

Growth Hacking Asia Roadshow

Partnership Proposal

Background: What Is Growth Hacking?

The term "Growth Hacking" has first emerged in 2010 and it has gained tremendous traction since then. Unfortunately, it has also created much confusion and it is now widely believed that growth hackers find one "silver bullet" that magically catapults growth. This is not the case.

Growth hacking describes a highly efficient approach to marketing for start-ups and is a process rather than a tactic. It is a process of running informed experiments at each stage of the growth hacking funnel (user acquisition, user activation, retention, referral, revenue) in order to identify which channels, designs, activities and tactics generate above average results at low or no cost. Once these have been identified, they need to be scaled to exploit their full potential, while poorly performing channels, designs, activities and tactics need to be discontinued or optimized. The result of this approach is a "growth engine" that enables start-ups to grow both rapidly and sustainably.

This growth hacking approach also allows start-ups to maximize their ROI by allowing them to make informed decisions and allocate their marketing budget in a way that generates the greatest possible results.

Who is Growth Hacking Asia?

We are a team of entrepreneurs with a strong passion for and extensive experience in startup marketing and growth hacking.

Our expert network consists of some of the world's leading growth hackers, including Harvard and Stanford educated serial entrepreneurs and growth hackers from Google and 500 Startups.



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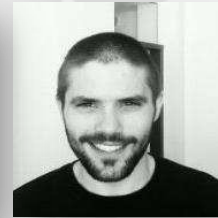
Anna



Bozena



Hannes



Jan



Manuela



Alex



Zohe



Alex



Carlos



Nisan



Samir



Andy

What is our mission?

Help Southeast Asian startups overcome the startup growth challenge and grow into regional and global success stories.

We provide services, meetups, trainings and access to growth hacking experts.

What is the GHA Roadshow?

A monthly regional Growth Hacking event series to guide startups through the 'growth hacking funnel'.

We organise three events each month, currently in the following cities:

- Singapore
- Kuala Lumpur, Malaysia
- Jakarta, Indonesia

During the event series, we have already covered the basic concept of growth hacking, as well as user acquisition and user activation.

**HOW DO THE EVENTS BENEFIT
ENTREPRENEURS IN SEA?**

We provide a networking platform for entrepreneurs in SEA.



At each event there's time for networking and sharing experiences. Asian startups understand the importance of connecting and building business relationships and use our events to grow a dense network.



We give entrepreneurs of the region the opportunity to get advice from highly experienced experts.

We have a guest speaker at each event who shares his/her expertise in one particular field of the growth hacking funnel. On the next slides you can find a list of speakers who have worked with us in the past.



David Fallarme

Director of Marketing at ReferralCandy & Founder at Growth Hero

David has done marketing for several venture-backed startups and has led user growth for a handful of products with millions of users. He is specialized in using inbound & content marketing to drive growth and generate leads.

He talked about basics of the growth hacking funnel at Growth Hacking Singapore #1.



Joon Chan

Regional Managing Director Easy Taxi SEA

With a proven track record in leadership and execution across multiple countries and regions, he is eager to become a serial entrepreneur. He founded Easy Taxi Malaysia and was soon promoted to lead Easy Taxi SEA, which has become a regional success.

Joon talked about the basics of growth hacking a business at Growth Hacking Malaysia #1.



Hadi Wenas

CEO at aCommerce

Hadi is the former Co-Founder and Managing Director for Zalora Indonesia, the region's largest fashion e-commerce site launched by Rocket Internet.

At aCommerce he has already more than 80 companies registered and helps them to grow into success.

Hadi talked about how he growth hacked aCommerce into success at Growth Hacking Indonesia #1.



Norbert Klijn

UX Consultant and former Program Manager at Google

Norbert was one of the first Googlers to engage in new markets, often in countries with unique languages, scripts and constraints where Google products did not work properly. He knows how to enter difficult markets and has left Google in January 2015 to start a new business that will help a wide variety of companies achieve growth.

He talked about acquiring users in Southeast Asian markets at Growth Hacking Singapore #2.



Karol Pokojowczyk

Founder and CEO of Colibri.io

Karol founded Colibri.io, an Inbound Marketing tool that helps companies outrank competitors in search engines and social networks. He growth hacked Colibri.io into one of the world's leading tools used by online marketers.

Karol talked about how to use user acquisition growth hacks at Growth Hacking Malaysia #2.



Achmad Zaky

Co-Founder and CEO of Bukalapak

Bukalapak is a company with mission to empower and prosper individual/small medium business with internet technology. By end 2014 Achmad had managed to have more than 150k individual/small medium business joining the platform, making it the largest marketplace for small sellers in Indonesia.

Achmad talked about how he growth hacked Bukalapak's user acquisition at Growth Hacking Indonesia #2.

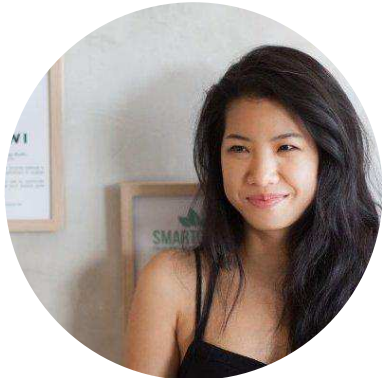


Alvin Chai

Co-Founder of Netizen Testing

Alvin leads the UX Testing & Research team at NetizenTesting.com. He has been a guest author and guest lecturer (at NUS) about the topic and was featured on BusinessFM, TechInAsia and many more.

He talked about testing and creating UX as a part of user activation at Growth Hacking Malaysia #3.



Melissa Ng

Founder of MELEWI

Melissa founded MELEWI as a traveling UX consultancy firm. With a portfolio of international clients across 21 cities in 5 continents, MELEWI has worked with a diverse range of businesses - from startups in Australia & SF, to SMEs in Singapore to global companies such as McDonalds and Samsung.

Melissa talked about creating highly converting UX at Growth Hacking Singapore #3.



Ketut Sulistyawati

Founder & Principal Consultant of Somia Customer Experience

Sulis is the founder of SOMIA Customer Experience, a consultancy company in Customer / User Experience. Since founded in 2012, SOMIA has helped numerous international and local companies to discover insights about their customers and transform those into experiences that people love.

She talked about how to create a product's experience user-focused at Growth Hacking Indonesia #3.

**WHY DO WE NEED YOU AS A
PARTNER?**

**WITH YOUR HELP AND SUPPORT WE
CAN CONTINUE TO EDUCATE
STARTUPS IN SOUTHEAST ASIA IN THE
ART OF GROWTH HACKING.**

Together, we can support a region that is full of passion, ambition and ideas - but still lacks the resources to pursue their dreams.

We currently charge a minimal fee to cover our expenses, but it is our dream to be able to provide these events free of charge to our participants. This is where you can help!

Partnership is about finding basis and balance.

For one event we need to cover costs of US\$ 500.

This is the bottom line and does not include anything fancy – event catering, transportation, accommodation and some workshop materials. If you could provide us with this amount or more, we would be very grateful.

**HOW CAN THE EVENTS
BENEFIT YOUR BUSINESS?**

**WE GIVE YOU ACCESS TO SOUTHEAST
ASIA'S NEXT GENERATION OF
ENTREPRENEURS.**

We have reached an audience of 600+ passionate entrepreneurs at our events and an additional 5,000+ through our event websites and partners.

Each event is attended by 70+ passionate entrepreneurs, founders, developers and marketers. They bring their business ideas and products to our events to discuss them, receive advice from our experts and directly improve them during the workshop sessions.



We can provide you with access to the next generation of successful entrepreneurs in Southeast Asia.

As our sponsor you will be:

- able to promote your company and your products directly at the event (personally and through promotional materials)
- announced as the official sponsor and we will include your logo and a write-up on:
 - our website
 - a blast on social media (total >15k followers)
 - all our promotional materials

**READY TO START A
PARTNERSHIP?**

LET'S TALK:

MANUELA@GROWTHHACKINGASIA.COM