**Purpose:**

To Make China accessible and worthwhile

* We create a growth engine for companies in China by training them or executing on behalf of them

**Words we own:** Growth Hacking China

China Growth Hackers => Focused on tools used to accelerate growth in China (both on platforms and offline). Data driven marketing and mini experiments.

DHS is the store which we will use to execute the mini experiments, both on the platform and outside of the platform.

**Brand Promises**

1. We continuously bring the latest Chinese growth hacking tools combined with practical expertise to our clients
2. We ensure businesses can understand and enter the Chinese digital market
3. All of our resources and trainings are fun and easy to digest
4. We practice what we preach