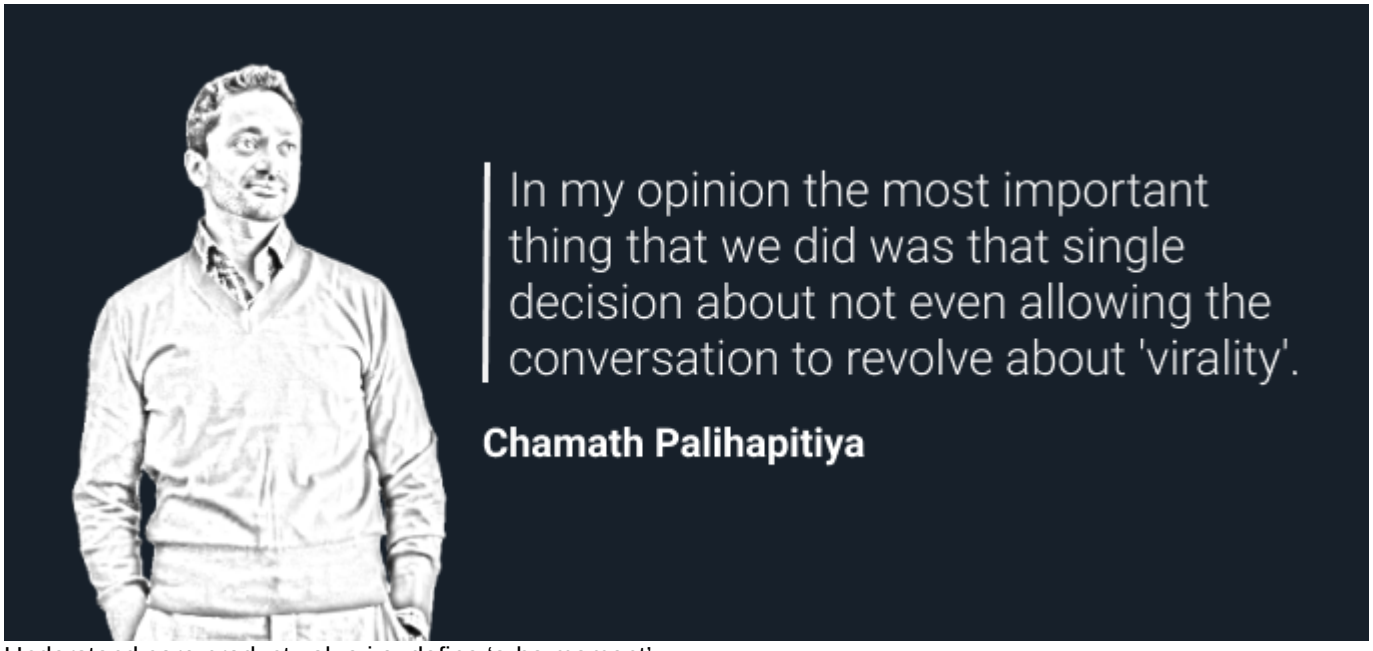
Twitter Thread by Kamil Ruczynski

Kamil Ruczynski
@_unable0

Once @chamath explained how they put Facebook on the path to 1 billion users. ■

He ignored the idea of 'making it viral'. Instead, he decided to focus on making the product useful for the user.

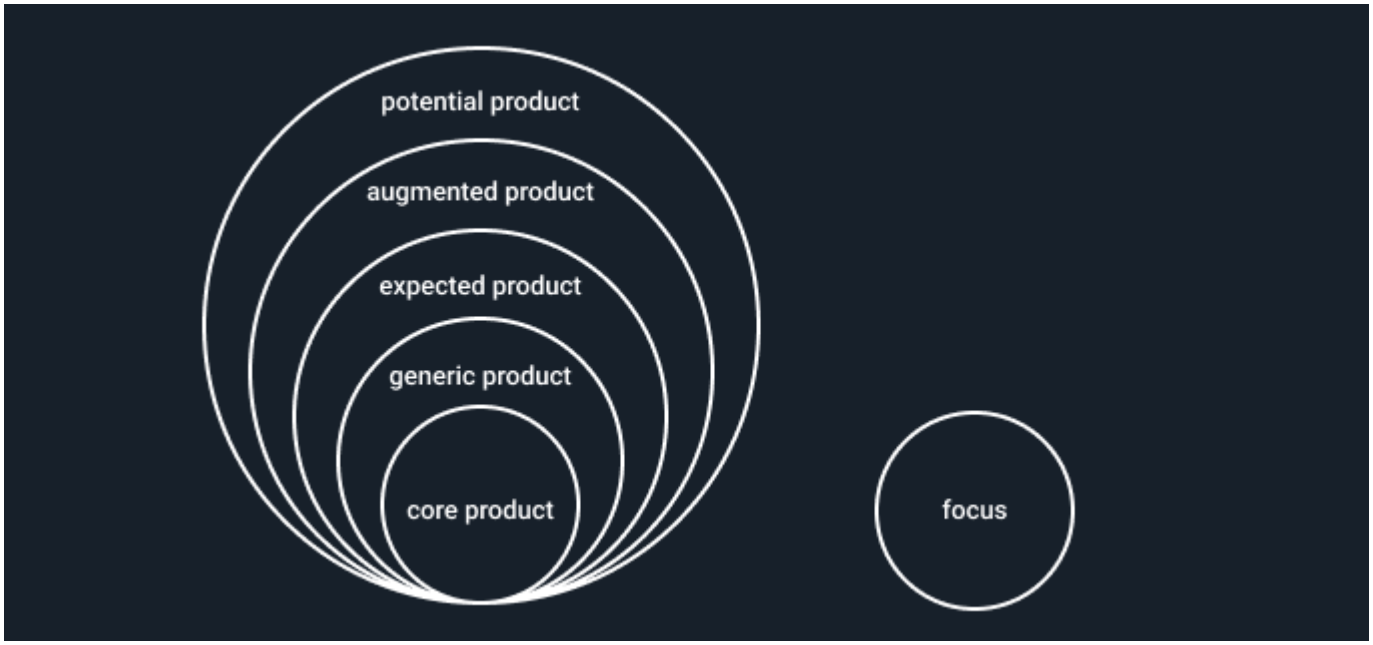
Find more below ■



Understand core product value i.e. define 'a-ha moment'.

At Facebook, it was creating a real connection with someone.

PS: Core product value is really elusive and most products don't have any. ■■■■



A massive amount of complexity compressed in simplicity can be extremely useful.

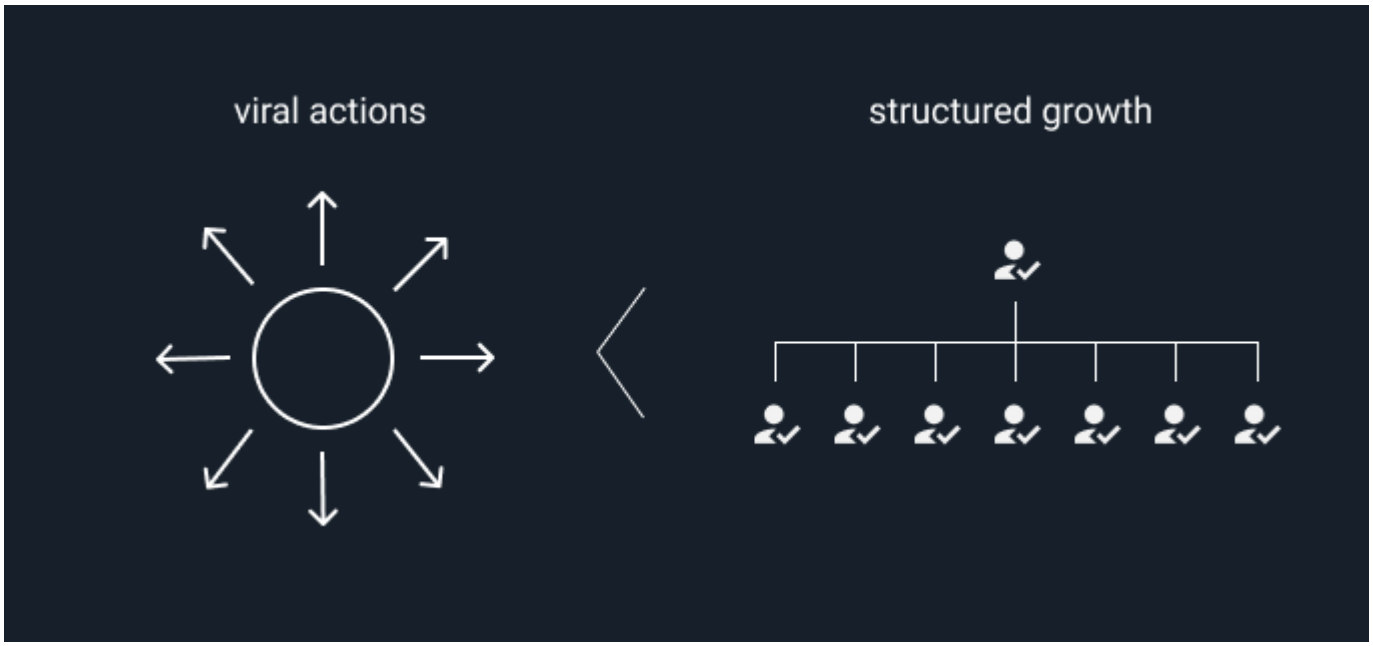
The growth team created a framework in which they applied 3 very simple principles:

1■ Measuring
2■ Testing
3■ Trying

However, at some point, viral actions started driving growth. Chamath strongly opposed.

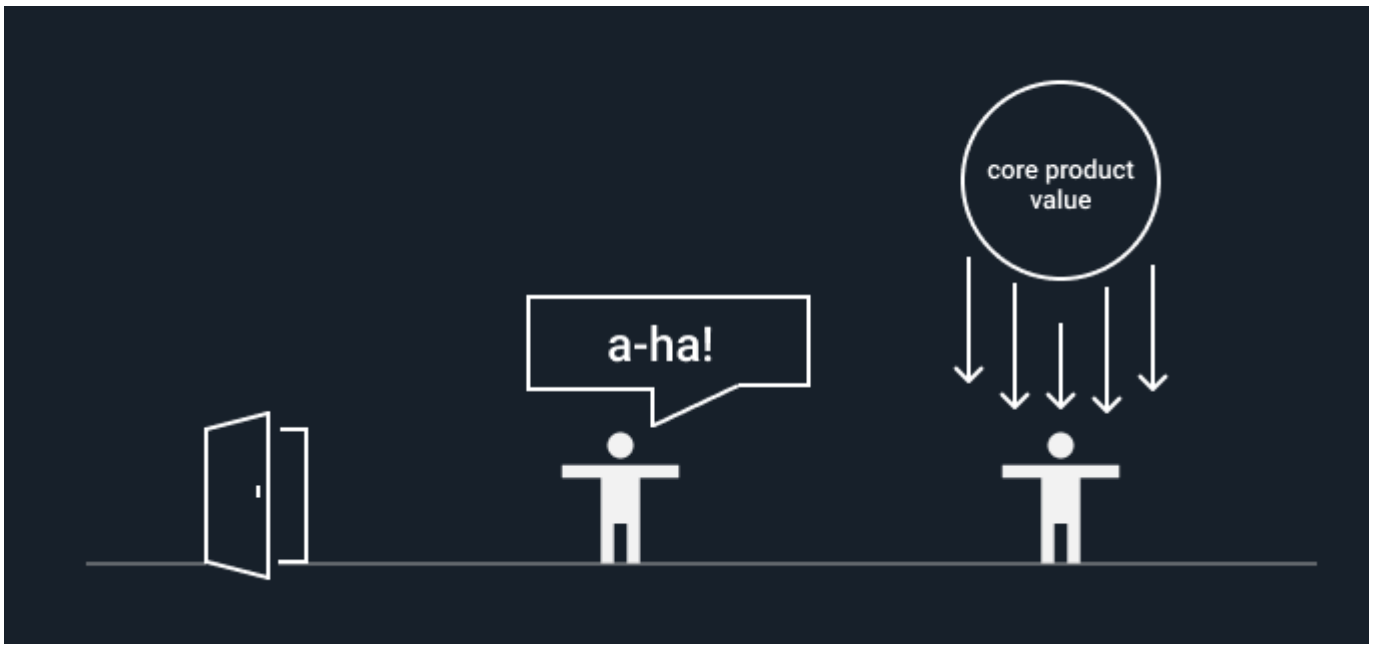
You need to know where the real growth comes from.

‘Do not focus on viral actions. Don’t touch it.’



Instead, they focused on the 3 most difficult and hard problems that any consumer product has to deal with:

■ How to get people at the front door
■ How to get them to ‘a-ha moment’ as quickly as possible
■ How to deliver them core product value as often as possible



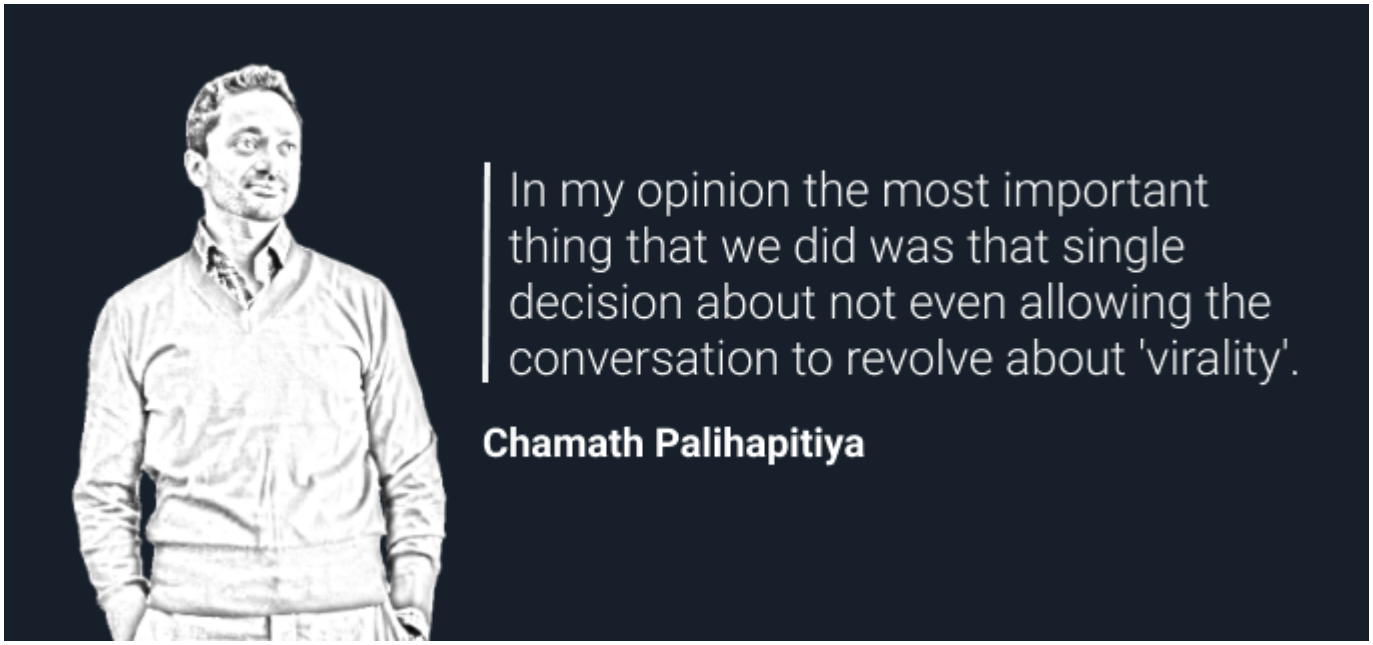
You have to figure out the metrics for the above and then ignore the urge to just 'go with your gut' without testing. This is usually due to ego: someone wants to feel that their 'gut' is right.

So, figure out the above metrics and figure out how to improve them. ■

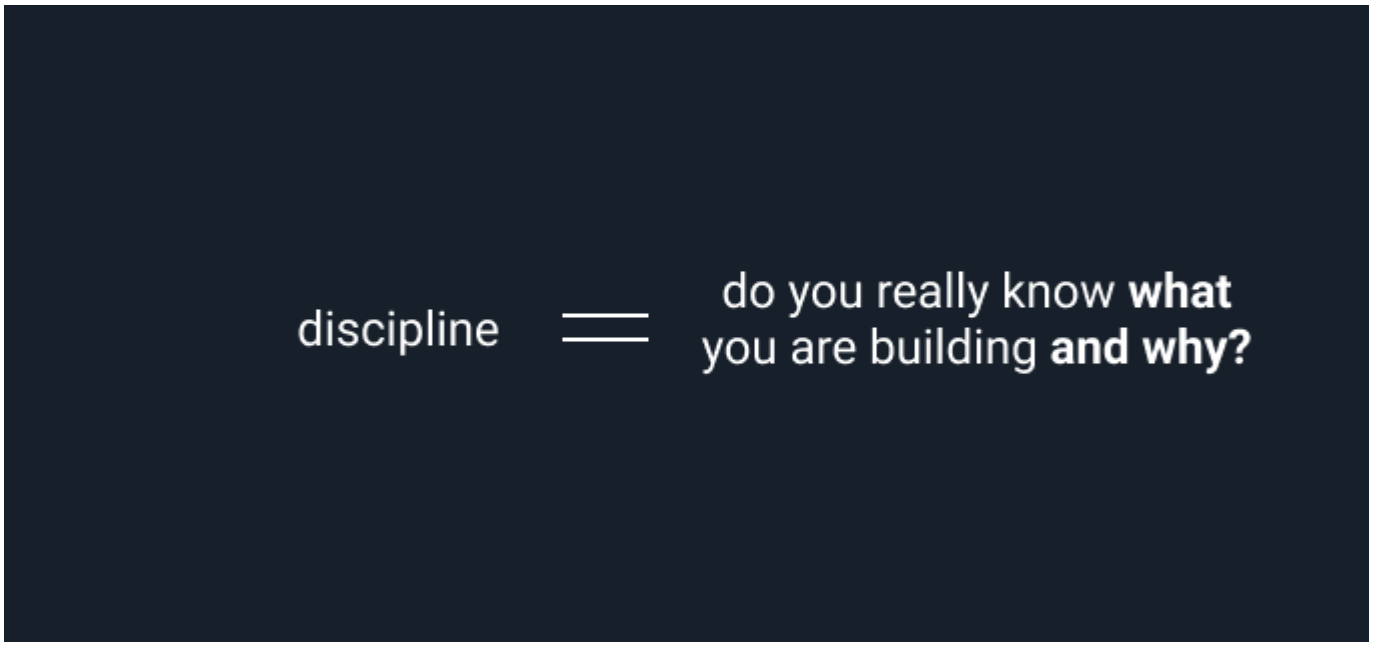
Things that scale understand that principle, intuitively or explicitly.

‘After all of this is done, you can think about how to make people get more people.

That single decision about not even allowing the conversation to revolve about 'virality' in my opinion was the most important thing that we did.’



It is the discipline to not optimize for short things that give you the shortest and most immediate ROI. It is never sustainable that allows you to build something useful.



1■ Give up ego. You have to be comfortable not being rewarded in the short-term.
2■ Invalidate all of the lore. Disapprove all of the random anecdotal nonsense. Do not believe in the ‘gut feeling’. Most people are wrong.

Most people don’t have a culture that allows those two things to happen in the company. ■■■■

Don’t believe in BS. Otherwise, you start to compound two massively structural mistakes:

■ Don’t expose core product value
■ Don’t allow real engagement and real product value to emerge

Important footnote ■■
Don’t alienate long tail. They trust you and use the product. It is the biggest risk.

It is not visible in top-level metrics. ■

After all the testing and the iterating single biggest thing they realized was to get any individual to 7 friends in 10 days. Keystone. Not much more complexity.



From that point, nothing else was important. Every meeting was all about it. No monetization. Nothing else. Full focus.

With the potential for huge network effects, they didn't want to do anything to slow down until they got the network effects.

'Everything else was easy after we understood the core strategy.'

The most important framework you can organize on an entire company.

When you look at big companies now that often face stock fluctuations and you may think it is a growth problem.

It seems numerically as a growth problem.

What it really is is product value and culture problem.

They should come back to the basics ■
https://t.co/enVMovDfFQ

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— Kamil Ruczynski (@_unable0) January 30, 2021