HYPERGROWTH DEBUNKED: CUSTOMER DRIVEN GROWTH

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Global Head of Growth

Revolut

Nice to meet you :)

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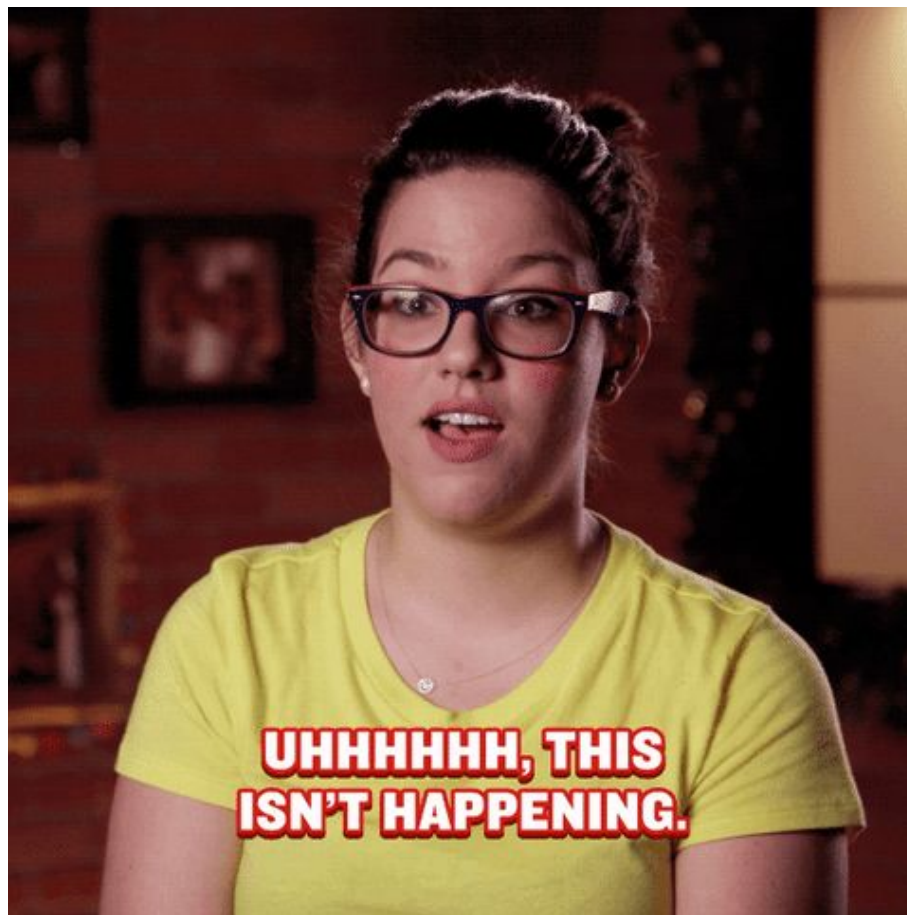Global Head of Growth

3 years at Revolut as:
- Country Manager
- Project Manager, Growth Machine
- Head of Growth, CEE

Led Uber's marketing team

Entrepreneur at heart, tech marketer, inbound enthusiast

Global citizen

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Why should **finance** be different?
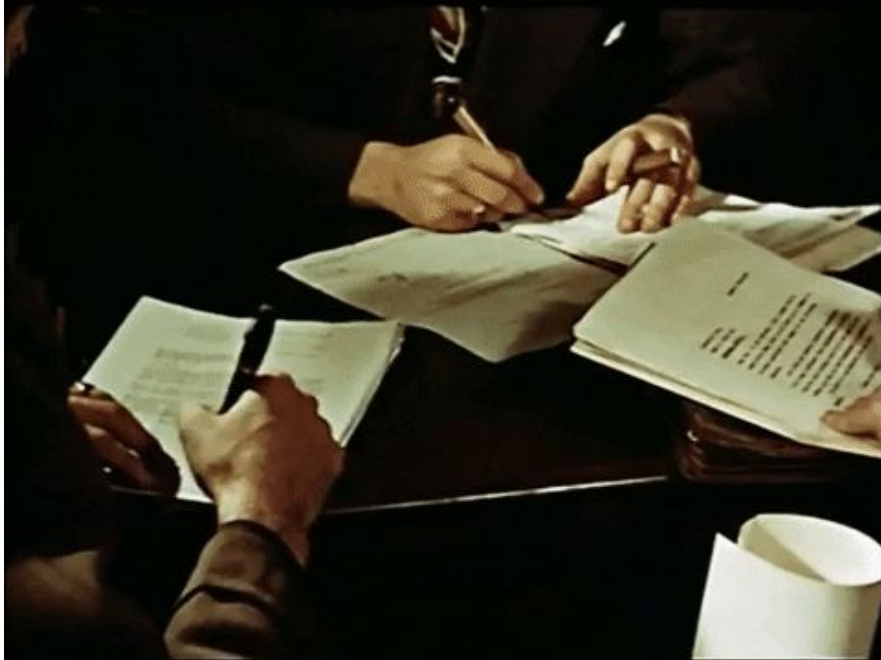
🚩

Simple

Easy to understand, at the tap of a button

🎯

Fast

No need to wait: what they need, when they need it

🙋

Human

In a language they can relate to and understand

📈

Affordable

Offering good value for money

How to achieve **hypergrowth** by offering **hassle-free CX**?

Product-Driven Growth

➔ Core product features

➔ Money making features

Customer discovery & PMF:

- WoW User Growth
- Non Incentivized referrals
- High product stickiness
- First paying users
- Active feedback

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Community-Driven Growth

→ Customer-centric

→ Users as growth vectors

How to do it:

● Inbound marketing

● Thought leadership

● Community events

● Strategic partnerships

● Media & comms

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Marketing-Driven Growth
→ Focus on the customer
→ Authentic, trustworthy

How to do it:
● KOL endorsements
● Cross-channel marketing campaigns
● Outbound marketing

Seems **simple**, but...

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- *Low product stickiness*
  - Low activation rates
  - High churn
- No network effects
  - Little to no referrals
  - Low organic growth
- Few paying users
  - Business sustainability

YOU AIN'T QUITE WHAT I EXPECTED, EITHER
#SeeHappy

"

Raising money is the second hardest part of starting a startup. The hardest part is making something people want: most startups that die, die because they didn't do that.

Paul Graham

Co-Founder, YCombinator

People x Processes

HyperGrowth = (Product + Community + Marketing)^

Revolut

Thanks

www.revolut.com