

GROWTH MODEL CANVAS

PLATFORM DESIGN TOOLKIT 2.2

notes

Channel	CAC	% of total Customer Acquisition budget invested in the Channel

% of Existing Users Inviting users through a viral loop		Average # of Viral loops Per User	% of Visitors Sign Up
% of Existing Users Generating Content	New Content Items Generated per Existing User	New Visitors per Content Item	% of Visitors Sign Up

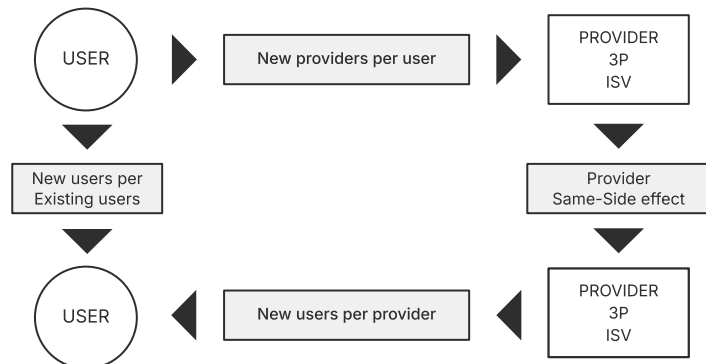
Conversion rate into paying users

LTV

% of LTV invested in Customer Acquisition

Pricing elements

Payback period



Liquidity Indicators (e.g. Search To Fill, Time To Fill...)

Liquidity impacts on CAC

Liquidity impacts on LTV