

“The battle is no longer about large agencies and big budgets. Today all you need is a really good product that meets a customer need, a few people who are smart, willing to hustle, and some basic marketing tactics.” – Anita Newton

GROWTH HACKING: In moving from execution to optimization, you have to think like a data scientist. Experiment and test: evaluate whether or not your methods are succeeding.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you’ve learned from this module?

Questions for you, the entrepreneur

1. How can I design tests to help determine where I'm falling short?
2. How can I create viral loops?
3. What are my strategies for getting, and, more importantly, keeping customers?

Questions for the team

1. How can we contribute to structured experimentation?

Additional Resources from www.KauffmanFoundersSchool.org

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>