



SUPER GROWTH

IS YOUR BUSINESS READY FOR HYPERSPACE?



CURRENT STATUS



YOUR PROJECT IS IN THE MIDDLE GROUND, YOUR BUSINESS MODEL HAS BEST OR WORST DEVELOPMENT CHANCES, DEPENDING ON COLOUR AND WHERE ARE POINTING THE ARROWS ASIDE EACH FACTOR EXPLORED. THERE ARE REAL POSSIBILITIES FOR GROWING UP AND MAYBE EVEN THE GROWTH CAPACITY COULD BE IMPROVED, IF YOU ACT ON SOME LIMITING FACTORS THAT ARE DIFFICULTING YOUR DEVELOPMENT NOW. COMPARE YOUR MODEL TO RESULTS AND "Once you eliminate the impossible, whatever remains, no matter how improbable, must be the truth" DO NOT GIVE UP

AREAS

CONNEXIONS: CONNECTION OR INTERACTION PROMOTED BY YOUR SERVICE OR PRODUCT



BUSINESS AV: CORE DEVELOPMENT (BUSINESS, SOFT, DESIGN...) AVAILABILITY



BUSINESS CORE: THE WAY YOU WILL GET BILLIONS



CUSTOMER ROLE: CUSTOMER ROLE IN YOUR BUSINESS



PRODUCT FLEXIBILITY: IS YOUR SERVICE/PRODUCT FLEXIBLE?



INCOME SOURCES: HOW ARE YOU WORKING ON CUSTOMERS WALLET

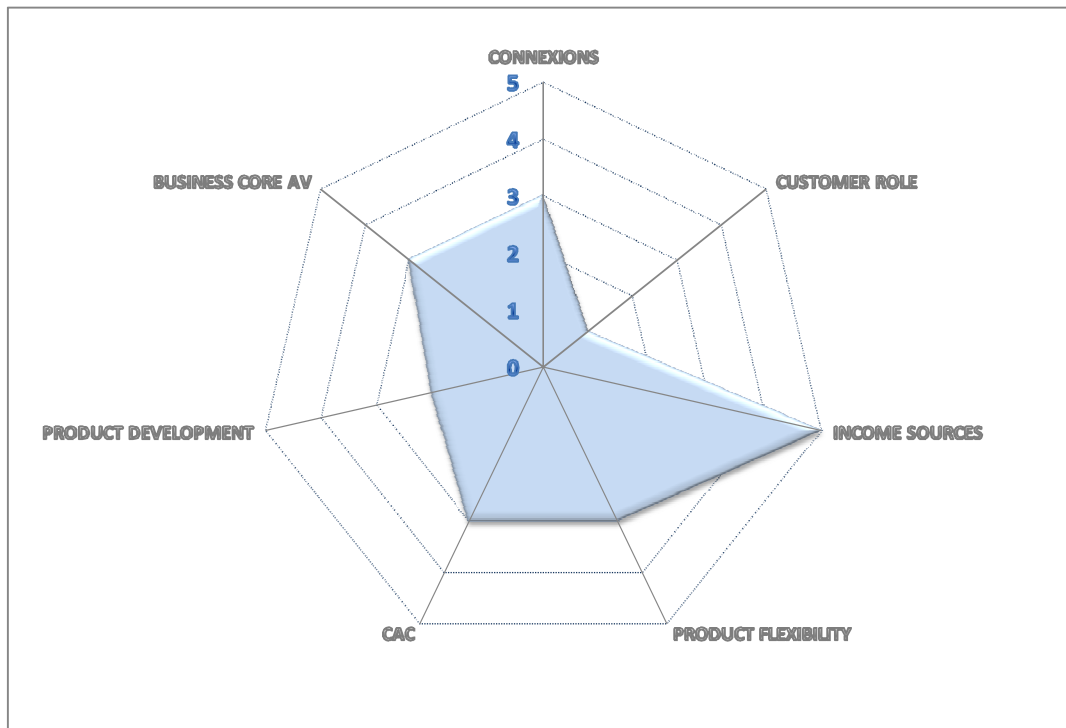


CAC (CUSTOMER ADQUISITION): HOW ARE YOU GOING TO ATTRACT CUSTOMERS?



AT A GLANCE

GROWTH BAR



TOP

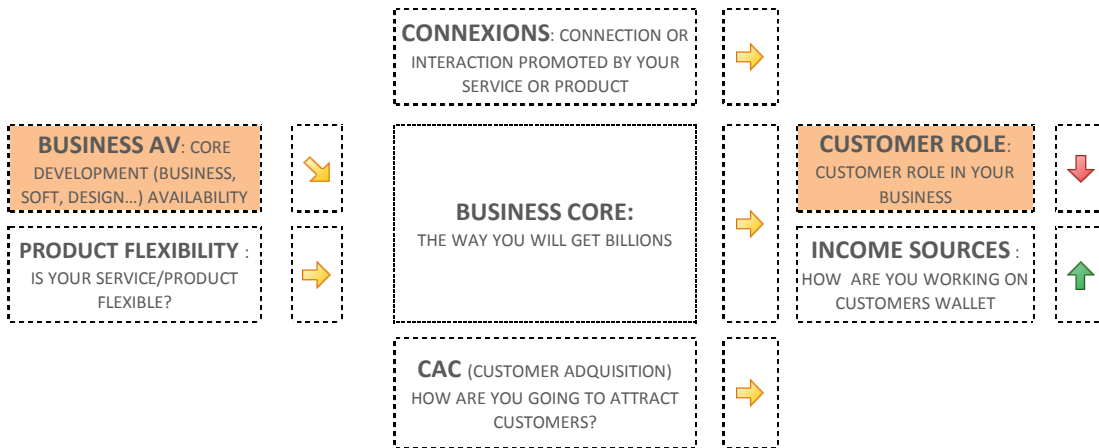
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BOTTOM



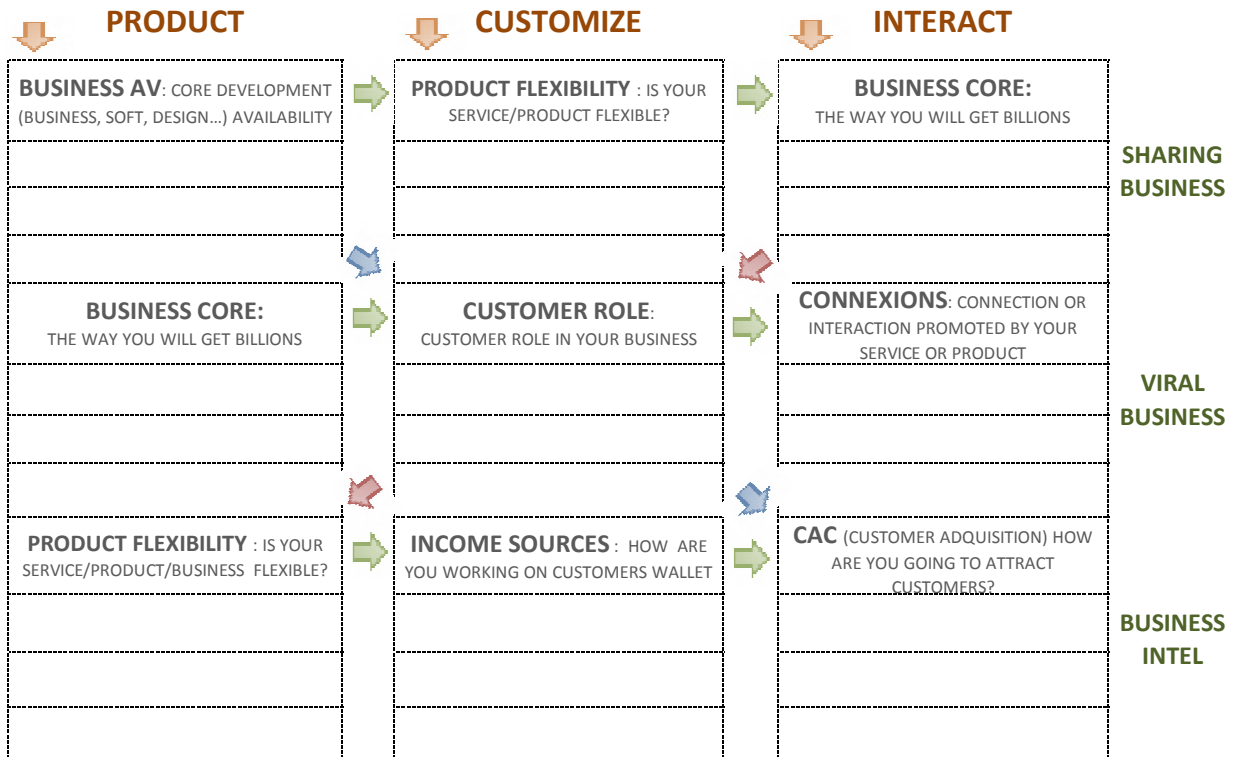
SUPER GROWTH WORK AREA

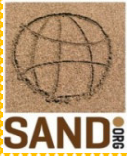
YOUR AREAS NOW (RESULTS FROM YOUR SUPERGROTH TOOL)



WORK ON IT : WHAT COULD YOU IMPROVE IN THIS TIC TAC TOE ?

INCREASE YOUR GROWTH POSSIBILITIES CHANGING YOUR BUSINESS BY FOLLOWING THE LINES...AND MATCH THEM TO CREATE NEW SCENARIOS





ANY DOUBTS AFTER HAVING A LOOK TO YOUR GROWTH STAR?

SCORES

SCORES are based on the traffic lights logic, green is ok, yellow is warning and red is stop. And the arrows point from upside green (max) to downside red (min) with two levels of medium yellow (close to max or close to min)

ARROWS DIRECTION are giving us more information about the level of the score. These arrows tells us about how much potential is in every explored area.

- ↑ Fantastic news, the best score we could get
- ↗ good but still improvable score
- average score
- ↘ low and limite score
- ↓ Bad news, the worst score we could get

WHAT ARE WE TALKING.....

We call this tool "SUPERGROW" cause is based in Pentagrowth Model developed by Javier Creus. This model in their own words: "The @pentagrowth model summarizes the five key dimensions for exponential growth observed in the selected organisations that have grown exponentially between 2008 and 2013". We work with some levers of this model and we add some others related to market, which we believe that are key factors to launch the project and make it to reach exponential growth

CONNECTION

Connection or Interaction derivated or promoted into customers or users by your product or service (Using, sharing...no matter how) or by connecting with other services or products

CUSTOMER ROLE

What role has your customer in your company, service, product. Levels of interaction promoted, allowed, established....

INCOME SOURCES

How many ways of maing money could you start it up? In only one product or service, creating new solutions.... How many new business levels you can carry out.

FLEXIBILITY

Well you know...is your solution evolutive? By itself, with your help, with customer interactions, with other develpers?

CUSTOMER ACQUISITION

What do you have do to attract customers, users? Simple but determinant, CAC is one of the more used metrics by Investors, do I have to say more?

CORE AVAILABILITY

In which level is your core available to people outside your company? Colaborative development, Product or service design,...? What do you do with your knowledge?

BUSINESS CORE

Last but not least because is the mother of it all....the way you make money, how will you become rich (Ok I assume you didn't start this just for waste time)