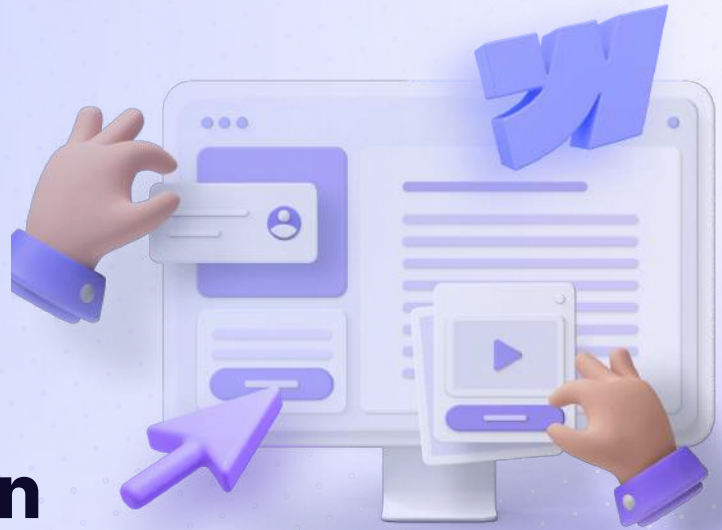


Perspectives on Growth, Prioritizations, Strategy & Execution



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How would I go about increasing revenue growth of my product?

I boil down revenue growth into a simple formula with just four variables. Playing with these four variables can define entire growth plans and projections.

$$G = \frac{S * U * R}{V}$$

G is **Growth**. It could be revenue growth or adoption growth

S being the **Size of the market**

U is your **Unit of business impact**. In the case of revenue, it can be Unit Price. In case of adoption, it could be Active Users.

R is your **Retention Rate**. Retaining an acquired customer has more impact on growth than just constantly acquiring new users.

V and the **most important** is your **Customer Value Realization**.

Why does this formula work?

It doesn't just take into account the market size, unit price of anything that you are selling to your customer or net retention rate but also takes into account the **customer value realization pace of your product**.

The lower the value realization time, the faster the growth. And value realization is a direct function of **product experience and meeting user needs**.

Thus, **growth can be accelerated by accelerating the pace at which a product adds value to user journey**. Furthermore, levers like market size, unit price, and retention rate can be improved to increase reach by getting more customers for the product or getting more from each customer of the product.

So, to answer the question, if I were to look at increasing revenue growth of a product, the first and foremost thing after identifying a sizable market is to try and attempt to identify ways to reduce time to help a user realize the value of the product. This involves everything from what your product is, what experience it drives for the user, and how it is placed in front of the users.

Then, figuring out ways to broadening the market size by catering to more use cases and(or) geographies and ensuring ways to retain the users.

I gave a talk about how I grew my product(Ace) by leveraging customer facing teams. Do have a look.

[Here is the link to presentation.](#)

What is my approach to Prioritization?

I have a rather unconventional take on prioritizing features/efforts. You could have the best of the frameworks to define your prioritization strategy; however, unless it moves the needle in the direction demanded by the business, every prioritization strategy is a random attempt to place Lego blocks in the hope of creating a masterpiece.

I wrote a short LinkedIn post about how I look at roadmaps and a better way to plan things.



Abhishek N Jain
Building Ace at LeadSquared
2mo

Product Roadmaps don't work. Instead, build Product Themeparks 🎢. Let me explain.

The world is more unpredictable and fast-changing. Out of nowhere, a guy named Sam brings the distant future of talking to robots into the present, and suddenly, everything now is about AI. 🤖

Or something less dramatic, a feature you released got way less engagement than you planned, and suddenly, your fundamental understanding of your users & market has evolved. 🌀

So now, you go back to change the roadmap for the next quarter/year only to realize things have changed again. So, long-term Roadmaps usually are not helpful. Then, what to do? 😞

Do this instead;

Design a focus theme for a quarter/year. Examples could be:

- this quarter, the focus theme is to increase product adoption
- or, this quarter, the focus theme is to improve unit economics
- or, this year, making our product enterprise-ready is our focus theme

In addition to this, have a laundry list of ideas/features and pick the ones that fit your current theme.

So, say your theme is to improve adoption, and you find that LLMs can improve adoption metric, then pick it, build it, and ship it, as it matches your current theme. You aren't bound to a rigid timeline-based feature roadmap you planned a quarter ago.

I like to call this approach as building Themeparks instead of Roadmaps.

Imagine joining the meeting titled "Themepark for next quarter." Sounds interesting and fun. 😄

Heres to building more Themeparks 📢



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As you see, themes(themeparks) are nothing but combinations of metrics you need to improve. Be it your North Stars or other sub metrics.

Furthermore, the **other thing that is critical to this approach is your ability to procure the most accurate user and market insights**. Without accurate insights, creating a business impact will be like shooting in the dark with the hope of hitting the target.

So, to summarize, considering all the constraints, the best way to drive business impact with prioritization is to have a combination of the **right insight and right direction(metrics)** and use it to decide what to build.

How do you Set Strategy for your product?

Seeking truth, that's the ultimate objective of defining a product strategy. Let me explain.

Seeking Truth

I use below set of questionnaires to help me seek the truth. These questions help build a real-world product strategy. Each of these questions helps identify different facets of the product-building journey.

Discovering User Problems

Questions	Strategy Category	What does it answer?
What is the problem?	Problem Identification	Use case identification
Who is facing this problem?	Problem Identification	Customer segmentation,
How many are facing this problem	Market Identification	Market Sizing, Customer segmentation,
What if you don't solve it? What impact will it create?	Market Identification	Vision, Mission, Reasons to build
Why should we solve this problem and why now?	Competency Identification	Opportunity size, competition
Why are you the best team to solve this problem?	Competency Identification	Vision, mission, team strength

Solution Exploration

Questions	Strategy Category	What does it answer?
How are they solving this problem now?	Solutioning	Competition, Severity of the problem
How will your offering solve it better than others?	Solutioning	USP, Competition
Why will they start using your offering over others.	Solutioning	User motives, MVP, Long term product objective.
Why can't anyone else solve it better?/How can you solve it the best?	Solutioning	Moat identification, Product Ecosystem

Impact and Cost Analysis

Questions	Strategy Category	What does it answer?
Who will pay(cash/kind) if you solve this problem?	Impact Analysis	Monetization or adoption thesis, product market fit thesis
How much will they pay, why and for how long?	Impact Analysis	Willingness to pay, P&L plans, investment plans
Why will some not pay for it? What will it take for them to pay?	Impact Analysis	Product market fit, Acquisition and adoption funnels
What will you get if you solve this problem right? Is it worth it?	Impact Analysis	Business impact on top line and/or bottom line.
What will it take to solve the problem right?	Cost Analysis	Investment thesis, cost allocation, MVP feature sets.
How long will it take to solve the problem?	Cost Analysis	Timelines of realizing MVP and PMF, Growth Projections.

Launch and Beyond

Questions	Strategy Category	What does it answer?
Who will be your early adaptors? And why will they adopt before others?	GTM Planning	Launch and adoption plan
How will you get your early adaptors?	GTM Planning	Launch and GA plans
How will you go to more folks who are facing the same/similar problem.	GTM Planning	GTM Plan, CAC plan
How will you measure and prove that you have solved the problem?	Retention Planning	Customer Value, LTV plan, Retention, engagement metrics
What will it take to maintain & grow the value addition?	Retention Planning	Long term perspective

It is important to get answers to these questions, but it is furthermore important to know how to get the most truthful answers. It involves meticulous research methodologies and the ability to ignore biases.

How do you Implement Strategy for your product?

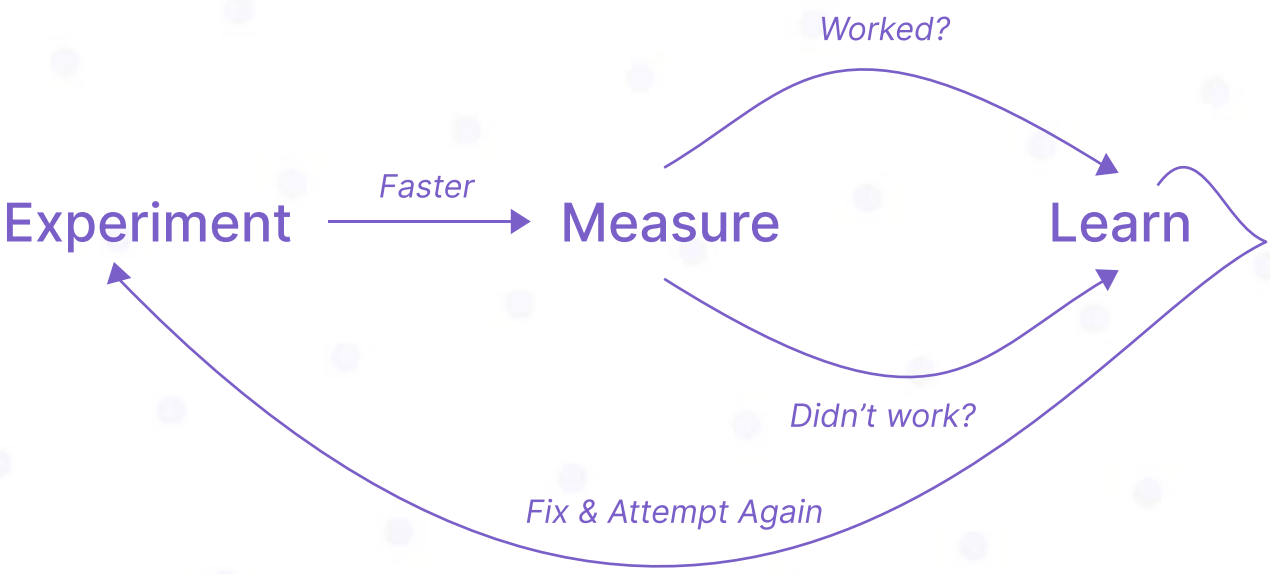
Strategy implementation is basically execution. And the frameworks for execution have to be very simple. There are three frameworks that I use when it comes to executing better.

Framework 1 - Helps you build a good business



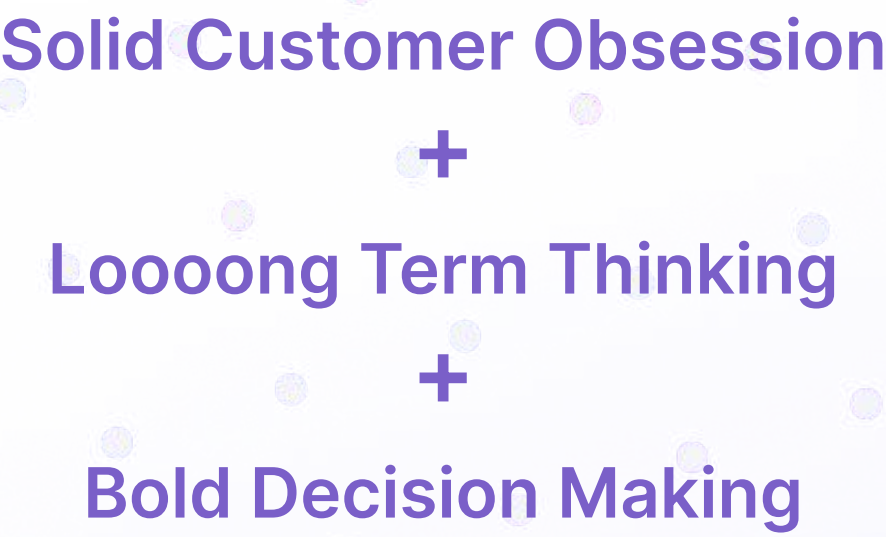
Ultimately, a product is built to drive business growth. The above framework helps drive product growth in a sustainable manner. Providing the best value to the customer drives a better top line and minimizing the costs drive a better bottom line.

Framework 2 - Helps you experiment & learn better



The above framework drives your executions towards your ability to experiment faster and learn better. This is a crucial framework as it helps evolve your understanding of what works with users, in the market, and for your business, faster. It also keeps your biases in check. All these ultimately helps you make better decision be it with data or intuition (in some cases).

Framework 3 - Helps you build strong fundamentals



This framework is easy to understand, but most difficult to execute.

How do you get regular customer feedback?

How do you build products that aren't just catering to needs for today but pushing the envelope?

How do you make bold but informed choices that sometimes could be risky, and counter-intuitive but can pay huge dividends?

Building a team that helps each other stick to this framework and constantly inculcating it at every juncture of the product sets the path to better execution.

To conclude!

Yes, a lot of these points sound feel-good, theoretical ones. However, these are some of my learnings so far, and I for sure use a lot of these frameworks regularly. Plus, if I had to start something from scratch, today, I wouldn't do it without following all of the points I mentioned.