* **Analyze current situation**
* Do We have Product Market Fit?
* What is the conversion rate?
* What is the bounce rate?
* How many new vs existing users ?
* **Set goals**
* Should we focus on Product Market Fit before?
* More conversions?
* More users?
* Brand image\awareness establishment?
* **Find the growth & Deployment**
* Stunt?
* New user acquisition strategy
* Online vs Offline initiatives
* Engineer virality (what behavior we expect from users)