

# Growth hacking

## 2 Brainstorm: Canvas

### Instruction


Based on the inspiration gained from the case examples, **brainstorm** on growth hacking ideas for your company.

Try to **find at least 5-10 ideas**.

Use the matrix on the right as an aide to position your ideas and identify potential blank spots for which you could still find ideas

	When?		
	Before acquisition	After acquisition	
Where?	Turn targets into customers	Increase share of wallet with existing customers	Get existing customers to pull in new customers
Marketing/ sales channels			
Own product/ service			
3rd party products/ platforms			

For an example, see the nex page or scan the QR Code



## 3 Prepare to test: Canvas

### Instruction

Based on the brainstorming session, pick the 2-3 ideas that seem the most promising to you.

Develop a test format by summarizing how exactly you intend to test whether the idea holds any promise at all – this is essentially to test your hypothesis that this is a good idea.

Think of some spot-on measurable success indicators through which you can easily gauge the success and potential of your idea.

	Idea	Test format	Success indicators
1	.....	.....	.....
	.....	.....	.....
	.....	.....	.....
2	.....	.....	.....
	.....	.....	.....
	.....	.....	.....
3	.....	.....	.....
	.....	.....	.....
	.....	.....	.....

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