

互联网时代的产品增长

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把你的想法从一颗种子浇灌成一颗大树，然后变成森林

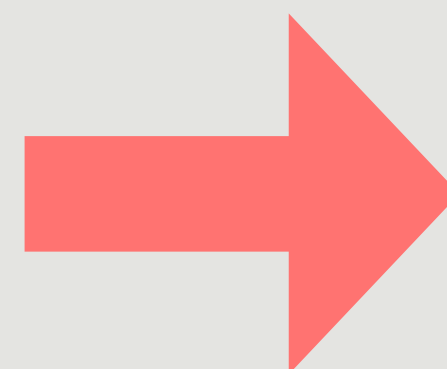


一片森林

长成大树

枝干生长

埋下种子



生态体系

稳固满足

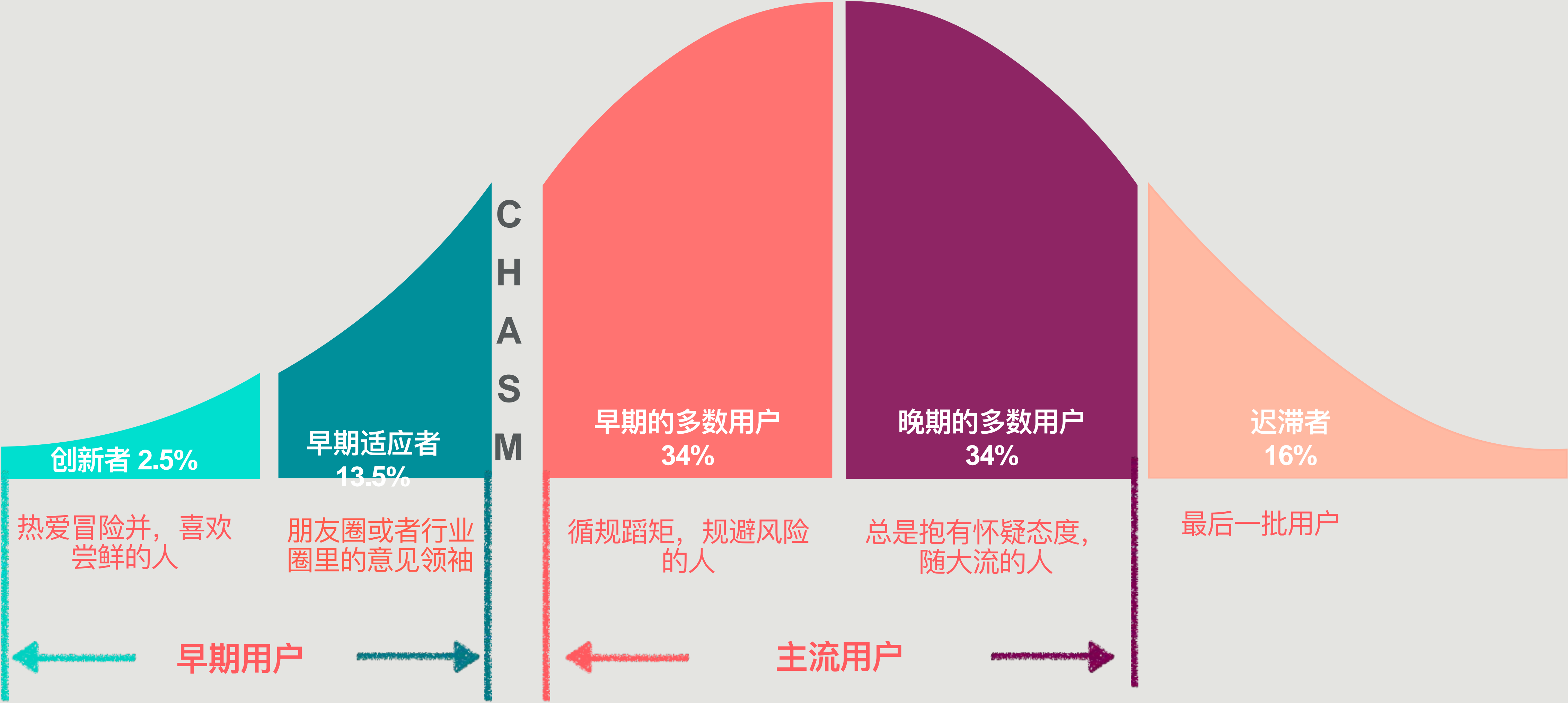
复合需求

单点需求

An aerial photograph of a lush green landscape. The top half of the image shows a dense forest with vibrant yellow-green foliage. Below the forest, a rolling green field is dotted with numerous individual trees and small shrubs. Some trees have yellow leaves, while others are green. A thin, dark line, possibly a fence or path, runs horizontally across the middle of the field. The overall scene is bright and sunny, with strong shadows cast by the trees.

怎样才能拥有自己的一片森林？

创新曲线
Rogers Innovation Curve



产品增长的四个阶段

启发

A Great Idea

满足

Product/Market Fit

增长

Growth

瓶颈

Addressable
Market