



How Create Academy turned a successful MVP into a scalable and investable product with help from Whitesmith

THE CLIENT

Create Academy is a learning platform that builds creative confidence and makes learning a joy through thoughtfully curated video courses and access to the expertise of leading figures in food, interiors, decorative arts and gardening.

\$1.9 million

raised in investment

OVERVIEW

Create Academy needed to move from MVP on a third party platform to a mature product that would support their funding goals. Whitesmith provided a full interim start-up team to accelerate development and deliver a product that would take Create Academy to their next raise.

SOLUTION

Whitesmith embedded a fully-functioning interim product team focused on transforming Create Academy into a Product Led Growth Company. A new business strategy was developed and aligned with a product strategy informed by feedback from critical product-focused metrics such as retention, sales performance, and conversion.

CHALLENGES

Building the MVP on an existing learning platform had allowed Create Academy to launch and prove the product, but made it difficult to create and retain value. Create Academy needed a platform that would scale with them and allow them to build a product with lasting value.

RESULTS

The partnership of Whitesmith and Create Academy helped transform the company. Barriers to growth were removed and LTV increased by +26% YoY. Consequently, Create Academy has successfully secured the investment they sought and are now building their internal team to support their continued success.

Schedule a call to learn whether Whitesmith are a good fit for your product.

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