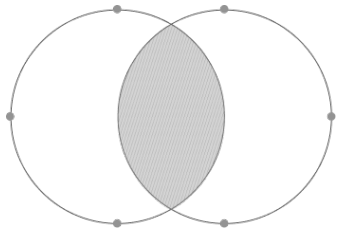


KEY GROWTH TACTICS CARDS

PLATFORM DESIGN TOOLKIT 2.2

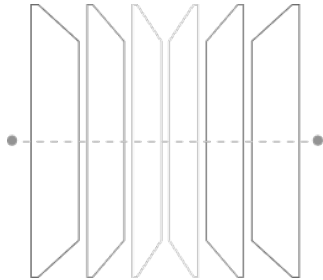
notes

KGT 1 - BUILDING TRUST



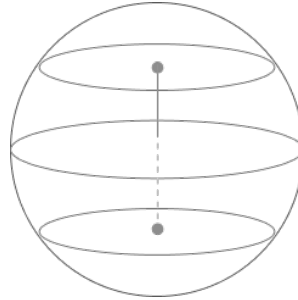
Find ways to increase trust when you're facilitating relationships through the platform.

KGT 2 - MARQUEE STRATEGY



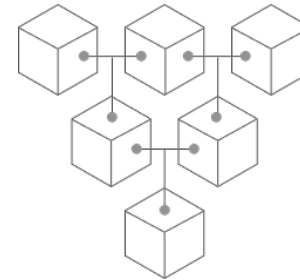
Build the presence of well known and VIP providers to stimulate the onboarding of consumers and other providers into the platform.

KGT 3 - PROVIDE SINGLE USER VALUE



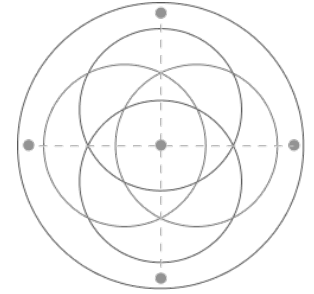
Provide users with value to attract them, while generating revenues later (e.g. through a freemium model) on or through other sources (e.g. from the other side of the network).

KGT 4 - LEVERAGE VIRALITY



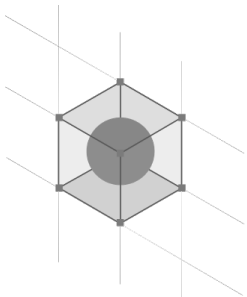
Build a product that encourages people to share, appeals to vanity, and generates a bandwagon effect with cascading onboarding.

KGT 5 - NEST INSIDE AN EXISTING PLATFORM



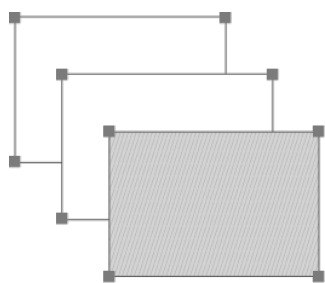
Build deep integration with another platform offering complementary or adjacent services.

KGT 6 - USE HYPER TARGETED MARKETING



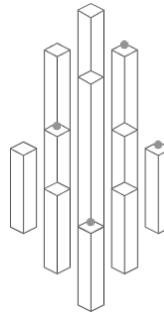
Leverage the capability of digital advertising platforms or content optimization (eg: page URLs) to target the specific niches that consolidate around the "canonical unit".

KGT 7 - LEVERAGE REMNANT INVENTORY



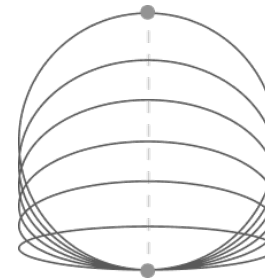
Help people monetise on assets they own but don't use at maximised rate.

KGT 8 - USE SCRAPING AND AUTOMATION



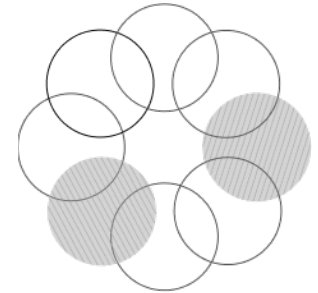
Independently and automatically aggregate supply. This implies collecting information from suppliers without involving them.

KGT 9 - SUBSIDISE SUPPLY



Subsidizing the growth of the side of the network which will attract the other. In case supply is the side attracting the other one, own the initial supply, thus only having the challenge of attracting demand.

KGT 10 - CREATE COMMUNITY THROUGH CONTENT



Use content to create email lists and activate communities to build the supply.