What’s Next in Growth?

Andrew Chen / StartCon 2016
Zoom out. See what’s come before
Get this deck and updates via my newsletter
andrewchen.co
Getting customers to refer friends
PROSPERITY CLUB—“IN GOD WE TRUST”

1. Ed. Judd
2. Harry Craft
3. Mrs. D. W. Craft
4. James Craig
5. P. M. O'Connor
6. D. P. Brent

FAITH! HOPE! CHARITY!

This chain was started in the hope of bringing prosperity to you. Within three (3) days make five (5) copies of this letter leaving off the top name and address and adding your own name and address to the bottom of the list, and give or mail a copy to five (5) of your friends to whom you wish prosperity to come.

In omitting the top name send that person ten (10c) cents wrapped in a paper as a charity donation. In turn as your name leaves the top of the list (if the chain has not been broken) you should receive 15,625 letters with donations amounting to $1,536.50.

NOW IS THIS WORTH A DIME TO YOU?
HAVE THE FAITH YOUR FRIENDS HAD AND THIS CHAIN WILL NOT BE BROKEN

TALEY PRINTING CO
Share your love of travel

When a friend travels on Airbnb, you both get $35 in travel credit. When they welcome their first guest, you get $75 in travel credit. See Terms & Conditions

Enter email addresses

Invite Friends

Import your contacts from: Gmail Yahoo! Mail Outlook Mail

or

Share Your Link: www.airbnb.com/c/achen154

Copy Messenger Facebook

It's easy to get started

Spread the word with your link or over email.

Get $35 when they take their first trip of $75 or more.

Get $75 when they welcome their first guest.

Learn more about how invitations work on Airbnb.
Get up to 32 GB of free space by inviting your friends to Dropbox!

For every friend who joins and installs Dropbox on their computer, we'll give you 1 GB and your friend 500 MB of bonus space (up to a limit of 32 GB)! If you need even more space, upgrade your account.

Names or email addresses:  
Send

More ways to invite your friends

Invite your Gmail contacts  Copy link  Share on Facebook

Once you’ve invited friends, you can view the status of your referrals or visit our Help Center if you have any questions.
Spreading viral content
When a dog bites a man, that is not news, because it happens so often...
When a dog bites a man, that is not news, because it happens so often.

But if a man bites a dog, that is news.

(John B. Bogart. City Editor at The Sun)
GREAT ASTRONOMICAL DISCOVERIES LATELY MADE BY
SIR JOHN HERSCHEL - Published 1835
AS MANY AS 10,000 NYC RESIDENTS POSSIBLY EXPOSED TO EBOLA
A lot of you have asked what we’re doing about misinformation, so I wanted to give an update.

The bottom line is: we take misinformation seriously. Our goal is to connect people with the stories they find most meaningful, and we know people want accurate information. We’ve been working on this problem for a long time and we take this responsibility seriously. We’ve made significant progress, but there is more work to be done.

Historically, we have relied on our community to help us understand what is fake and what is not. Anyone on Facebook can report any link as false, and we use signals from those reports along with a number of others -- like people sharing links to myth-busting sites such as Snopes -- to understand which stories we can confidently classify as misinformation. Similar to clickbait, spam and scams, we penalize this content in News Feed so it's much less likely to spread.

The problems here are complex, both technically and philosophically. We believe in giving people a voice, which means erring on the side of letting people share what they want whenever possible. We need to be careful not to discourage sharing of opinions or to mistakenly restrict accurate content. We do not want to be arbiters of truth ourselves, but instead rely on our community and trusted third parties.

While the percentage of misinformation is relatively small, we have much more work ahead on our roadmap. Normally we wouldn't share specifics but to give you a sense of our plan, we have been working on ways to support our community in their ability to identify misinformation, and to support the work of third-party fact-checkers. We have also been working on a large project that we call “Community War Rooms,” which allow us to work with fact-checkers to respond to rapidly evolving misinformation crises, like the ongoing ones around COVID-19.

We have come a long way, but there is a lot more work to be done and we’re excited about what we can achieve together.
Bootstrapping marketplaces
Which side is constrained?
How to grow buyers?
How to grow sellers?
Find > Price > Transact
Magic

Lies in pretty teeth—Remove that film

Why will any woman in these days have dingy film on teeth?

There is now a way to end it. Millions of people employ it. You can see the results in gleaming teeth everywhere you look.

This is to offer a ten-day test, to show you how to beautify the teeth.

Film is cloudy

Film is that viscous coat you feel. It clings to the teeth, enters crevices and stays. When left it forms the basis of tartar. Teeth look discolored more or less. But film does more. It causes most tooth troubles.

It holds food substances which ferment and form acid. It holds the acid in contact with the teeth to cause decay. Germs breed by millions in it. They, with tartar, are the chief cause of pyorrhea.

Avoid Harmful Grit

Pepsodent curdles the film and removes it without harmful scouring. Its polishing agent is far softer than enamel. Never use a film combattant which contains harsh grit.

You leave it

Old ways of brushing leave much of that film intact. It dims the teeth and, night and day, threatens serious damage. That's why so many well-brushed teeth discolor and decay. Tooth troubles have been constantly increasing. So dental science has been seeking ways to fight that film.

A new-type tooth paste has been perfected, correcting some old mistakes. These two film combatants are embodied in it. The name is Pepsodent, and by its use millions now combat that film.

Two other foes

It also fights other foes of teeth. It multiplies the starch digested in the saliva. To digest starch deposits on teeth which may otherwise cling and form acids. It multiplies the alkalinity of the saliva. To neutralize mouth acids which cause tooth decay.

Lives altered

Whole lives may be altered by this better tooth protection. Dentists now advise that children use Pepsodent from the time the first tooth appears. It will mean a new dental era.

The way to know this is to send the coupon for a 10-Day Tube. Note how clean the teeth feel after using. Mark the absence of the viscous film. See how teeth whiten as the film-coats disappear. See and feel the new effects, then read the reasons in the book we send.

Cut out the coupon now.

Pepsodent

The New-Day Dentifrice

A scientific film combattant, which whitens, cleans and protects the teeth without the use of harmful grit. Now advised by leading dentists the world over.

10-Day Tube Free

THE PEPSODENT COMPANY

Dept. 904, 1594 S. Wabash Ave., Chicago, Ill.

Mail 10-Day Tube of Pepsodent to

Only one tube to a family
OSTRICH PILLOW GO – Maximum comfort sleep for all necks

London, UK  •  Product Design

1,753 backers
$117,151 pledged of $50,000 goal
21 days to go

The ultimate travel pillow providing unparalleled comfort and total relaxation.

Back This Project  ★ Remind me

This project will be funded on Fri, Dec 16 2016 3:42 AM AEDT.
We could go on for a while on this.
Convincing people to buy stuff has been around for a long time.
But really here’s the point...
Technology changes, but people stay the same
Referrals, content marketing, virality, coupons, publicity stunts, influencer marketing, A/B testing, copywriting, etc etc …

Created 100 years ago…

Relevant 100 years from now!
Growth opportunities arise constantly:

**Classic strategies × New platforms × Smart execution**
I found these action movies.
My challenge to you:
Study the classics.

(Don’t try to get clever with tips and tricks)
Approach platforms/channels systematically

Be early to new platforms when you can!
Execute thoughtfully and iteratively
Ignore quick growth hacks

Only trust ideas that 100+ years old :)

Technology changes, but people stay the same
Get this deck and updates via my newsletter

andrewchen.co

Thank you!