

UNICORN

ZEBRA

THE WHY

purpose	exponential growth	sustainable prosperity
end game	exit, liquidity event, 10x	profitable, sustainable, 2x
outcome	monopoly	plurality

THE HOW

worldview	zero sum, winners and losers	win-win
method	competition	cooperation
natural model	parasitism	mutualism
resources	hoarded	shared
style	assertive	participatory
seeks	more	enough, better

THE WHO

beneficiary	private, individuals, shareholders	public, communities
team composition	engineer heavy	balanced: community managers, customer success, engineers
user pays	with attention (opaque)	for value (transparent)

THE WHAT

growth direction	hockey stick	<u>regenerative growth</u>
metric	quantity	quality
priority	user acquisition	user success
obstacle	product adoption	process adoption