Как мы представляли Flo-2018 в 2016 году

И почему все (почти) оказалось иначе

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Flo Fem

Дмитрий Гурский,
ко-фаундер и CEO FLO

Сравнение Flo-2016 и Flo 2018

	Осень 2016	Осень 2018
MAU	0,5 M	> 20 M
Инсталлов в месяц	200 K	> 4 M
Место в Мире по размеру аудитории в категории	2	— —
Число сотрудников	8	100
Подтвержденная оценка	$2,7 M	$200 M

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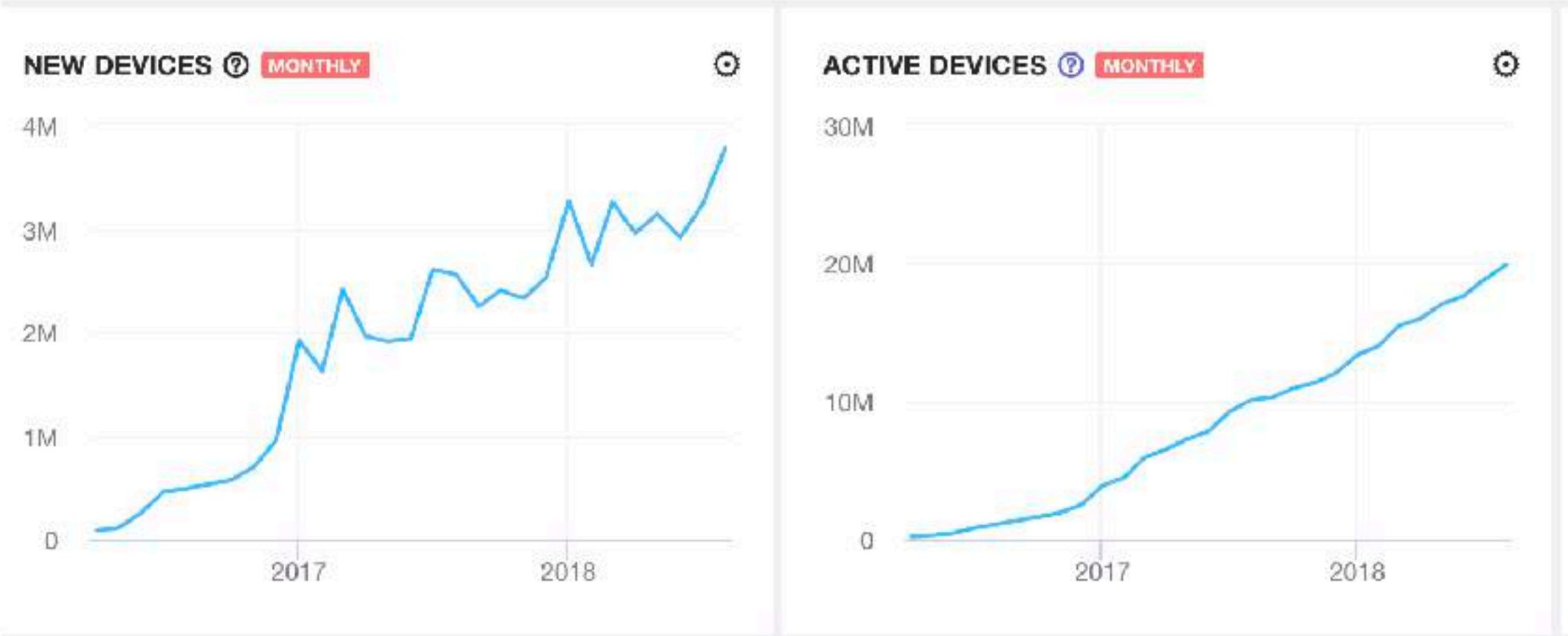
Как мы росли эти 2 года



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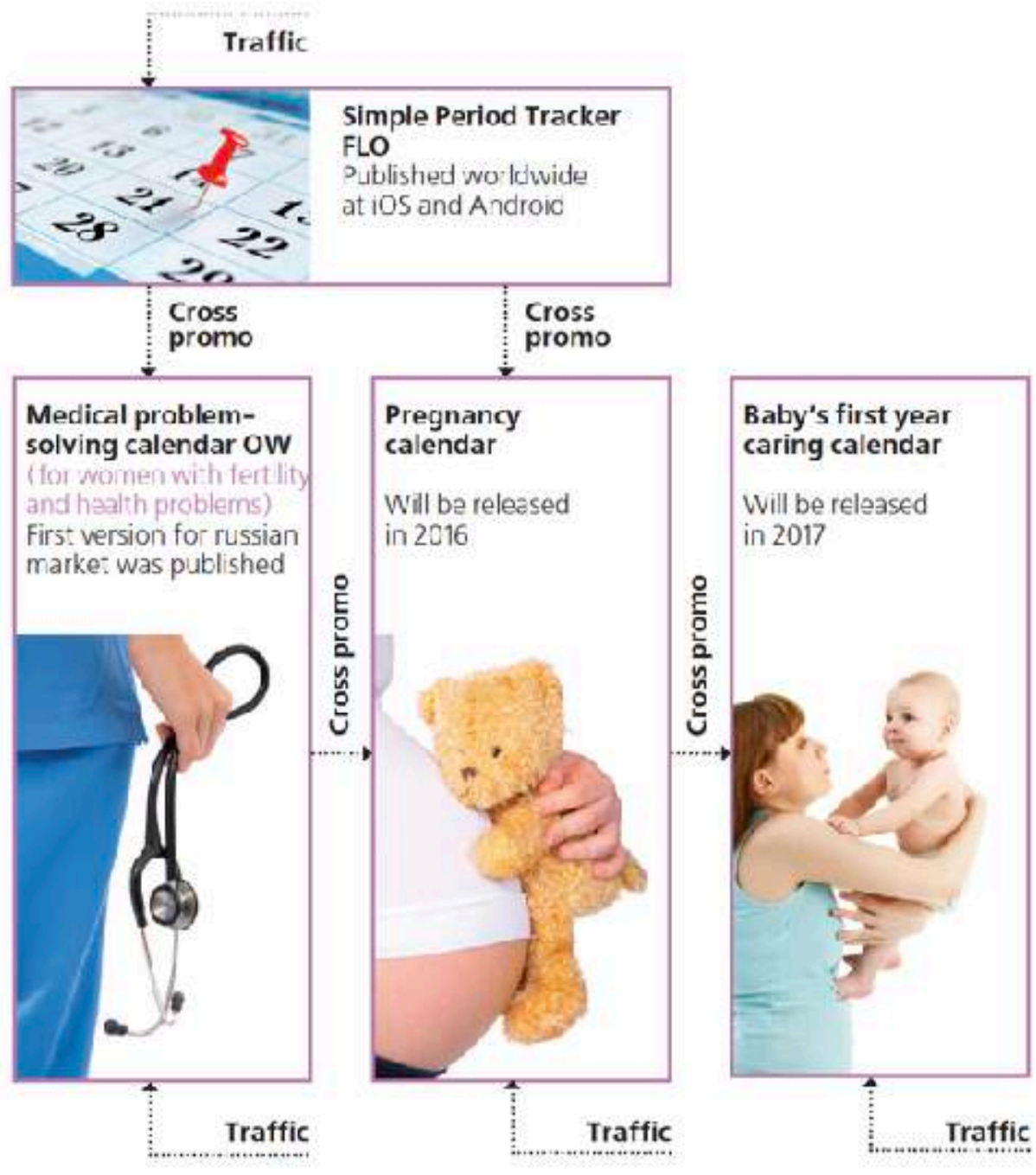
Ошибка №1: у нас будет много продуктов



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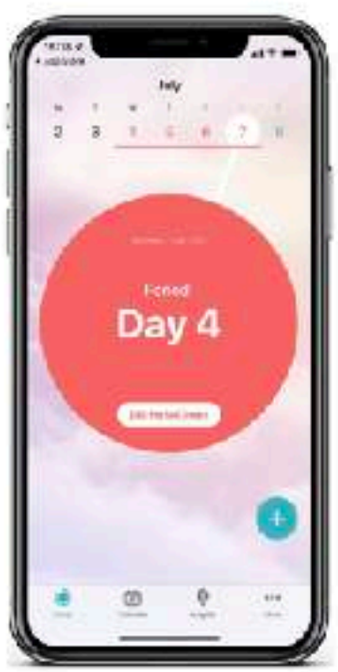
Реальность: 1 продукт, много режимов

- a start of menstruation (teens)
- cycle tracking
- preparation for conception (for women with/without fertility problems)
- pregnancy
- early motherhood
- menopause, etc.

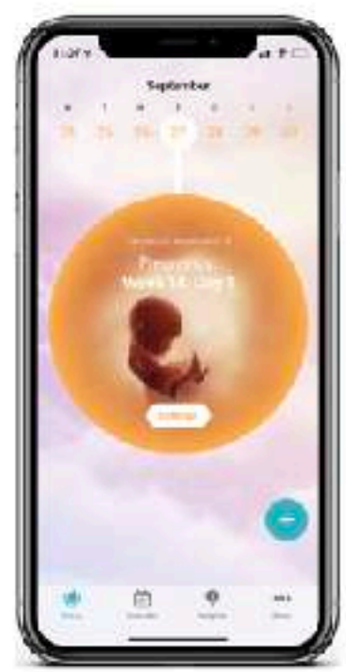
Smooth transition between modes

Tracking Cycle

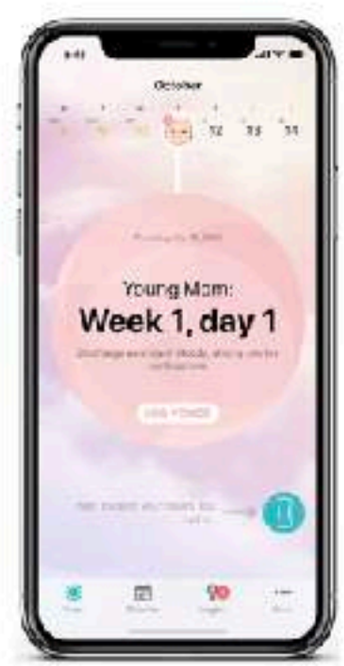


Preparation for Conception

Pregnancy



Early Motherhood



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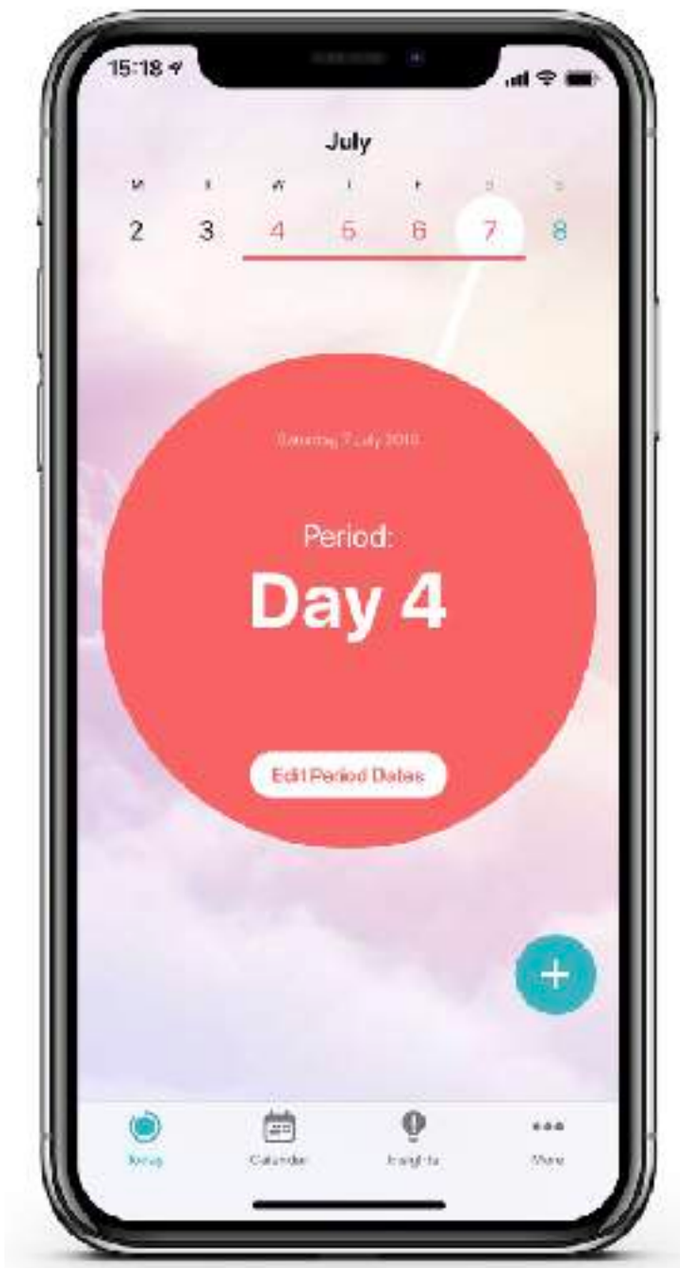
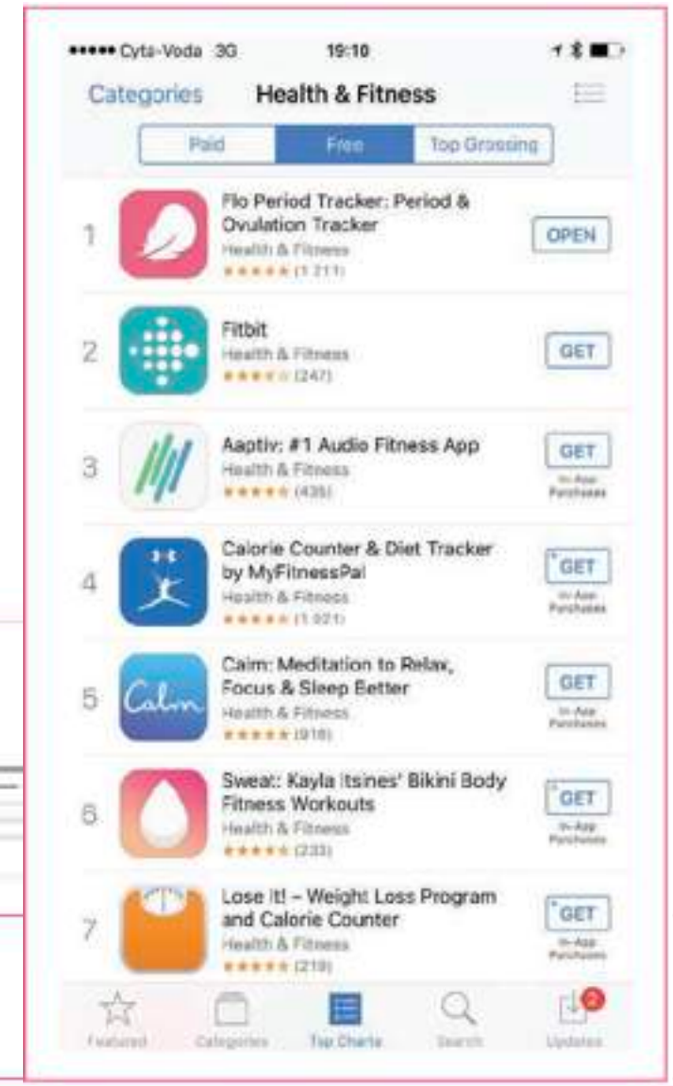
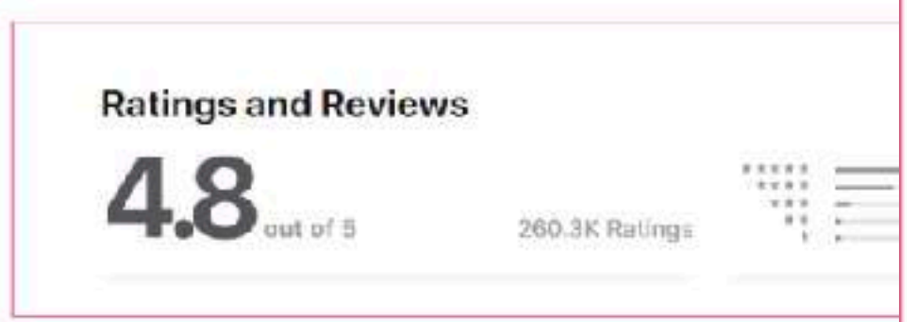
Ошибка номер 2: пользователи хотят “продвинутый продукт”

Реальность: пользователям важнее всего простота





APP STORE



GOOGLE PLAY STORE

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Ошибка №3: существующего лидера перегнать невозможно

MAIN BUSINESS TASKS
FOR THE NEXT 2 YEARS

TARGET METRICS

- **2-3M** MAU
- At least **25-30%** of MAU users **launch the apps daily**
- **>25%** DAU retention of 28th day, rolling **> 50%** of 28th day (as for organic as for bought traffic)
- **3-5%** users buy **subscription**
- **1-2%** of users **buy e-commerce goods** or **insurance products** or **affiliate offers**
- **$3-5M** revenue per year

Women apps are extremely popular. **5 of the 20 most popular apps** in Health & Fitness category in the USA App Store are **period trackers**.

At April 2016 7 most popular in USA period apps were installed **>4M times.**

PERIOD CALENDAR
> 20M iOS installs
> 50M Android installs
3M installs in April

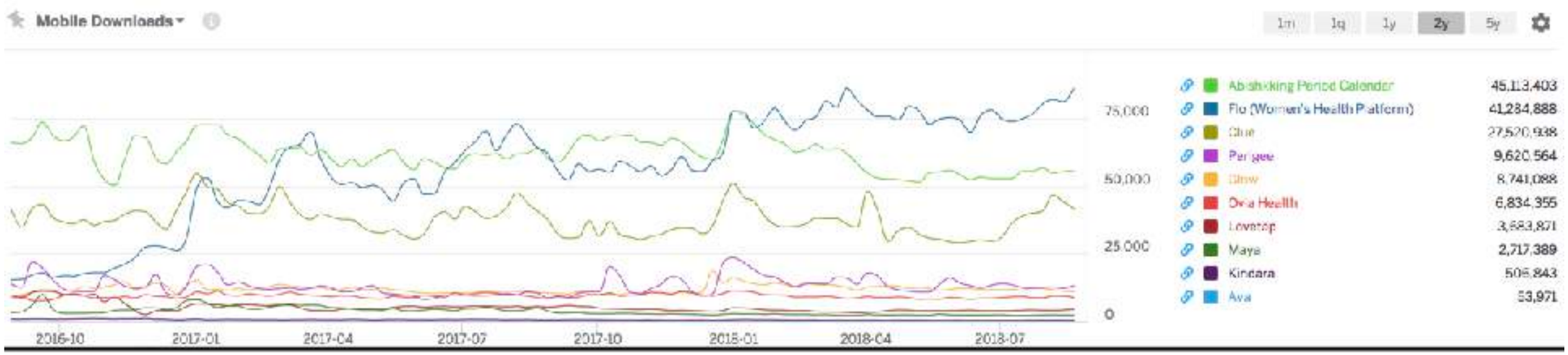
PERIOD TRACKER LITE
> 10M iOS installs
> 20M Android installs
0,6M installs in April

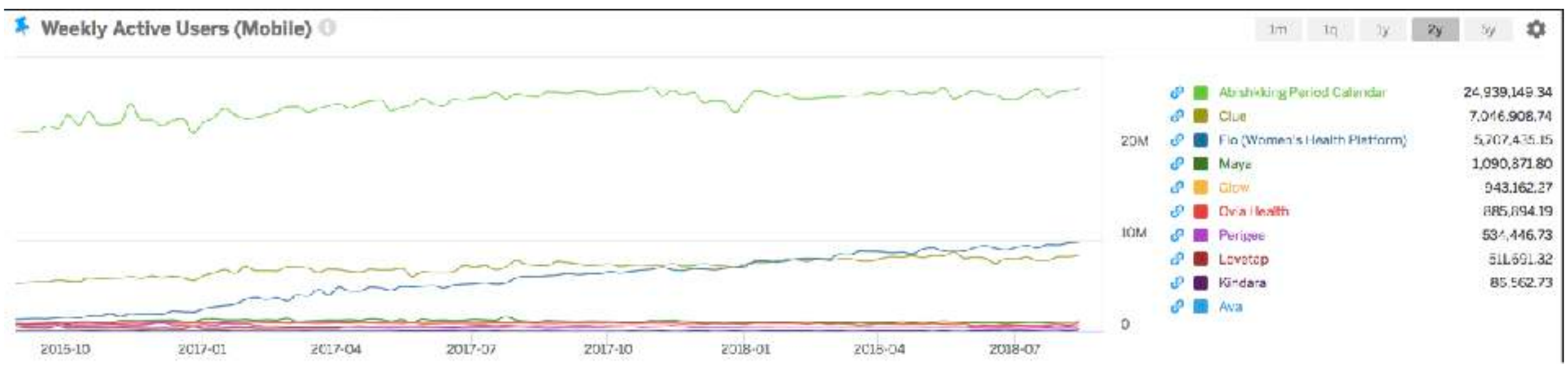
CLUE
> 4M iOS installations
> 4M Android installations
0,9M installs in April

PERIOD DIARY
10M iOS installations
0,15M installs in April

LIFE
> 5M iOS installations
0,3M installs in April

Реальность: лидеры меняются (и это повод быть параноиками)





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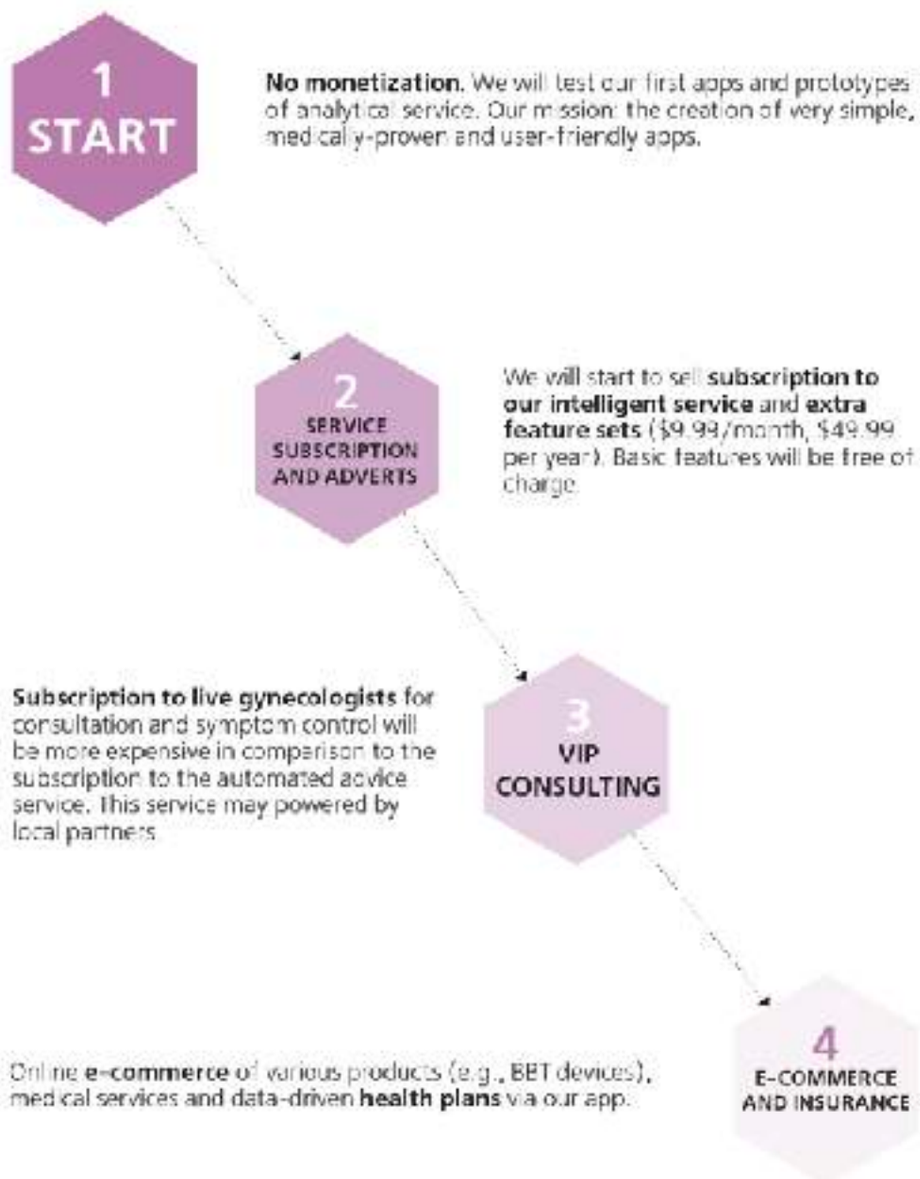
Ошибка №4: Мы запустим монетизацию быстро



JUSTIFICATION OF REVENUE

- **Subscription:** 2M active users. Average subscription cost per month after App Store commission is $3. As a result, revenue from this source is 2M x 0,05 x $3 = $300K per month.
- **E-commerce or Insurance (products/services)**: an average cost of a sold product is $100. Our margin is 30% (standard deal for market). As a result, revenue from this source is: 2M x 0,01 x 30 = $600K per life cycle of median user.
- **Simple advertisement (if we use it):** 1000 DAU x 1,5 banner launches per session x $5 middle interstitial ads CPM x 30 days = $225K per month.

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Реальность: монетизация начата летом 2018

Monetization principles

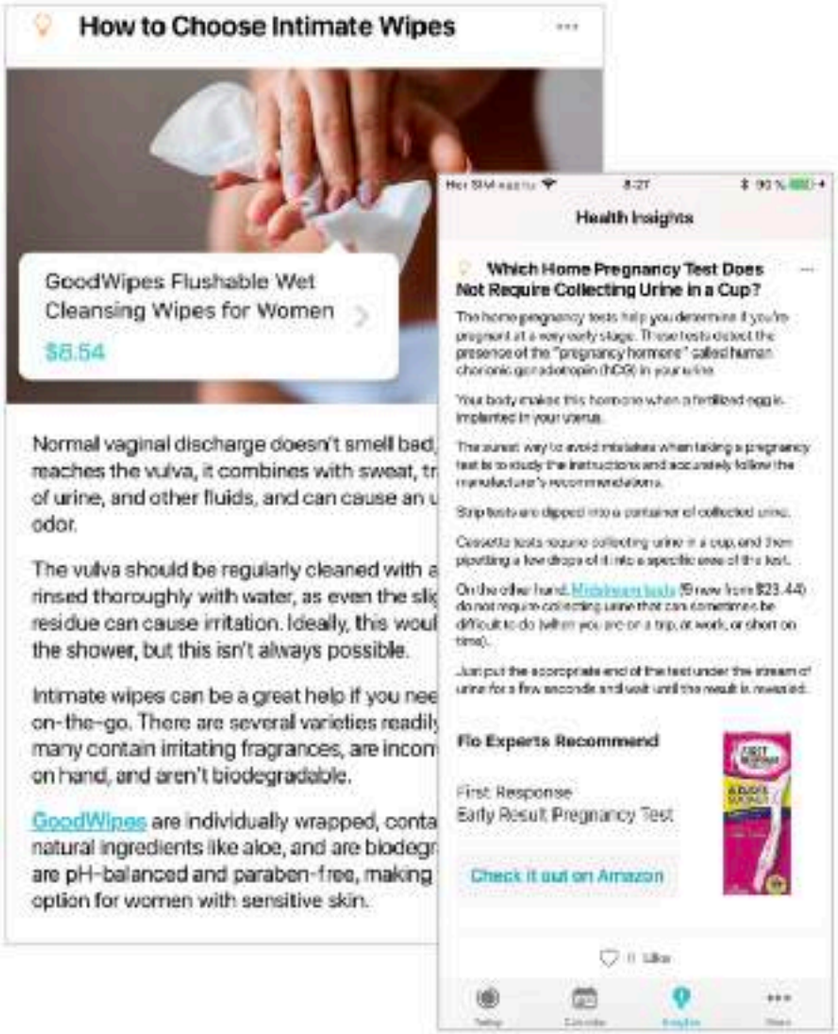
Plan (We plan to use Mixed Business model):

- Premium subscription (3-5% of the audience)
- Direct Adv contracts with Big Brands (95-97% of the audience)
- Personified e-commerce (100% of audience)

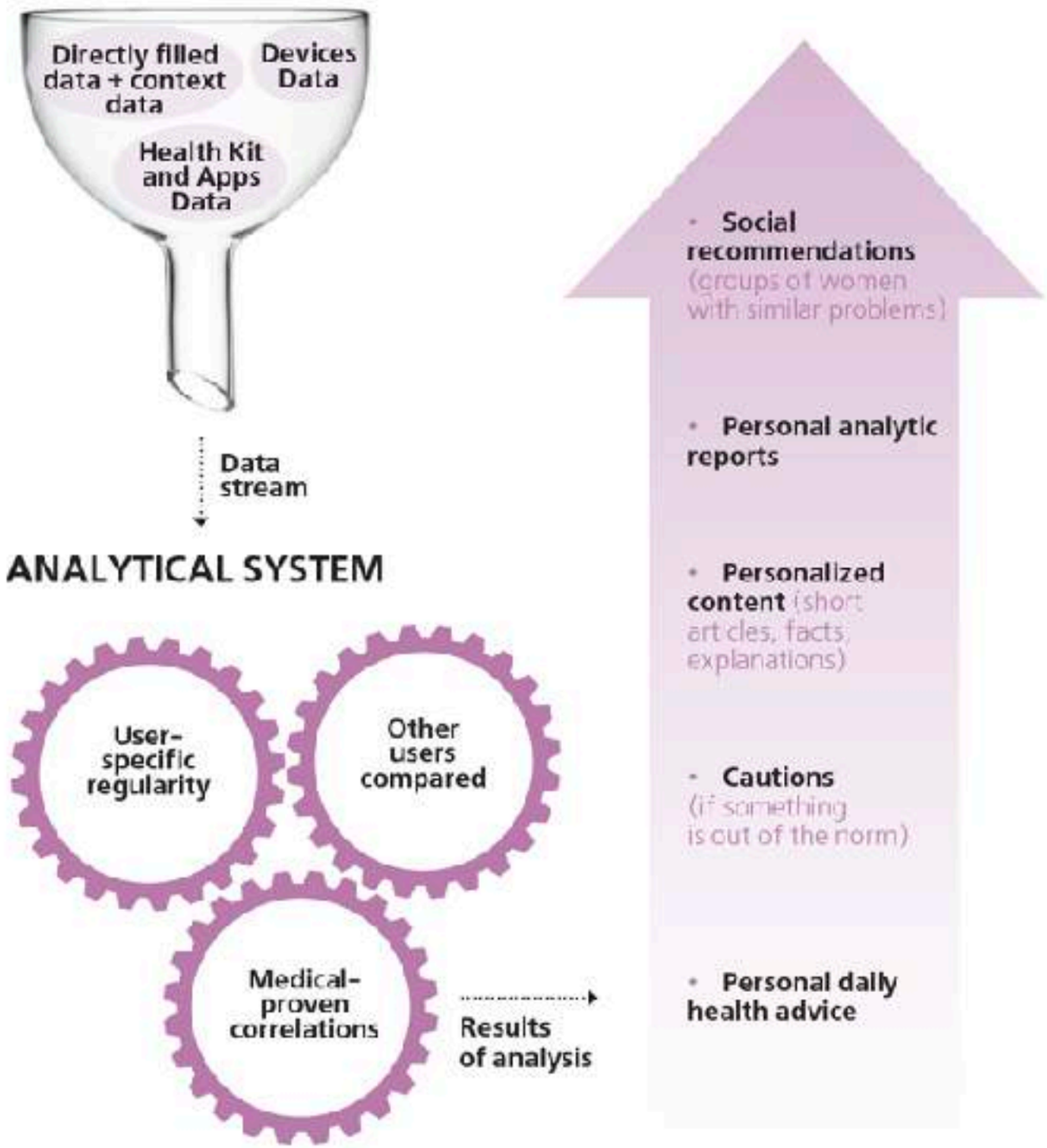
Goal: **$100M/year in 2-3 years**

Rationale:

- Such approach UnderArmour (MyFitnesPal, MapMyRun)
- UnderArmour revenue in 2017 was $88M with a respective MAU approx. 12 M



Ошибка №5 Самая большая сложность будет в технологиях



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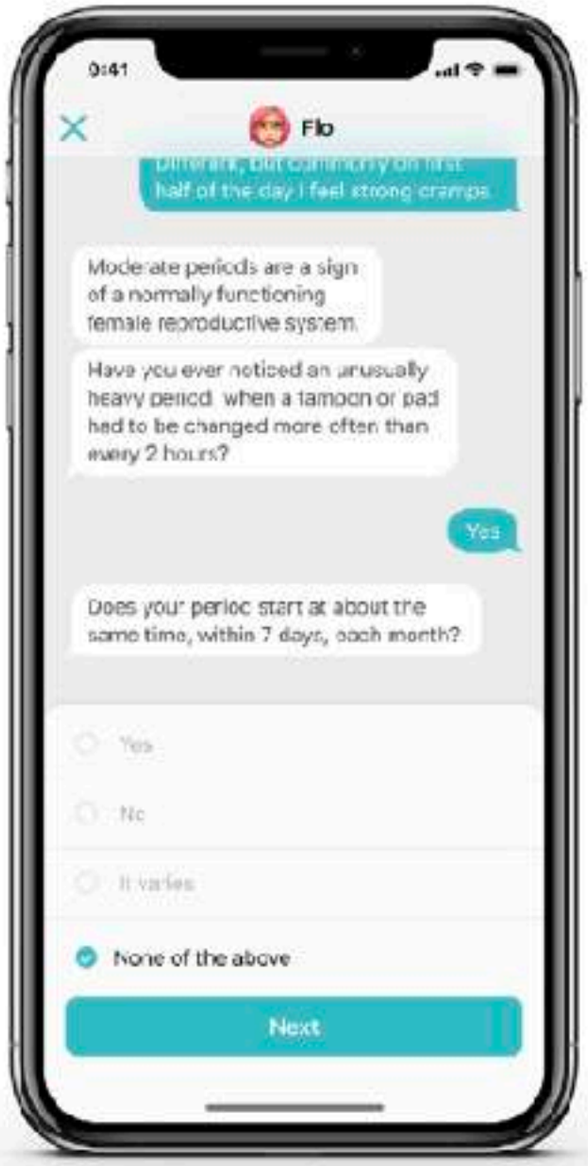
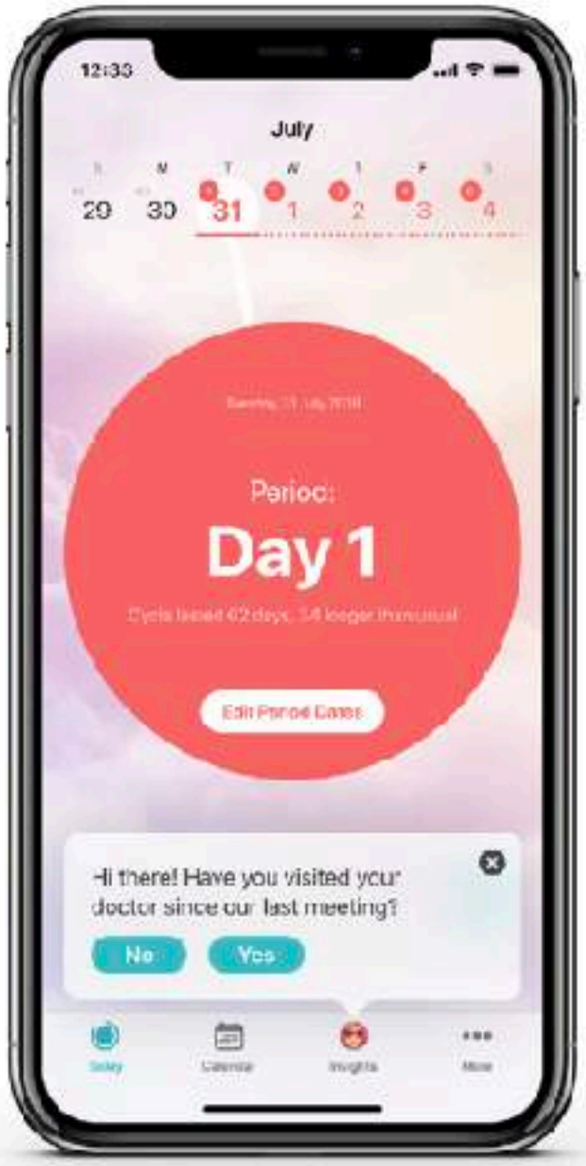
Реальность: главная сложность - люди

Проблема в том, что большинство людей не проактивно, не дисциплинированно и склонно лениться (я в том числе). Проактивным должен быть продукт





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Ждем вас в команду!

- **Product Manager (monetisation)**
- **UX/UI Expert (mobile expertise)**
- **Product Analyst (mobile, game expertise)**
- **Senior User Acquisition**

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Q&A

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