

GROWTH TACTICS CHEAT SHEET

PLATFORM DESIGN TOOLKIT 2.2

MORE PROFESSIONALISM

The Whys

	MONOGAMOUS	HIGH AOV	LOCAL	HIGHLY ASYMMETRIC	HIGH FREQUENCY	EASY MULTI TENANCY	COMMODITISED SUPPLY
BUILDING TRUST	Building long term trust is essential in long term relationships. A monogamous relationship is designed to last longer and be more exclusive thus normally requiring a higher level of trust.	When order value is high trust is, clearly, a massively important element.	Often, local transactions happen in real life thus requiring an higher trust between the parties.		Facilitating quickly building trust is essential in relationships where consumers needs to change provider all the time		
MARQUEE		When order value is high spending effort to onboard a particular set of representatives of the supply side can pay off quickly.		When supply is highly asymmetric (can serve a lot of customers) spending effort to onboard a particular set of representatives of the supply side can pay off quickly as they can serve a substantial amount of demand.			
SAAS (SINGLE USER VALUE)	Monogamous relationship carry high risk of disintermediation, a SUV value proposition helps keep providers on platforms and ensure liquidity can be attained faster.	Single user value propositions are a great way to lure producers in and keep them attached to the platform. When AOV is high, luring producers in has a good possibility to payoff.		Single user value propositions are a great way to lure producers in and keep them attached to the platform. When supply is highly asymmetric on-boarding producers creates an important value for the platform	High frequency interactions lend themselves to the need to be managed with workflow solutions that can be easily embedded in a SaaS that can make a great deal of difference in retaining suppliers.	SUV value proposition helps keep providers on your platform versus an alternative one.	
LEVERAGE VITALITY		High AOV is normally a signal of a professional marketplace. In some cases marketplaces provide the first possibility for professionals to get online and promote their capabilities. Appealing to vanity or giving producers ways to create viral content provides a good growth driver for liquidity			Hi frequency / common transactions normally provide an option for founders to embed certain messaging elements in the customer engagement process that may help getting other users onboard.		
NESTING	Nesting is generally a valuable approach in every context as it helps you piggyback on existing user bases.	Nesting is generally a valuable approach in every context as it helps you piggyback on existing user bases.	Nesting is generally a valuable approach in every context as it helps you piggyback on existing user bases.	Nesting is generally a valuable approach in every context as it helps you piggyback on existing user bases.	Nesting is generally a valuable approach in every context as it helps you piggyback on existing user bases.	Nesting is generally a valuable approach in every context as it helps you piggyback on existing user bases.	Nesting is generally a valuable approach in every context as it helps you piggyback on existing user bases.
HYPER TARGATED MARKETING - SEO OPTIMIZATION		When order value is high spending effort to optimize for on-boarding normally pays off quickly.	When supply is geographically differentiated, one needs constraining the market. Once the canonical unit is understood optimizing the SEO pays off. In local markets you can also manage to spend marketing budget on a very localized manner.		When frequency is high, spending effort to optimize for on-boarding normally pays off in the long term.		
REMANT INVENTORY UNDERUTILISED FIXED ASSETS	Leveraging UFA is generally a valuable approach in every context as it helps you onboard exclusive and relatively cheap supply.	Leveraging UFA is generally a valuable approach in every context as it helps you onboard exclusive and relatively cheap supply.	Leveraging UFA is generally a valuable approach in every context as it helps you onboard exclusive and relatively cheap supply.	Leveraging UFA is generally a valuable approach in every context as it helps you onboard exclusive and relatively cheap supply.	Leveraging UFA is generally a valuable approach in every context as it helps you onboard exclusive and relatively cheap supply.	Leveraging UFA is generally a valuable approach in every context as it helps you onboard exclusive and relatively cheap supply. When multi tenancy is an issue, onboarding remnant inventory can be a fundamental advantage of defensibility in retaining a provider (the inventory can be on-boarded only once)	Leveraging UFA is generally a valuable approach in every context as it helps you onboard exclusive and relatively cheap supply.
SCRAPING AND AUTOMATION			Use this technique when supply is local: the returns can be high and reputational impacts can be limited to local nodes.				Use this technique when supply is commoditised and polygamous as this technique can bring about reputational issues you don't want to have bad branding impacts when suppliers are limited
SUBSIDISING SUPPLY			When local network effects can be attained subsidizing investments can be lower and more focused / to the point, a good way to invest money.	When supply is asymmetric, subsidizing brings in suppliers that can serve many customers making liquidity easier to attain.			When supply is commoditised the cost to hire/subsidize can be lower and the resources you subsidize easily marketable. You don't have to subsidize variety to make it attractive to customer.
COMMUNITIES AND E-MAIL LISTS THROUGH CONTENT					When transaction value is low) often with high frequency transactions), attracting supply and demand through content may be the only sustainably viable approach for "attraction".		When transaction value is low) often with commoditised suppliers), attracting supply and demand through content may be the only sustainably viable approach for "attraction".