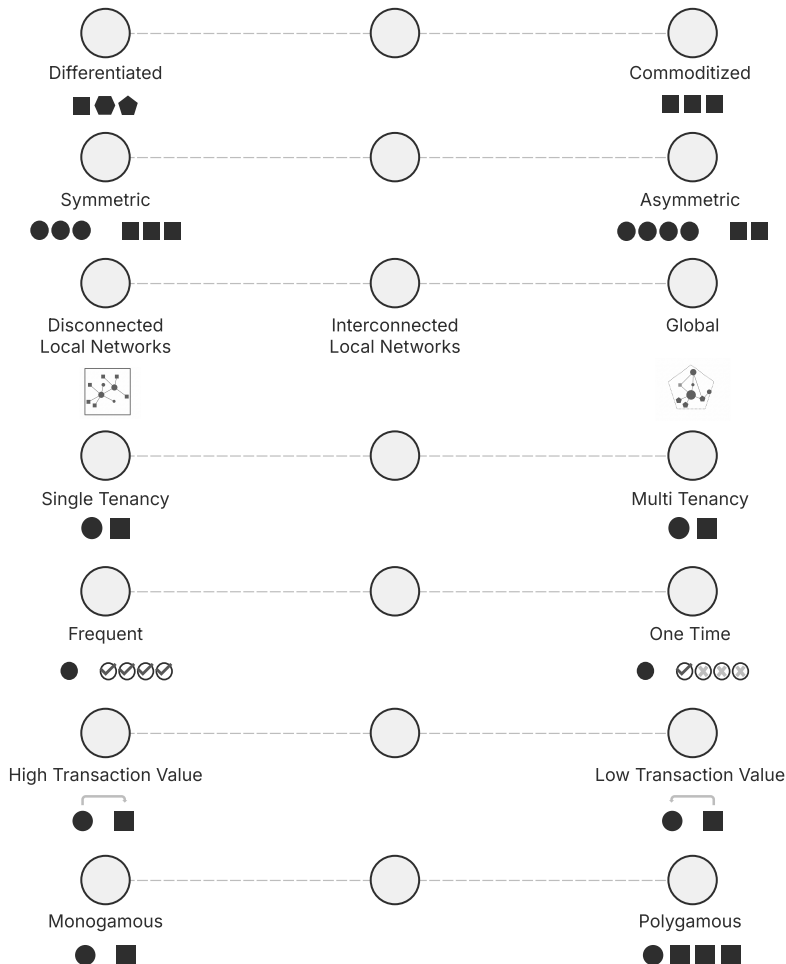


NETWORK PROPERTIES AND NFC CANVAS PLATFORM DESIGN TOOLKIT 2.2

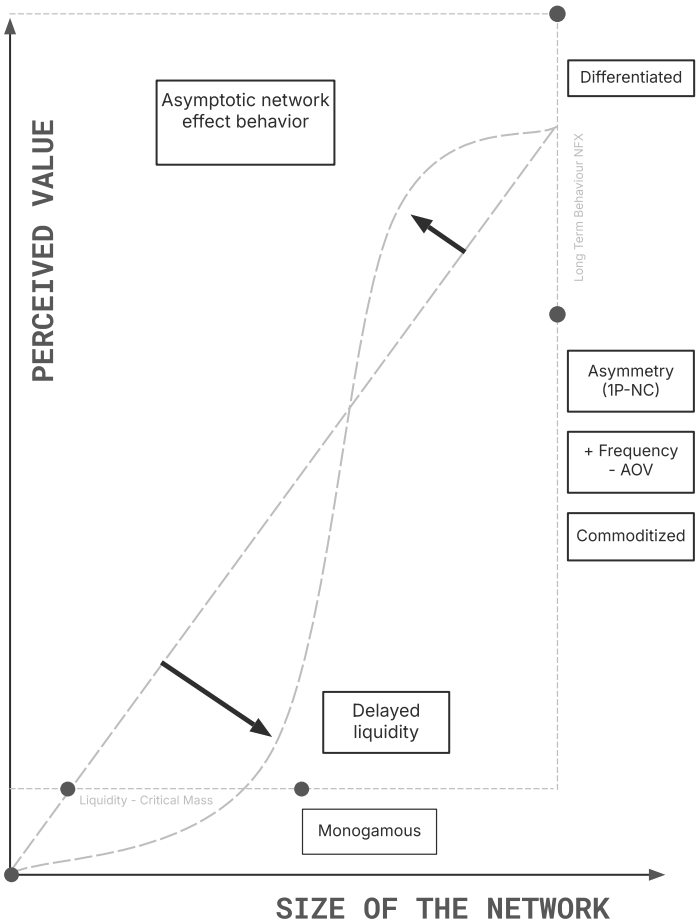
notes



Choose the relationship your focusing on and add a post-it or a market sign where you think your platform is situated for each network property.

KEY GROWTH TACTICS

KGT Use this space to either print and hang the cards or add post its. Add a description to contextualize the tactics' use to your specific case.



Use the information in the guide to assess:

- how the properties you identified on the left will impact the behavior of your network effect curve with regards to reaching liquidity and long term network effects plateau
- What growth tactics from the library can be used in the initial liquidity seeking phase