Digital Product Manager, Deutsche Bahn

"Working with Growth Academy pushed us to intensify cross-functional thinking which created strong bonds in and outside the team. This really helps to get things done in big organizations."

—Marc Balzerowski, Digital Product Manager, Deutsche Bahn

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Example scenario: How developing growth capabilities generates free customer growth

Customer growth without growth strategy

<u>**Additional 'free' customers and improved culture & processes through growth strategy**</u>

Organic and paid customer growth

	Improved acquisition + x%	Improved retention + x%	Launched acceleration loops + x%

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Regular operation, processes, and culture

- Behavioral economics & psychology insights
- Experimentation capabilities
- Growth culture & scaling processes

+x%

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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 and acquisition**: Hardwire experiences for sustainable growth

- **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

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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 5 topics: Growth Models & Retention, Acquisition & Acceleration Loops, Strategy & Experiments, Culture & Scaling.

1:1 growth advisory and individual corporate collaborations

Our programs include 1:1 advisory hours with our founder Nikolas (ex-Google Growth Lead) to work on individual growth problems. We also offer individual corporate collaborations 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 alumni events and Slack community.

SEE SPEAKER LINEUP & PROGRAM OVERVIEW

GROWTH ACADEMY

Growth Academy alumni include industry leading companies such as:

Google amazon FACEBOOK NETFLIX TikTok zalando mobile.de

N26 Skyscanner BIRD ebay Gradient Ventures VIMCAR kfzteile24
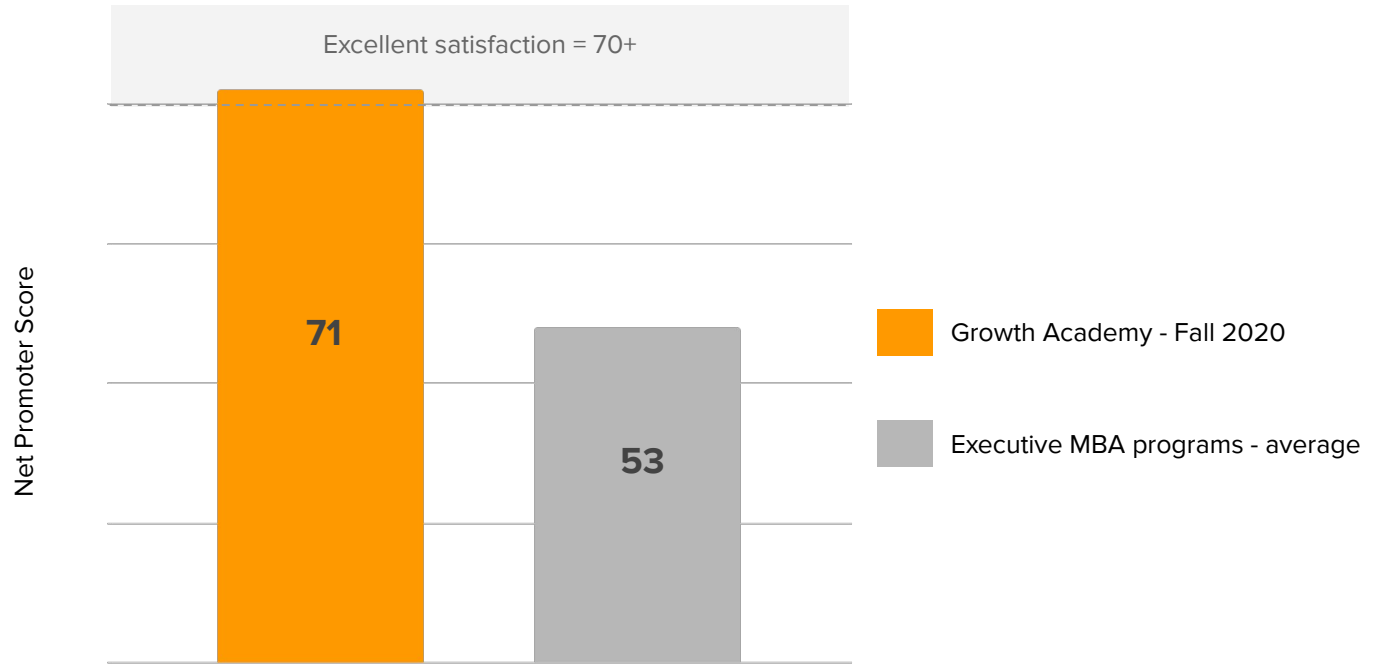
Spotify Immo Scout24 fiverr CapitalG DB SOLARWATT NURI

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
- 5 weeks growths strategy course -

Master growth strategy in 5 weeks with 35+ video lectures, toolkits, and cases. Advice on growth problems in 1:1 advisory hours with founder Nikolas (former Growth Lead @ Google). 5x weekly group workshops with like-minded peers and leading industry experts.

- ✅ 100% remote 5 week program consisting of 2h video conference per week, online videos, expert lectures, and workshops
- ✅ Industry expert talks (including lecture, discussion, Q&A) with TikTok, Shopify, Facebook, YouTube, Oda, Nuri, and more
- ✅ 1:1 advisory hours with founder Nikolas (ex- Google Growth) to work on individual growth problems
- ✅ Uplevel your career with our 'Growth Expert' certificate and exclusive alumni network and events
- ✅ 1 year access to advanced learning platform content (35+ video lectures, toolkits, and case studies)

(2) Growth Advice For Leadership
- 4 weeks growth advisory -

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
- ✅ Topics include Growth Strategy, Sizing/Forecasting, Growth Modelling, Experimentation, Behavioral Economics, Scaling, Experiments, and more
- ✅ Join alumni community and exclusive alumni meetups
- ✅ 1 year access to basic learning platform content (20+ video lectures, toolkits, and case studies)

(3) Corporate programs
- Individual length -

Exclusive corporate programs of our growth strategy courses and advisory. For example, we hosted several 'private' Deep Dive programs for industry leading tech companies (e.g. Google for Startups) and agencies (e.g. Seventy Agency).

- ✅ Exclusive learning experience for at least 8 participants or team members
- ✅ Personalization of 6 week 'Deep Dive' program to your company's needs
- ✅ Coordination and program management included
- ✅ 1:1 advisory sessions with founder Nikolas (ex- Google Growth) included
- ✅ All participants join alumni community and exclusive alumni meetups
- ✅ 1 year access to advanced learning platform content (35+ video lectures, toolkits, and case studies)

New deep dive in 2022:
Data-driven Transformation

Curious? We help you to choose the program that fits your goals

Book a discovery call

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Participant and company profile

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

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

Growth:	Chief Growth Officer, Head of Growth, Growth (Marketing/Product) manager
Product:	CPO, Head of Product, Product Owners/Manager, Developer, Engineer
Marketing/Partnerships:	CMO, Head of Marketing/Partnerships, Marketing Manager, Marketing Consultant, Digital/Performance/Partner Manager, Industry Manager, Business Developer
Data analytics:	Head of Business Intelligence, Business Analysts, Data Analyst
Agency:	Strategy Director, Head of Strategy, Marketing Strategist, Media Planner, Market Researcher

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.

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