



**Product Strategy:
Example Deliverable**




Agenda

Product Overview

Revenue model

ProductX vanity metrics

WE ARE APPROACHING X REGISTERED USERS IN THE COMMUNITY

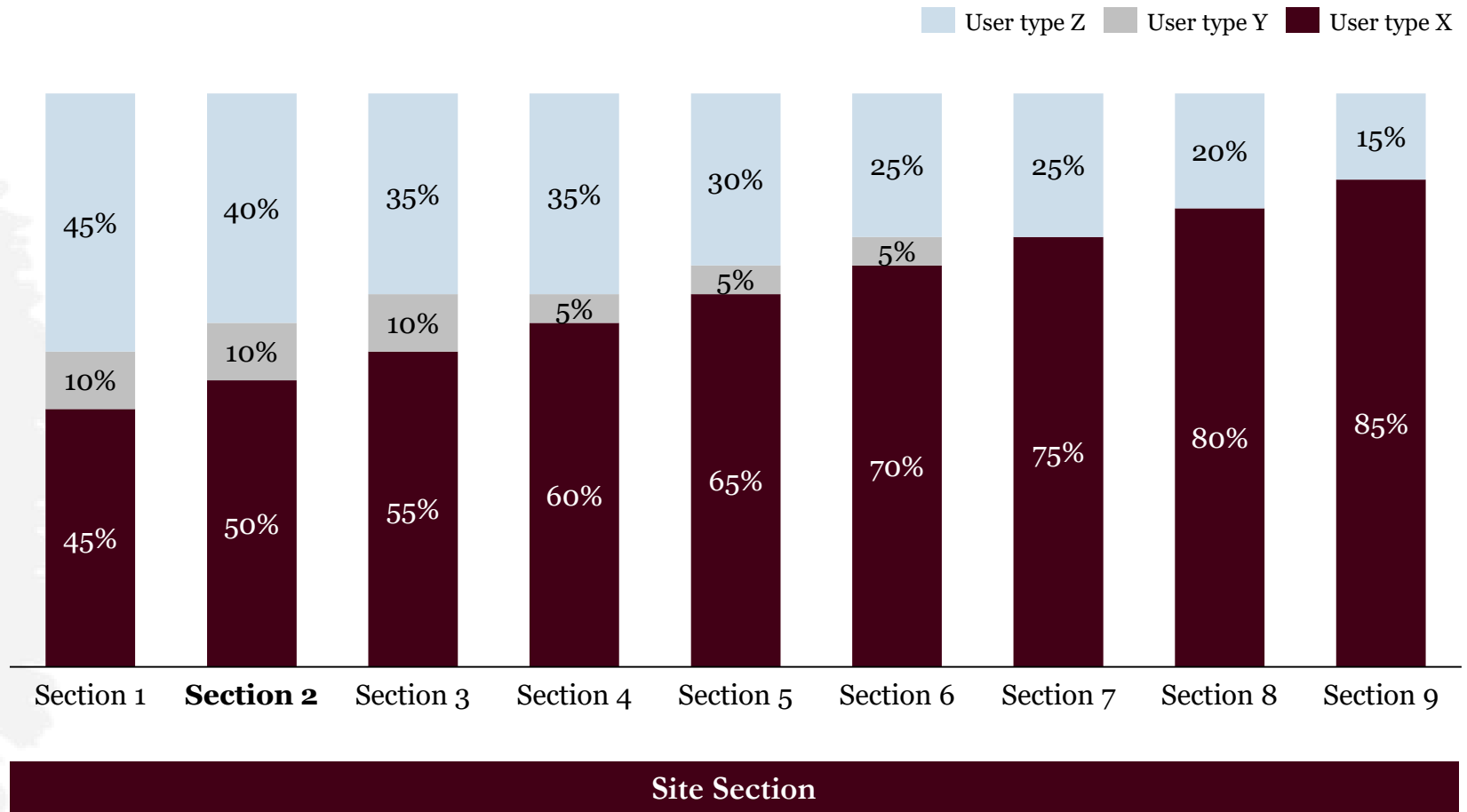
<p>Users in Community</p> <p>XK</p>	<p>Countries Represented</p> <p>X</p>	<p>Photos Posted To Date</p> <p>XM</p>
<p> Fans on Facebook</p> <p>XK</p>	<p> Fans on Instagram</p> <p>XK</p>	<p> Twitter Followers</p> <p>XM</p>

¹ E-Statement penetration rates for individual clients from XXX data
 Source: XXX XXX XXX Forecast: 2013-2018, InfXXXends, 2014

Section 2 gets more engagement than others but only X% visit more than once per month

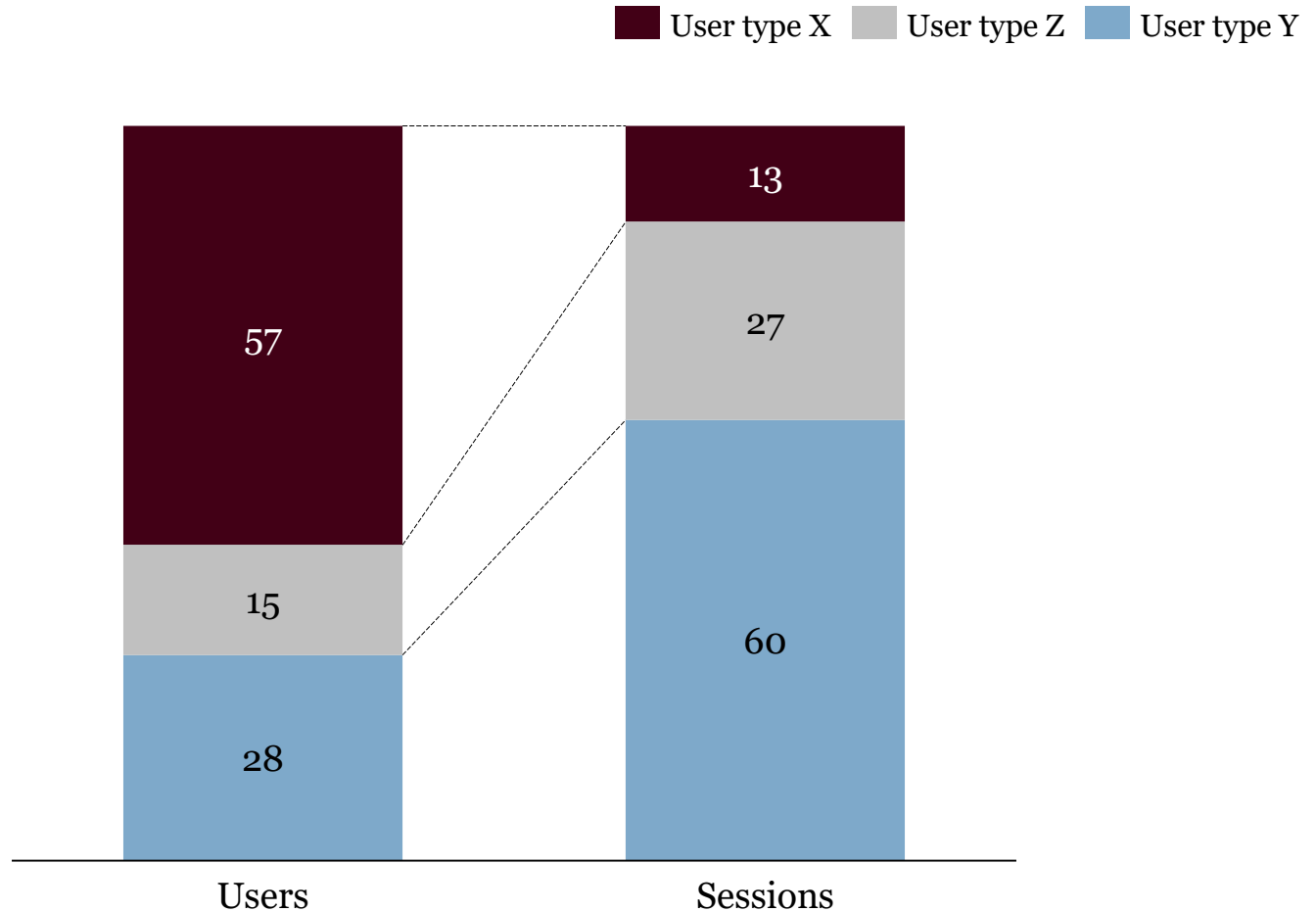
JUST X% OF USERS VISIT PRODUCTX MORE THAN ONCE A MONTH

User Engagement by section (% of total)



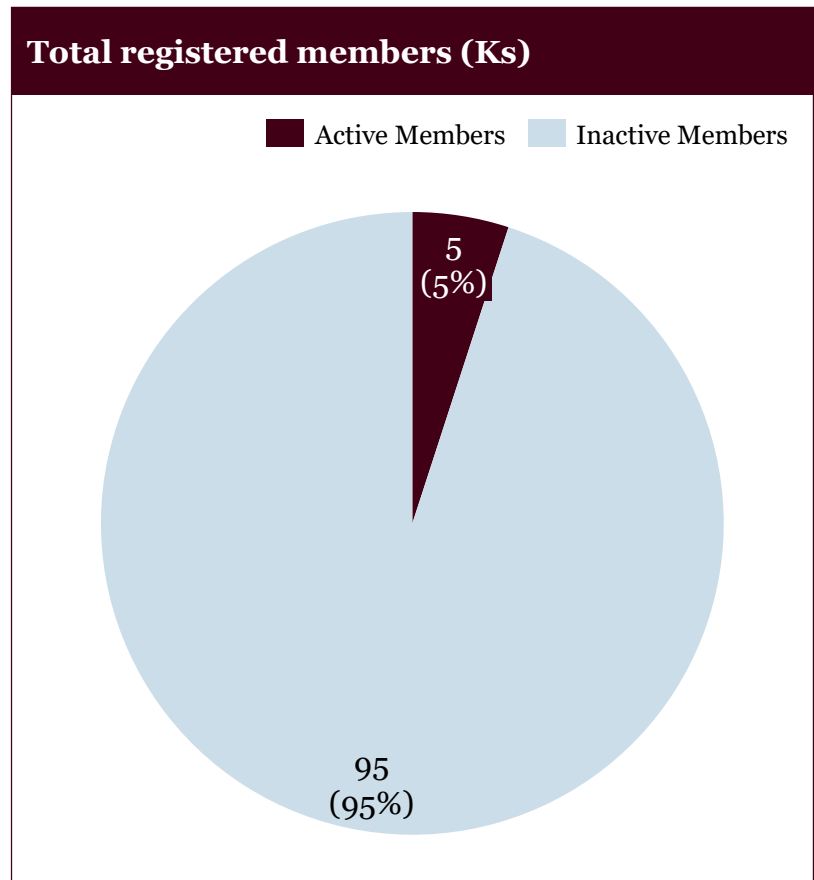
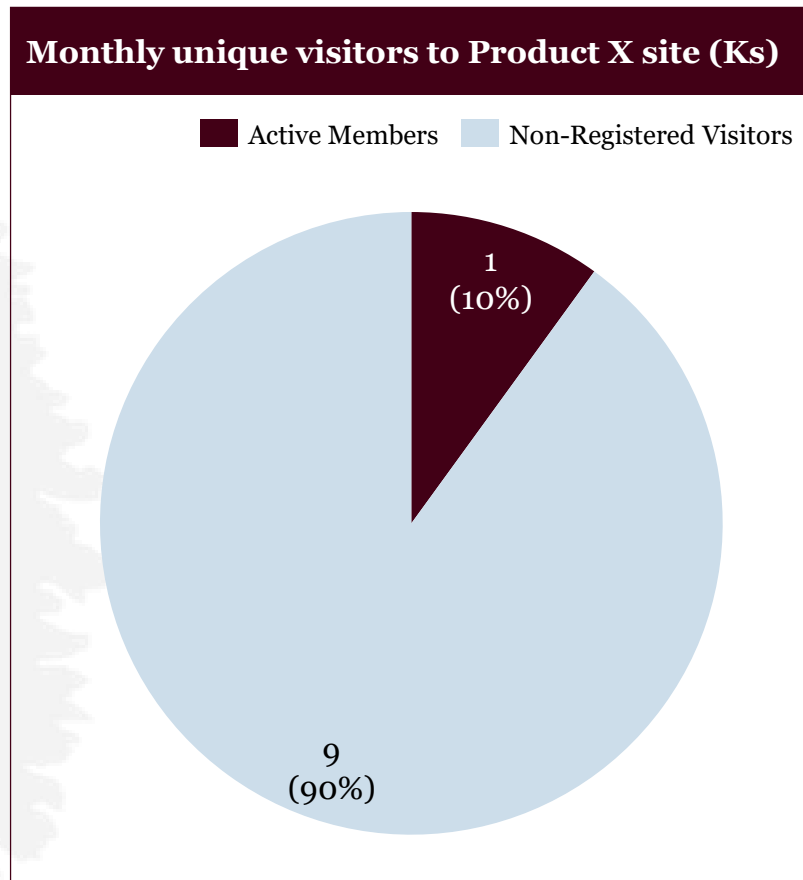
Section X gets more engagement than others but only X% visit more than once per month

USER ENGAGEMENT BY SEGMENT (% OF TOTAL)¹

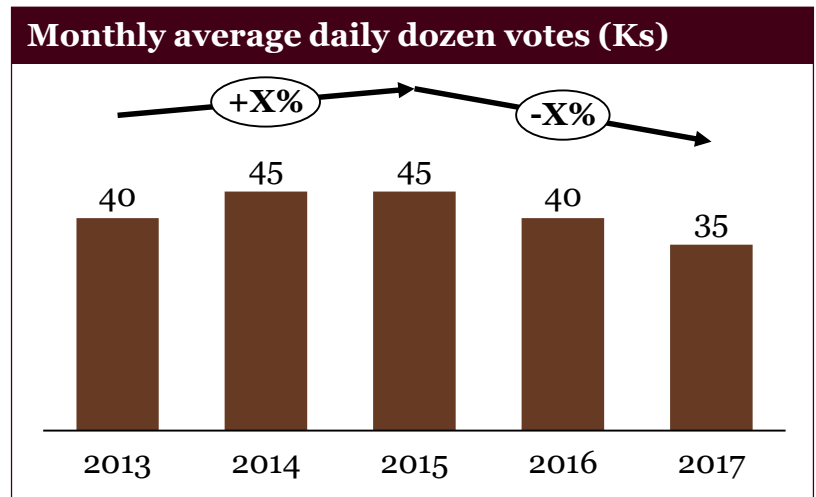
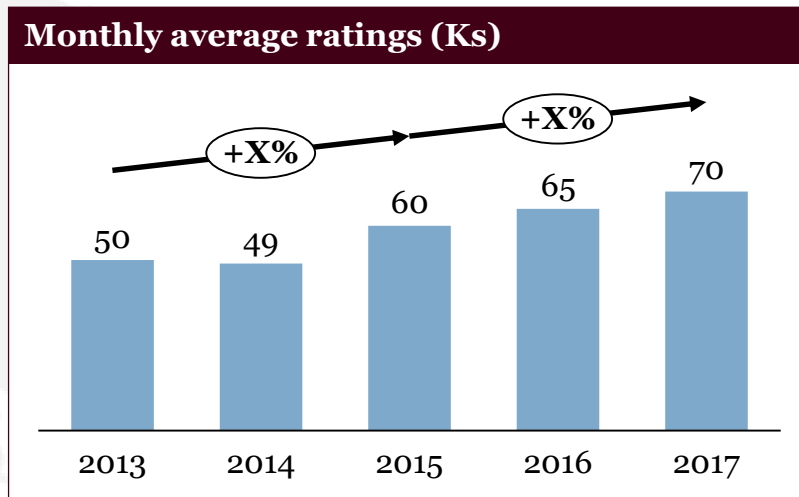
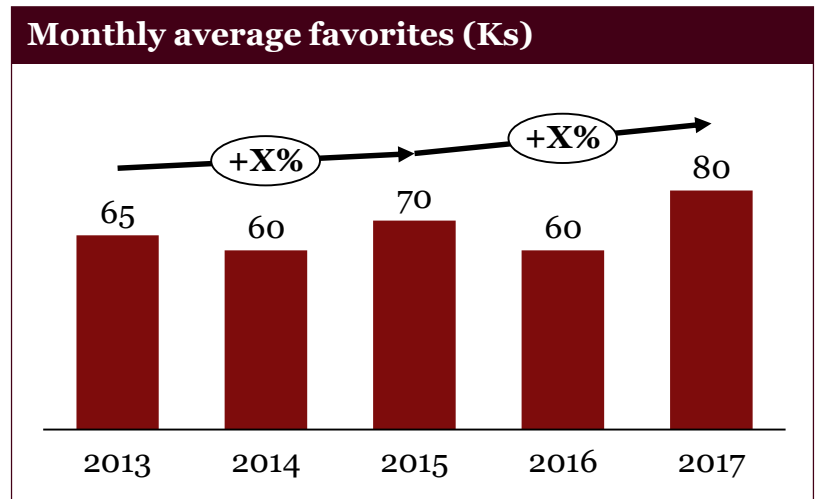
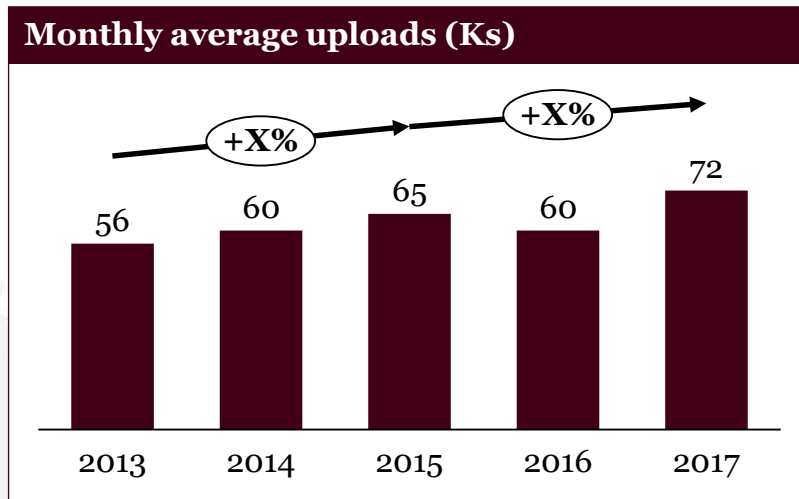


Note: Engagement numbers adjusted to sum to 100% across categories
Sources: (1) xxxxxxxx xxxxxx xxxxxx

Very few site visitors register and those that do register rarely return

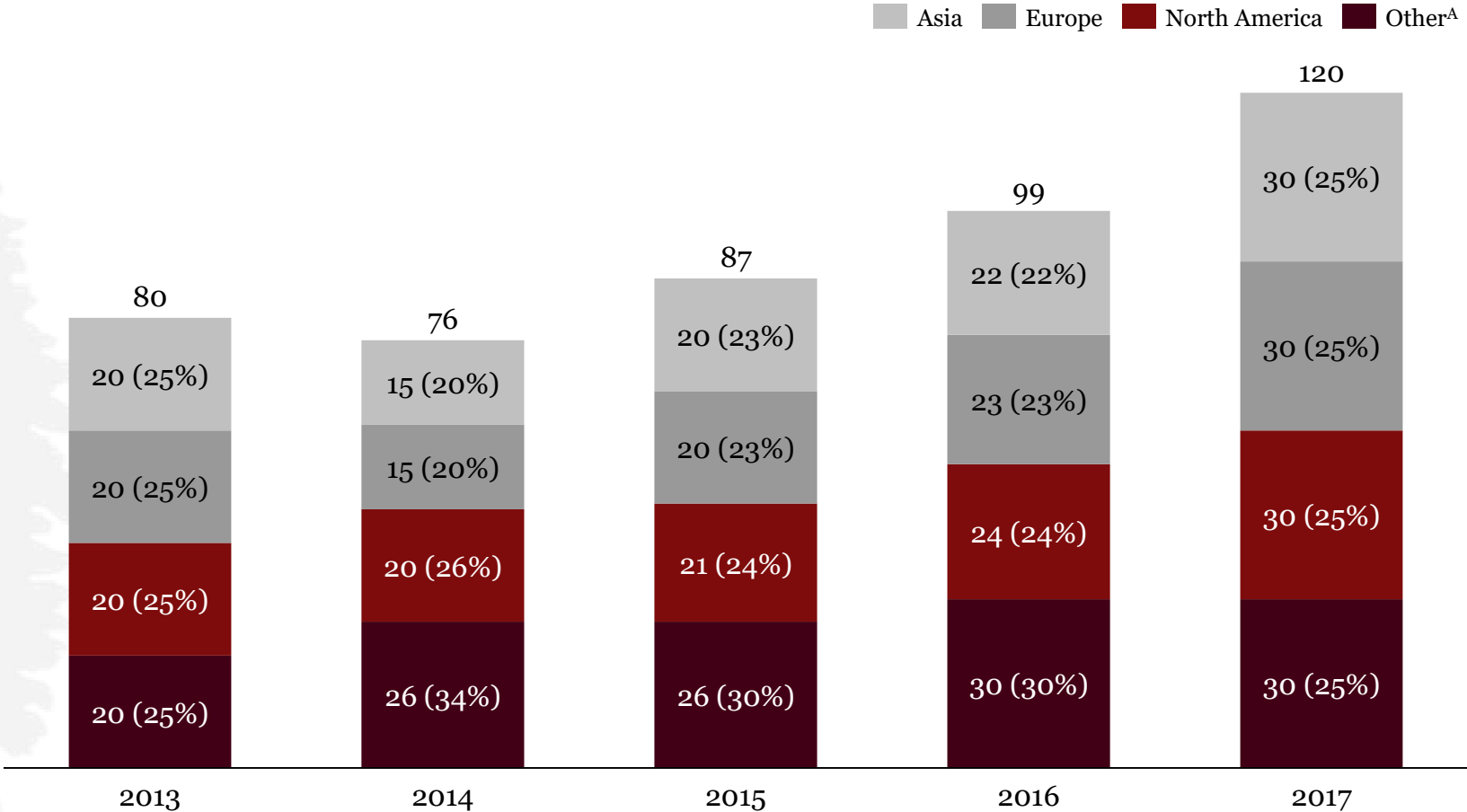


Across key engagement metrics, performance has flatlined or fallen



ProductX has active users around the world

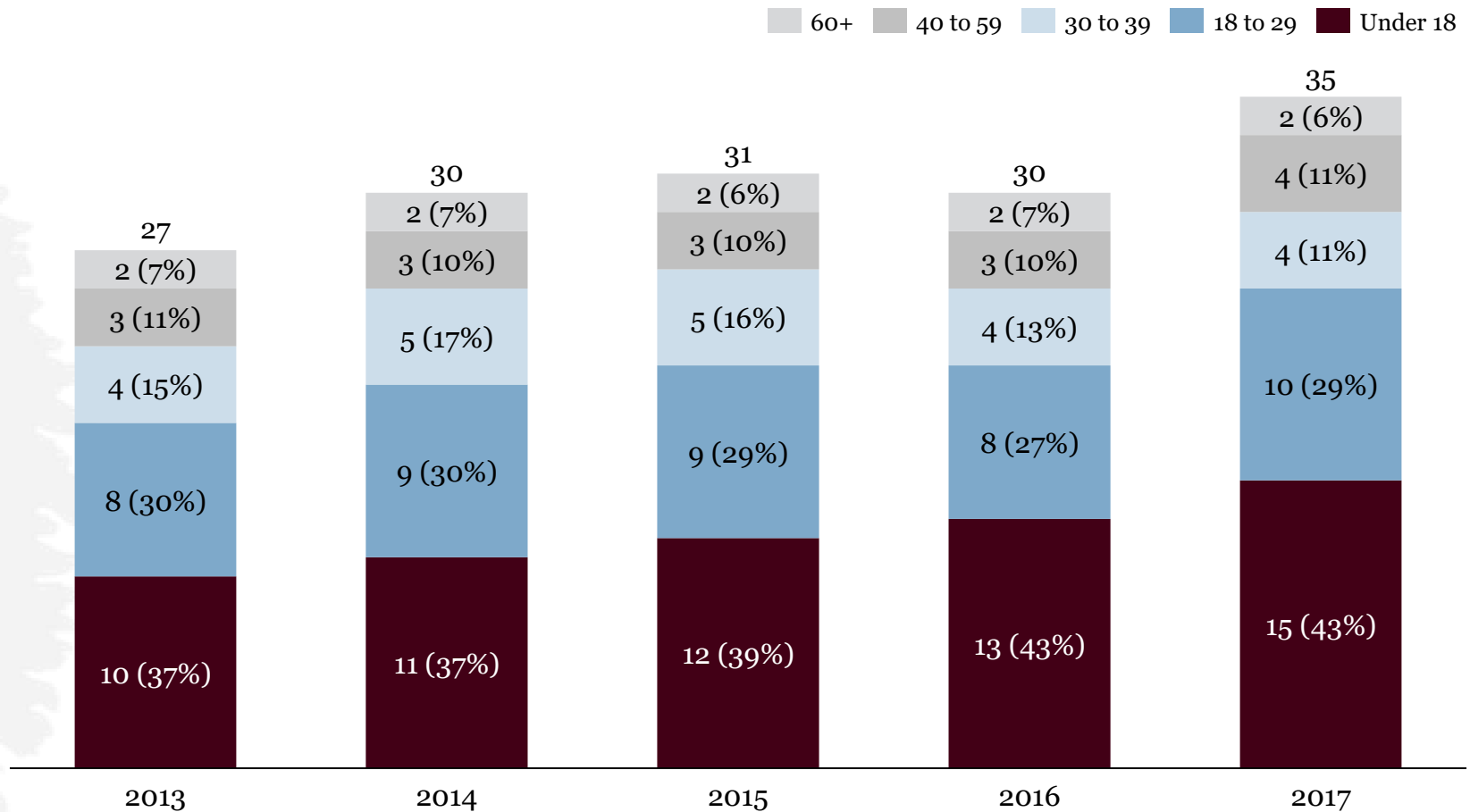
AVERAGE MONTHLY UPLOADS (KS) BY REGION (% OF TOTAL)



Notes: (A) Other Includes Africa, Australia, oceania, south America, Antarctica, countries with coding errors, and not specified.
 Source: Data provided by XXX Data Analytics Team

Nearly X% of active monthly users are ages X or older

ACTIVE MONTHLY MEMBERS (KS) BY AGE (% OF TOTAL)



Source: Data provided by Data Analytics Team

Agenda

Product Overview

Revenue model



Three revenue models were developed for ProductX

Model Version Overview

No Change

Take no substantial actions to change the Xproduct or expand its monetization strategies; continue similar to current trends

Model B

Invest in improving the X; implement both X to ensure that the product tracks with competition

Model C

Invest in improving X product and community; develop a set of X including A, B and C beginning in 2018, and D and E beginning in 2020; this model does not include X growth



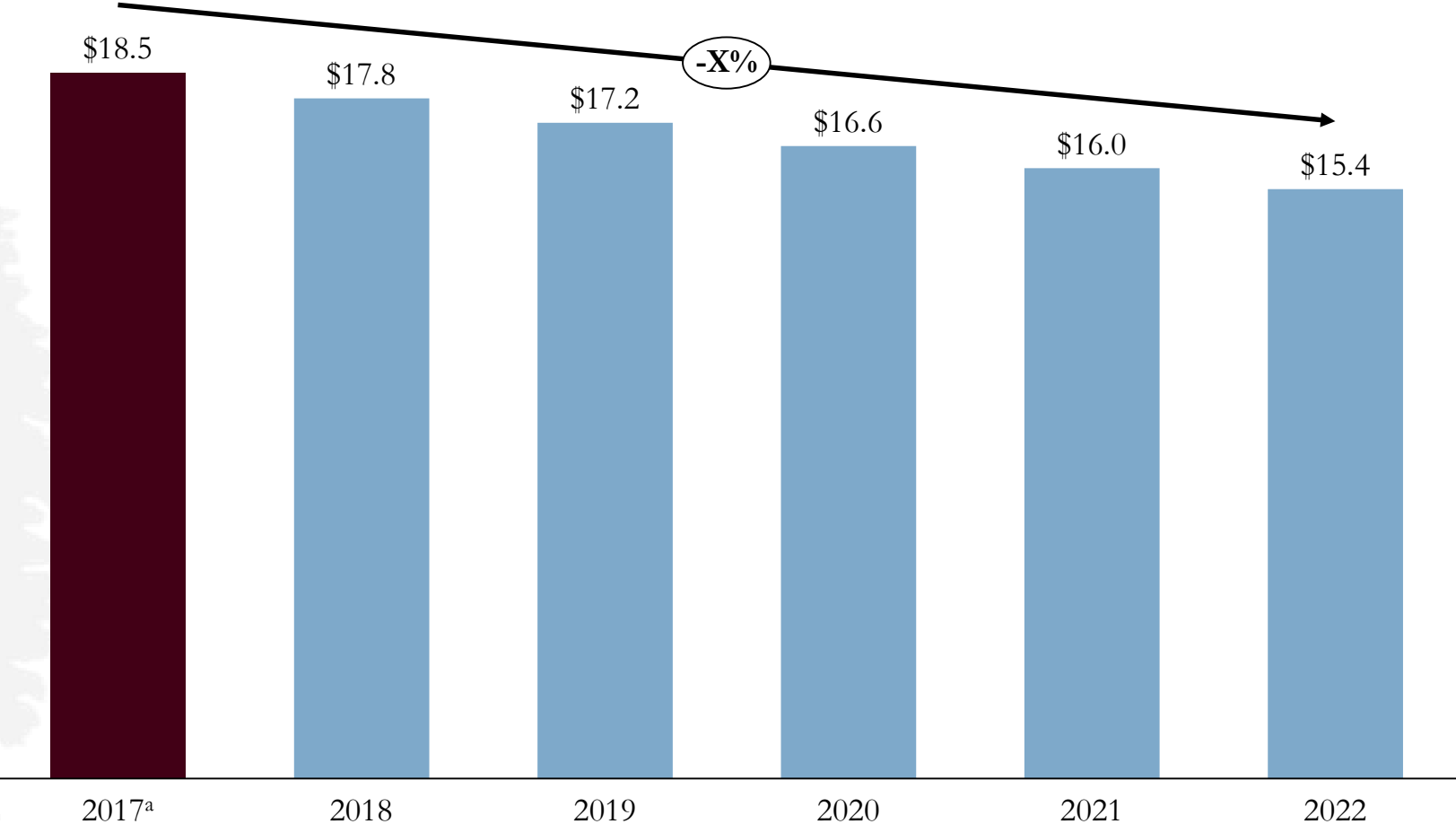
Model revenue drivers

Model Version	Driver 1	Driver 2	Driver 3	Driver 4	Driver 5
No Change					
Model B					
Model C					



Revenue model: No change

DIGITAL REVENUES (\$MS)

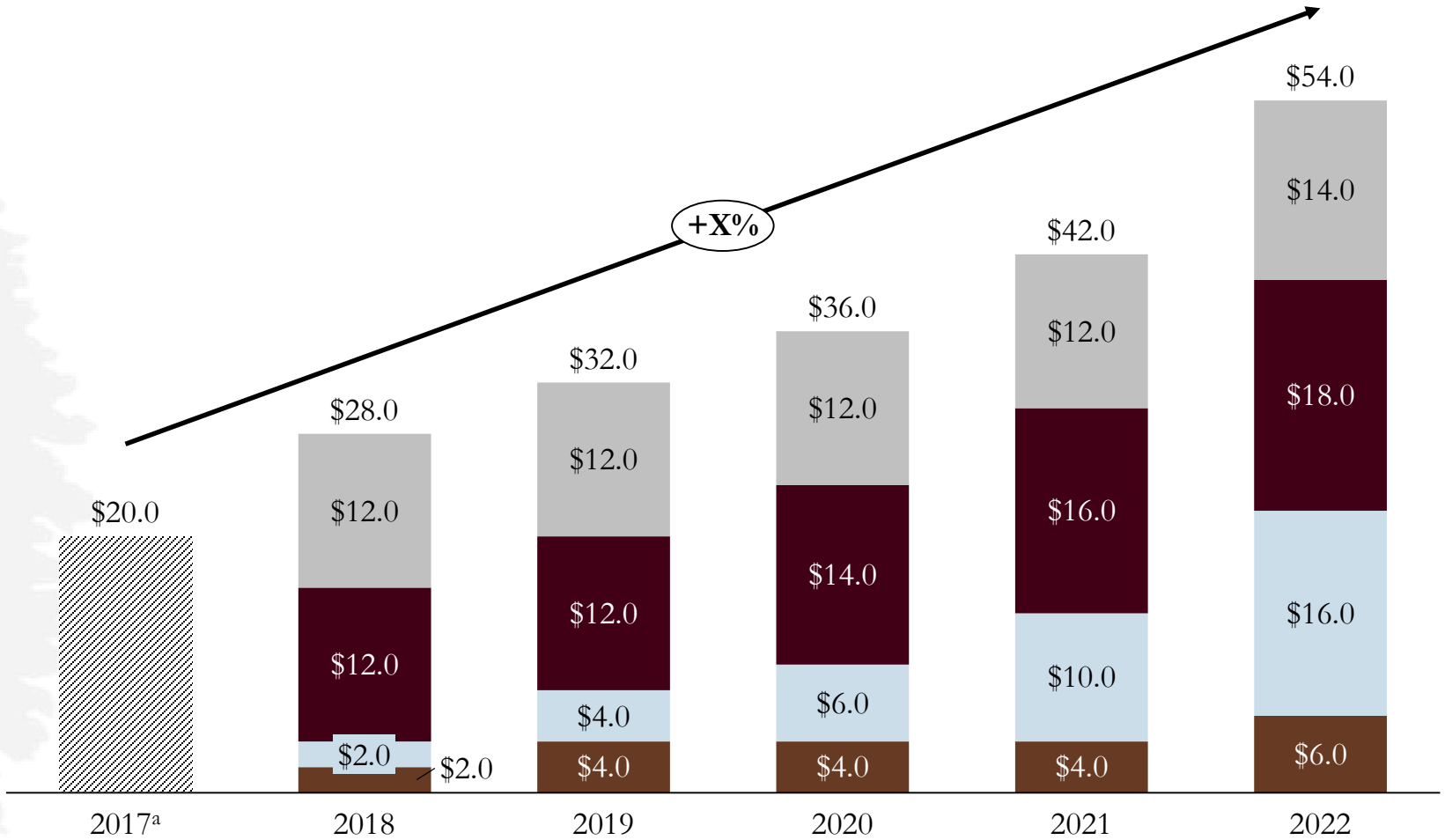


Notes: (A) Note A (B) Note B (C) Note C
Source: Digital financial model, XXX financial analysis

Revenue model: Model B

DIGITAL REVENUES (\$MS)

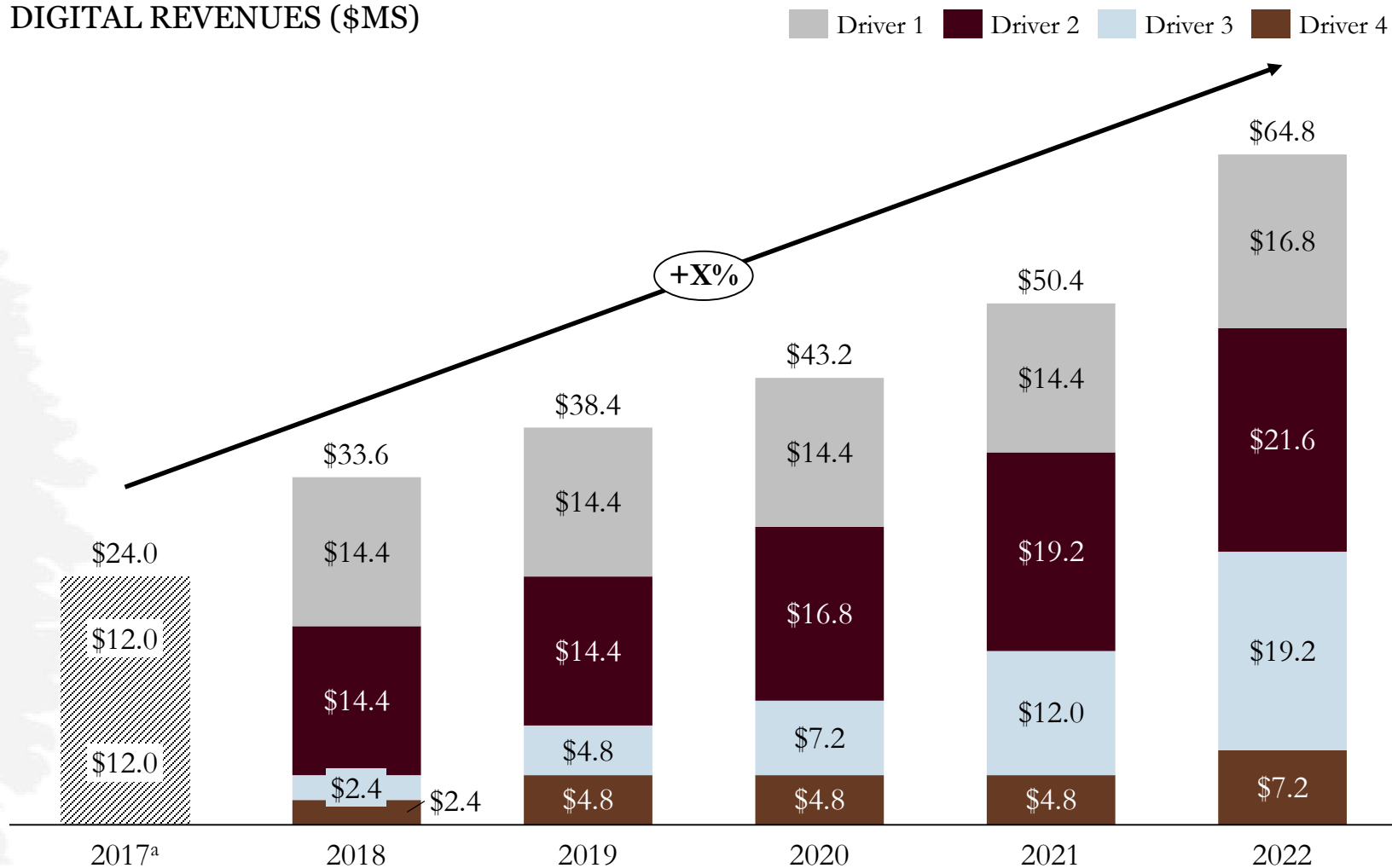
Driver 1 Driver 2 Driver 3 Driver 4



Source: Digital financial model, XXX financial analysis

Model C

DIGITAL REVENUES (\$MS)



Source: Digital financial model, XXX financial analysis



REDWOOD  **ADVISORS**