

🌟 AI Made simple

Our product will become more smart and useful with AI assisted features that will guide the customer through the process of website building. The customer main task is providing the context, preferences and filling in the gaps (like he would when hiring a web designer). Building a website should become easier and faster than ever with improved end results! Besides that all teams can think how AI innovations that have emerged can aid us in the work we do! Let's try and learn.

- Surprisingly accurate and good example content on websites
- No overly fancy AI applications; we keep a simple user experience
- We benefit from existing tools where possible
- AI Assisted Support using third party tooling
- Promote and renew communication about new features and way of working in help center, landing, email marketing, socials etc.



💎 Loyal Customers

Let's Attract, Deserve and Retain Loyal Customers.

- **Focus on quality of clients:** Market high intent people. And have a more nuanced view on the #sales and evaluate discount propositions.
- **High quality customer interaction:** We treat personal customer interaction as a chance to build a loyal customer relation. In particular when something breaks.
- **Leverage their loyalty:** Motivate customers to spread the word. Maximize the retention and value we receive from our customers. Charge value adding features.
- **Optimize offboarding journey:** Eventually each customer will offboard. What can we do to improve the experience better while increasing our chances of maintaining a relationship.



🟠 Reliability

As we grow as a company, there is an increased need to rely on data, processes and each other. In this way we can feel confident things will keep going smooth, overhead will be reduced and we can accelerate even further!

- Think about the way we do work; have clear processes and keep refining them
- Important decisions should rely on the most accurate, reliable and up-to-date data
- Unlock people's talent by making them responsible

Projects include:

- More accurate and automated conversion value estimations in marketing.
- Our business administration should become audit-proof



👤 We are human

With increasing growth of customers and team size in mind, we still aim to keep the personal touch with each other and our customers. That's why we connect, find human connections, investigate our talents and weaknesses and maximize each other's potential!

- Keep connected as a team: e.g. share success stories, team building, celebrations, office visits, ..
- Small business owner customers identify themselves and feel a connection in our communication.
- Speak with / visit and or buy from small business owners.
- We aim for technology assisted but personal support.
- Give back: make donations to support less fortunate small entrepreneurs.



International growth path

Internationalisation is part of our strategy to increase our impact and reach our dream goal of serving 250k small business owners world wide in 2026.

Recent expansions to Scandinavia **did not yet validate** that significant new language expansion is the way to go; but the new language process is much more streamlined!



For 2024:

- **Focus** on our **current focus markets / languages** 🇨🇪; find further improvements and growth opportunities and offer a near-native experience!
- To keep learning/experimentation: we will launch **1 or 2 new languages** this year (e.g. Polish 🇵🇱)

New learnings might lead to new paths where our prios and values are our compass.

