

Startup Growth Brainwriting

How Might We Statement: A startup growth team ideating new user acquisition channels.

Brainwriting Round	Idea 1	Idea 2	Idea 3
Round 1	Referral loops for power users	Content marketing via interactive tool calculators	Strategic partnership with industry SaaS
Round 2	Gamify the referral loops with tier points	Build a micro-site calculator comparing pricing	Bundle product offering with the partner SaaS
Round 3	Include referral points directly on the comparison calculator results	Embed co-branded widgets in the partner's platform	Include referral points directly on the comparison calculator results
Round 4	Host a virtual summit with all startup founders in our niche	Launch an offline guerilla marketing stunt at major tech conferences	Host a virtual summit with all startup founders in our niche
Round 5	Referral loops for power users	Content marketing via interactive tool calculators	Strategic partnership with industry SaaS
Round 6	Gamify the referral loops with tier points	Build a micro-site calculator comparing pricing	Bundle product offering with the partner SaaS