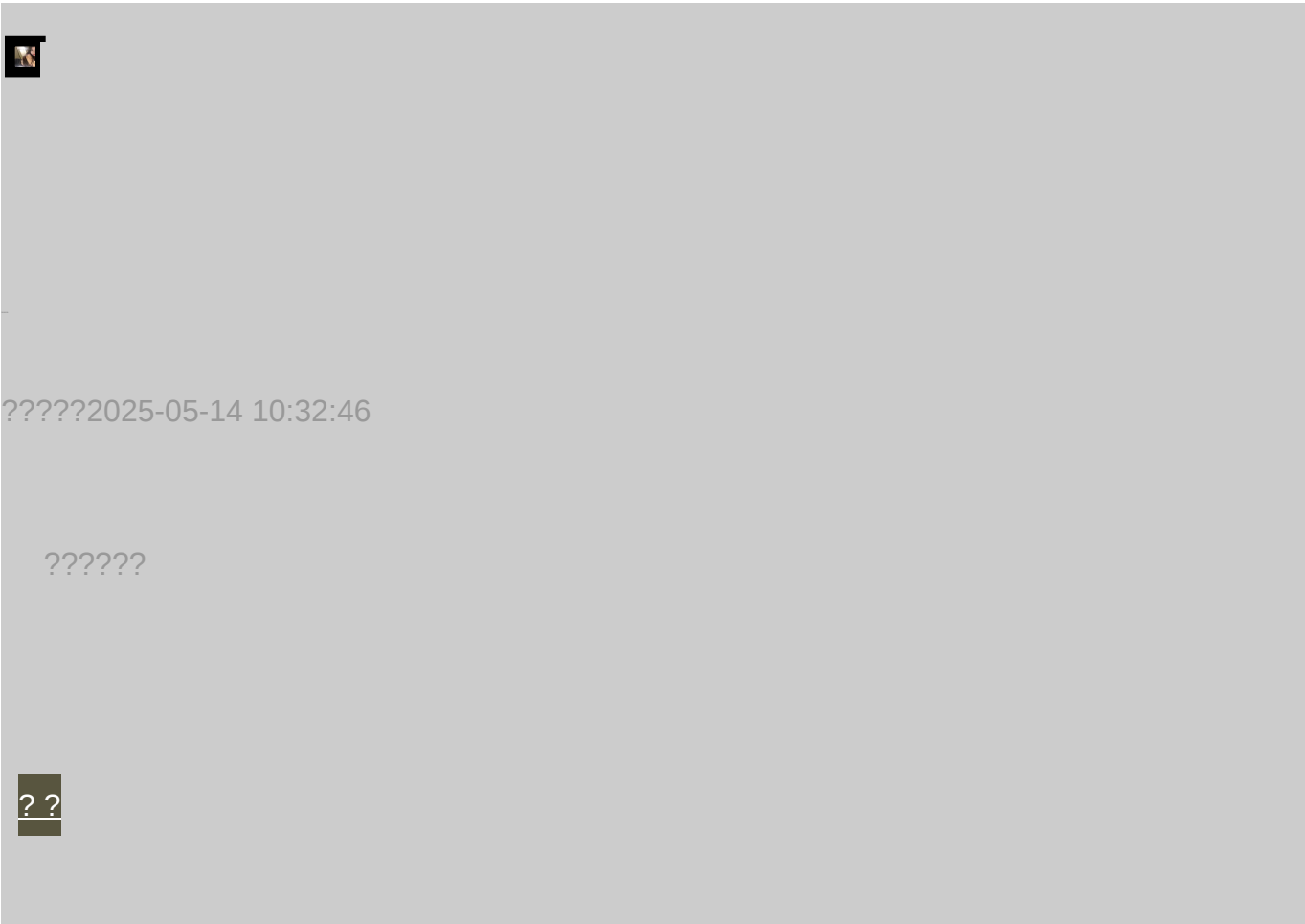




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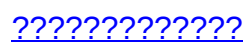
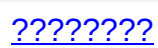


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GROWTH vs MARKETING		
	MARKETING	GROWTH
FOCUS	AWARENESS + ACQUISITION ➡	FULL FUNNEL
GOALS	LEADS, REGISTRATIONS, DOWNLOADS, ETC. ➡	GROWTH RATE
TEAM	MARKETING / ENGINEERING / DESIGN / PRODUCT LIVE IN SILEOS ➡	ENGINEERING, DESIGN, DATA, MARKETING INTEGRATED
INFLUENCE	LITTLE INFLUENCE ON CHANGES IN PRODUCT ➡	LOTS OF INFLUENCE TO MAKE CHANGES IN PRODUCT

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