

Growth 2022

(Senza Hacking)

Matteo Aliotta

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Matteo Aliotta

CEO & Head of Growth @ LTV

- 15+ di esperienza nel digital, ho applicato il Digital Marketing ed il Growth su +70 mercati differenti, tra Startup, PMI e Corporate
- Già Manager della divisione Growth di LVenture Group S.p.A.
- Temporary CMO di Fitprime (da zero al PMF)
- Speaker e relatore per eventi digital ed università
- Docente e creatore dell'Executive Skill Lab in Growth Hacking - LUISS Business School

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Track Record



BNL-BNP Paribas

Validation of a new innovative service on the market



P&G

New validation program based on startup product / service



Arduino

Growth consultancy for the new SAAS product
From 0 to + 7% growth MoM



PMI, Startup e Scaleup

Track record on +40 startup and PMI on different markets and products

Cosa vedremo

1. Cos'è il Growth e perché senza Hacking
2. Fraintendimenti
3. Cos'è il Growth nel 2022
4. Come applicarlo
5. Risorse

Cos'è il Growth (Hacking)



Processo di sperimentazione rapida
sul prodotto e sui canali di
acquisizione per trovare il modo più
efficiente per far crescere un
business.

Perché senza "Hacking"?

“ Of course “hacking” is pretty obnoxious as far as words go. But when I coined the term 10 years ago, “hacking” was generally associated with very creative programming [...] Maybe the term has run its course ”

Un termine che nemmeno il creatore ama più.



Sean Ellis

Ex Growth @ Dropbox

Fraintendimenti

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A close-up of Brad Pitt as George Clooney in the movie 'Ocean's Eleven'. He is wearing a dark suit, a light-colored vest, and a dark bow tie. He has a white flower pinned to his lapel. He is holding a glass of red wine in his right hand and has a pained or distressed expression on his face, with his mouth slightly open and his eyes looking upwards. The background is a warm, golden-yellow color.

Fraintendimenti

**Non vi siete
inventati niente**

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A man with a beard and mustache, wearing a tuxedo and a white flower boutonniere, is holding a glass of red wine. He has a confused or skeptical expression on his face, with his eyebrows furrowed and his mouth slightly open. The background is a warm, golden-yellow color, possibly a wall or a curtain.

Fraindendimenti

**È una buzzword:
solo un altro modo
di chiamare il
Marketing!**

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Fraintendimenti: no, non è Marketing

Independent Growth Team Structure

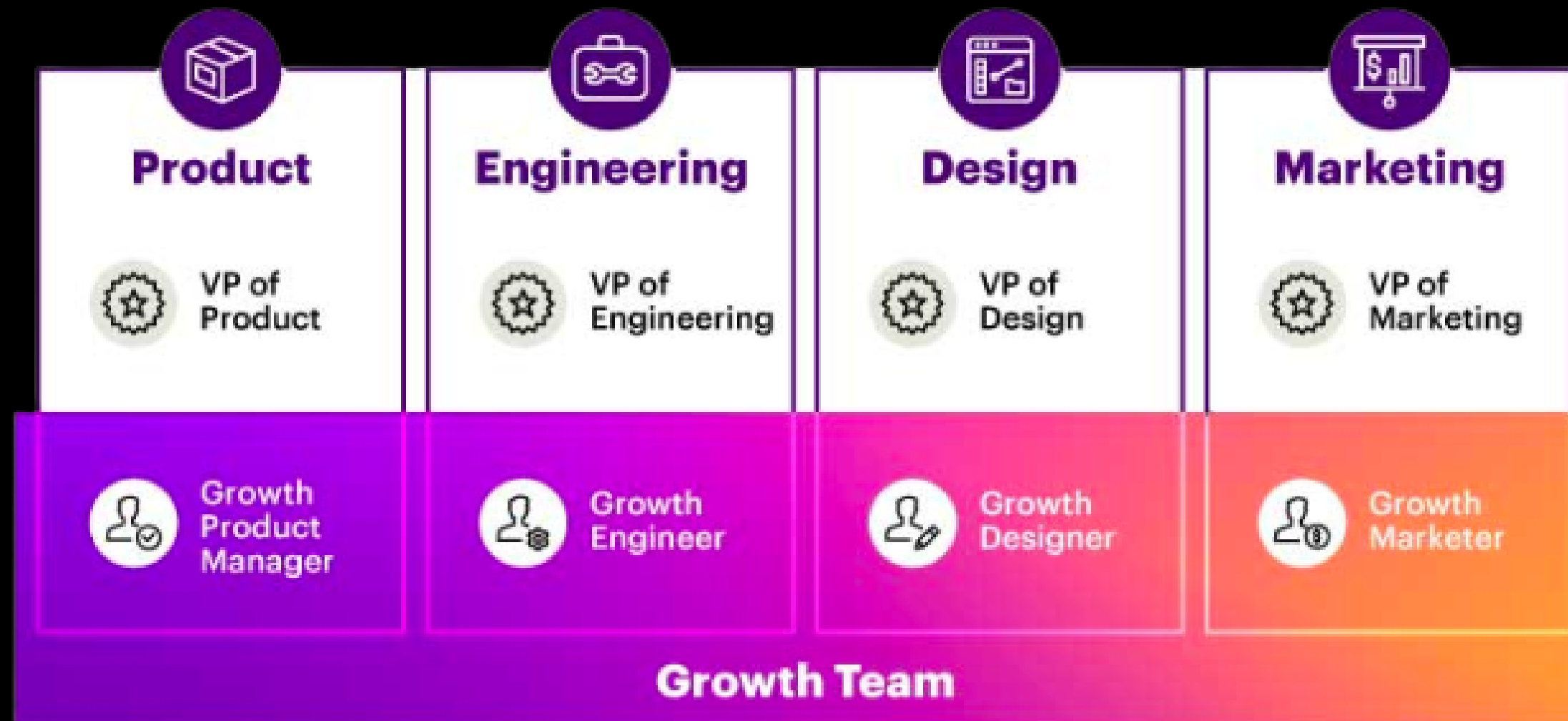


Accenture - [Growth Teams: The secret weapon for hyper-growth](#)

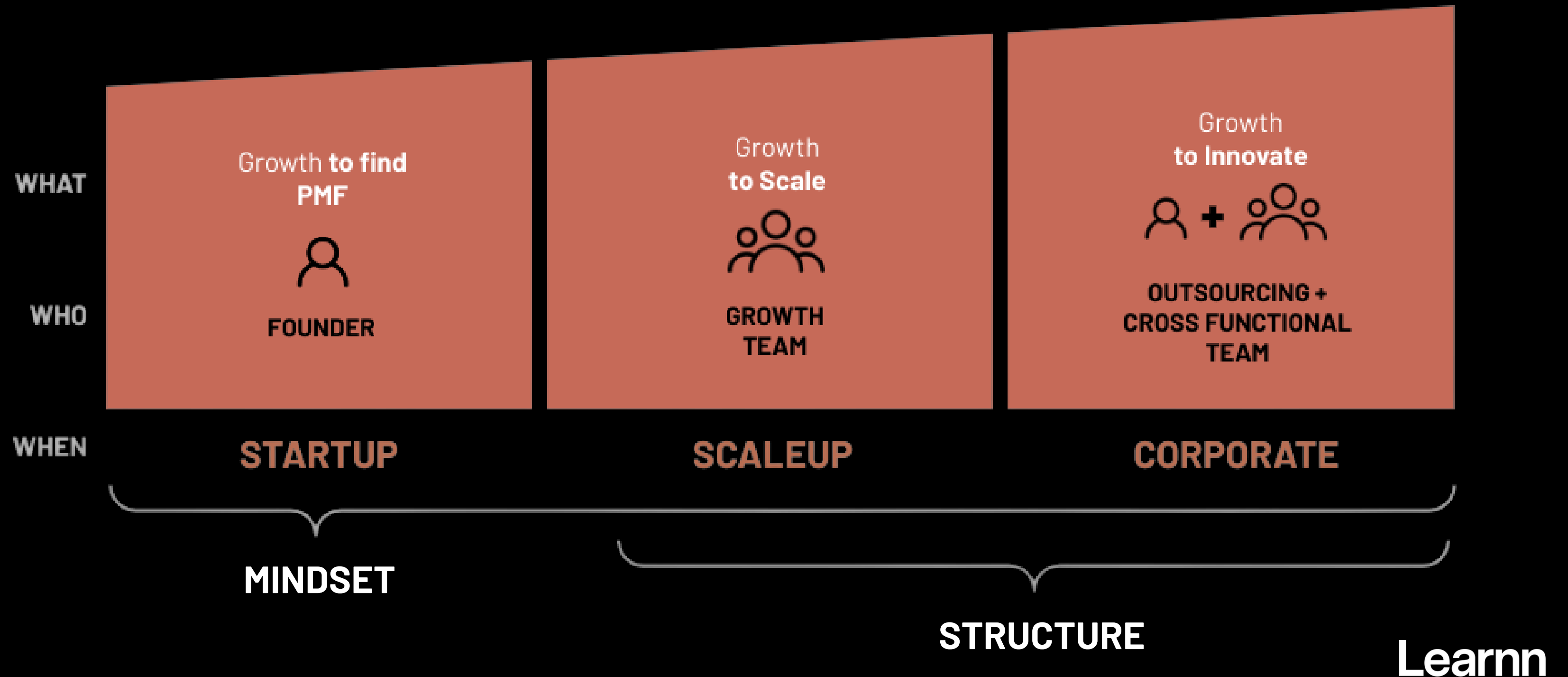
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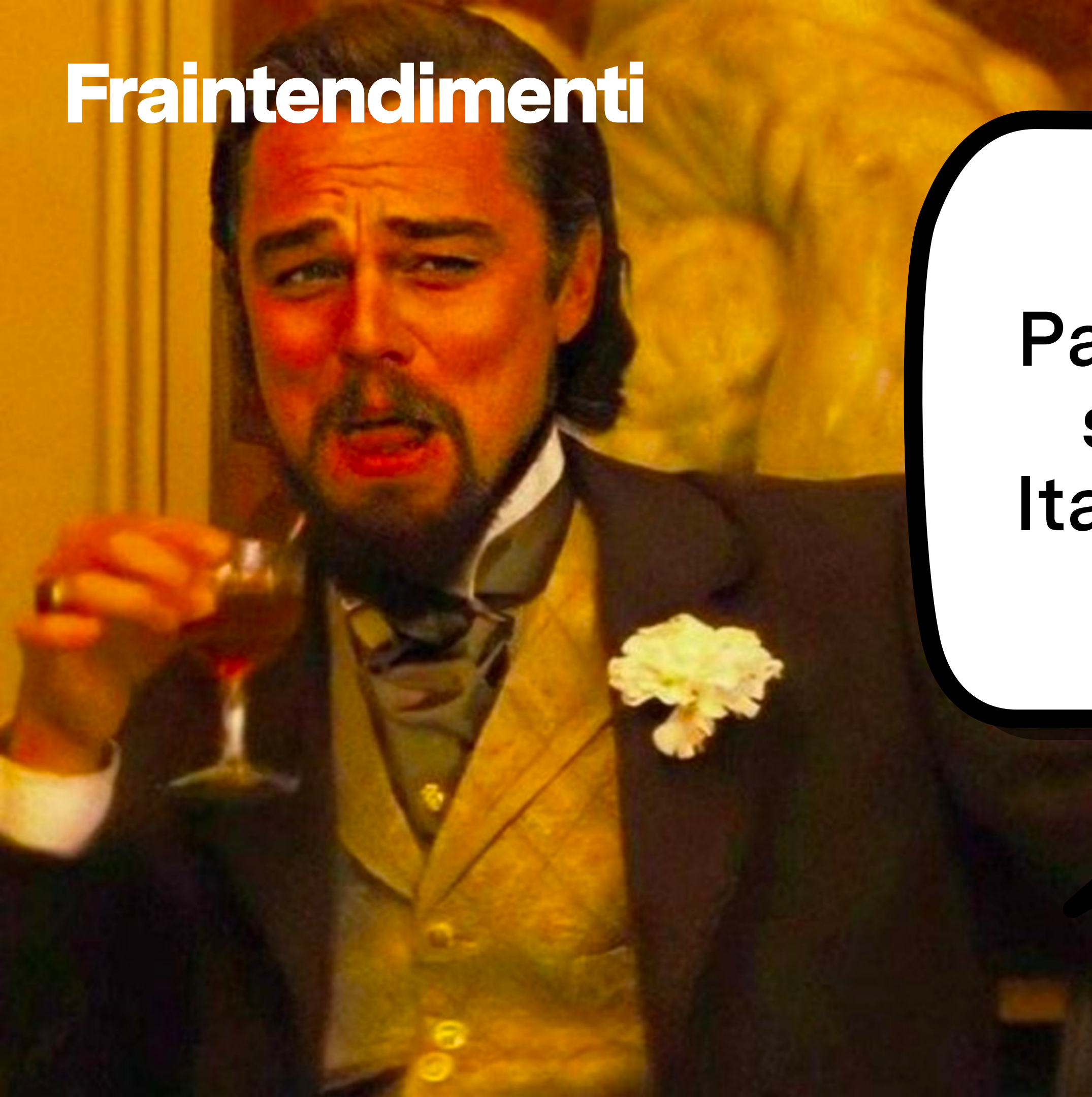
Fraintendimenti: no, non è Marketing

Functional Growth Team Structure



Evoluzione dell'Adozione Growth



A man with a beard and mustache, wearing a tuxedo with a white shirt and a dark bow tie, is holding a glass of red wine. He has a distressed or pained expression on his face, with his mouth slightly open and his eyes looking down. A white flower is pinned to his lapel. The background is dark and out of focus.

Fraindimententi

**Parlate solo di casi
studio esteri, in
Italia non esistono!**

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Growth made in Italy

Alcuni casi da approfondire:



Caso Growth dal
team product e su
modello marketplace



Caso studio

Processo di
sperimentazione ad
alta intensità



Caso studio

Approccio Growth
su mercato old
economy



Caso studio

Crescita non
convenzionale su
startup early stage



Caso studio

A close-up of Brad Pitt as George Clooney in the movie Inglorious Bastards. He is wearing a dark suit with a light-colored vest and a white shirt with a dark tie. He has a goatee and is holding a glass of red wine in his right hand. He has a concerned or skeptical expression on his face.

Fraindendimenti

È pieno di fuffa e di gente che si fa chiamare Growth Hacker senza esserlo!!

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Fraindendimenti



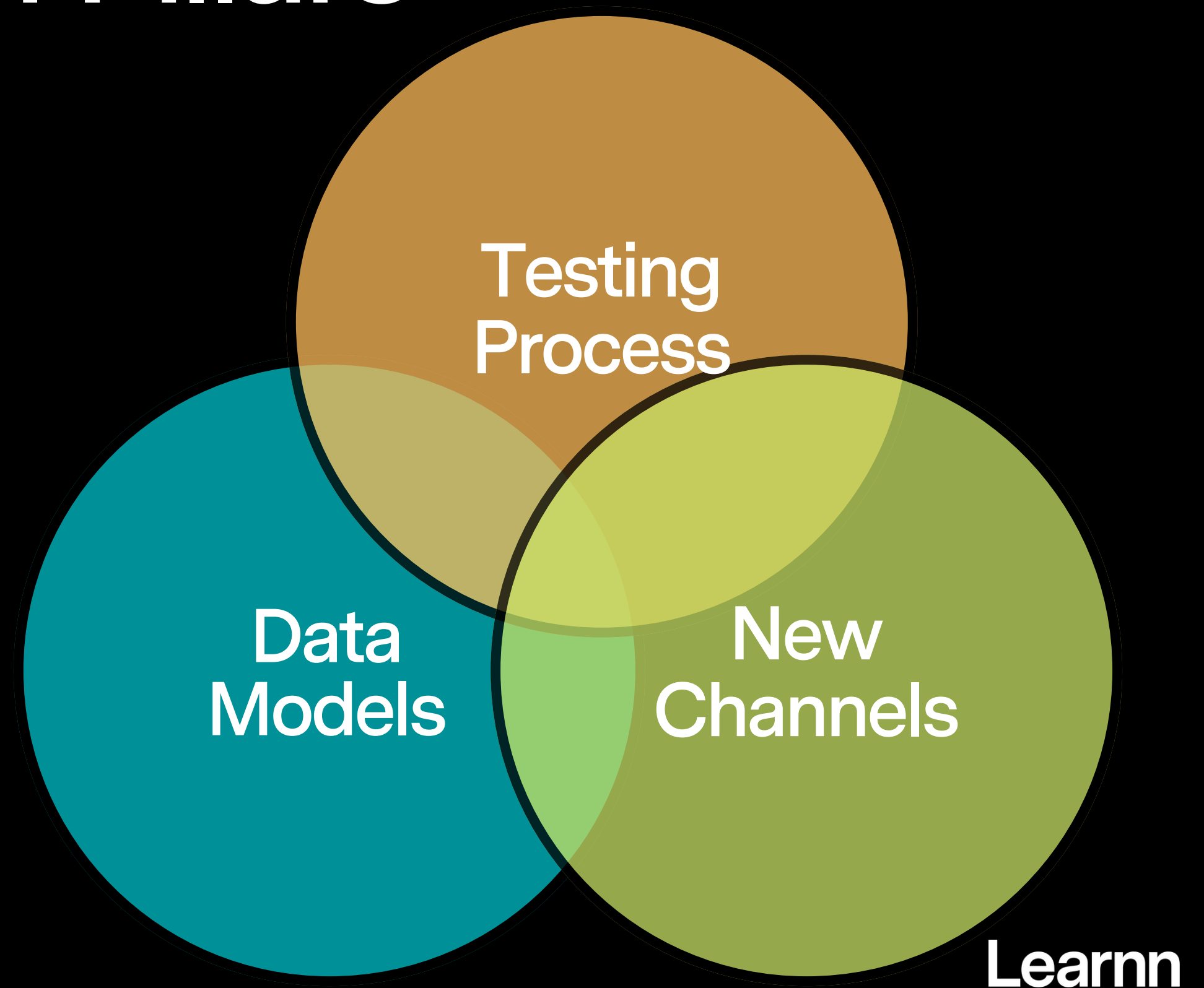
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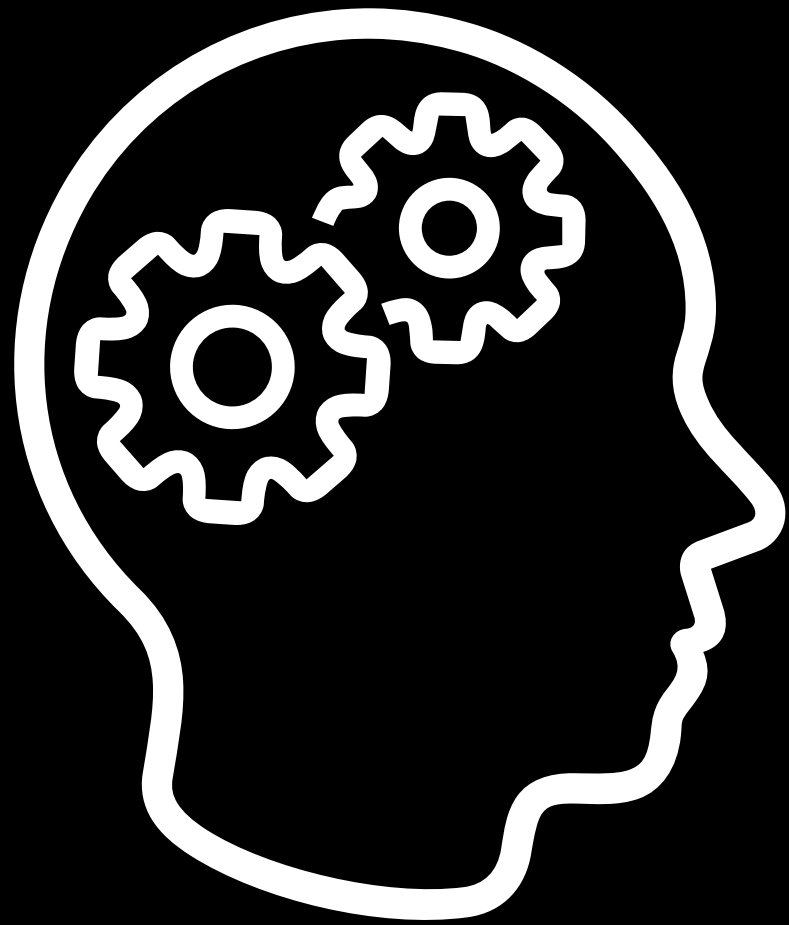
Cos'è il Growth nel 2022

Growth 2022: #1 Pillars

Cosa fa un Head
of Growth, oggi?



Growth 2022: #2 Mindset



1. PMF then DATA then GROWTH
2. Frameworks not Hacking (!)
3. Build Loops, not only Funnels

Growth 2022: #3 Modelli strategici



**Growth 2022:
come applicarlo**

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Growth 2022: come applicarlo

3 potenti step



**Sprint
Growth**

Impegnarsi in azienda
con un appuntamento
strutturato



**Data
Models**

Usare modelli dedicati
per valutare i dati



Strategy

Porsi domande ed
analizzare il business
attraverso i framework

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Growth 2022: Sprint Growth

- Appuntamento settimanale cross dipartimento

Definire un appuntamento fisso bi-settimanale e coinvolgere tutti i reparti

- Framework ICE

Adottare un framework per prioritizzare in base a Impact, Confidence, Ease

- **Tenere traccia degli esperimenti** (scarica il mio framework)

Gestire gli esperimenti, tracciarli e tenere uno storico

Growth 2022: Data Models

- Business Model, Revenue Model, Logistic Model etc.

Approfondire i modelli e valutare quelli sperimentabili: da qui si genera il growth più sottovalutato

- Metrics Model (scarica il modello sulle coorti)

Definisci e traccia al meglio le tue metriche, con particolare occhio sulle coorti

- Growth Model

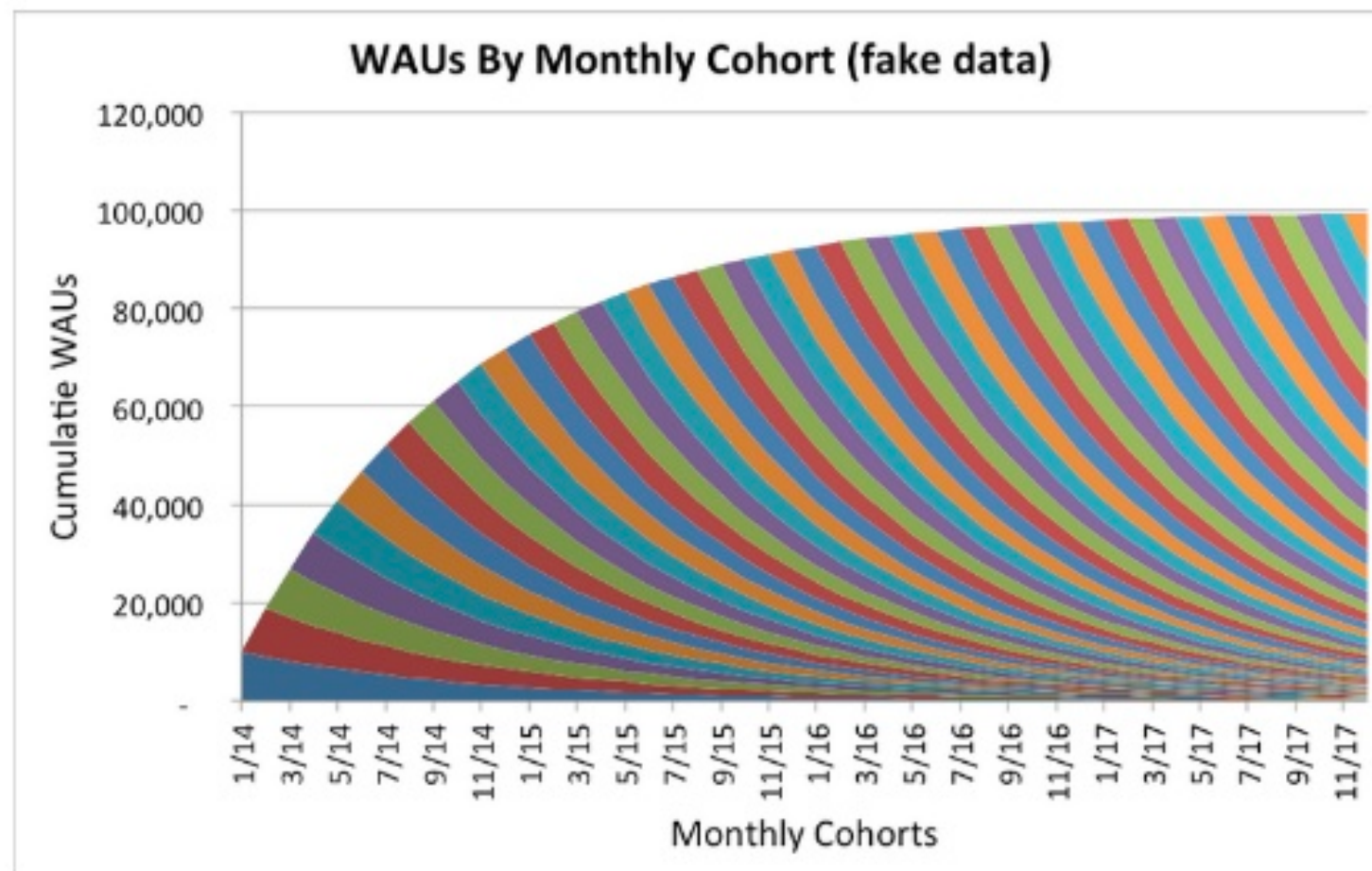
La domanda delle domande: qual è il mio modello di crescita?

Growth 2022: Data Models

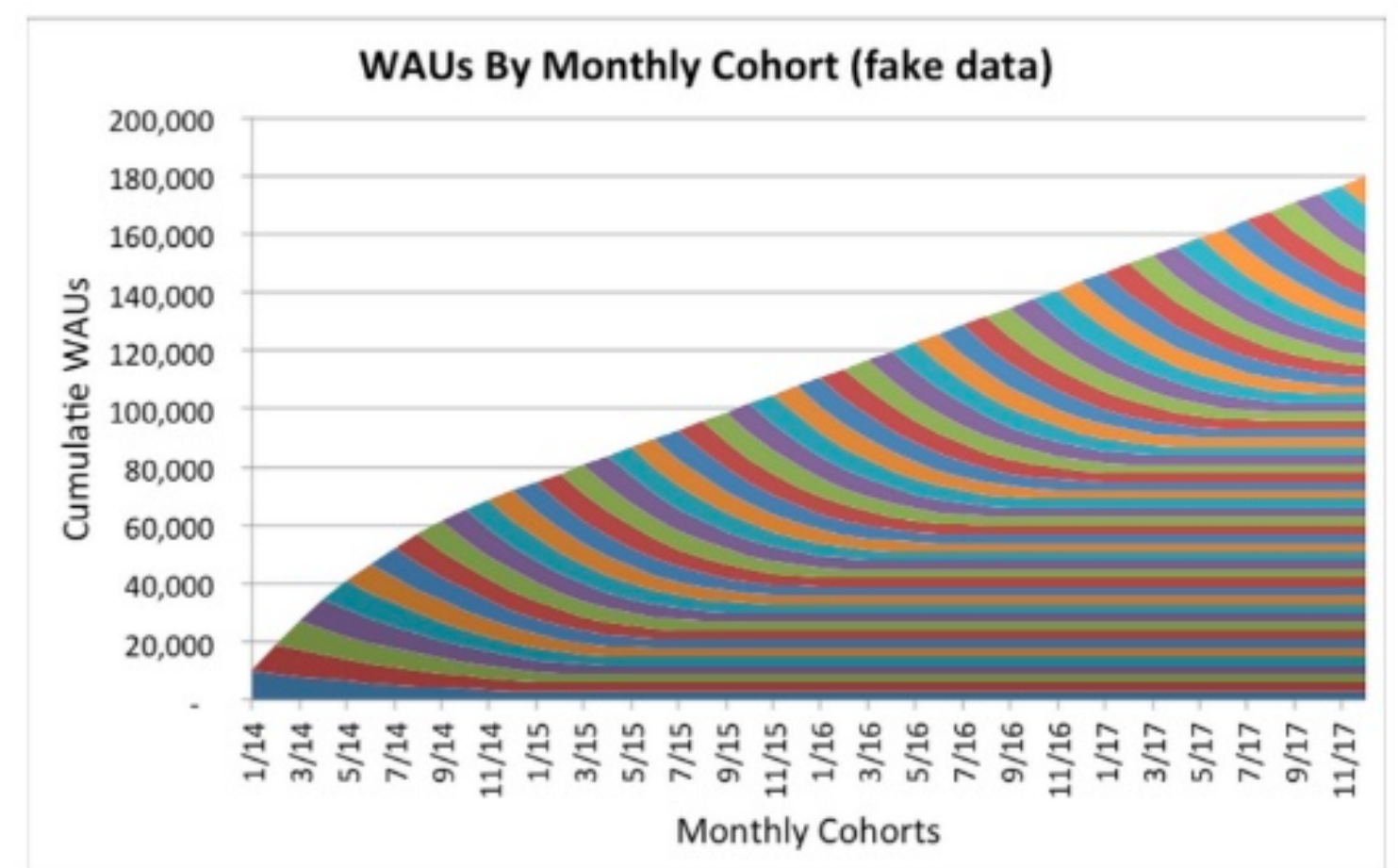
Analisi retention sulle coorti

Cattiva Retention

Buona Retention



Dan Wolchonok - @danwolch - <http://danwolch.com>



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Growth 2022: Strategy

- What's my "Led Growth"?

Capire internamente se siamo un'azienda product/sales/marketing/community growth

- North Star Metric

Ragionare sulla NSM e sul conseguente allineamento del business

- Onboarding

Lavorare sulla fase più cruciale della customer journey (il libro da cui partire)

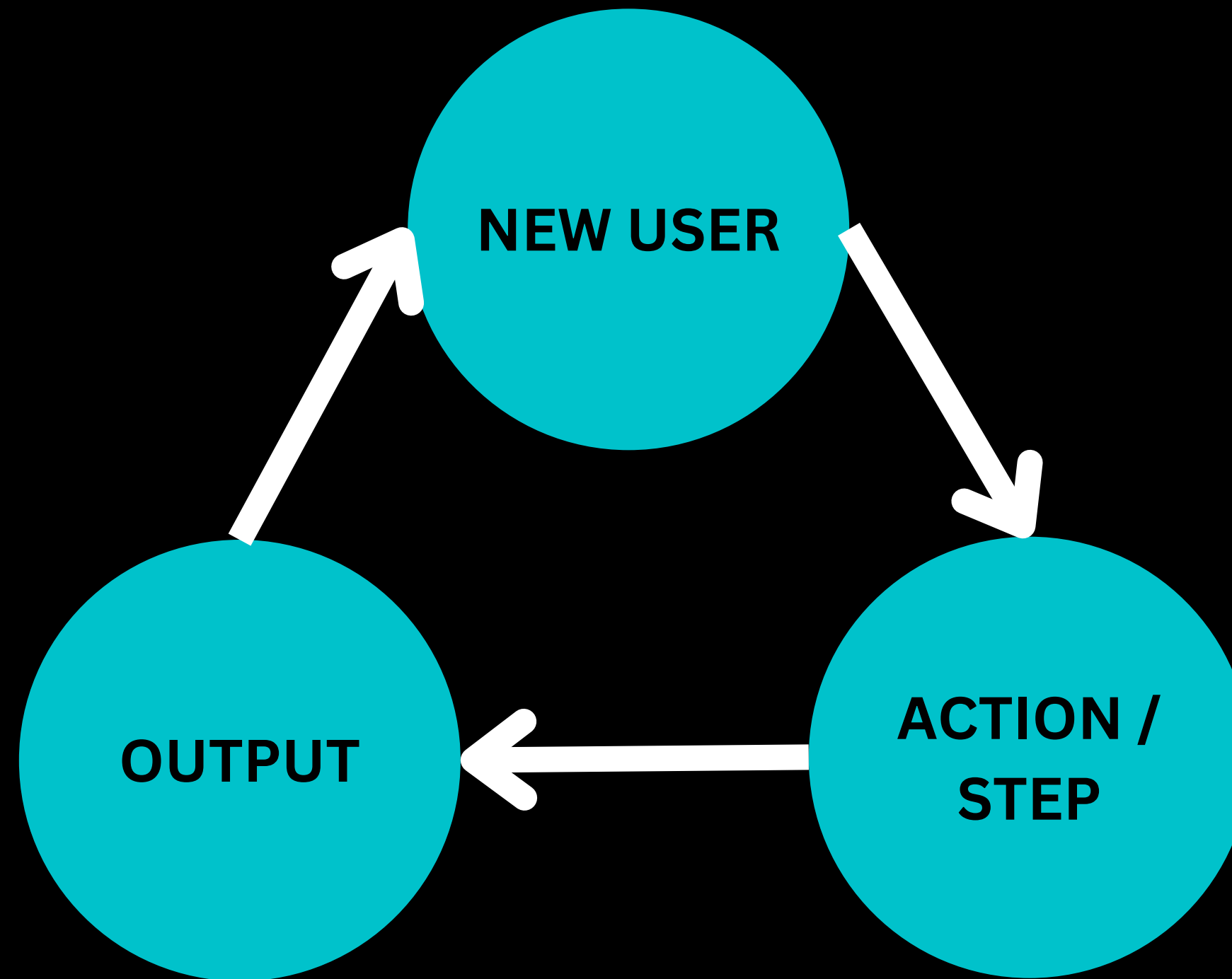
- Growth Loops

Ragionare sui loop e non solo sui funnel (qui il framework)

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Growth 2022: Strategy

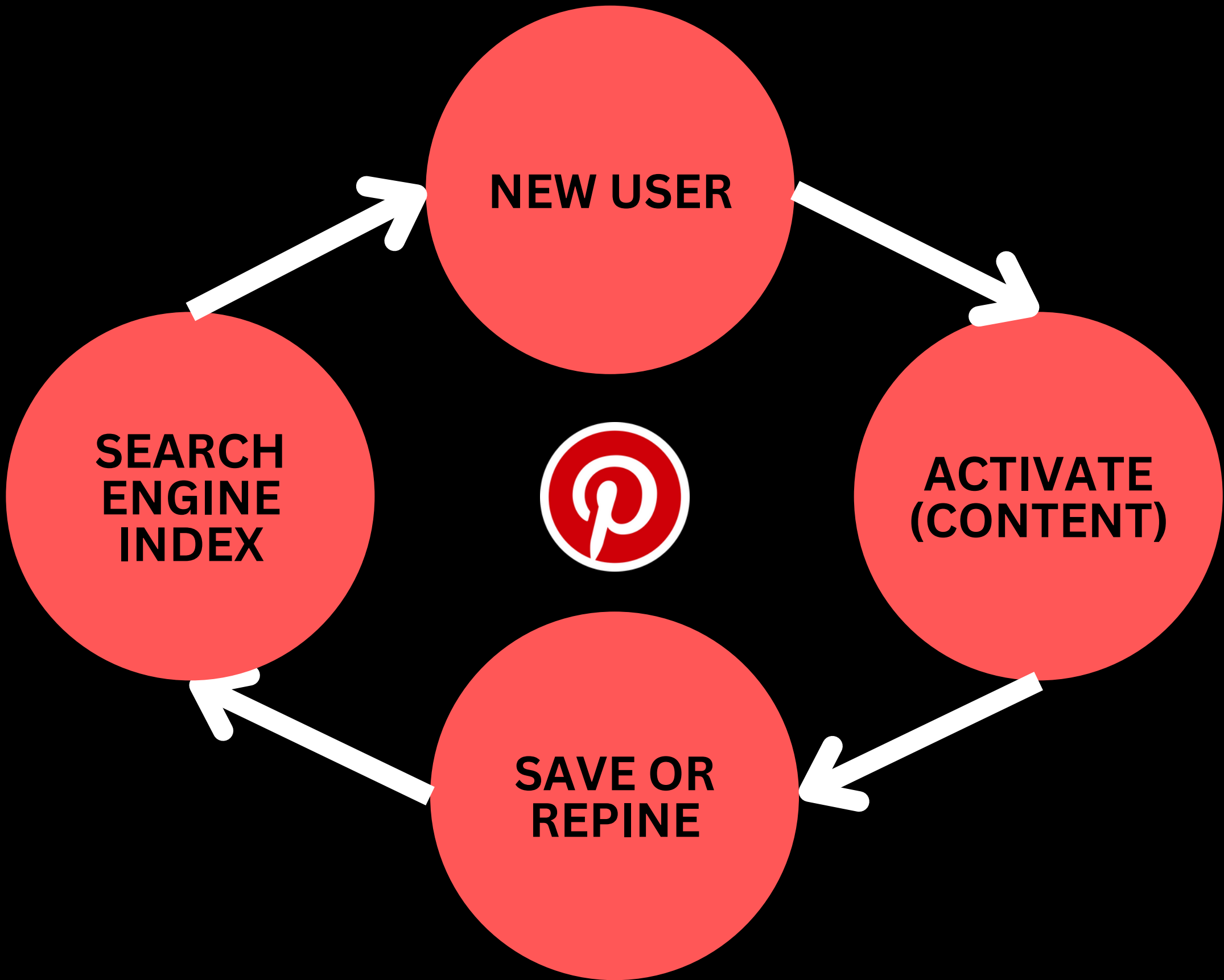
Growth Loop



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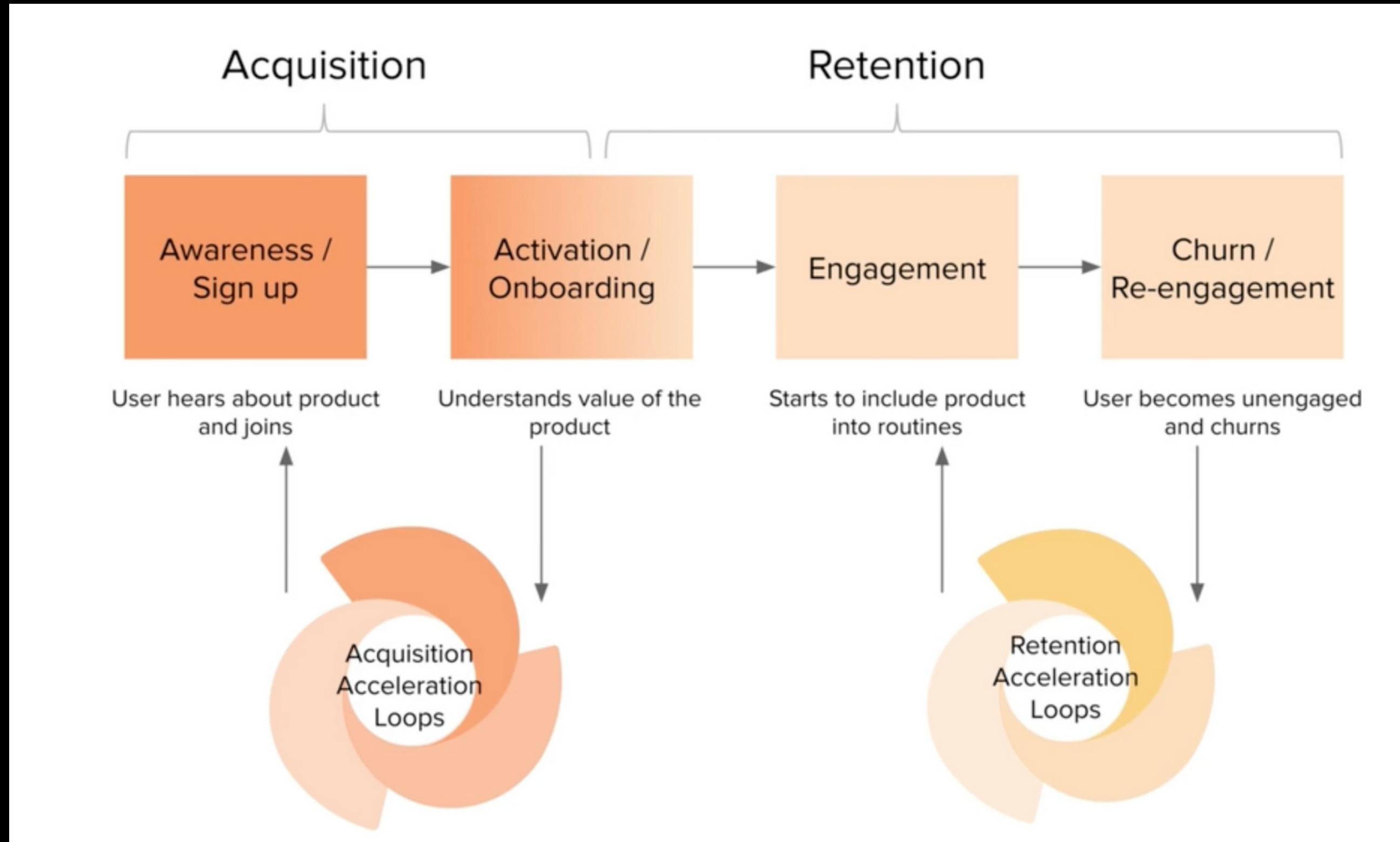
Growth 2022: Strategy

Growth Loop



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Growth 2022: build your Growth Model



Risorse

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Dove approfondire

Libri Growth (Advanced)

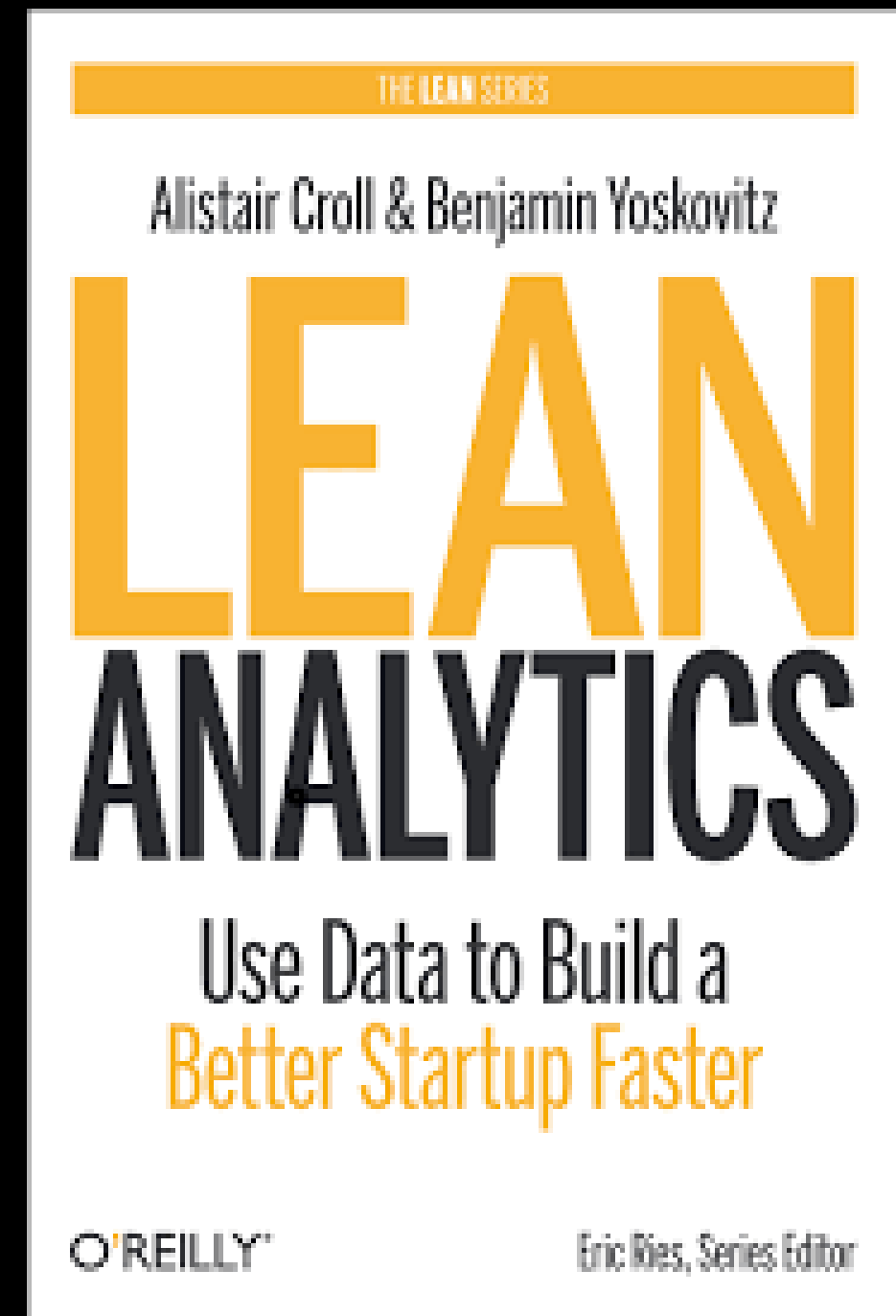
- Lean Analytics - A.Croll & B.Yoskovitz
- Product Led Growth - Wes Bush
- Cold Start Problem - Andrew Chen
- Solving Product - Ethienne Garbugli
- Lean Customer Development - Cindy Alvarez

Newsletter

- Matteo Aliotta Newsletter (la mia :D)
- Lenny's Newsletter
- The FishmanAF

Podcast

- VC20 Growth
- Lenny's Podcast



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Grazie per l'attenzione



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Q&A

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