



# JURNEEGO

## JurneeGo Head of Growth (Phased Role)

### Overview

JurneeGo is building a **child-safe AI learning platform** designed to help children explore curiosity while enabling parents and teachers to remain engaged in the learning journey.

Unlike traditional AI tools, JurneeGo is built around **Shared Session Architecture (SSA)**, which allows children to interact with AI while parents and teachers maintain meaningful oversight and guidance.

We are currently in the **product build and validation phase**, preparing for a beta launch and early market testing in Vietnam before scaling globally.

To support this stage, we are opening a **phased Head of Growth role** that begins as a project-based engagement and can evolve into a full-time leadership position as the product and growth engine mature.

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### Role Structure

This role is designed to evolve alongside the product lifecycle.

#### Phase 1 — Pre-Beta Growth Project

**Focus:** Build and validate the early growth engine.

Responsibilities may include:

- defining target segments and messaging
- designing the beta waitlist funnel
- preparing influencer and community outreach
- testing early acquisition channels
- coordinating teacher and school onboarding

- working with product and engineering to improve activation flows

Estimated commitment:

~10–15 hours per week.

Goal of this phase:

- validate growth hypotheses
  - build the early acquisition framework
  - prepare for beta launch.
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### Phase 2 — Beta Activation

**Focus:** Optimize activation, retention, and early monetization signals.

Responsibilities may include:

- managing influencer and community campaigns
- refining onboarding and activation flows
- developing referral loops
- expanding school partnerships
- analyzing CAC, activation, and retention metrics
- collaborating with engineering to refine growth experiments

Estimated commitment:

~20–25 hours per week during beta testing.

Goal of this phase:

- demonstrate product-market signals
  - validate the acquisition model
  - prepare for scaled growth.
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### Phase 3 — Full-Time Head of Growth

**Focus:** Lead JurneeGo's growth organization.

Once beta signals are validated, the role may transition into a **full-time Head of Growth position** responsible for:

- parent acquisition strategy (B2C)
- teacher and school adoption strategy (B2B2C)

- influencer and community ecosystem
- growth analytics and experimentation
- marketing team development
- expansion into additional markets

This phase aligns with the company's planned **go-to-market launch in early 2027**.

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## Key Growth Metrics

Success in this role will be measured through signals such as:

- qualified waitlist growth
- activation rate of new families
- retention and engagement patterns
- beta-to-paid conversion
- customer acquisition cost (CAC)
- school and teacher adoption

The goal is not vanity growth, but **repeatable, disciplined acquisition**.

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## What We Are Looking For

The ideal candidate will have experience with:

- growth strategy in early-stage technology companies
- consumer SaaS or EdTech growth
- influencer and community-driven acquisition
- product-led growth and activation funnels
- data-driven experimentation and CAC optimization

We value candidates who can combine **strategic thinking with hands-on experimentation**, particularly during early-stage product validation.

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## Why This Role Exists

Early-stage companies must balance:

- strategic vision
- disciplined experimentation

- efficient use of capital

This phased role allows the right person to **shape the growth engine from the ground up**, while ensuring the company scales its team in alignment with real traction.

If successful, this position will grow into a leadership role responsible for guiding JurneeGo's expansion beyond Vietnam.

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## Location

Flexible / remote collaboration, with coordination across teams in Vietnam and internationally.

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## About JurneeGo

JurneeGo helps children explore curiosity safely with AI while keeping parents and teachers connected to the learning journey.

Our mission is to create a **trusted AI learning environment** that strengthens the relationship between children, families, and educators.

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## How to Apply

If you're interested in this role, please send an email to [careers@jurneeego.com](mailto:careers@jurneeego.com) with:

- Your CV or LinkedIn profile
- A brief note on why this role is a good fit
- (Optional) Examples of growth systems, campaigns, or products you've worked on

We review applications on a rolling basis and will reach out to shortlisted candidates.

 [JurneeGo: A Unique Opportunity for Real Ownership and Wealth Creation in Startups](#)