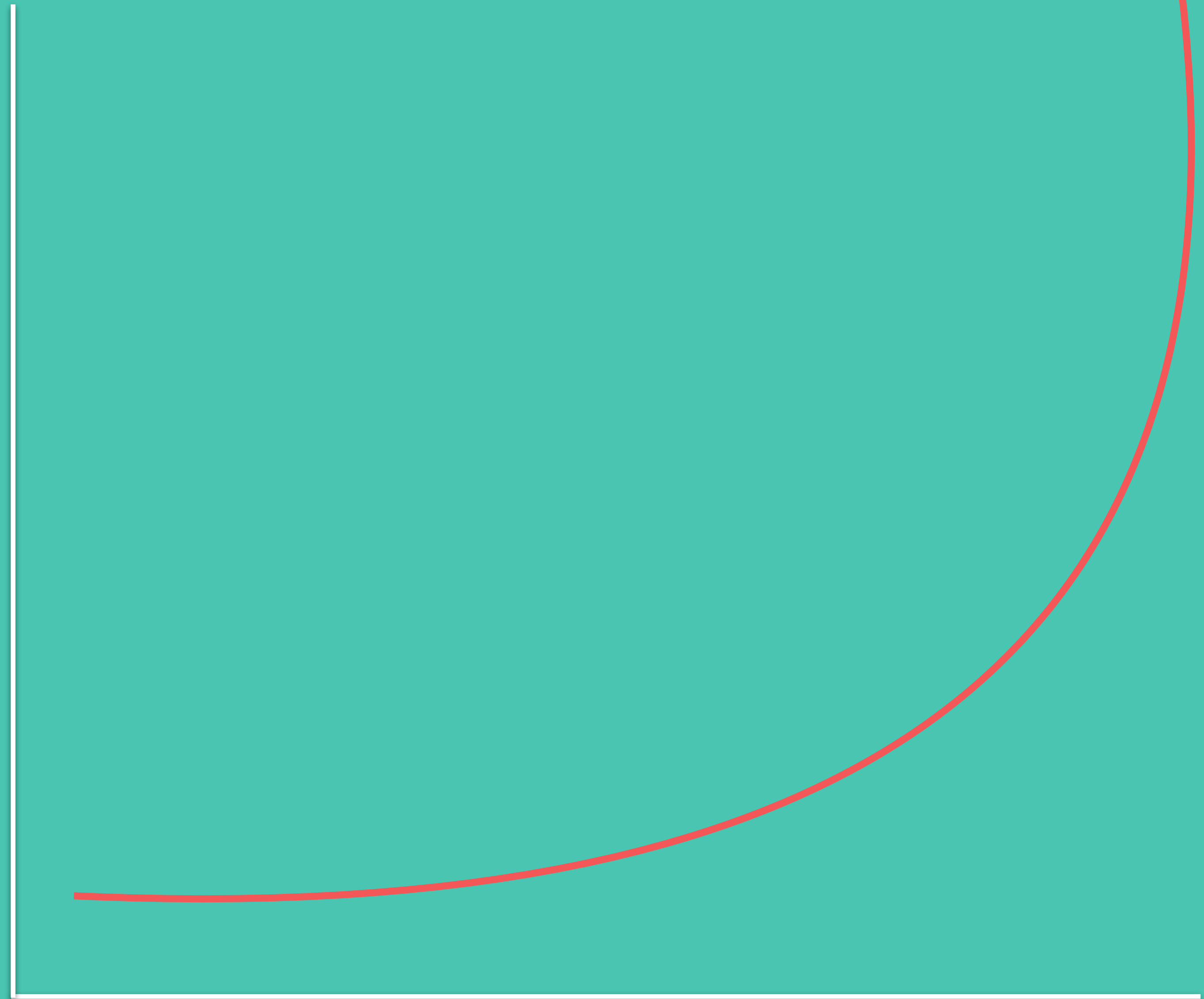




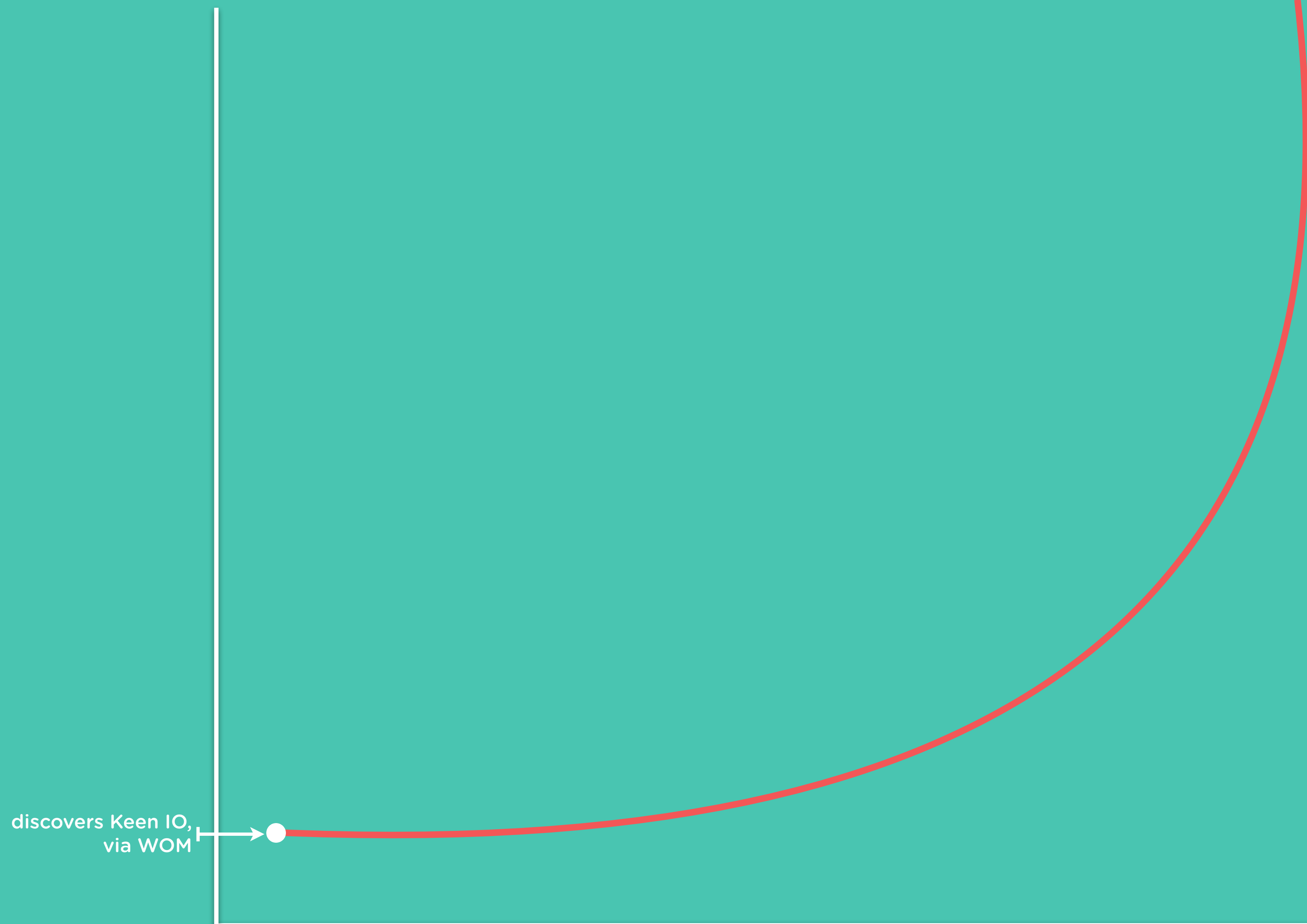
Keen IO's Community Commitment Curve



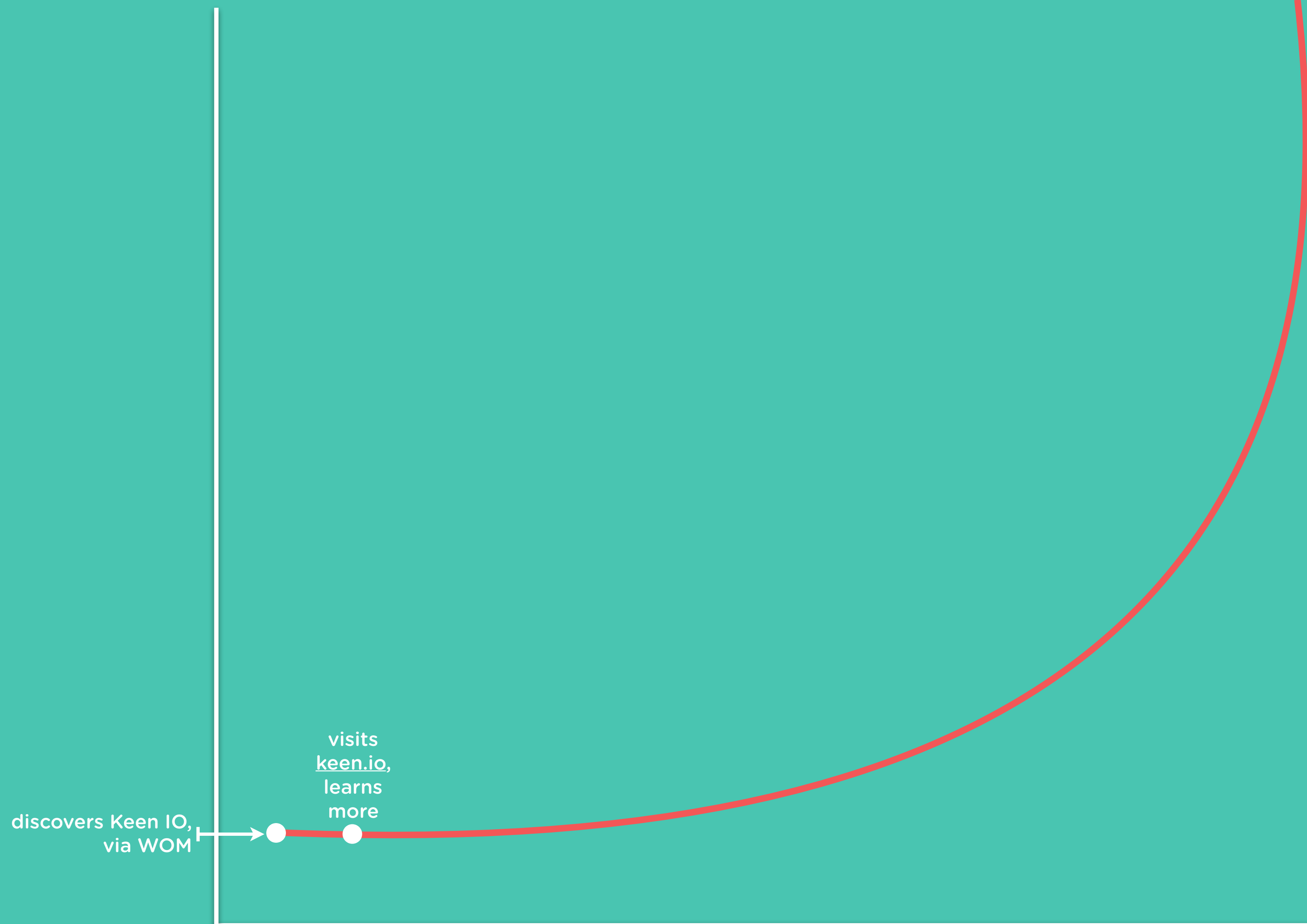
Keen IO's Community Commitment Curve



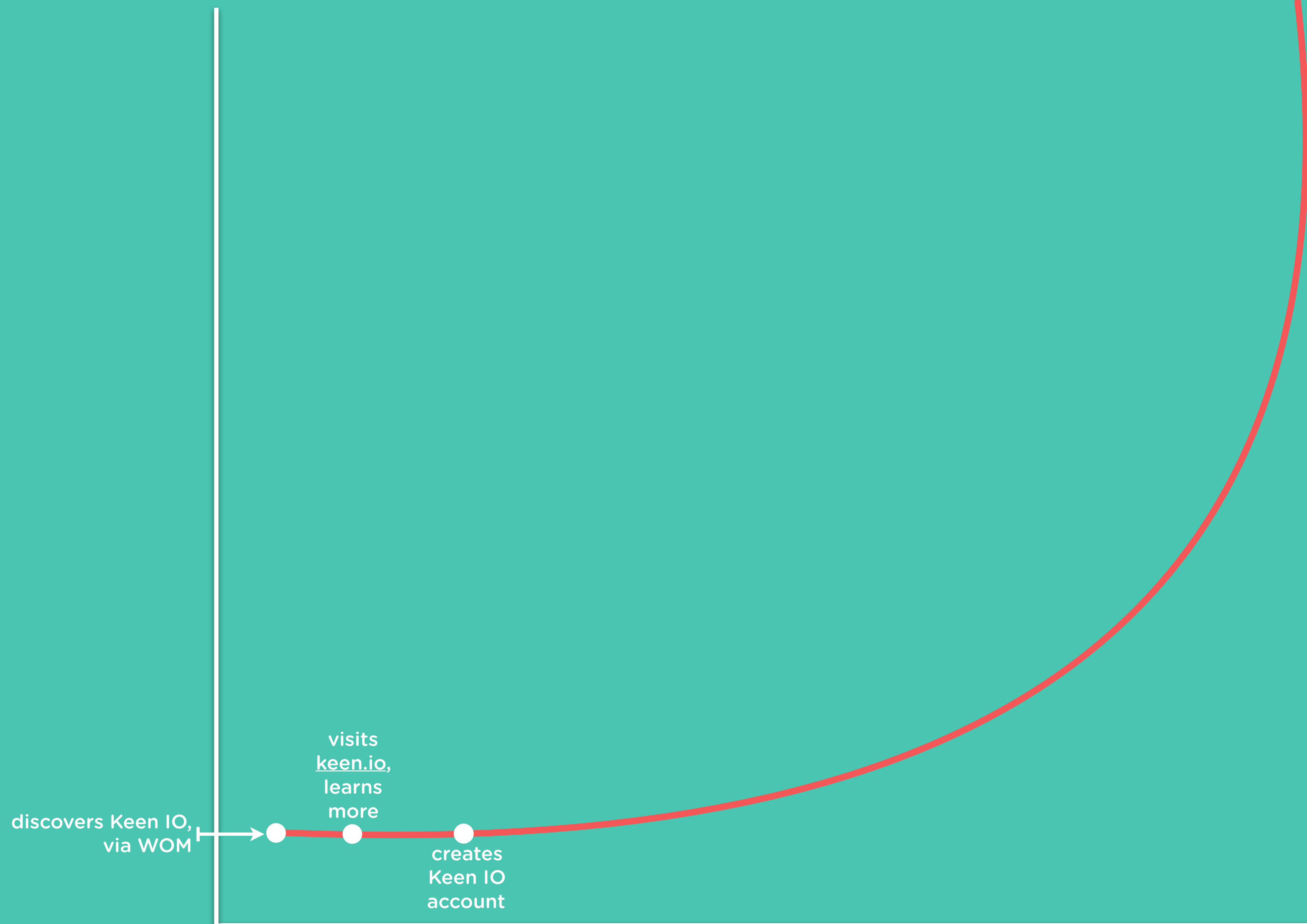
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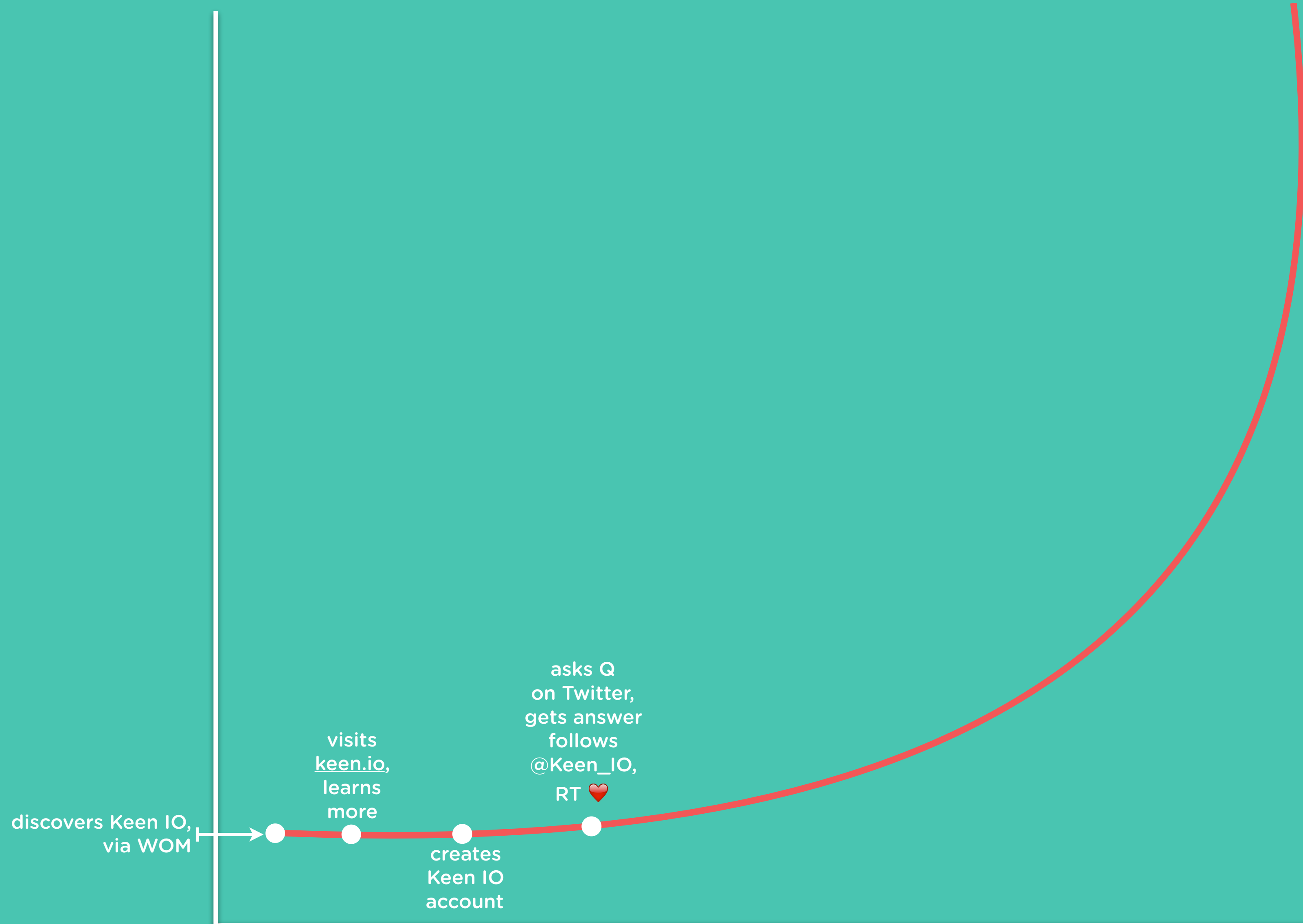
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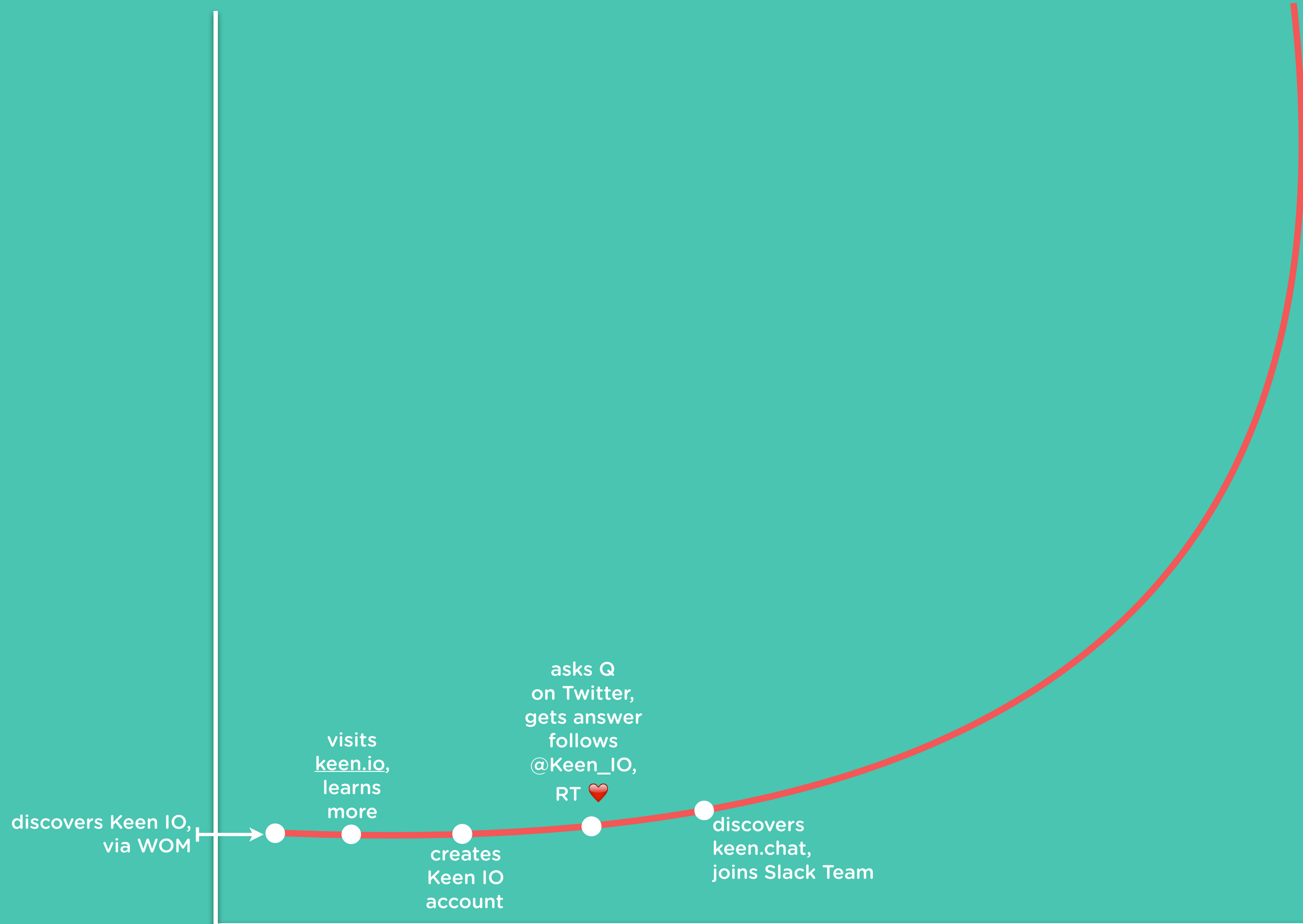
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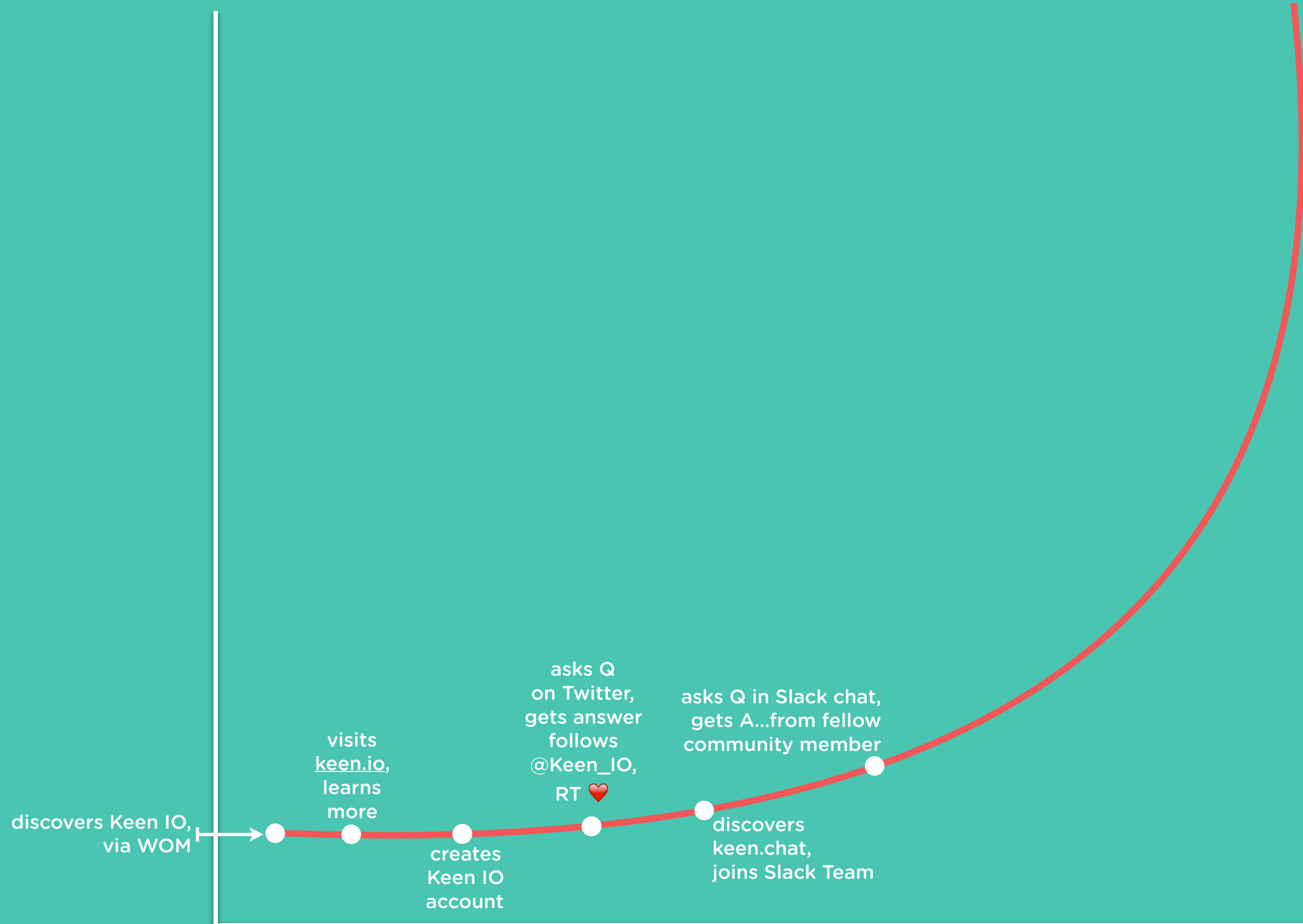
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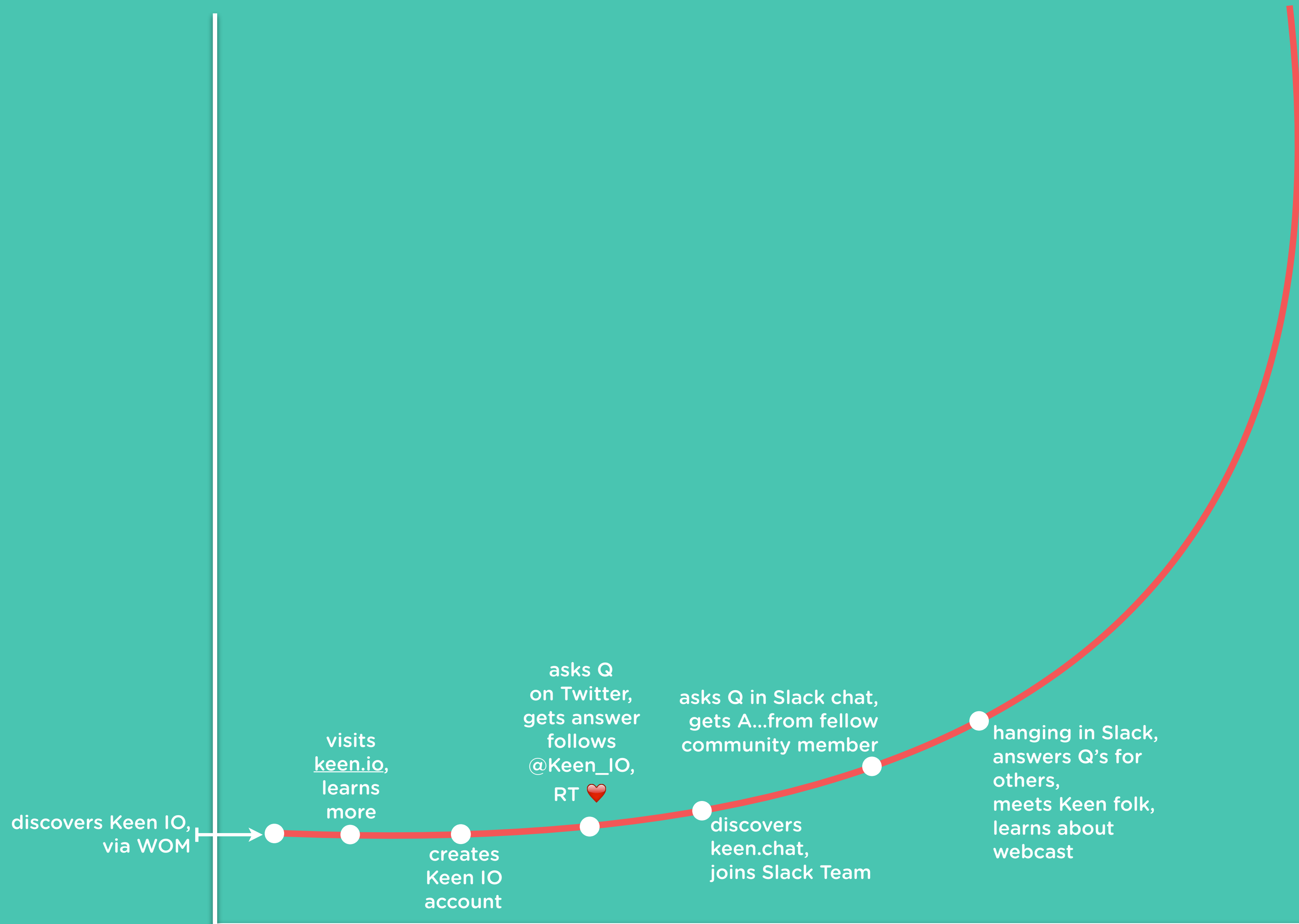
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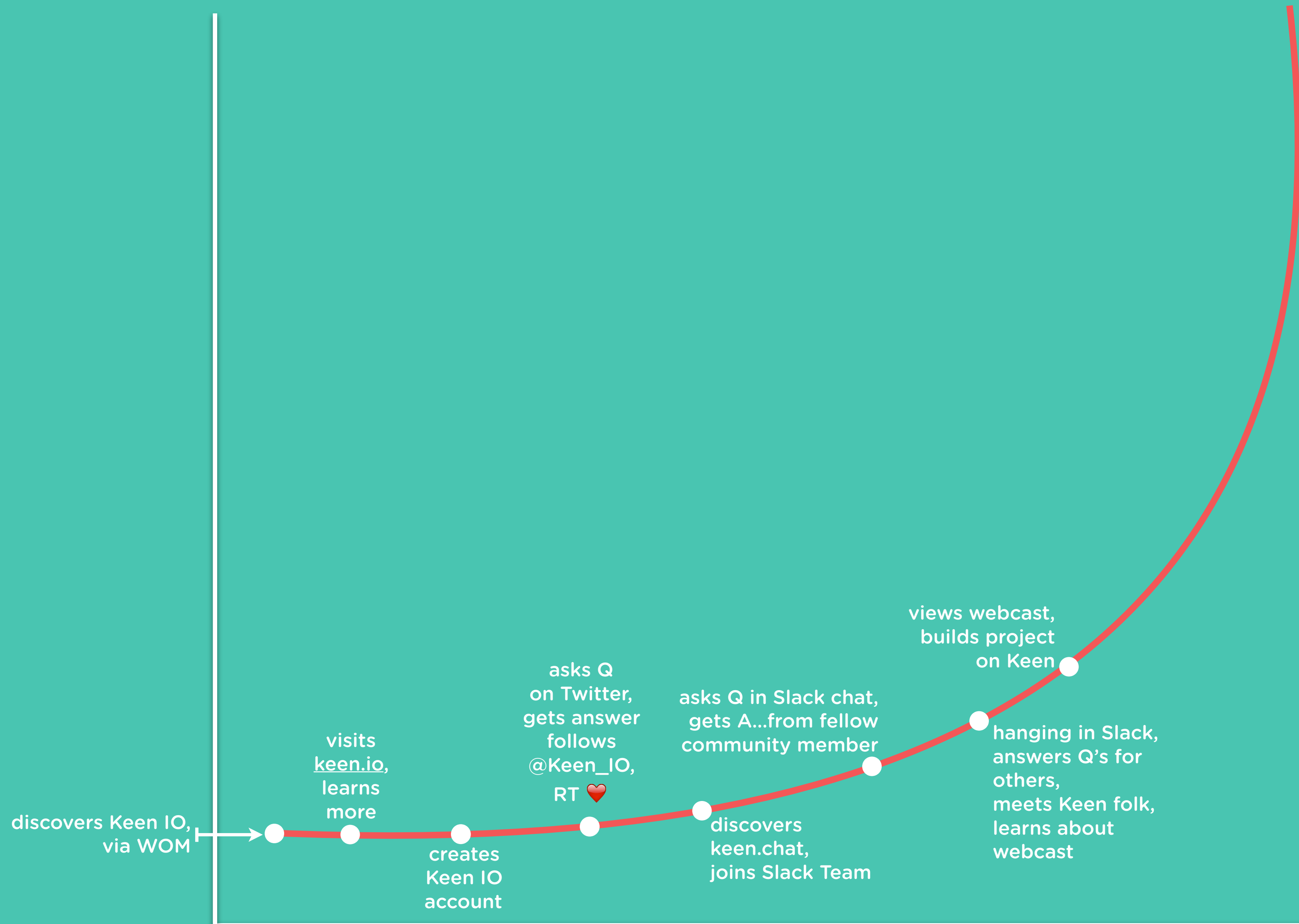
Keen IO's Community Commitment Curve



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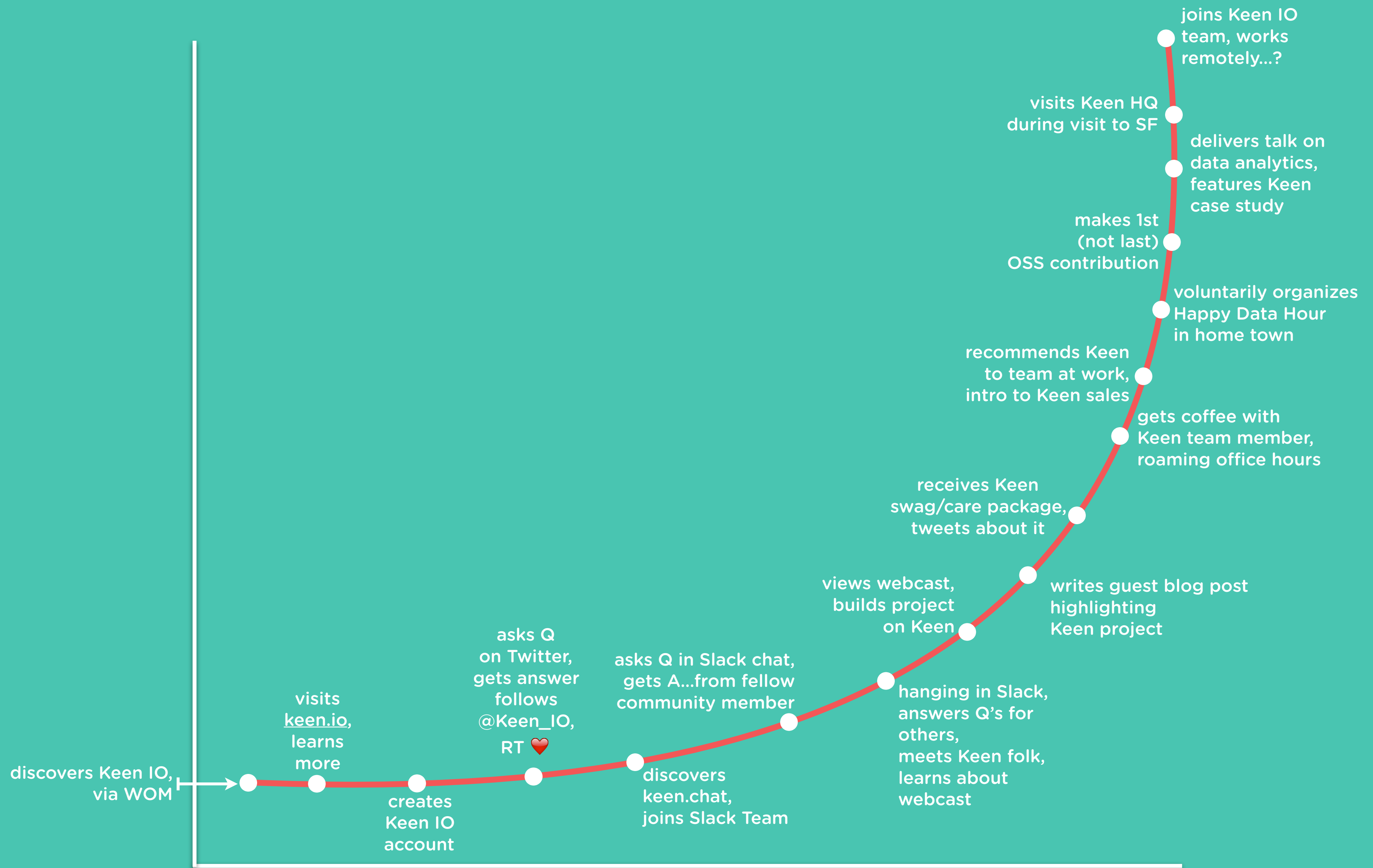
Keen IO's Community Commitment Curve



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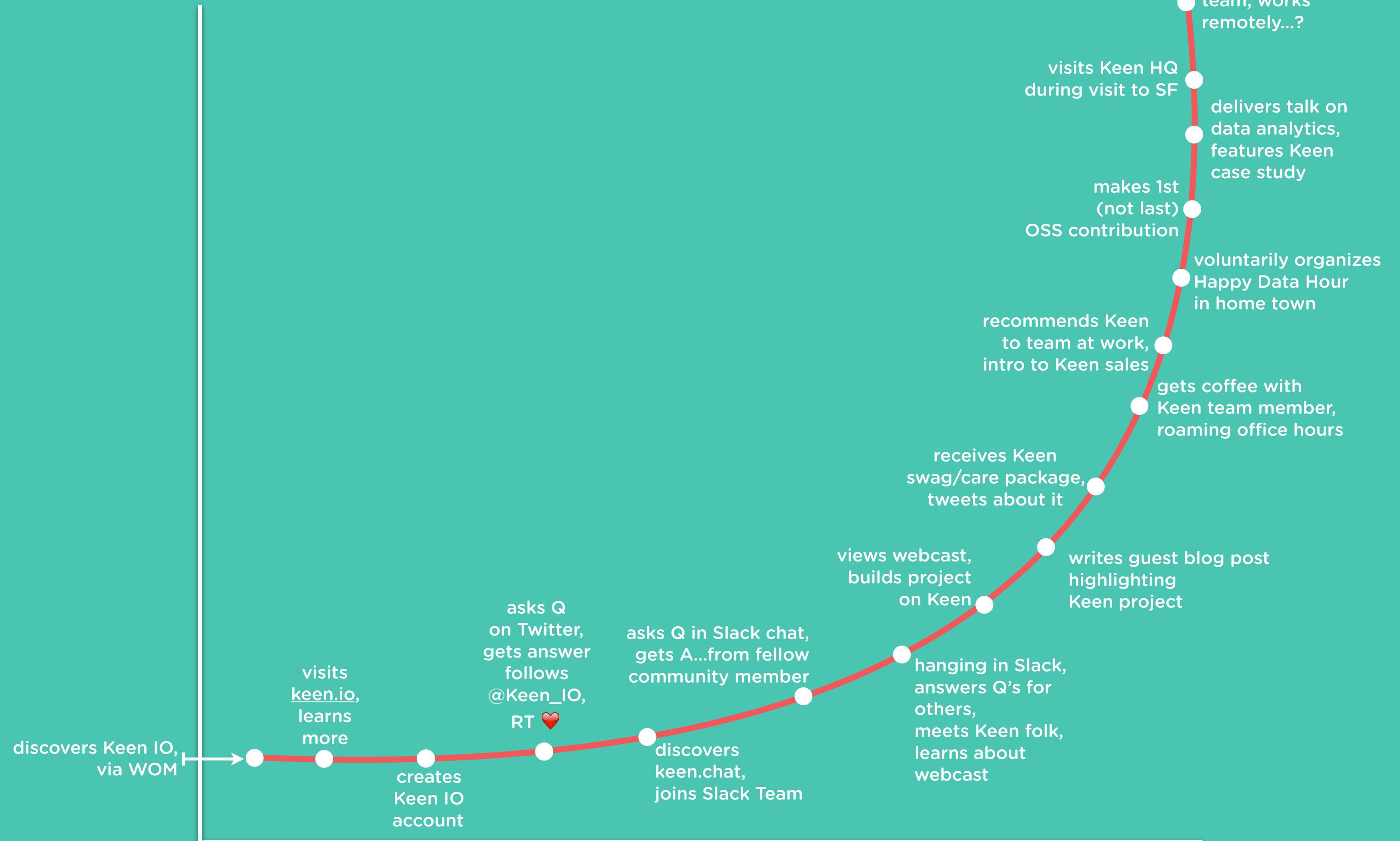
Keen IO's Community Commitment Curve



Keen IO's Community Commitment Curve



Business Benefits:



Keen IO's Community Commitment Curve

Business Benefits:
referrals/testimonials



Keen IO's Community Commitment Curve

Business Benefits:
referrals/testimonials
signups/activation



Keen IO's Community Commitment Curve

Business Benefits:
referrals/testimonials
signups/activation
followership/audience



Keen IO's Community Commitment Curve

Business Benefits:

- referrals/testimonials
- signups/activation
- followership/audience
- opportunity creation (serendipity)



Keen IO's Community Commitment Curve

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Keen IO's Community Commitment Curve

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Keen IO's Community Commitment Curve

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Keen IO's Community Commitment Curve

Business Benefits:

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signups/activation
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opportunity creation (serendipity)
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\$'s saved: customer support
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network-effect: ↑awareness
software development



Keen IO's Community Commitment Curve

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- followership/audience
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- product use case (examples)
- \$'s saved: customer support
- time saved: content creation
- network-effect: ↑awareness
- software development
- future talent (recruiting pipeline)



Value to Community Member:

Why move up the curve?

Value to Community Member:

Why move up the curve?

Every step of the way, the person making her way up and along the curve should *naturally* derive value, of both intrinsic and extrinsic natures.

That is why she consciously chooses to commit to more over time.

In the absence of reciprocal benefit, the rocket ship at the top of the curve is merely an cute emoji.

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Value to Community Member: *Why move up the curve?*

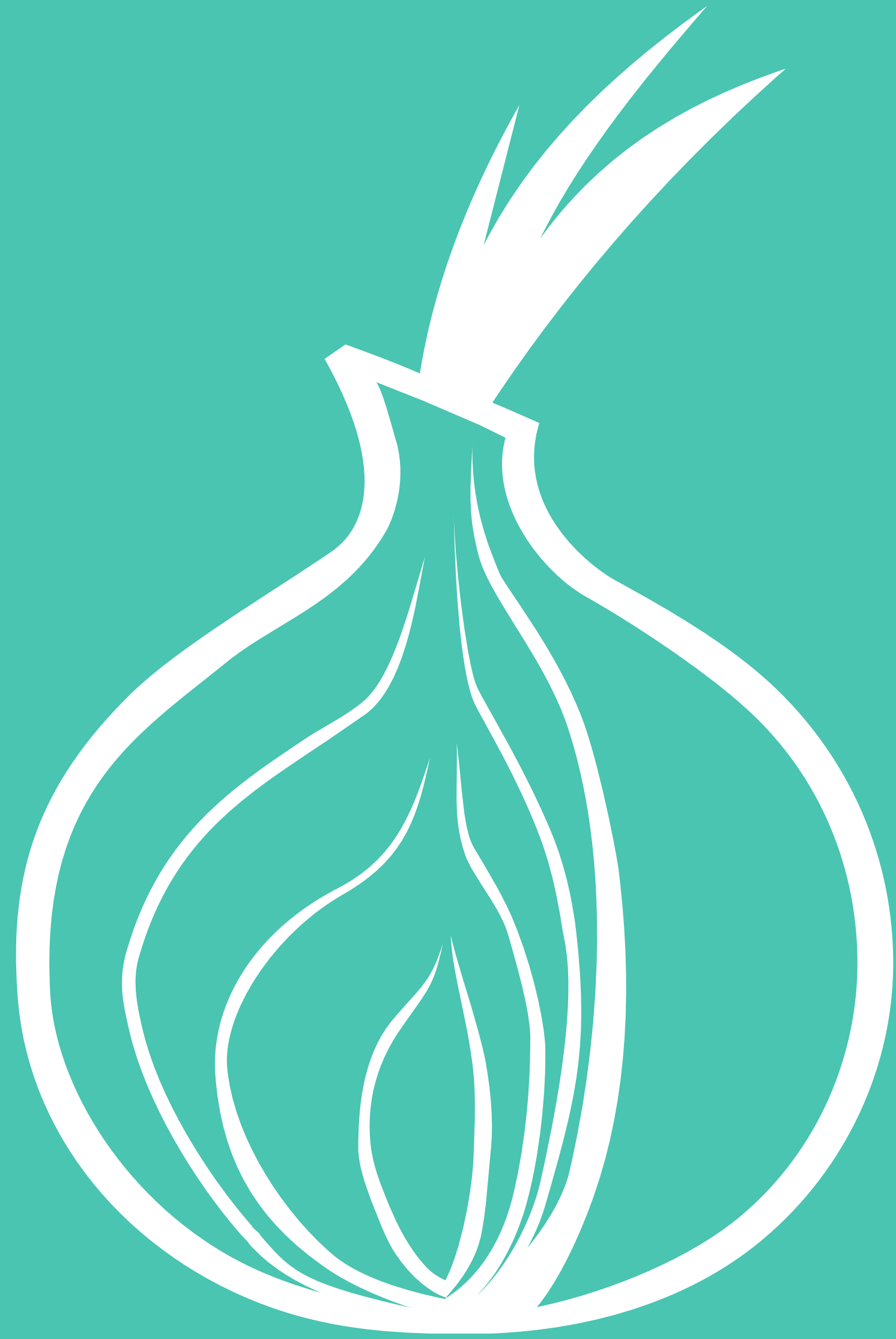
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Rather than creating value *for* people, it is Keen's job to foster an environment in which community members can *create value for each other.*

(👉 credit for that last line goes to David Spinks, [CMX](#))



Keep IO
Community
Onion

Keep IO
Community
Onion



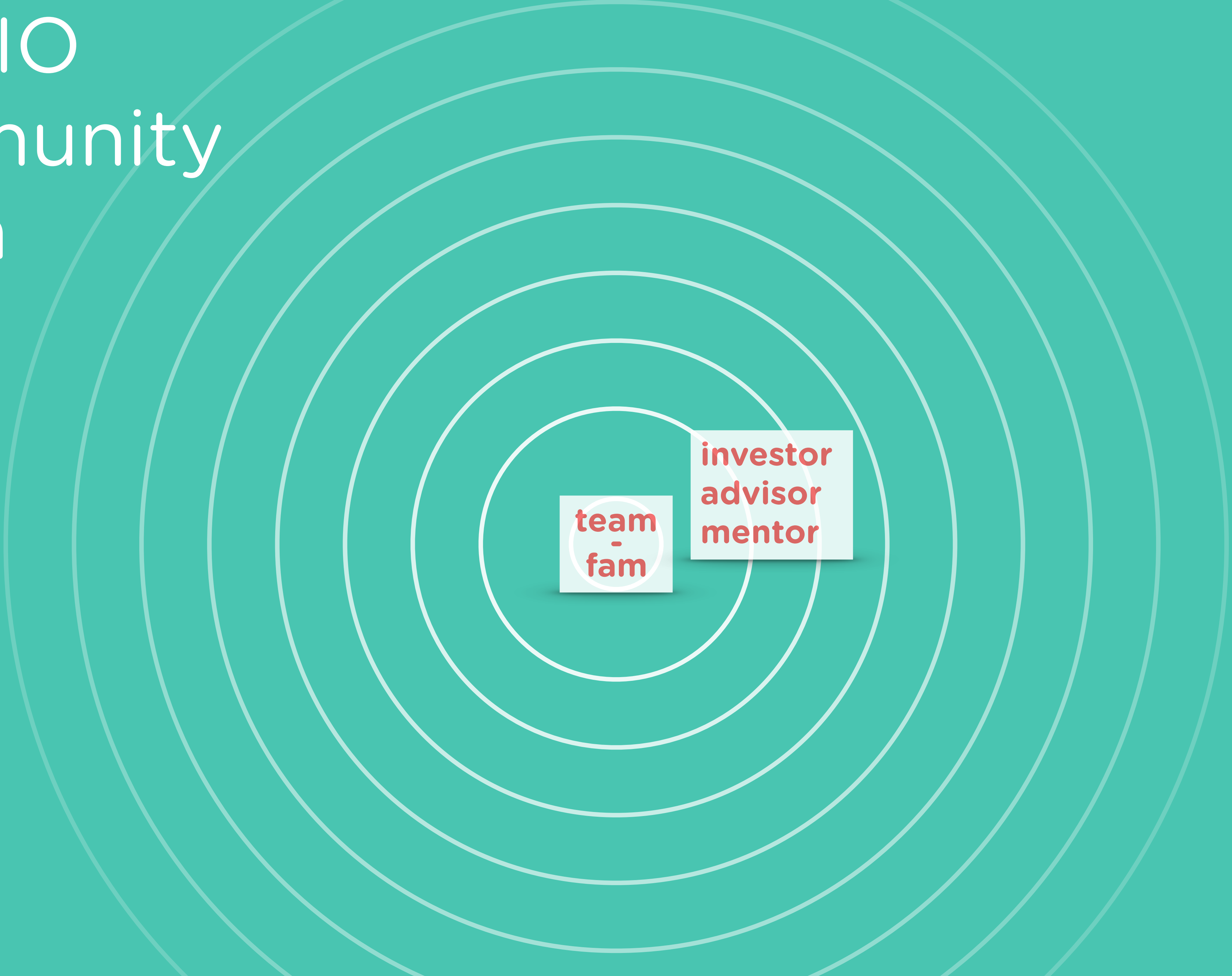
Keep IO
Community
Onion



Keep IO Community Onion

team
-
fam

investor
advisor
mentor

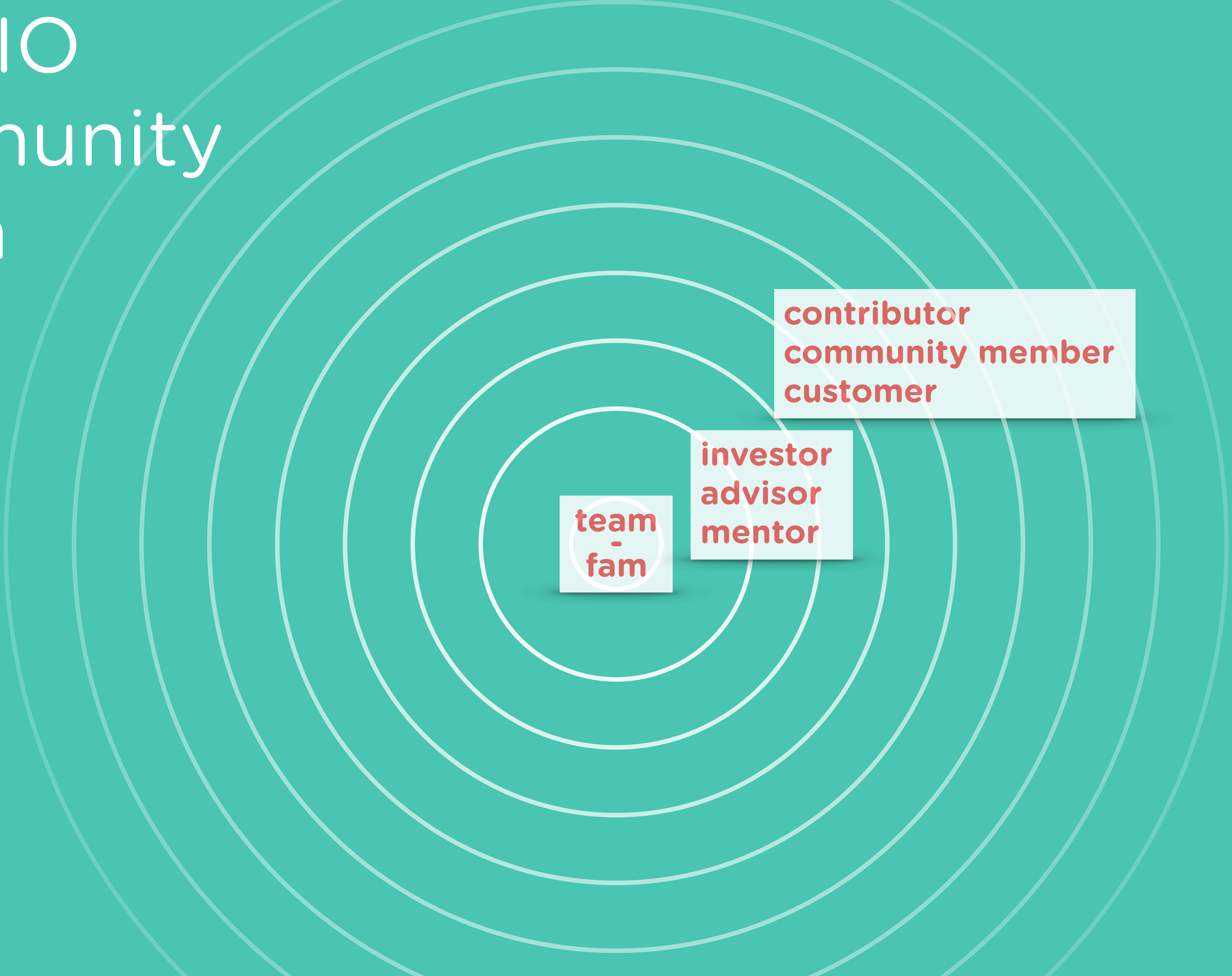


Keen IO Community Onion

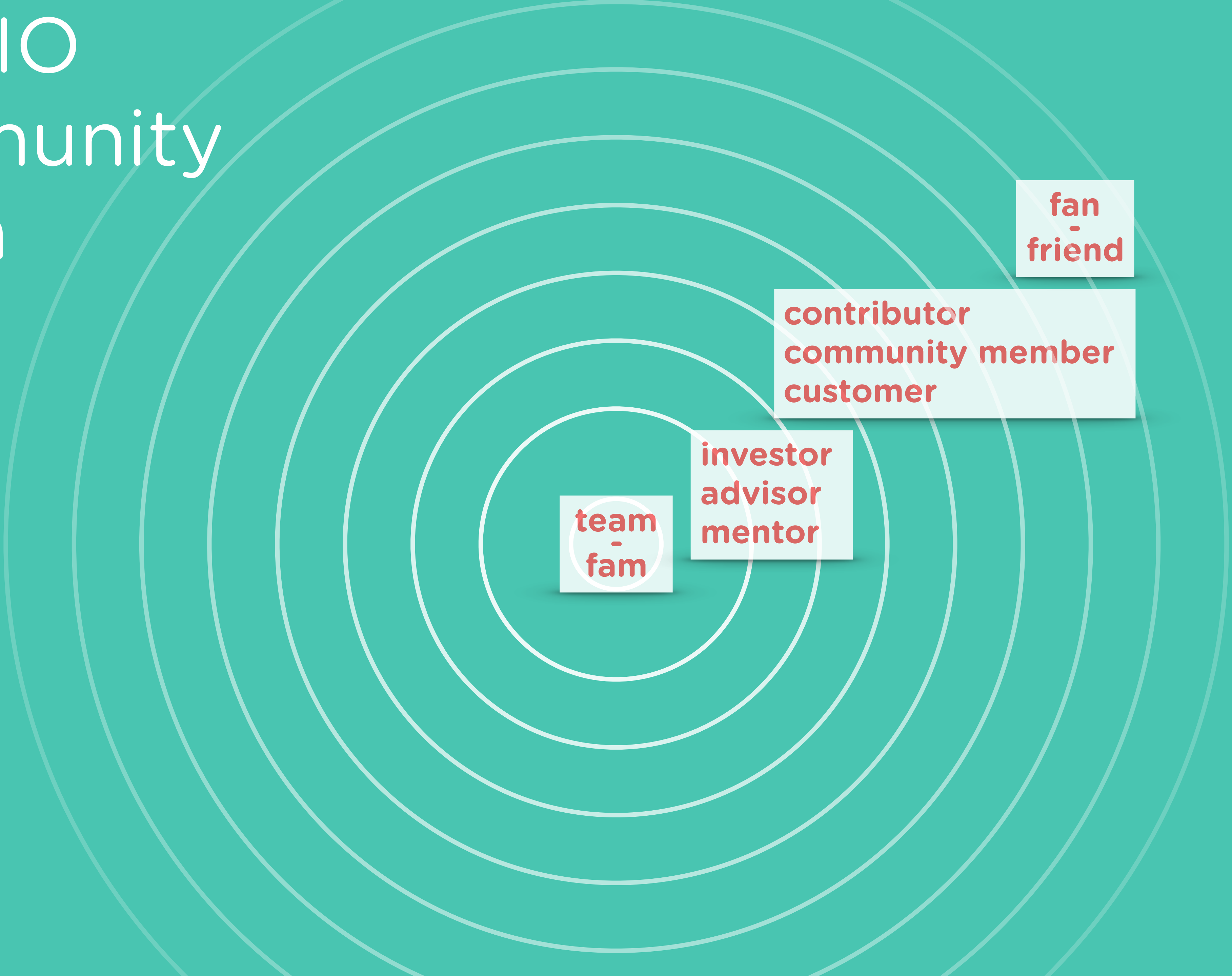
team
-
fam

investor
advisor
mentor

contributor
community member
customer



Keen IO Community Onion



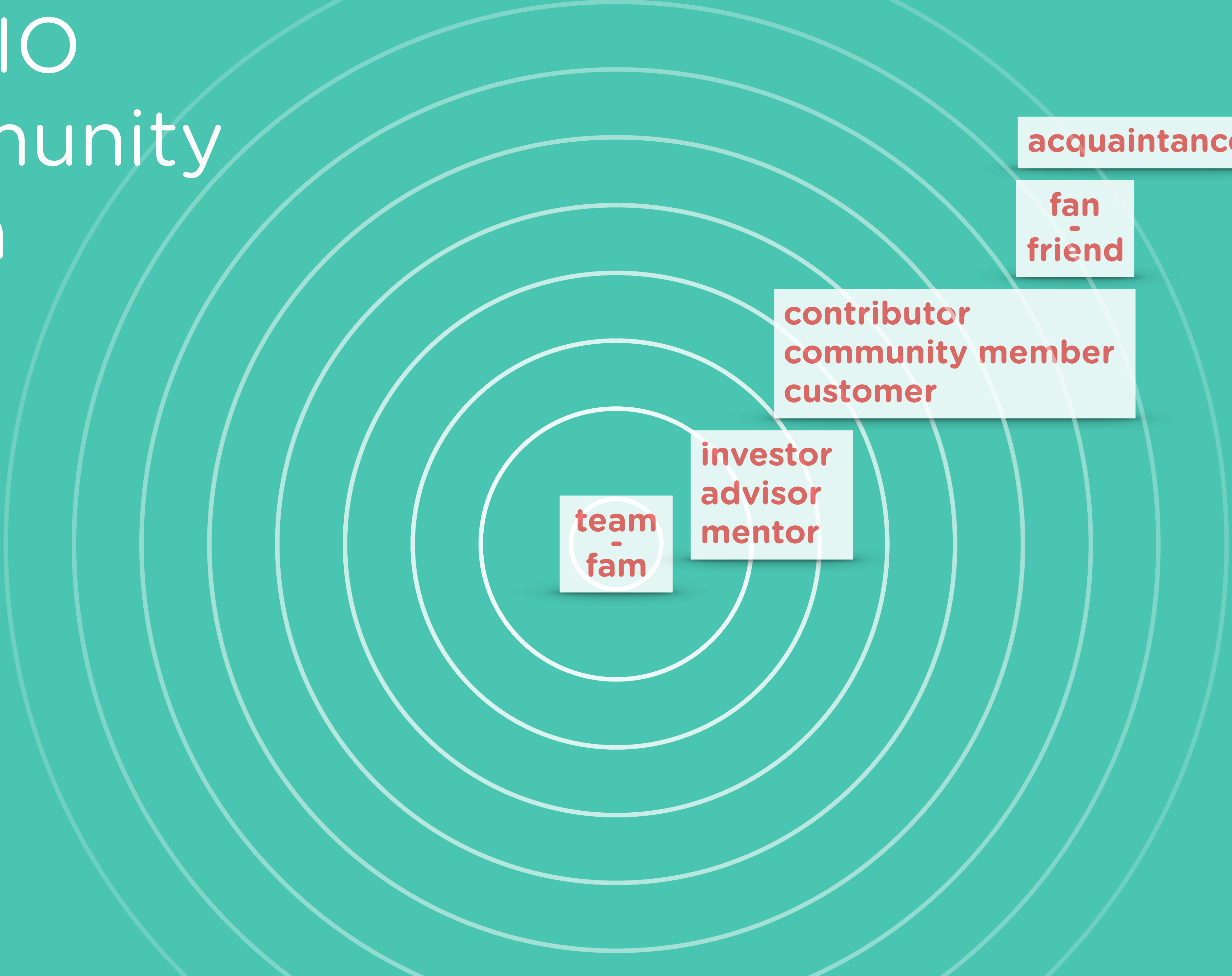
team
-
fam

investor
advisor
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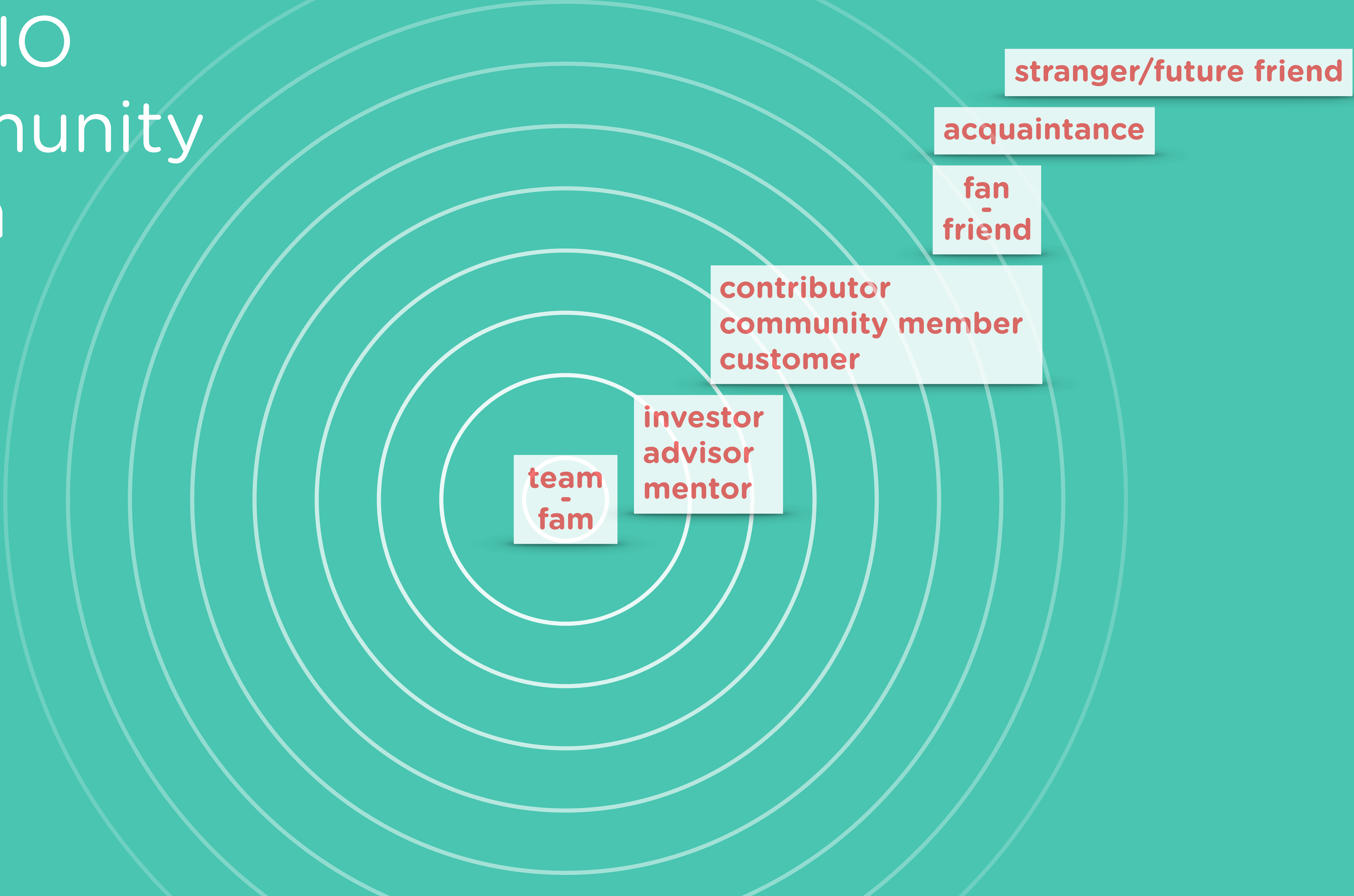
contributor
community member
customer

fan
-
friend

Keen IO Community Onion



Keen IO Community Onion



**team
-
fam**

**investor
advisor
mentor**

**contributor
community member
customer**

**fan
-
friend**

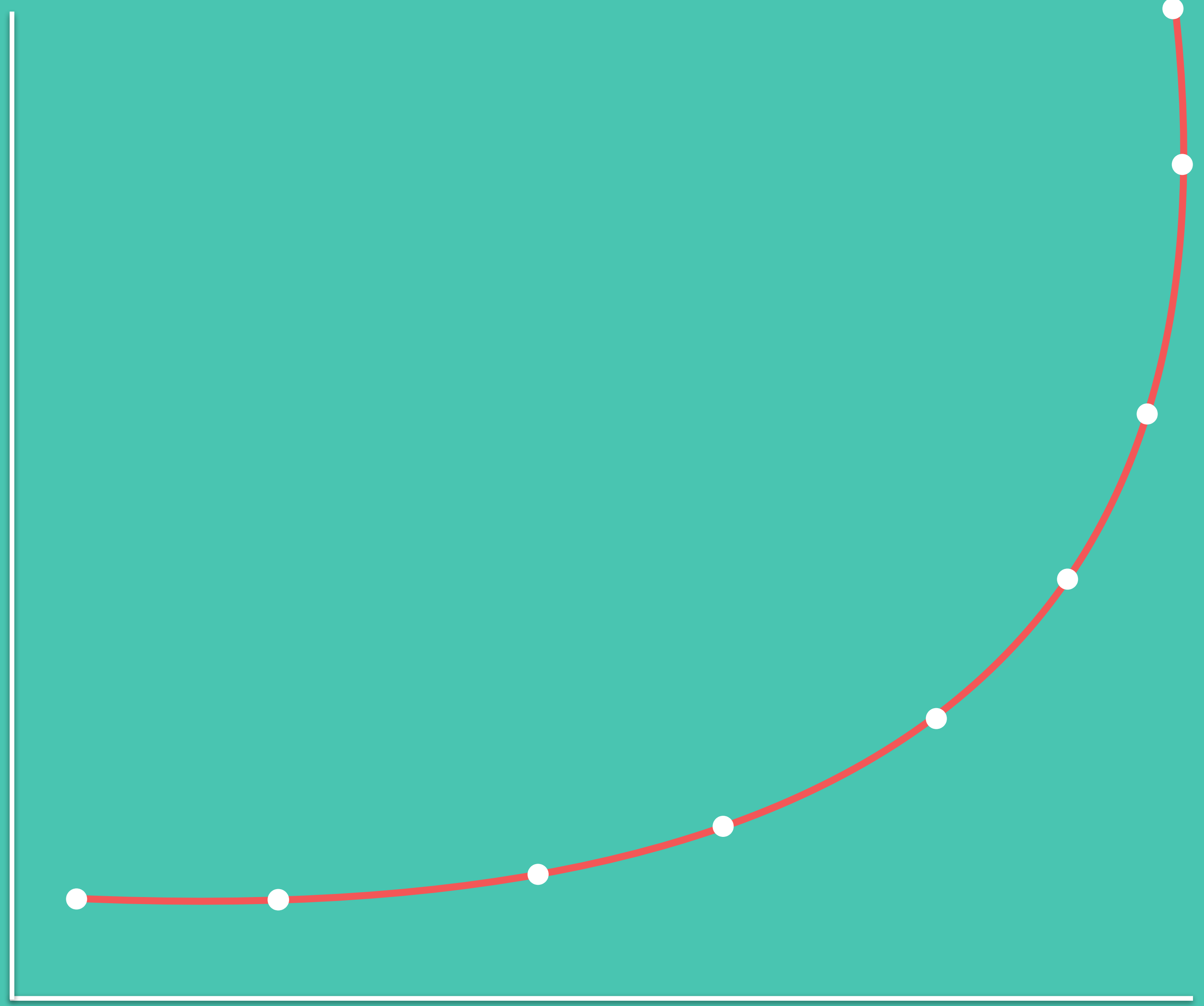
acquaintance

stranger/future friend

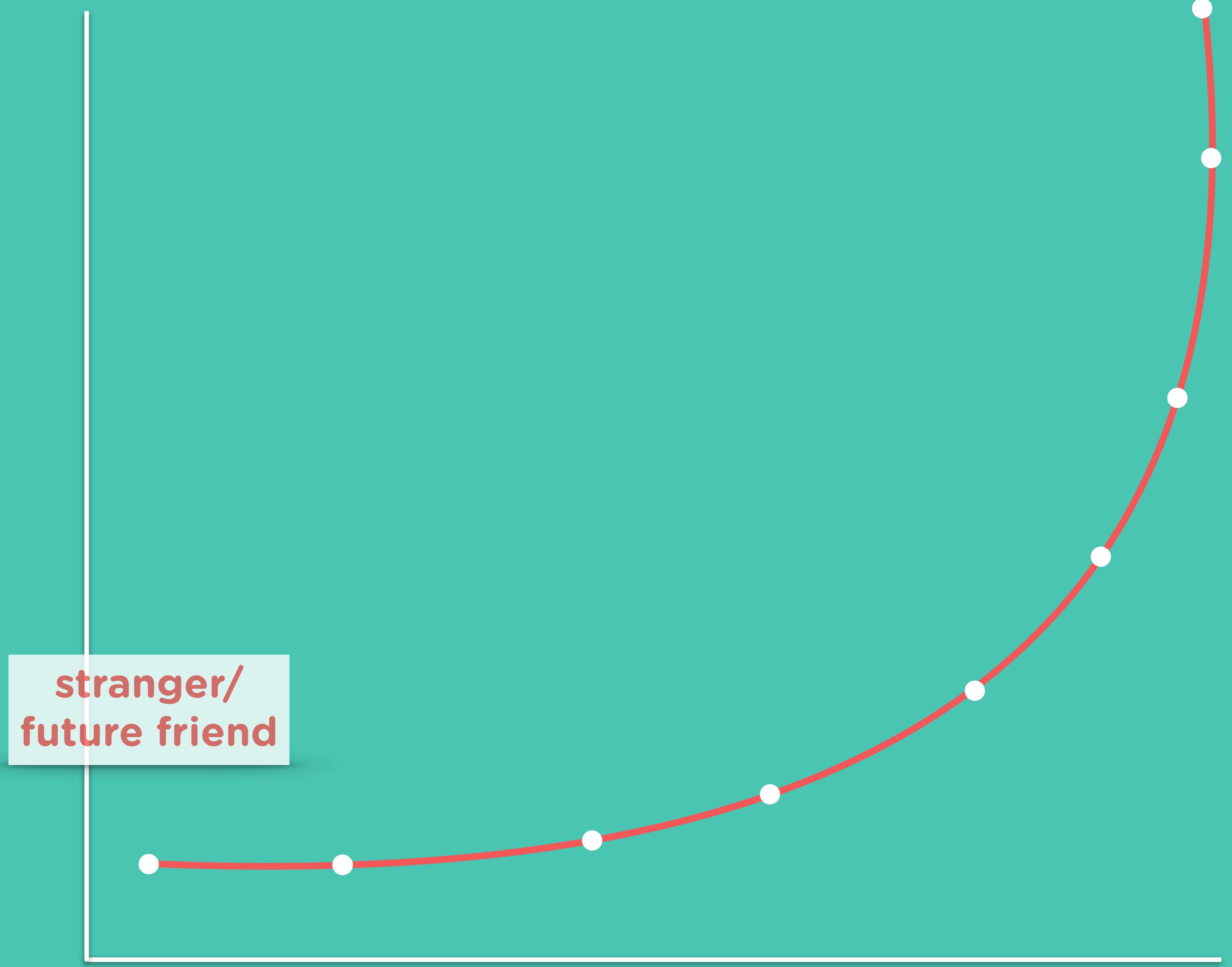
Curvy Onion



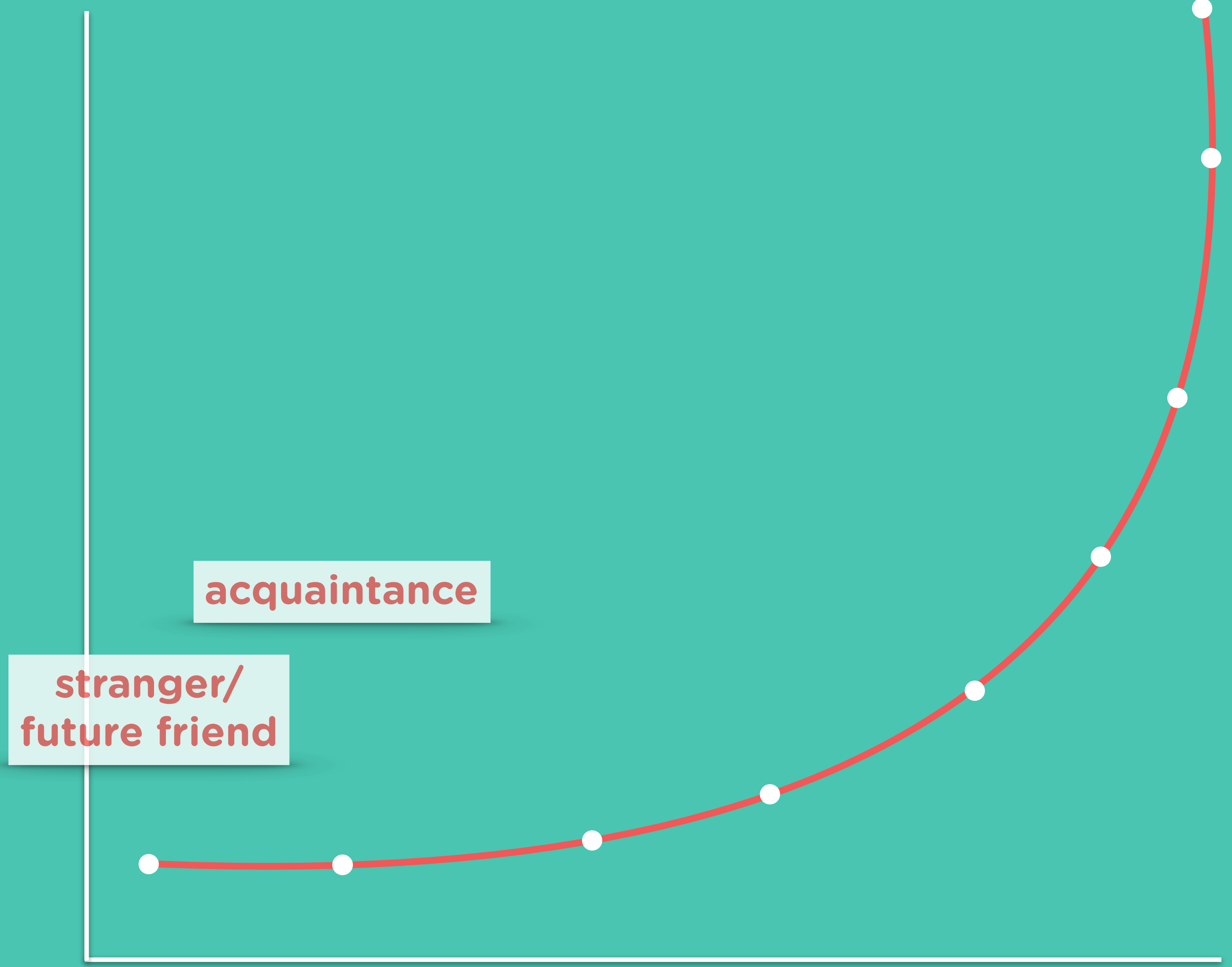
Curvy Onion



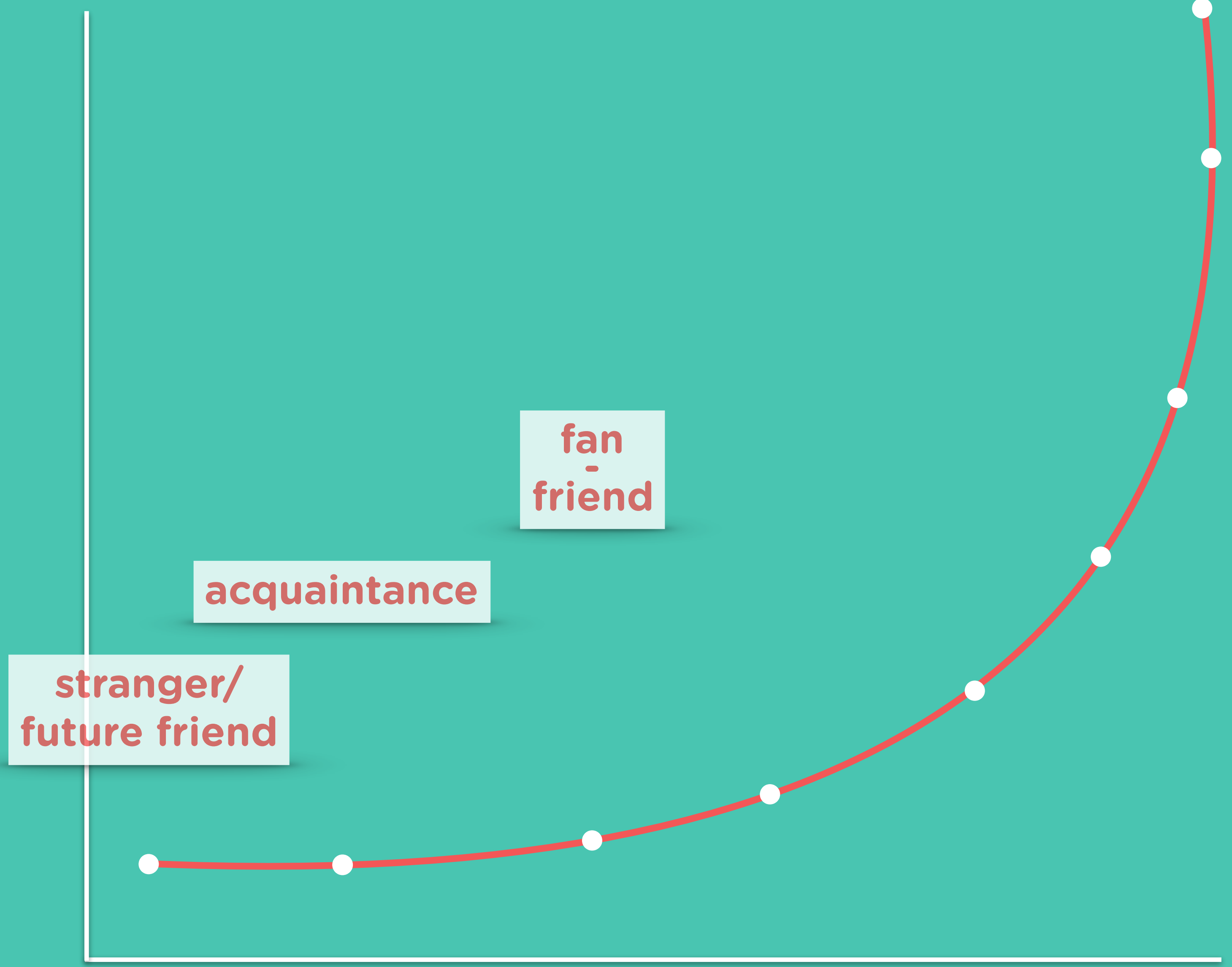
Curvy Onion



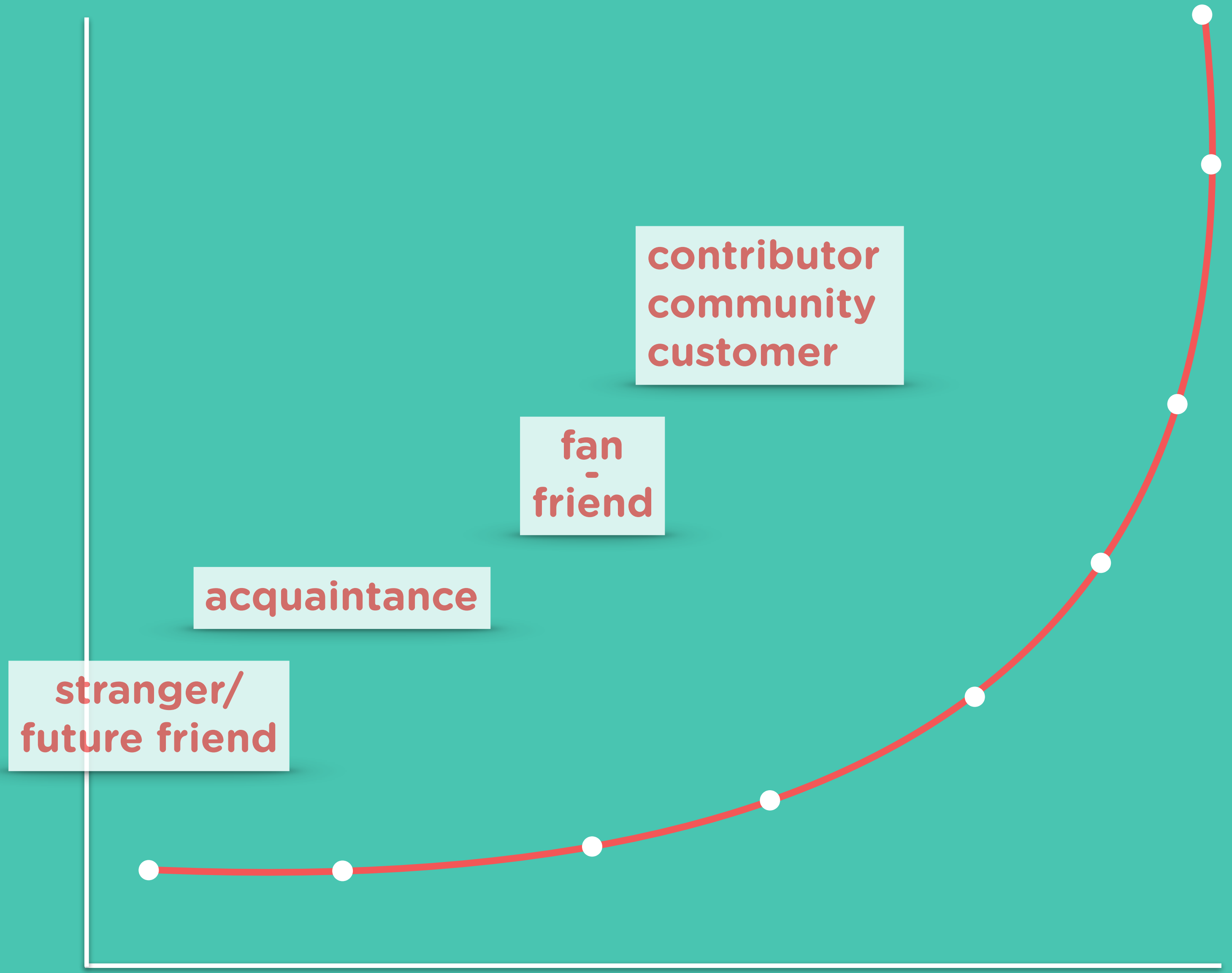
Curvy Onion



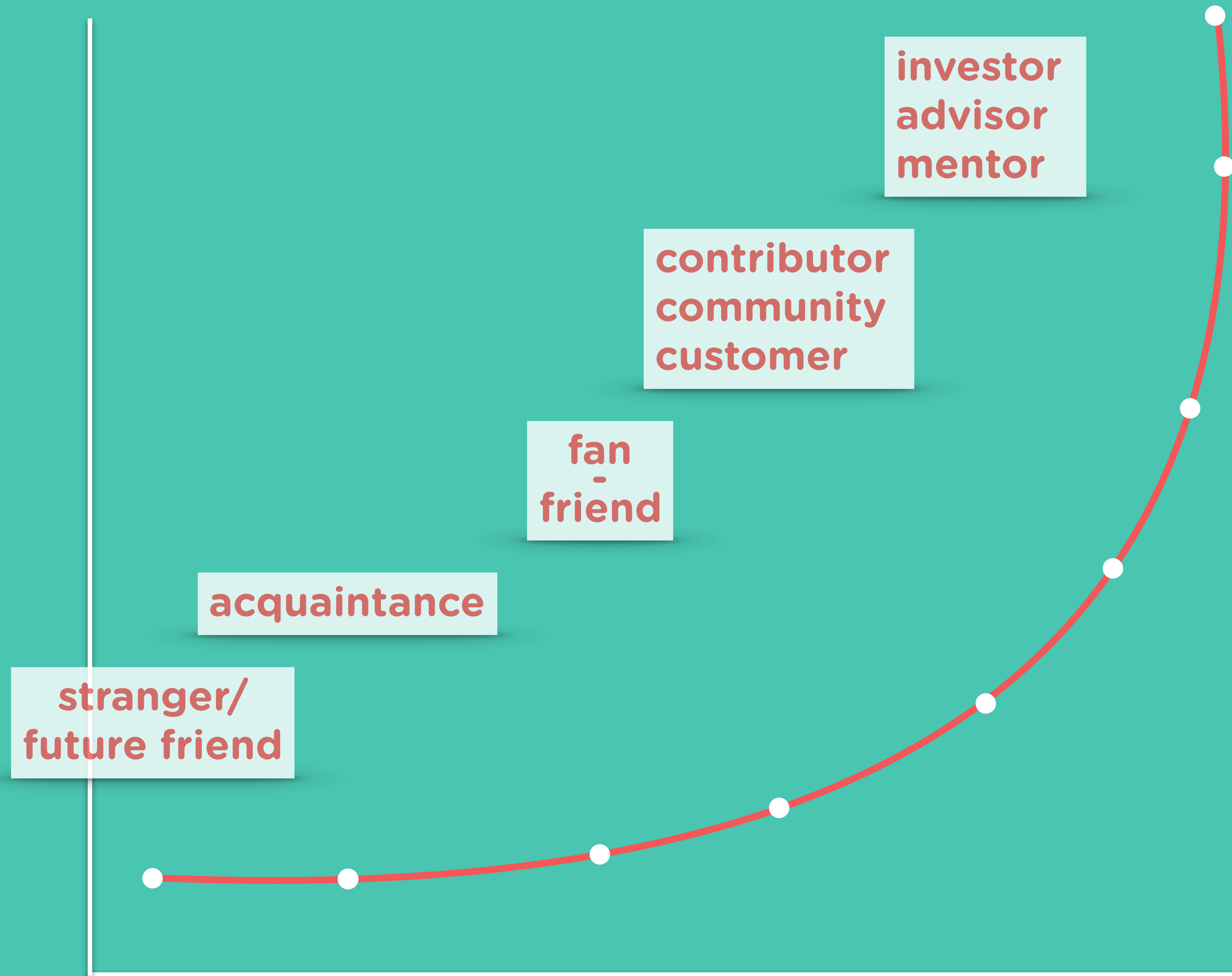
Curvy Onion



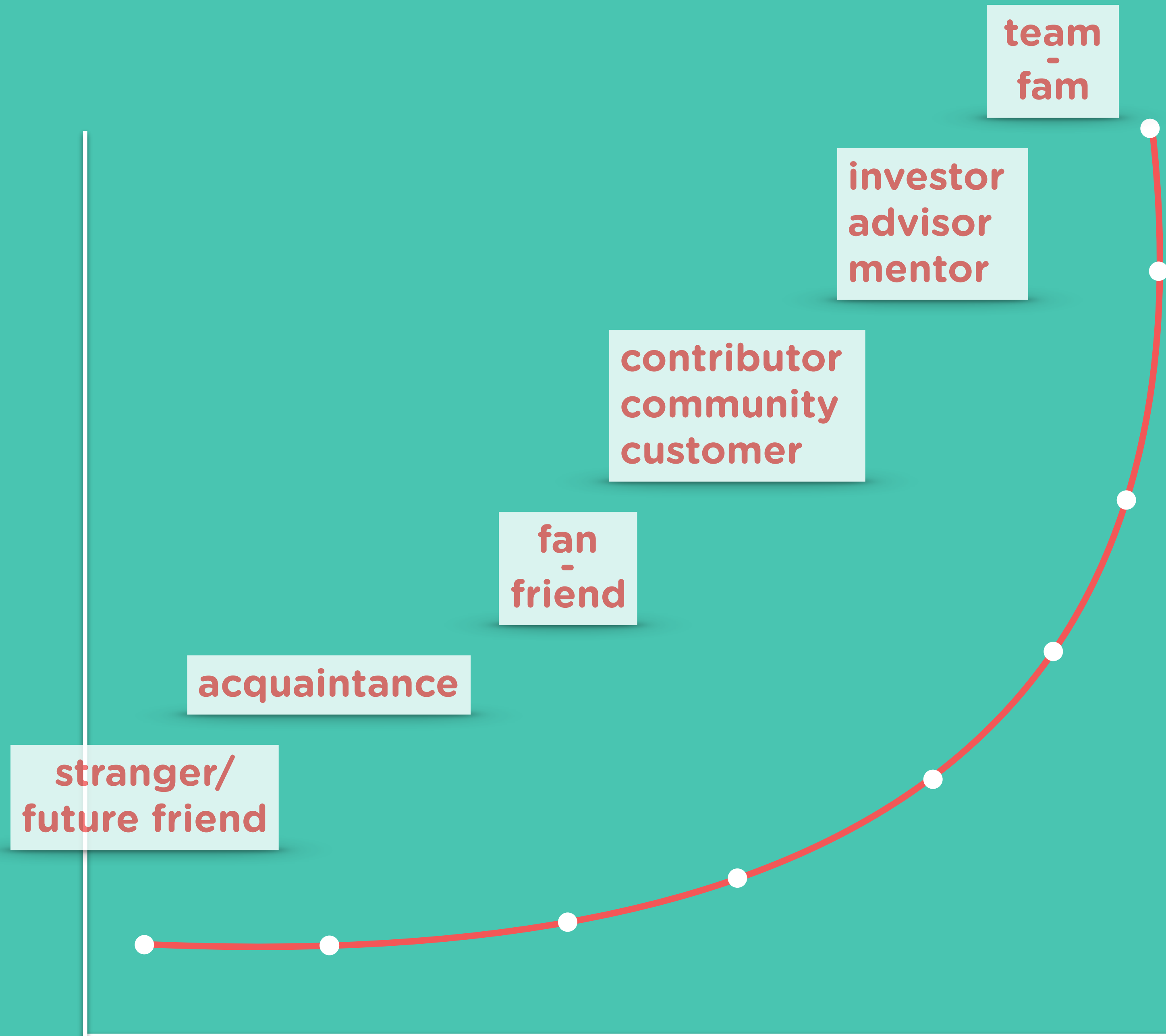
Curvy Onion



Curvy Onion



Curvy Onion



Community Engagement Score

Community Engagement Score

How effective is a given community effort in moving a person

Community Engagement Score

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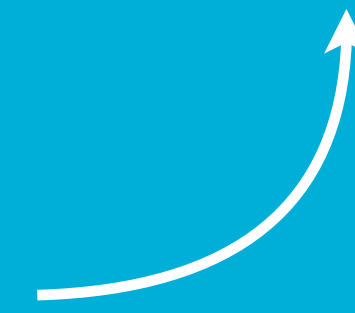
up & along the curve



Community Engagement Score

How effective is a given community effort in moving a person

up & along the curve



+

Community Engagement Score

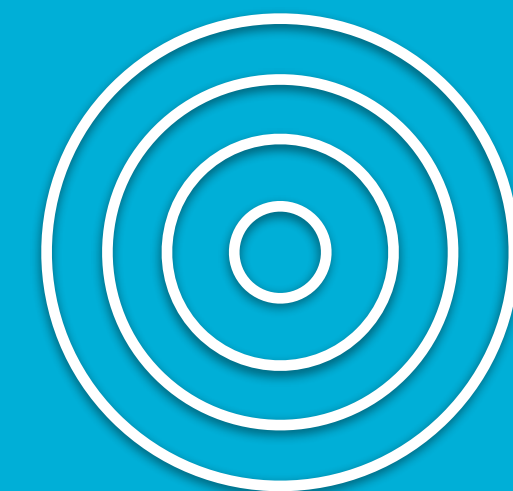
How effective is a given community effort in moving a person

up & along the curve



+

toward the center of the onion



Community Engagement Score

Data Collection

Programmatic Sources

Keen IO
Intercom
Eventbrite
Meetup.com
Github
Slack
Hubspot
Twitter
Youtube/Vimeo
Forum Activity

Manual Sources

Forms/Surveys
Interviews
- internal/external
Testimonials
Feels
[Mix of inbound/outbound]

Historical (what we've done)

Future (what we're doing)

Community Engagement Score

TBDone

Who should enter data? (e.g., most relevant, multiple peeps?)

When should data be collected? (e.g., timing/frequency)

UX/UI design

Manual processes → automate the things!