

ПІСЛЯ ПІВОТУ МИ
ВИЙШЛИ НА \$500 ТИС.
GMV В МІСЯЦЬ.

що спрацювало, а що варто було змінити

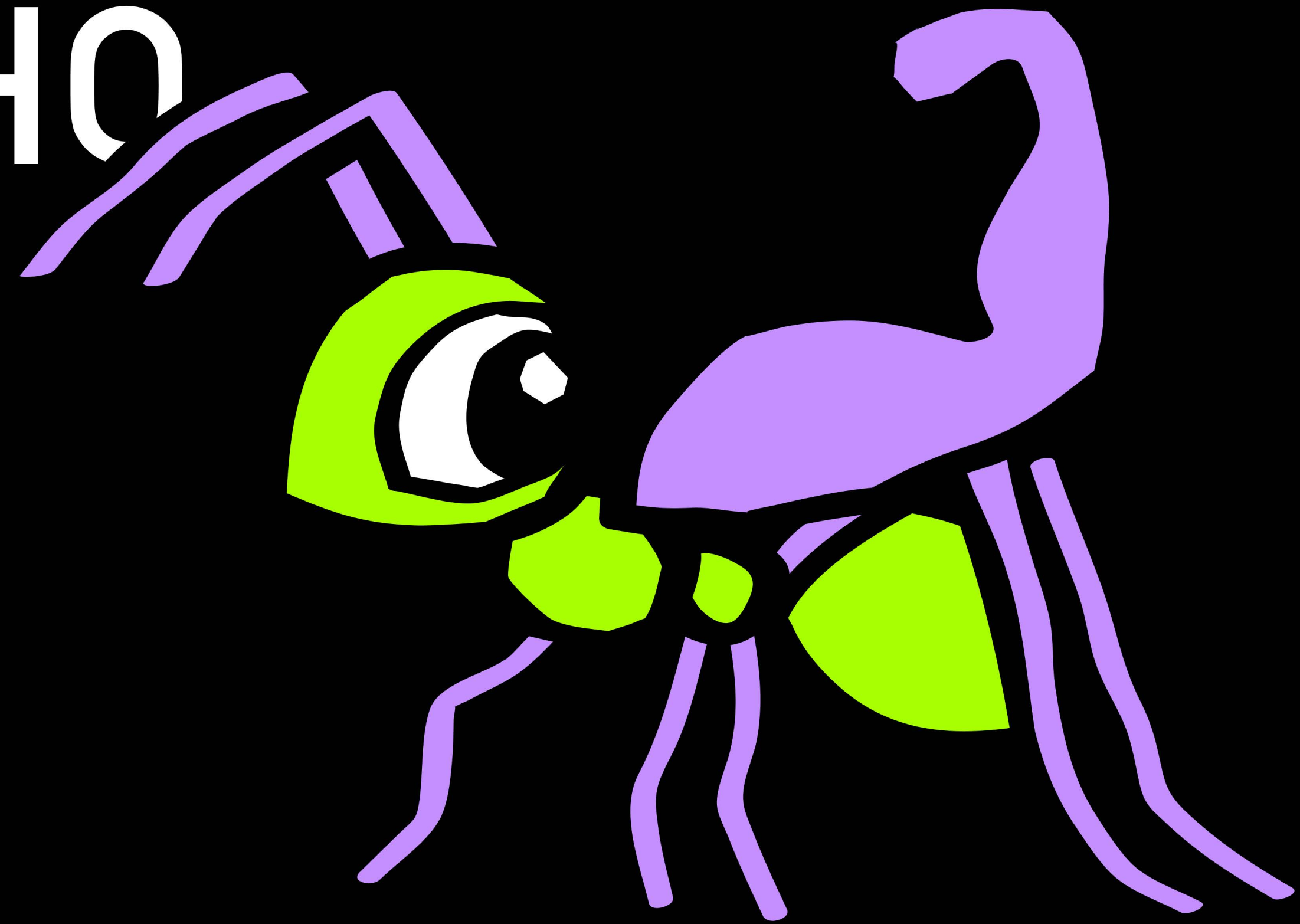
GMV: JAN '20 – APR '21



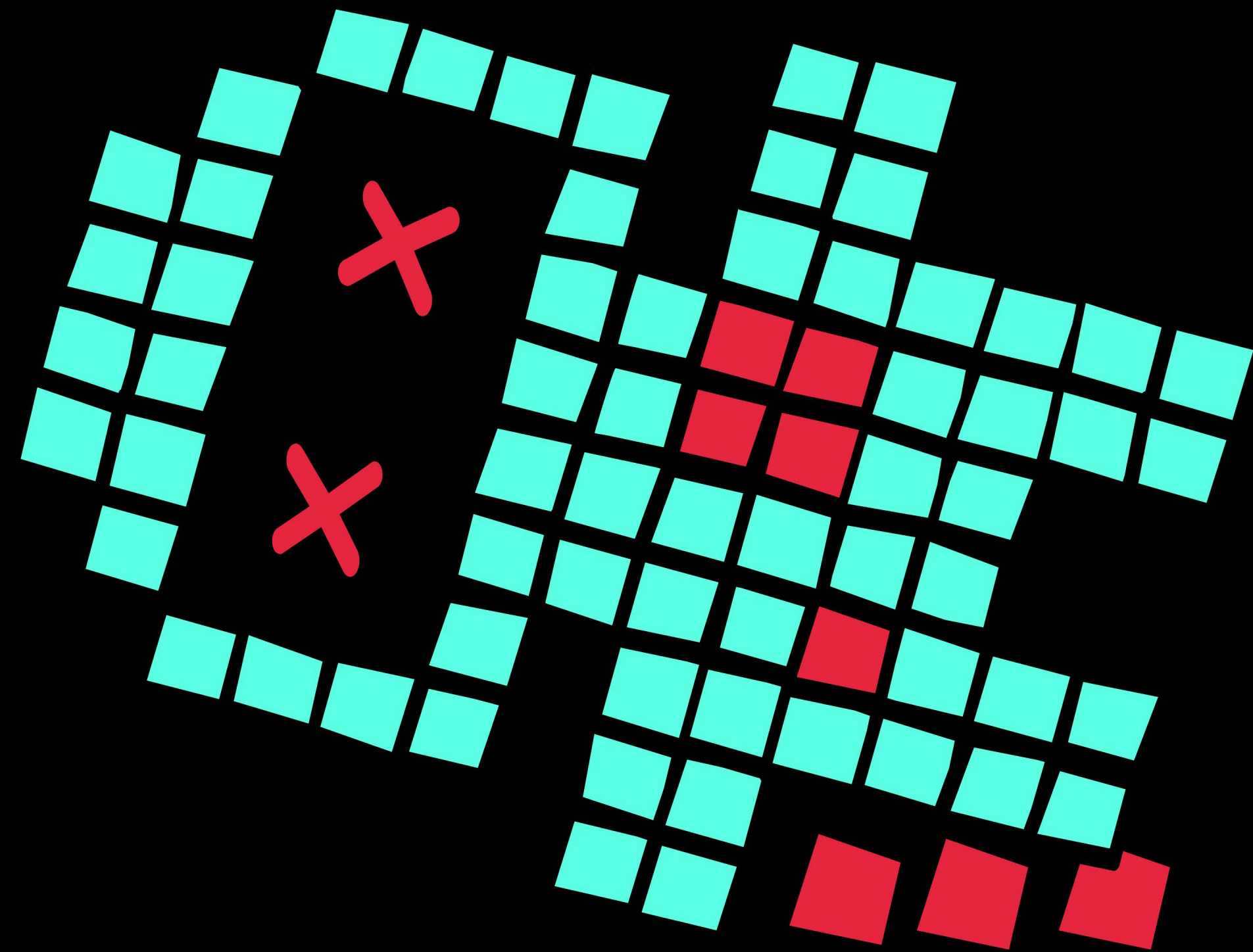
PIVOT

- ▶ coding ninjas – uber для задач із розробки
- ▶ революція для клієнтів – провал для нас
- ▶ спротив півоту і чому я був неправий

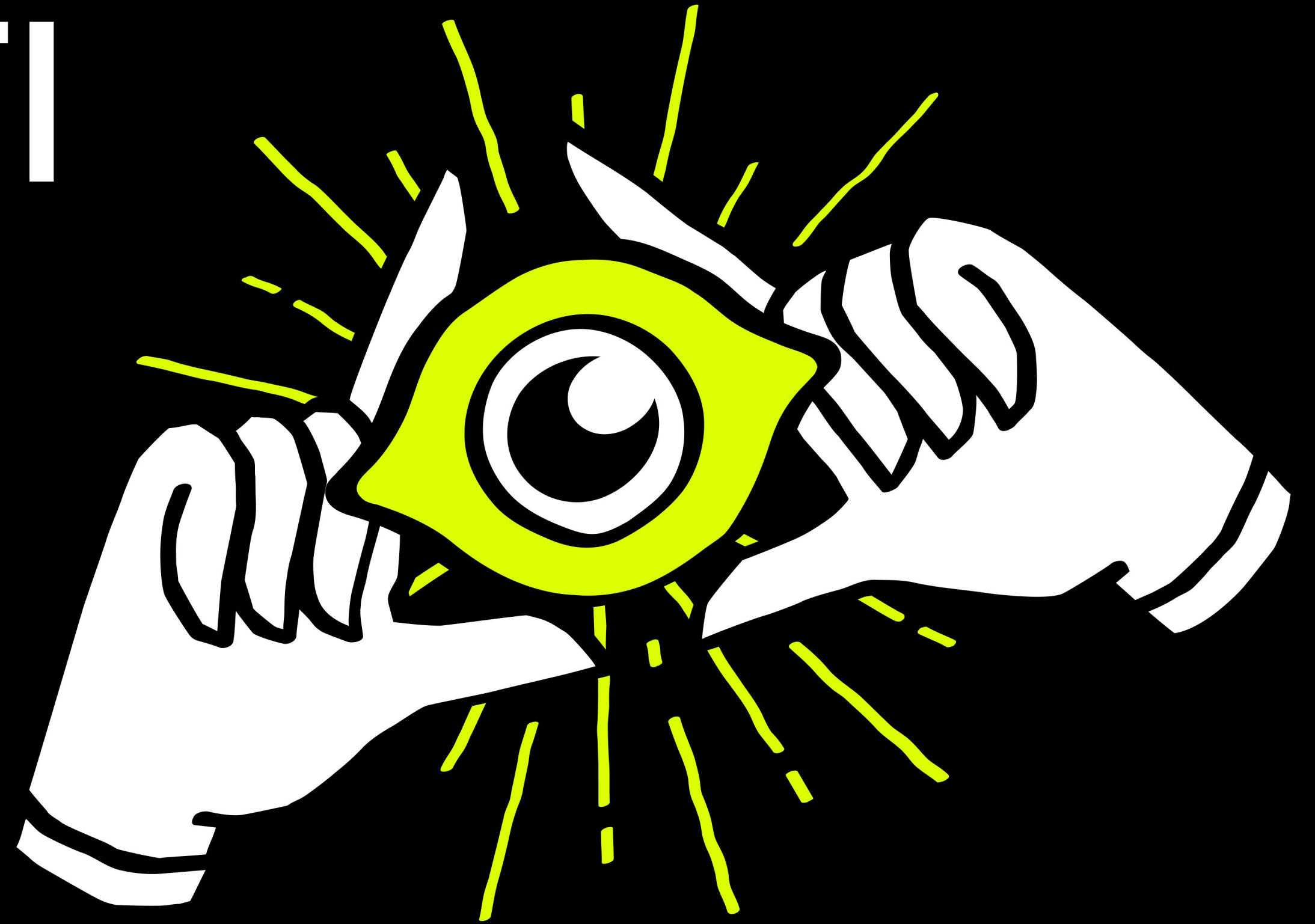
ЩО МИ ЗРОБИЛИ
ПРАВИЛЬНО



ΦΟΚΥΣ



БРЕНД ЗІГРАВ ВЕЛИКУ РОЛЬ В РОСТІ





Joshua @joshcpm · 20 февр

В ОТВЕТ [@volodarik](#)

I really love your design! It is unique and really engaging.



Alex Zirbel @alexzirbel · 2 мар

В ОТВЕТ [@clayallsopp](#)

Just went digging for this to show a friend, and FINALLY found it via your tweet

Have you tried these guys btw? I want to, purely on the branding



tobe @tobenxe · 19 авг 2020

В ОТВЕТ [@volodarik](#) и [@Vinrob](#)

God that site puts so many sites to shame.
Beautiful



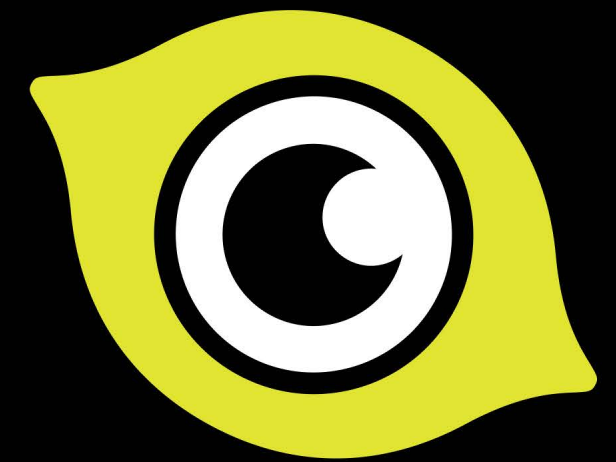
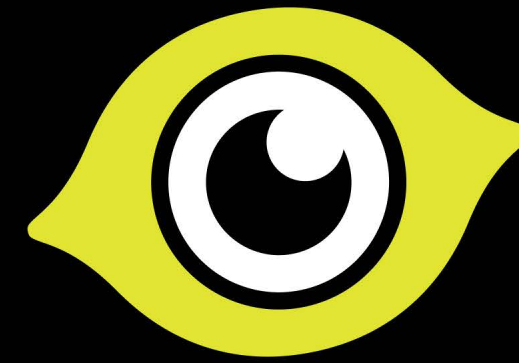
Odai @odaixodai · 11 февр

В ОТВЕТ [@volodarik](#) и [@Jason](#)

Whoever designed your website did an amazing job!



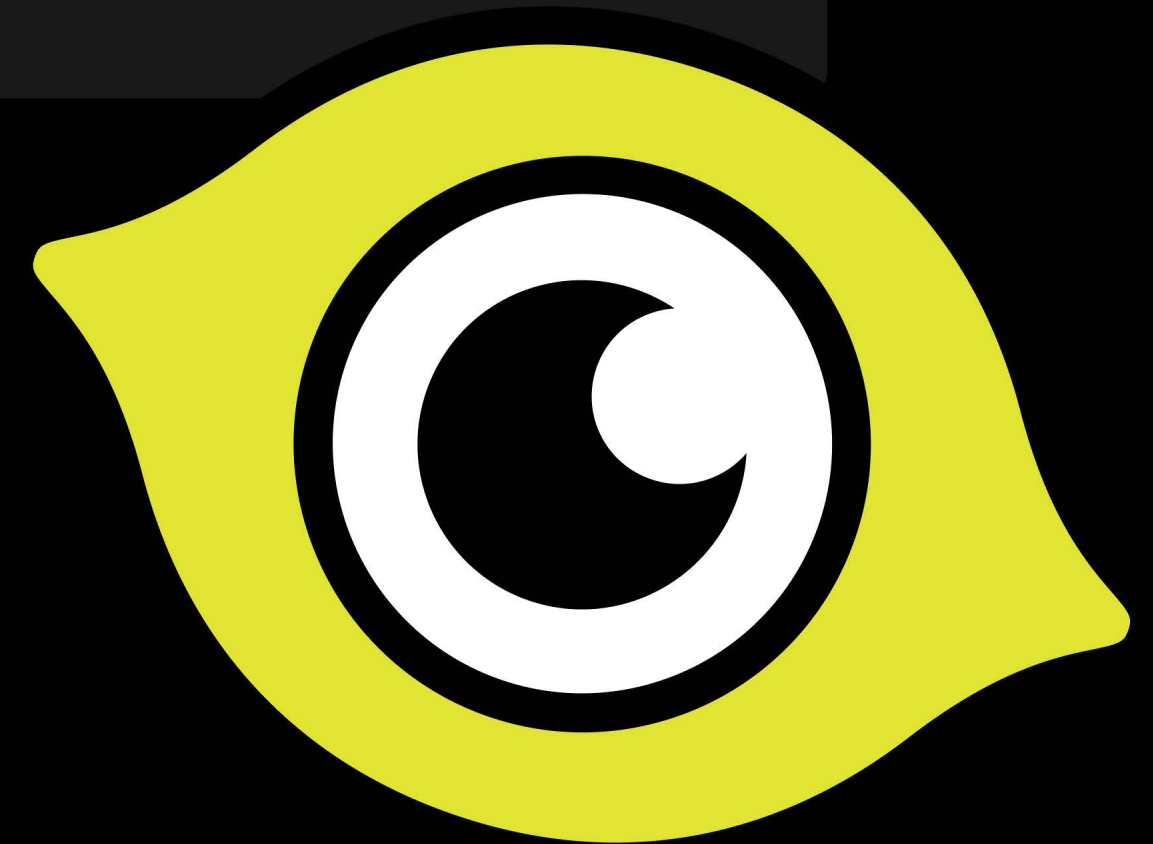
КОМЬЮНИТИ



10 hours ago

Officially keep seeing you everywhere

[@Alexsandr Volodarsky!](#)





John Speed shared a link

February 25

Has anyone used this service?

<https://lemon.io/>

I'm looking to hire contract/freelance web dev support Shopify app projects. This site obvs caught me eye.

Are they good?



Dante Vitagliano

Bro this company Lemon.io are badass. Growing like crazy, strong leadership, super effective brand, mad respect for them. That said, never used em 😊

Like · Reply · 14w



Emeka Onu

They are very good and the founder is very transparent about it. He shares their revenue and playbook on Twitter and newsletter.

You can check out his tweet timeline or even DM via Twitter <https://twitter.com/volodari...>

Like · Reply · 14w



Kyle Vamvouris

I know the founder, great guy. Really good service.

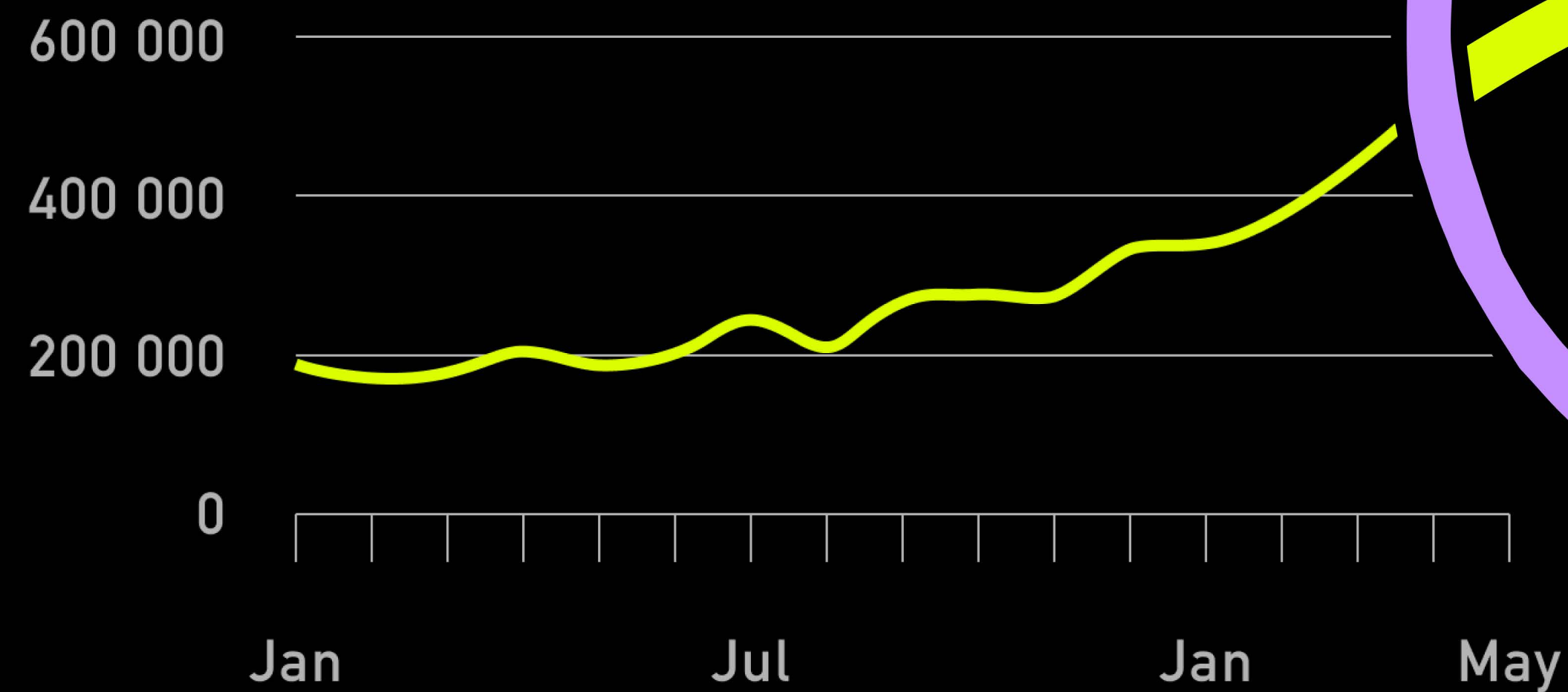
Like · Reply · 14w

TWITTER

Default Channel Grouping	Users	Drift — Client Email Captured (Goal 10 Completions)
1. Social	14.984 (41.45%)	81 (18.62%)
2. Direct	12.411 (34.33%)	226 (51.95%)
3. Referral	4.177 (11.56%)	61 (14.02%)

УСПЕШНИЙ УСПЕХ СКАЖЕТЕ ВИ

GMV: Jan '20 – May '21



ДЕ ОБІСРАЛИСЯ

- ✗ фокус на покупцях
- ✗ прозорість в команді
- ✗ пріоритети
- ✗ бренд роботодавця і повільний найм

ЦІЛЬ НА 2021 – \$10M GMV



ALEKSANDR VOLODARSKY
A@LEMON.IO

designed by 