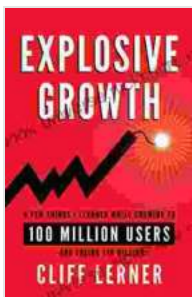# Few Things Learned While Growing My Startup To 100 Million Users Losing 78%

I started my startup with a simple goal: to make it easier for people to connect with each other. We built a social networking site that allowed users to share photos, videos, and thoughts with their friends and family. We quickly gained traction and within a few years, we had over 100 million users.

Explosive Growth: A Few Things I Learned While Growing My Startup To 100 Million Users & Losing $78 Million by Cliff Lerner

★★★★☆ 4.4 out of 5

Language	: English
File size	: 7880 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 309 pages
Lending	: Enabled

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But then something happened. We started to lose users. And we lost them fast. Within a year, we had lost 78% of our user base. It was a devastating blow to our company and I was left wondering what had gone wrong.

I spent months trying to figure out why we had lost so many users. I talked to our customers, I did market research, and I even hired a consultant. In

the end, I came to the that we had made a number of mistakes that had led to our decline.
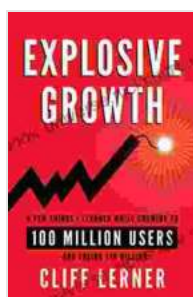
Here are a few of the things I learned from that experience:

1. **Don't focus too much on growth.** When we first started out, we were so focused on growing our user base that we neglected to focus on other important aspects of our business, such as product development and customer service. As a result, our product suffered and our customers became unhappy.

2. **Don't be afraid to experiment.** We were so afraid of making mistakes that we were hesitant to experiment with new features and ideas. As a result, our product became stale and boring.

3. **Listen to your customers.** We didn't listen to our customers enough. We were too focused on our own vision for the product and we didn't take their feedback seriously. As a result, we made a number of changes that our customers didn't like.

4. **Be prepared to pivot.** When we realized that we were losing users, we didn't pivot quickly enough. We kept trying to make our existing product work, even though it was clear that it wasn't going to happen. As a result, we lost even more users.

Losing 78% of our user base was a painful experience, but it also taught me a lot about what it takes to build a successful startup. I'm grateful for the lessons I learned and I'm confident that I'll be able to use them to build a better company in the future.

Here are some additional tips for growing your startup:

- Focus on building a great product that solves a real problem.

- Don't be afraid to experiment and try new things.

- Listen to your customers and take their feedback seriously.

- Be prepared to pivot if your initial strategy isn't working.

- Don't give up. Building a successful startup takes time and effort.

- https://www.entrepreneur.com/article/269535

- https://www.forbes.com/sites/joshbersin/2018/01/03/the-12-essential-startup-lessons-ive-learned/?sh=6a5b19f05fb0

- https://www.inc.com/jeff-haden/5-lessons-ive-learned-from-my-startup-failures.html

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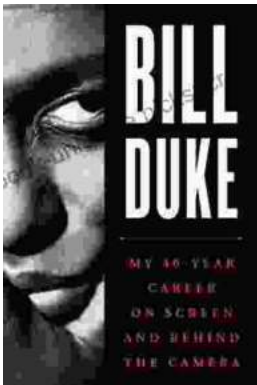
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