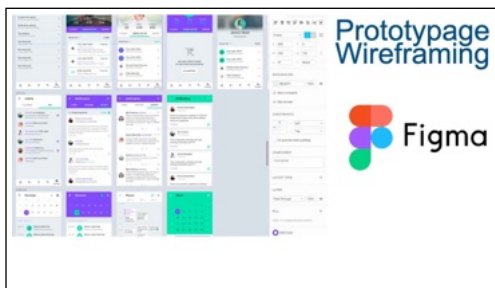


system push work
vs.
pull model



MVS
minimum viable strategy

MVP
minimum viable product
M♥P

MLP
minimum lovable product
M♥P

PMF

PF (product fit 1+ user)
≠
PMF (infini ∞)

Ordre / Définition / Schéma /

- 1 Prototype (wireframing)
- 2 MVP (mini viable product)
- 3 PMF (product market fit)
- 4 Pivot (changement de stratégie)
- 5 Scale (passage à l'échelle)
- 6 POC (proof of concept)
- 7 GTM (Go to Market)
- 8 Démonstrateur, Pilot
- 9 Use case (Business case, cas d'usage)

2

DIGITAL Strategy

UX-CX FlyWheel growth hacking
content omnicanal platform
ZMOT micro-moment ABM
SEO-A stratégies digitales
data driven copy cat
HOOK MODEL freemium inbound
servicisation POEM collaborative mutuelle
attribution contribution

PLAN DIGITAL

