CURRENCY LADDER

Worksheets, updates and comments available online:

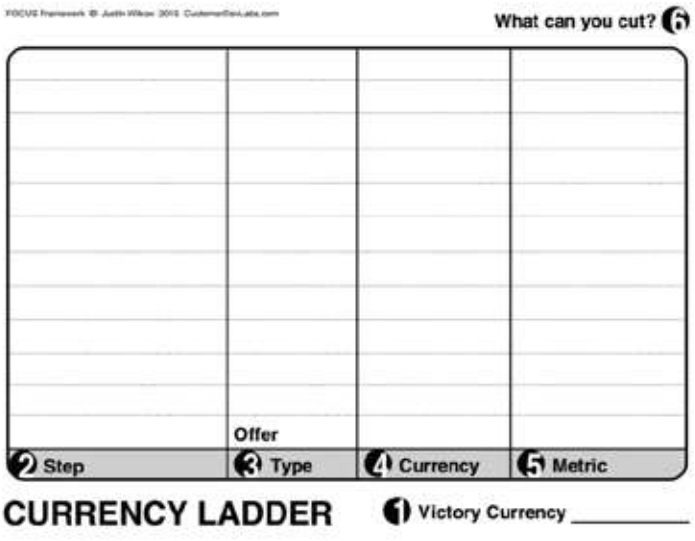
Problems You'll Solve

1. What currencies do **you** need?

Out of all the potential forms of currency, which one is the optimal for you? Should you optimize for cash or users? Usage or referrals? Leads or data? This exercise will answer that question.

2. How many currency tests will you need to run?

For each currency that you think you need, you will have to run an experiment to validate that hypothesis. This exercise will help you understand what it'll take to do that.



Grab your Currency Ladder worksheet

3. Can you get your currency faster?

In this exercise you will learn how to get your Victory currency - the currency that is most valuable to you - as quickly as possible.

Recap

What is currency?

> Currency is anything that will help you achieve your Victory.