

# RAPID EXPERIMENTATION

Learn. Apply. Grow.





**Alejandro Schmid**

Co-Founder & Trainer @ Growth Academy



**THE ONE THING YOU  
SHOULD REMEMBER  
TODAY IS...**

**...HOW TO EAT  
HOT DOGS FAST!**



TRIBECA  
FILM  
FESTIVAL

PRESENTED BY



TRIBECA **ESPN**  
SPORTS FILM  
FESTIVAL

TRIBECA  
FILM  
FESTIVAL



TRIBECA **ESPN**  
SPORTS FILM  
FESTIVAL

PRESENTED BY



TRIBEC  
SPORTS FILM  
FESTIVAL

TRIBECA  
FILM

PRESENTED BY



**ESPN**

TRIBECA  
FILM  
FESTIVAL

TRIBECA  
FILM  
FESTIVAL

PRESENTED BY



TRIBECA *ESPN*  
SPORTS FILM  
FESTIVAL

TRIBECA  
FILM  
FESTIVAL



TRIBECA *ESPN*  
SPORTS FILM  
FESTIVAL

PRESENTED BY



TRIBEC  
SPORTS FILM  
FESTIVAL

Takeru Kobayashi

TRIBECA  
FILM

PRESENTED BY



*ESPN*

TRIBECA  
FILM  
FESTIVAL





44

Nathan's

Nath

Nathan's



Eat All That  
You Can Eat.

Nathan's



Eat All That  
You Can Eat.



# Kobayashi is a Growth Hacker



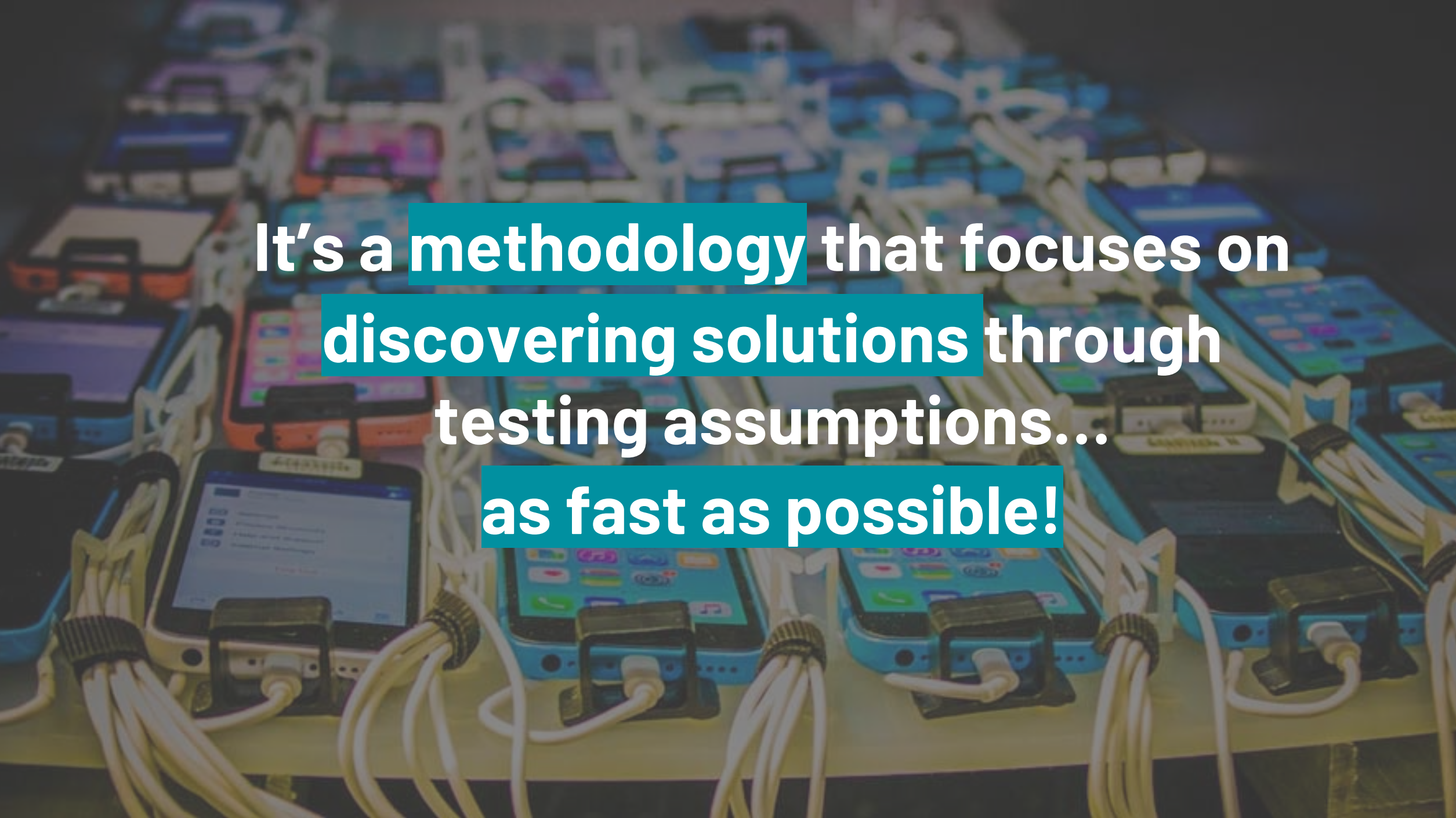
# WHAT IS GROWTH HACKING?

A man with short dark hair and a mustache is speaking, his mouth open. He is wearing a dark blue t-shirt. The background is a blurred office setting with a grey wall and a dark door frame on the right. The text is overlaid on the right side of the image, with some words highlighted in yellow.

**Growth hacking is data-  
driven full-funnel  
marketing based on  
rapid experimentation.**

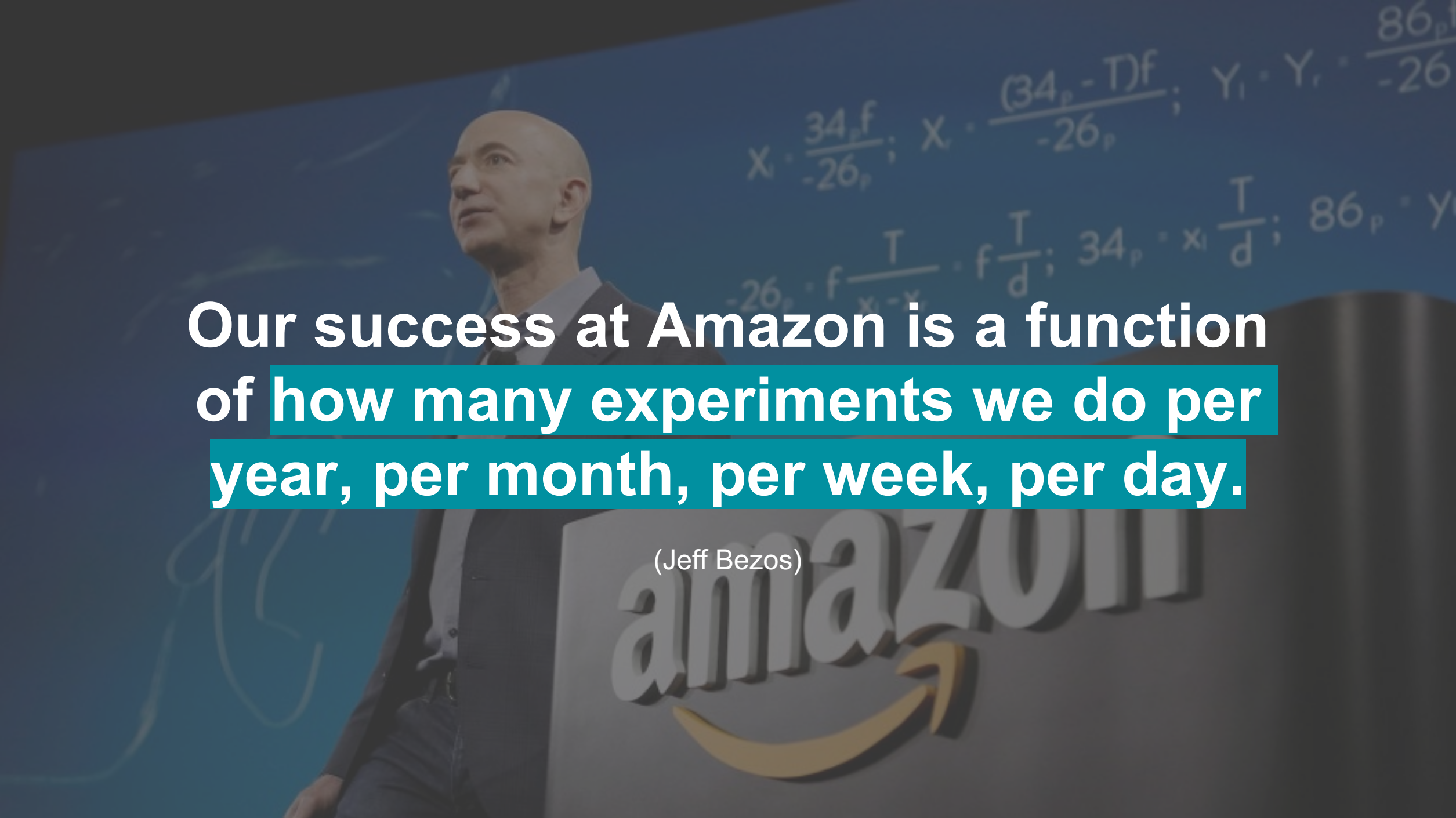
**(David Arnoux)**

**...AND WHAT'S  
RAPID EXPERIMENTATION?**

A large number of smartphones are connected to a central hub, illustrating a methodology for testing assumptions. The phones are arranged in rows, with white cables connecting them to a central point. The background is a blurred view of many more phones, suggesting a large-scale testing environment.

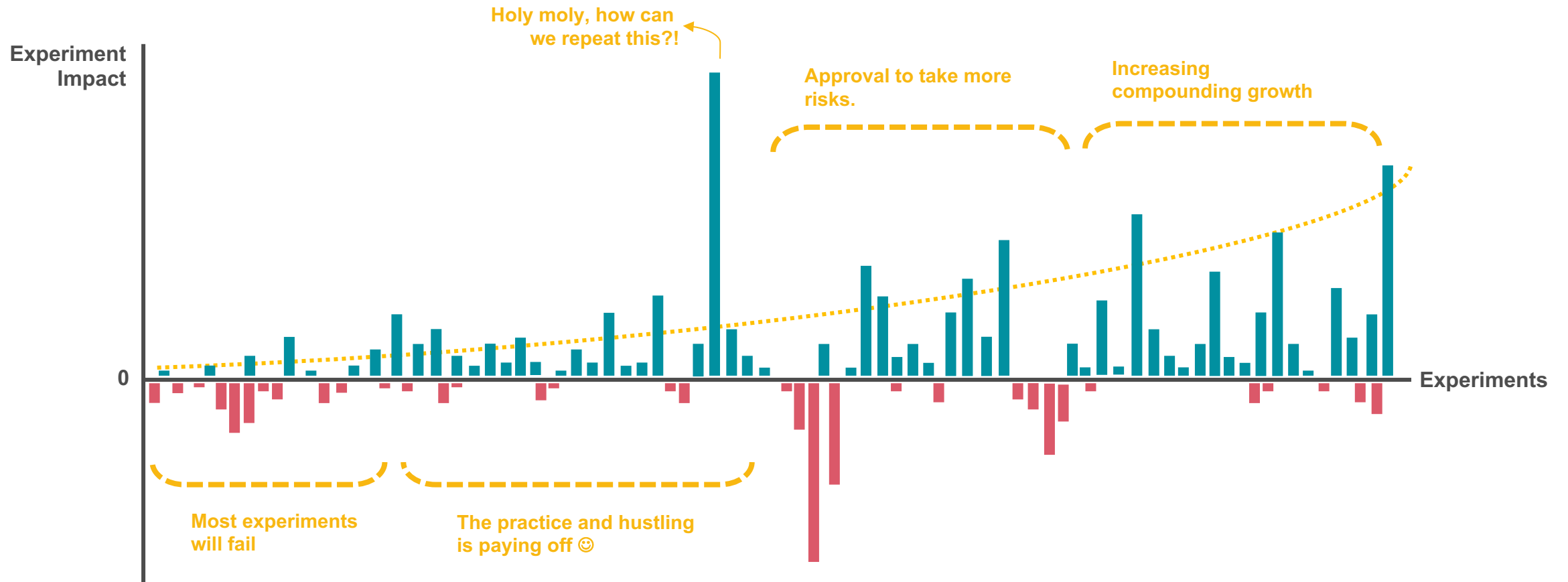
It's a **methodology** that focuses on **discovering solutions** through **testing assumptions...**  
**as fast as possible!**

# WHY DO WE NEED RAPID EXPERIMENTATION



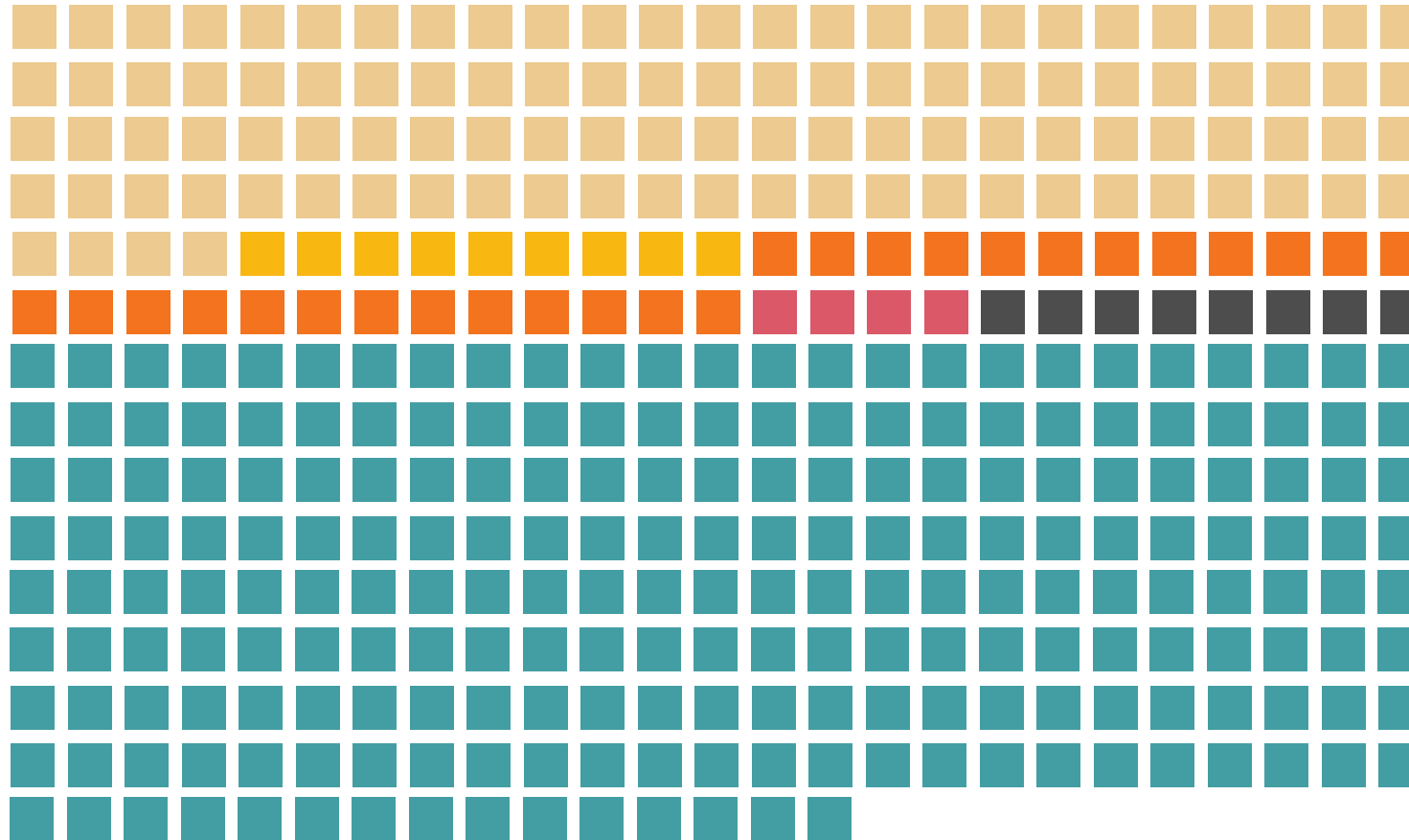
Our success at Amazon is a function of how many experiments we do per year, per month, per week, per day.

(Jeff Bezos)



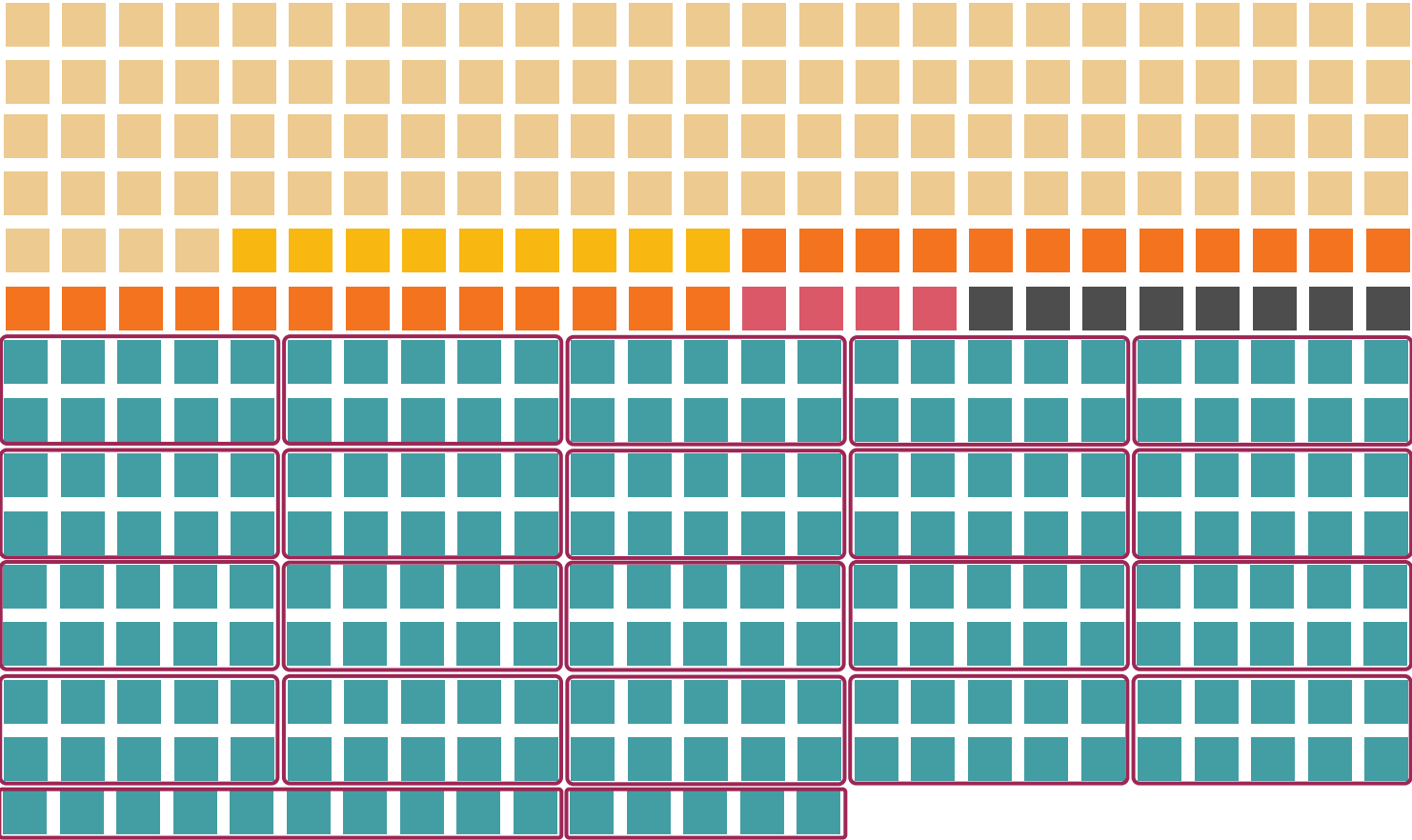


**HOW MANY EXPERIMENTS  
SHOULD WE DO?  
AND HOW FAST?**



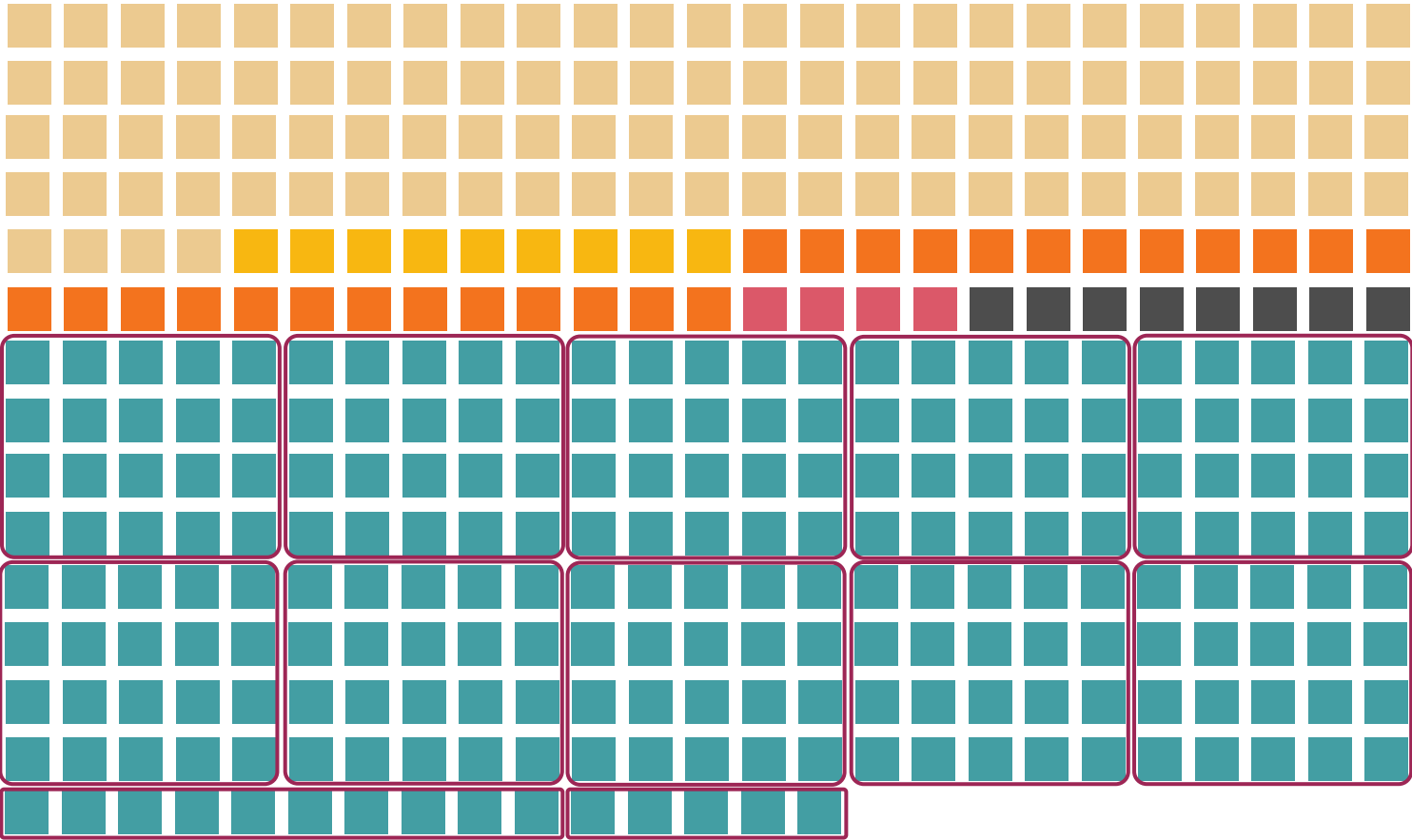
-  Weekends
-  Public holidays
-  Paid vacation
-  Sick days
-  Agenda stuffing
-  Experiment days

# 2 WEEK EXPERIMENT CYCLES = 21.5 SPRINTS



- Weekends
- Public holidays
- Paid vacation
- Sick days
- Agenda stuffing
- Experiment days

# 4 WEEK EXPERIMENT CYCLES = 10.75 SPRINTS



- Weekends
- Public holidays
- Paid vacation
- Sick days
- Agenda stuffing
- Experiment days

**NUMBER OF 2-WEEK CYCLES**                      **21.5**

AVERAGE SUCCESS RATE		10%	30%	50%	70%
<b>NUMBER OF EXPERIMENTS</b>	<b>SUCCESSFUL EXPERIMENTS PER YEAR</b>				
1	2	6	11	15	
3	6	19	32	45	
5	11	32	54	75	
10	22	65	108	151	
20	43	129	215	301	
100	215	645	1075	1505	

**TOTAL OF 4-WEEK CYCLES**                      **10.75**

AVERAGE SUCCESS RATE		10%	30%	50%	70%
<b>NUMBER OF EXPERIMENTS</b>	<b>SUCCESSFUL EXPERIMENTS PER YEAR</b>				
1	1	3	5	8	
3	3	10	16	23	
5	5	16	27	38	
10	11	32	54	75	
20	22	65	108	151	
100	108	323	538	753	

The background of the image is a comic book illustration of The Flash. He is shown in a dynamic, forward-leaning pose, wearing his iconic red suit with a yellow lightning bolt emblem on the chest and a matching red helmet with a yellow lightning bolt on the side. His eyes are blue and focused forward. The background is filled with stylized, jagged yellow lightning bolts against a dark, reddish-brown background. The overall tone is energetic and heroic.

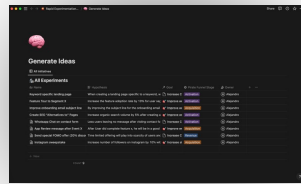
Time is the enemy.  
Speed is the weapon.

# **G.R.O.W.S.S. PROCESS**

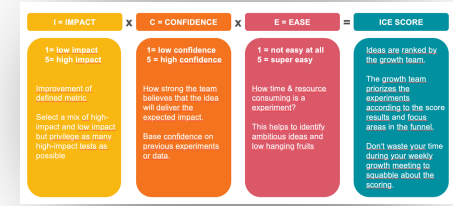
# Prerequisites



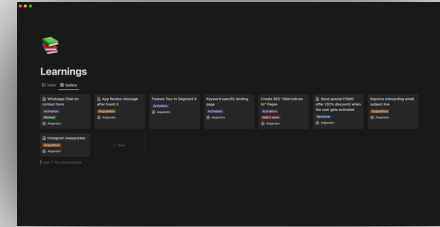
## GENERATE IDEAS



## RATE IDEAS



## SHARE LEARNINGS

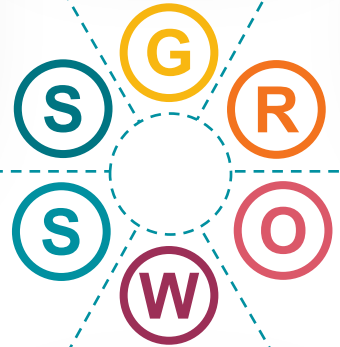


## STUDY DATA

EXPERIMENT RESULTS	
<b>EXPERIMENT OBJECTIVES AND METRICS</b>	<b>EXPERIMENT CATEGORY</b>
Objectives achieved? <input type="checkbox"/>	Measured metrics <input type="text"/>
<b>LEARNINGS</b>	<input type="checkbox"/> Inconclusive experiment <input type="checkbox"/> Failure not valuable to learn <input type="checkbox"/> Failure valuable to learn <input type="checkbox"/> Success and continue exploring <input type="checkbox"/> Success and scale experiment
<b>NEXT STEPS</b>	
What will you do next with the learnings? <input type="text"/>	

## OUTLINE EXPERIMENTS

OUTLINE EXPERIMENT DESIGN	
<b>HYPOTHESIS</b>	Experiment Status <input type="text"/>
Make your assumption simple, an measurable. • Because we are that, we expect that change will cause impact in this time. • Or do doing X we expect Y.	OMTM <input type="text"/>
<b>EXPERIMENT DESCRIPTION</b>	First Funnel Stage <input type="text"/>
Describe how the experiment looks: • Who, what, why, how long, how big sample size, test it off-brand, what kind of test	Start Date <input type="text"/>
<b>EXPERIMENT OBJECTIVES AND METRICS</b>	End Date <input type="text"/>
Describe your objectives, metrics and minimum success criteria	How do you measure what <input type="text"/>
	Relevant documents <input type="text"/>



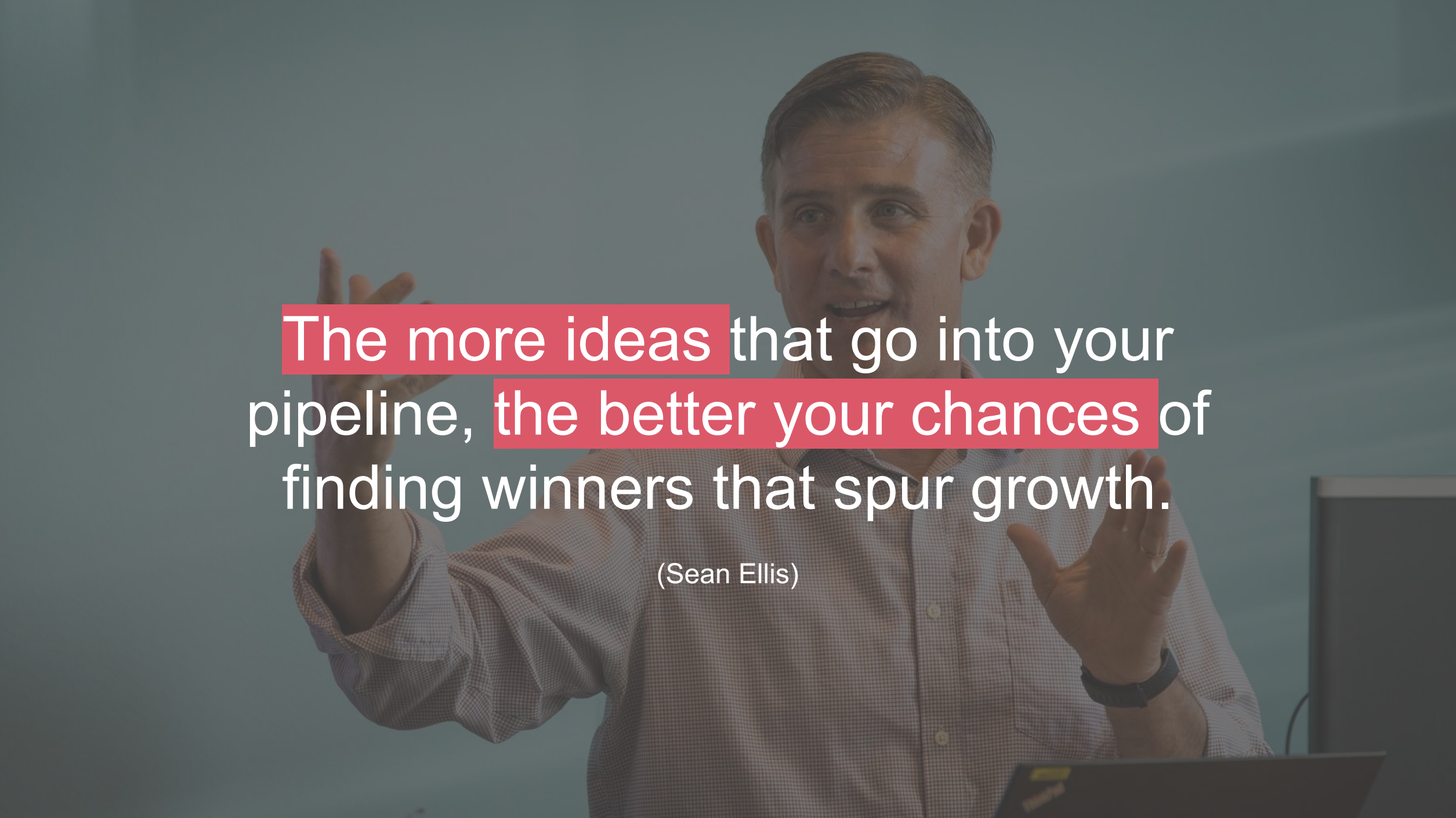
**WORK, WORK, WORK**

# Rapid Experimentation Framework



**STEP 1**

**GENERATE IDEAS**



The more ideas that go into your pipeline, the better your chances of finding winners that spur growth.

(Sean Ellis)

**HOW TO COME UP WITH  
IMPACTFUL IDEAS?**

## Observe your market

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- Best practices
- Trends
- Case studies
- Articles
- Reverse engineer successful companies



## Quantitative & qualitative data

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- Check your data
- Surveys
- Customer feedback
- Interviews
- Experiment results and backlog

**HOW TO ADD IDEAS TO  
YOUR PIPELINE?**

# Experiment Idea Form

## IDEA NAME

Short and concise

## HYPOTHESIS

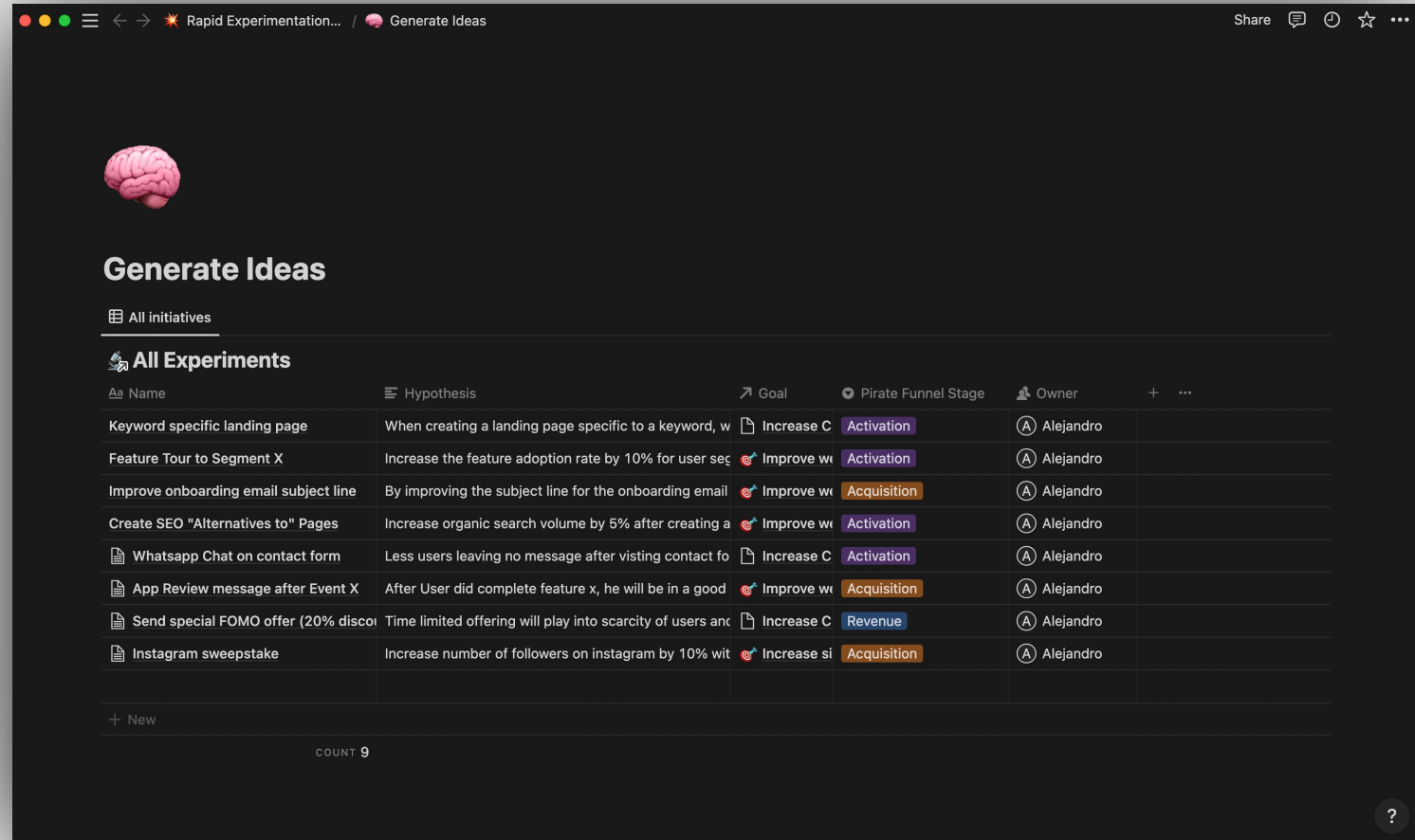
By doing X, we expect Y in time Z

## PIRATE FUNNEL STAGE

## OWNER

Submit

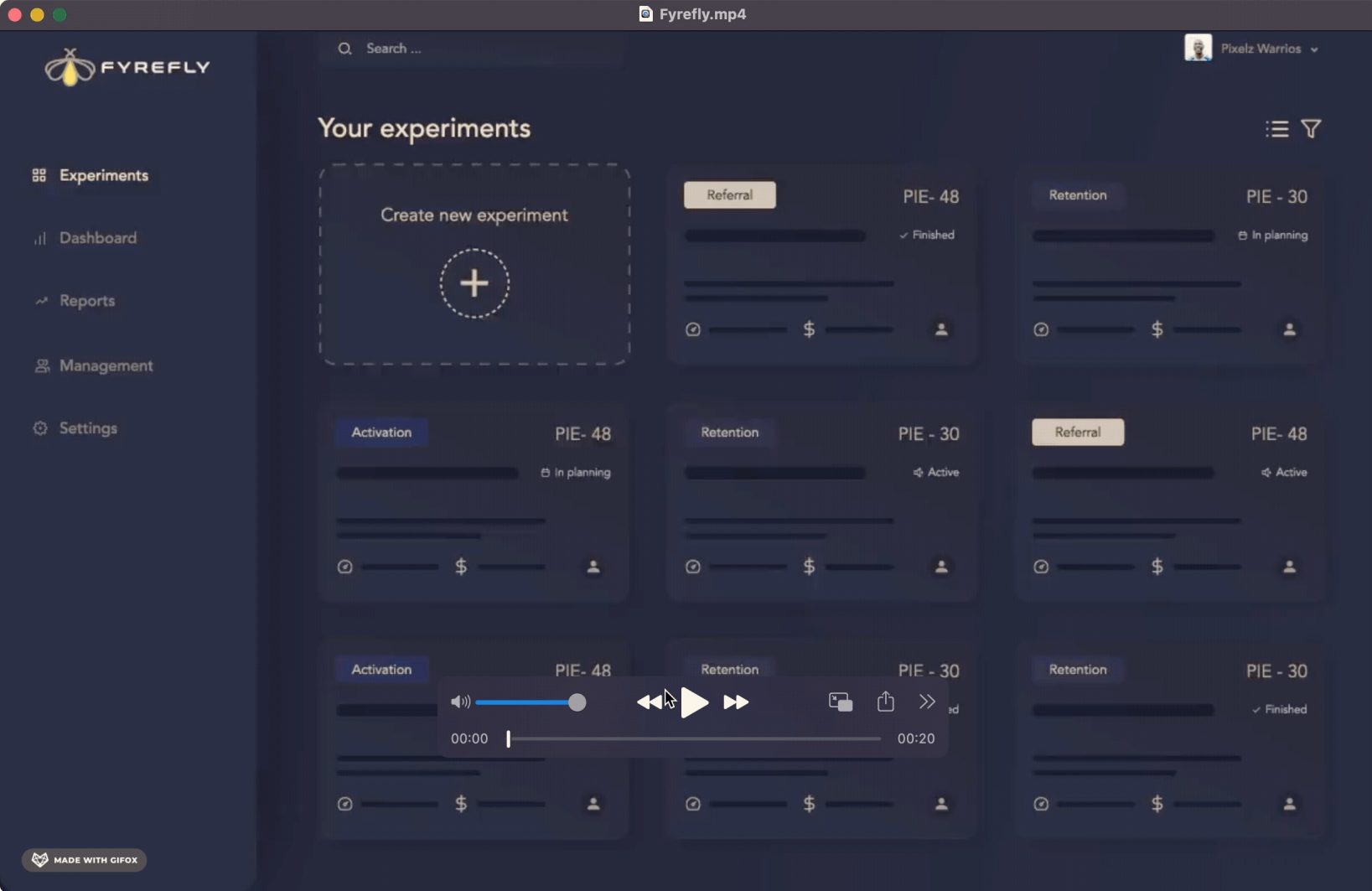
Powered by NotionForms

The screenshot shows a dashboard titled "Generate Ideas" with a brain icon. It features a table of "All Experiments" with columns for Name, Hypothesis, Goal, Pirate Funnel Stage, and Owner. The table contains 9 rows of experiment data.

Name	Hypothesis	Goal	Pirate Funnel Stage	Owner
Keyword specific landing page	When creating a landing page specific to a keyword, w	Increase C	Activation	Alejandro
Feature Tour to Segment X	Increase the feature adoption rate by 10% for user sec	Improve w	Activation	Alejandro
Improve onboarding email subject line	By improving the subject line for the onboarding email	Improve w	Acquisition	Alejandro
Create SEO "Alternatives to" Pages	Increase organic search volume by 5% after creating a	Improve w	Activation	Alejandro
Whatsapp Chat on contact form	Less users leaving no message after visting contact fo	Increase C	Activation	Alejandro
App Review message after Event X	After User did complete feature x, he will be in a good	Improve w	Acquisition	Alejandro
Send special FOMO offer (20% disco	Time limited offering will play into scarcity of users anc	Increase C	Revenue	Alejandro
Instagram sweepstake	Increase number of followers on instagram by 10% wit	Increase si	Acquisition	Alejandro

At the bottom of the table, there is a "+ New" button and a "COUNT 9" indicator. A help icon (?) is visible in the bottom right corner of the dashboard.



The screenshot displays the Fyrefly application interface. At the top left is the Fyrefly logo. A search bar is located at the top center. The user's name, "Pixelz Warriors", is shown at the top right. A sidebar on the left contains navigation options: Experiments, Dashboard, Reports, Management, and Settings. The main area is titled "Your experiments" and features a "Create new experiment" button with a plus sign. Below this are several experiment cards, each with a title, a progress bar, and a status (e.g., "Finished", "In planning", "Active"). A video player overlay is positioned in the lower center, showing a play button and a progress bar from 00:00 to 00:20. A "MADE WITH GIFOX" watermark is visible in the bottom left corner.

[www.fyrefly.app](http://www.fyrefly.app)

**STEP 2**

**RATE IDEAS**

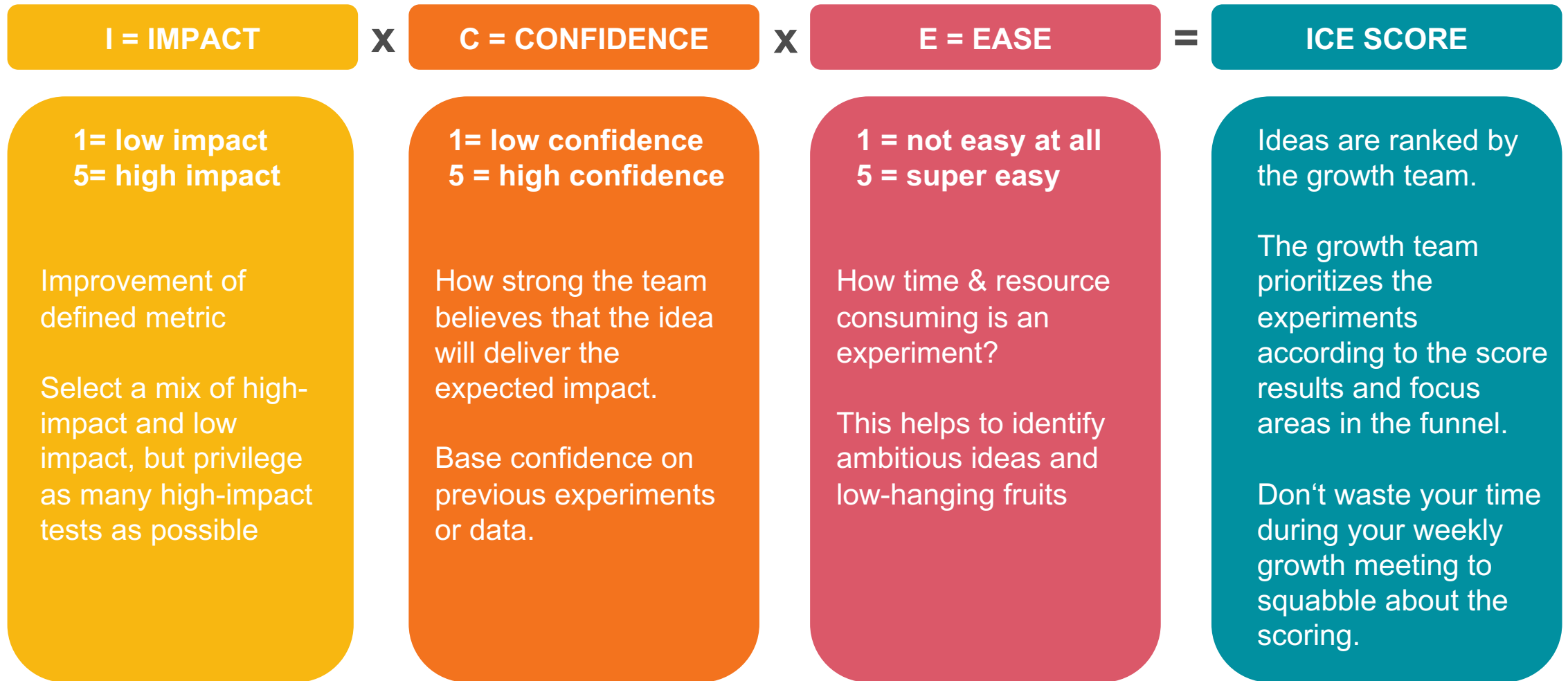


A man wearing a brown cap and a light-colored jacket is speaking at a conference. He is looking upwards and to the right. The background is a blurred screen displaying various terms related to A/B testing, such as 'Variations', 'Conversion Rate Range', 'Percentage Improvement', 'Chance to Beat', 'Control', 'Variat', and 'Average C'. The main text is overlaid on the image in white with orange highlights.


You should have a way to prioritize all these ideas in a way that gets you to test the highest potential ideas first.

(Peep Laja)

**SCORE YOUR IDEAS!**



🔍 Rapid Experimentation... / 📊 Rate Ideas Share 🗨️ ⌚ ☆ ⋮



# Rate Ideas

📅 All initiatives + Add view
Filter Sort 🔍 ↗️ ⋮ New ▾

🧪 All Experiments ...

↓ ICE Score ▾ + Add filter

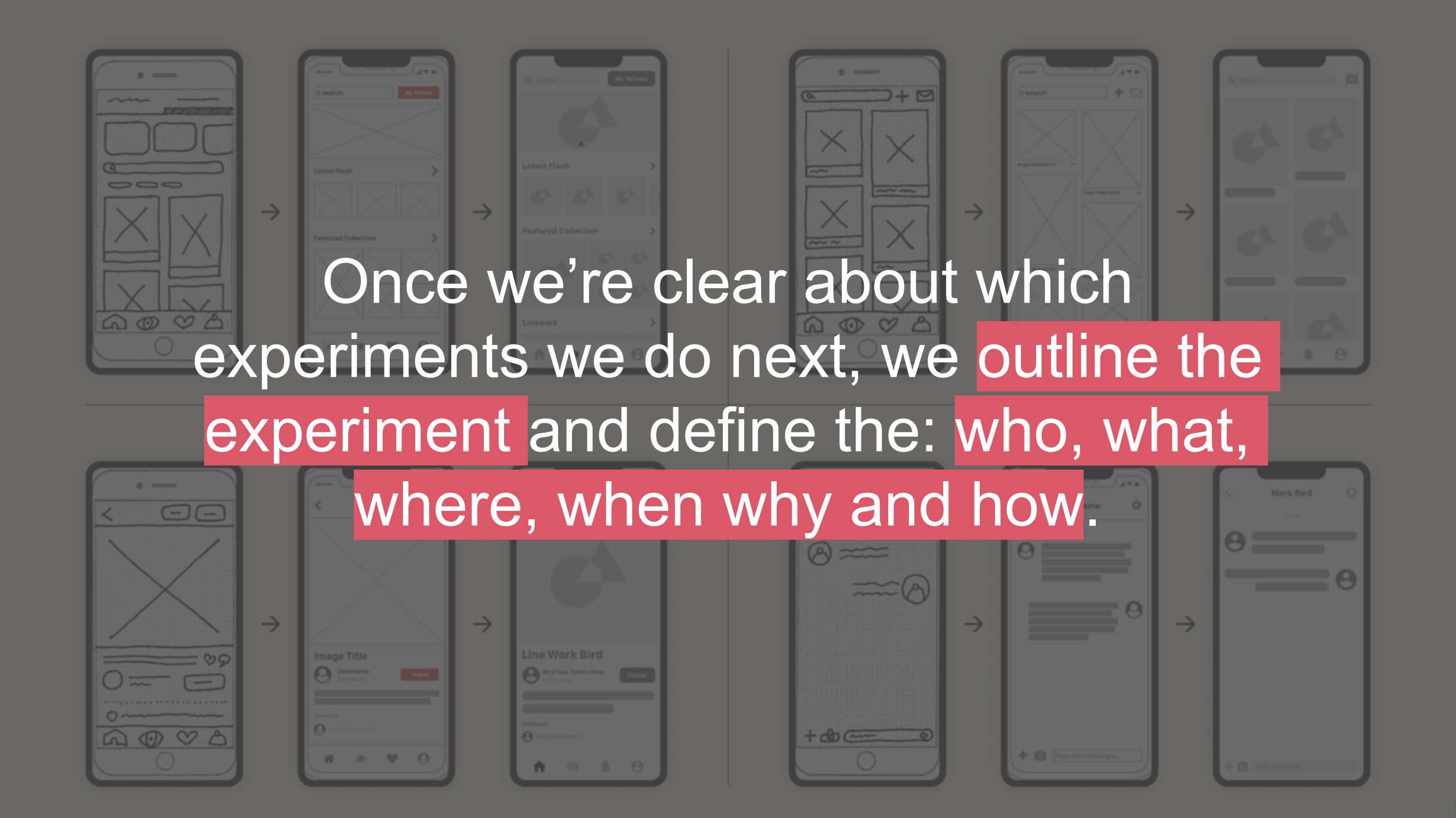
Aa Name	☰ Hypothesis	📌 Pirate Funnel ...	Σ ICE Score	# Impact	# Confidence	# Ease	👤 Owner	+ ...
📄 Send special FOMO offer (20% discou	Time limited offering will play	Revenue	80	5	4	4	👤 Alejandro	
Improve onboarding email subject line	By improving the subject line	Acquisition	60	3	4	5	👤 Alejandro	
📄 Whatsapp Chat on contact form	Less users leaving no messag	Activation	60	5	4	3	👤 Alejandro	
📄 App Review message after Event X	After User did complete featu	Retention	48	3	4	4	👤 Alejandro	
Create SEO "Alternatives to" Pages	Increase organic search volun	Activation	36	3	3	4	👤 Alejandro	
Keyword specific landing page	When creating a landing page	Activation	24	4	3	2	👤 Alejandro	
Feature Tour to Segment X	Increase the feature adoption	Retention	9	3	3	1	👤 Alejandro	
📄 Instagram sweepstake	Increase number of followers	Acquisition	8	2	4	1	👤 Alejandro	

+ New

COUNT 8

**STEP 3**

**OUTLINE EXPERIMENTS**



Once we're clear about which experiments we do next, we outline the experiment and define the: who, what, where, when why and how.

**HOW DO I DESIGN AN  
EXPERIMENT?**

## OUTLINE EXPERIMENT DESIGN

### HYPOTHESIS

Make your assumption simple and measurable.

- *Because we saw **THAT**, we expect that **CHANGE** will cause **IMPACT** on **METRIC** in this **TIME**.*
- *Or by **doing X** we expect **Y***

### EXPERIMENT DESCRIPTION

Describe the experiment:

- *Who, what, why, how long, how big sample size, test it off-brand, what kind of test*

### EXPERIMENT OBJECTIVES AND METRICS

Describe your objectives, metrics and minimum success criteria

How do you measure what

### EXPERIMENT SPECIFICATIONS

Experiment Status

OMTM

Pirate Funnel Stage

Start Date

End Date

Relevant documents



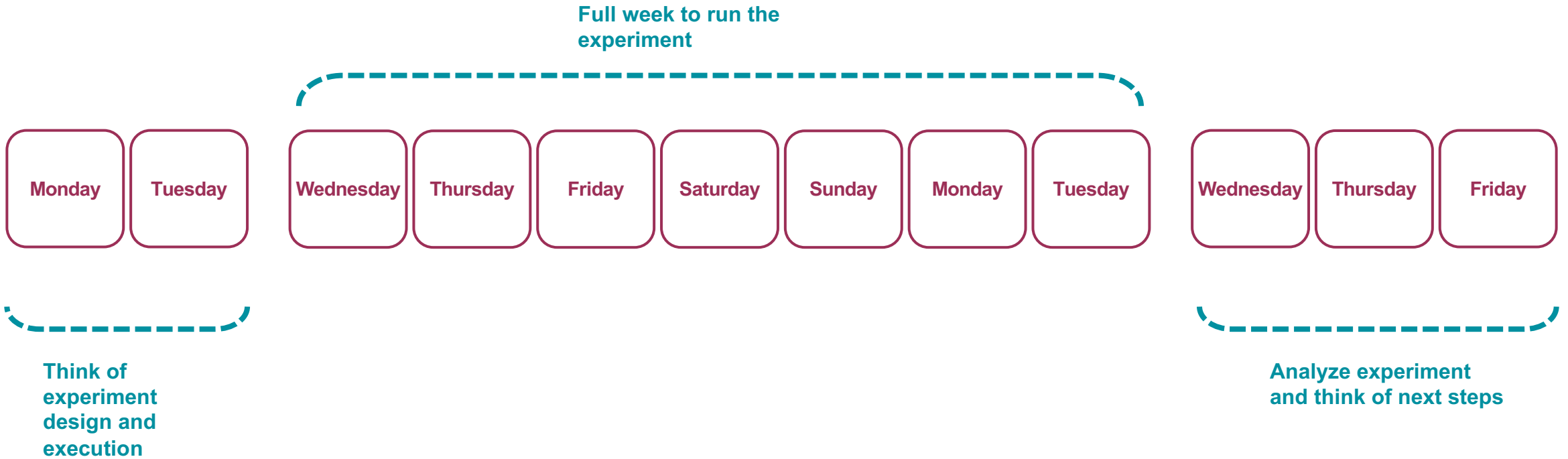
**STEP 4**

**WORK WORK WORK**

**IF WE COULD GET IT DONE  
FAST**


**THAT'D BE GREAT**

# REMEMBER... TIME IS THE ENEMY



Rapid Experimentation... / Experiment Dashboard / Sprint view

Share



# Sprint view

Board

## All Experiments

1 rule

Backlog 2	Up Next 1	In Progress 2	Ready to Analyze 1	Hidden groups
<p>Feature Tour to Segment X</p> <p>Activation</p> <p>9</p> <p>January 23, 2021</p> <p>Alejandro</p>	<p>Send special FOMO offer (20% discount) when the user gets activated</p> <p>Revenue</p> <p>80</p> <p>Alejandro</p>	<p>Improve onboarding email subject line</p> <p>Acquisition</p> <p>60</p> <p>January 21, 2021</p> <p>Alejandro</p>	<p>Keyword specific landing page</p> <p>Activation</p> <p>24</p> <p>December 6, 2020</p> <p>Alejandro</p>	<p>No Experiment Status 0</p> <p>Learnings 0</p>
<p>Instagram sweepstake</p> <p>Acquisition</p> <p>8</p> <p>Alejandro</p>		<p>App Review message after Event X</p> <p>Acquisition</p> <p>48</p> <p>Alejandro</p>		

**STEP 5**

**STUDY DATA**

## EXPERIMENT RESULTS

### EXPERIMENT OBJECTIVES AND METRICS

Objectives achieved? Why?

Measured metrics?

### LEARNINGS

Learning 1  
Learning 2  
Learning 3

### NEXT STEPS

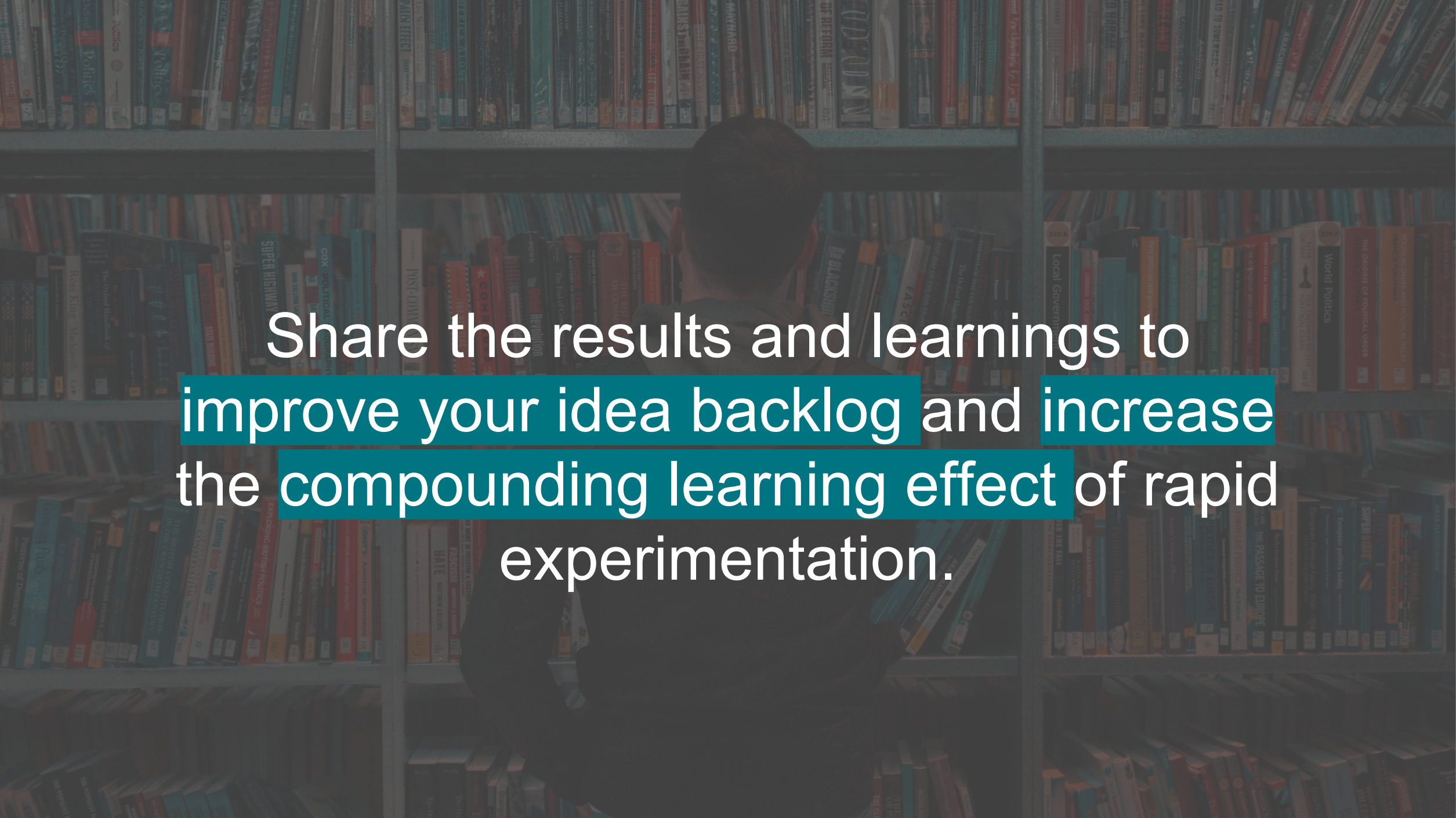
What will you do next with the learnings?

### EXPERIMENT CATEGORY

- Inconclusive experiment
- Failure not valuable to tweak
- Failure valuable to tweak
- Success and continue exploring
- Success and scale experiment


**STEP 6**

**SHARE LEARNINGS**

A person is seen from behind, standing in a library aisle and looking at a bookshelf. The shelves are filled with books, and the scene is dimly lit, creating a focused and studious atmosphere. The text is overlaid on the center of the image.

Share the results and learnings to  
improve your idea backlog and increase  
the compounding learning effect of rapid  
experimentation.





# Learnings

Table Gallery

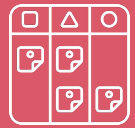
<p>Whatsapp Chat on contact form</p> <p>Activation</p> <p>Worked</p> <p>Alejandro</p>	<p>App Review message after Event X</p> <p>Acquisition</p> <p>Alejandro</p>	<p>Feature Tour to Segment X</p> <p>Activation</p> <p>Alejandro</p>	<p>Keyword specific landing page</p> <p>Activation</p> <p>Alejandro</p>	<p>Create SEO "Alternatives to" Pages</p> <p>Activation</p> <p>Didn't work</p> <p>Alejandro</p>	<p>Send special FOMO offer (20% discount) when the user gets activated</p> <p>Revenue</p> <p>Alejandro</p>	<p>Improve onboarding email subject line</p> <p>Acquisition</p> <p>Alejandro</p>
<p>Instagram sweepstake</p> <p>Acquisition</p> <p>Alejandro</p>	<p>+ New</p>					

Type '/' for commands

# PRINCIPLES WHEN EXPERIMENTING



Evidence is better than your opinion.



Make the process transparent, collaborative, easy to manage and keep it well documented.



Test early, learn early and perfect later.



Make it measurable and avoid incomparable data.



At least double test important irreversible decisions or key hypotheses.

Send me your  
requests to get  
the notion  
template

Email me to get  
informed once the  
Growth Hacking  
Course is out.

Send me all  
your questions  
you forgot to  
ask today.

**LET'S STAY IN TOUCH**

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 [Connect with me on LinkedIn](#)

 [www.growth-academy.ch](http://www.growth-academy.ch)