

GROWTH TEAM



PIRATE FUNNEL CANVAS

Source: Pirate Funnel AAARRR Framework
excerpted from Gust De Backer, Ward van Gasteren (2023)

	Pirate Metrics	Exact Number	Bottleneck
<div>Awareness</div> <div>How many people do you reach with your marketing?</div> <div>A</div>			
<div>Acquisition</div> <div>How many website visitors leave their mail address?</div> <div>A</div>			
<div>Activation</div> <div>How many people take the first important step?</div> <div>A</div>			
<div>Revenue</div> <div>How many people actually buy?</div> <div>R</div>			
<div>Retention</div> <div>How many people buy more often than once?</div> <div>R</div>			
<div>Referral</div> <div>How many people refer acquaintances?</div> <div>R</div>			

NORTH STAR METRIC (NSM)

Company
Wide

North Star Metric

2 months

4 months

6 months

Team 1

OMTM

One Metric That Matters

OMTM

One Metric That Matters

OMTM

One Metric That Matters

Team 2

OMTM

One Metric That Matters

OMTM

One Metric That Matters

OMTM

One Metric That Matters

OMTM

One Metric That Matters

OMTM

One Metric That Matters

Source: North Start Metric
excerpted from Gust De Backer, Ward van Gasteren (2023)

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Where To Play

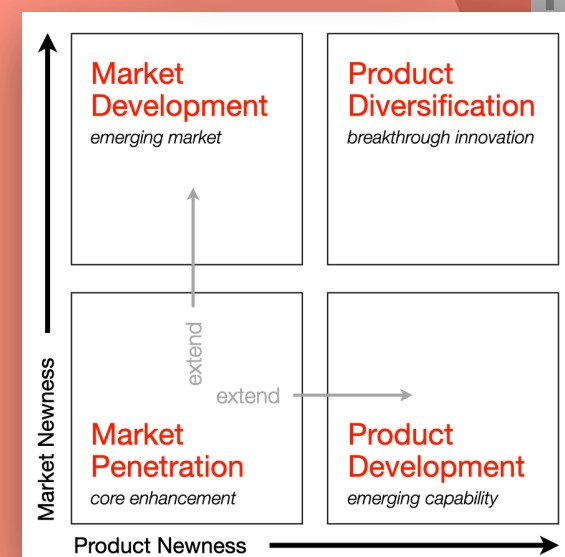
How To Win

How To Grow

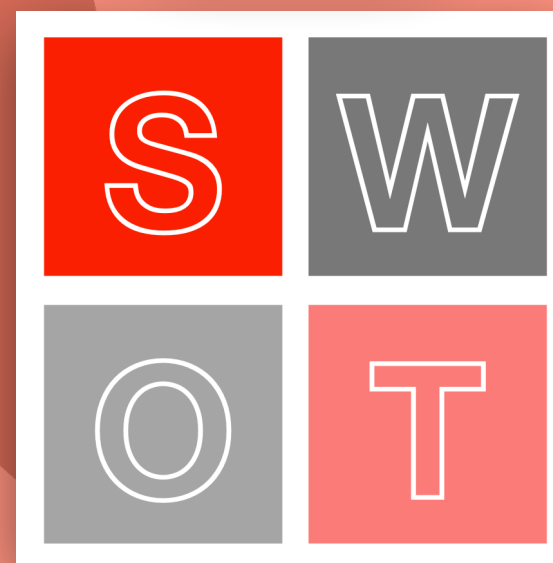
What To Do

What To Learn

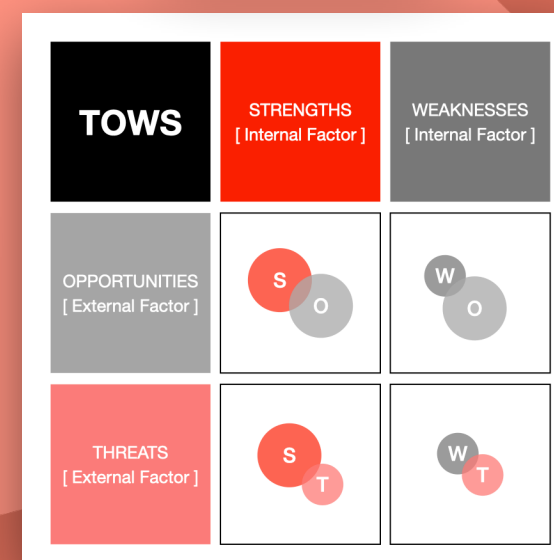
ANSOFF



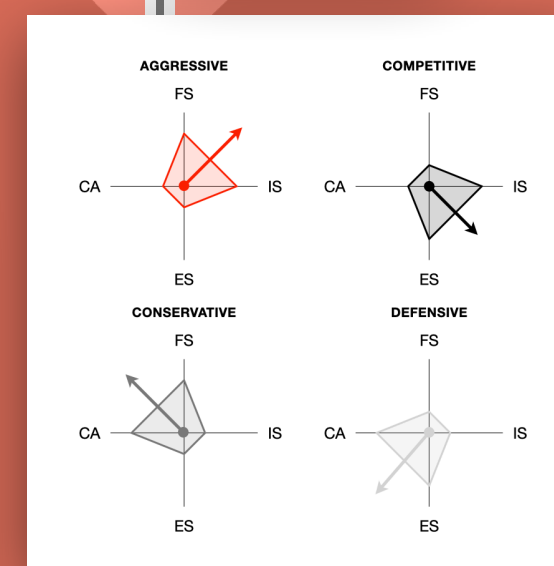
SWOT



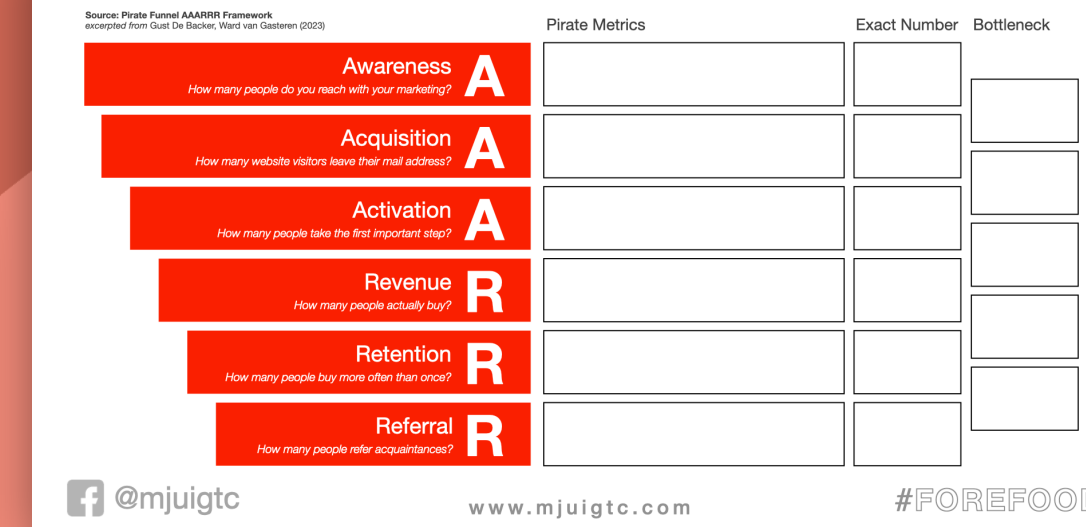
TOWS



SPACE

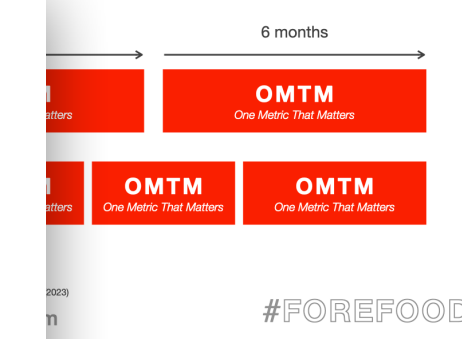


PIRATE FUNNEL CANVAS



NORTH STAR METRIC (NSM)

North Star Metric



FUNNEL

NORTHSTAR

1

Goal Setting

2

Situation Analysis

3

Marketing Strategy

4

Marketing Mix

5

Implementation

Source: The Growth Learning Loop

adapted from Marketing Planning Process, Malcolm McDonald (2016)



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#FOREFOOD