GROWTH STRATEGY

### Before release (3 months)

#### Development

* Internal chat;
* Search & selection;
* adding social login (fb, vk, google);
* front end & mobile version;
* servers setup & continuous integration;
* testing and bug fixing.

#### Marketing & advancement

* creation of ad content;
* creation of design content for “Movieup” commercial pages in social networks;
* orthography check;
* SEO;
* Invitation test audience & communication.

## After release

### First half-year

#### Development

* Bug fixing;
* Analytics expansion;
* Development of moderation & administration tools;
* Creation of the commercial pages for small and large movie businesses and entrepreneurs;
* Selection & applying of pay systems.

#### Analytics

* Audience analysis.

#### Motivation

* Defining user needs;
* Clicks & views growth stimulation;
* Increasing of advertiser interest to our resource;
* Removal of undesirable content.

### Second half-year

#### Development

* MVP event reel creation;
* Creation of ad-banners.

#### Analytics

* Analysis of advertising platform tool.

#### Motivation

* Increasing of retention & DAU numbers;
* Increasing of average user session time;
* Ad cost & ad-banner placement principles analytics;
* Raising income from ads by creating new tolls for advertisers.

### Third half-year

#### Development

* Creation of separate pages for projects;
* Perfecting event reel based on information from analytics
* MVP “blogs” creation.

#### Analytics

* Finding new opportunities to use event reel as marketing tool based on collected data.

#### Motivation

* Increasing of retention & DAU numbers;
* Attraction of new user groups;
* Extension of offers market;
* Profits increase.

### Forth half-year

#### Development

* Scriptwriter tools development;
* MVP Q&A tool development & testing it on scriptwriters (for example Stackoverflow https://writing.stackexchange.com/).

#### Analytics

* User interest in Q&A tool assessment.

#### Motivation

* Increasing of retention & DAU numbers;
* Increasing of average user session time;
* Functionality extension for target audience - scriptwriters.

### Fifth half-year

#### Development

* Stock platform development;
* Finishing development of Q&A tool for all remaining user groups;
* Development of mobile app MVP feed, jobs, people

#### Analytics

* Analysis of scriptwriter tool work.

#### Motivation

* Increasing of retention & DAU numbers;
* Increasing of average user session time;
* Functionality extension for all users;
* New monetization tool.

### Sixth/seventh half-year

#### Development

* Development of education tools (courses, mentors, videos);
* Finishing the development of “blog” app, Q&A, scriptwriting, education.

#### Administration

* Hiring of staff for education tool.

#### Analytics

* Analysis of education tool work.

#### Motivation

* Increasing of retention & DAU numbers;
* Increasing of average user session time;
* Entering new market.

### Eighth/ninth half-year

#### Development

* Development of new platform for new target audience “moviefreelancers”;
* Development of marketplace.

#### Motivation

* New monetization tools.