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The Lean Startup is a new approach  
being adopted across the globe,  
changing the way companies are  
built and new products are launched.

Eric Ries defines a startup as an  
organization dedicated to creating  
something new under conditions of  
extreme uncertainty. This is just as  
true for one person in a garage or a

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"The Lean Startup is a foundational

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must-read for founders, enabling them to reduce product failures by bringing structure and science to what is usually informal and an art. It provides actionable ways to avoid product-learning mistakes, rigorously evaluate early signals from the market through validated learning, and decide whether to persevere or to pivot, all challenges that heighten the chance of entrepreneurial failure."

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The Lean Startup approach fosters companies that are both more capital efficient and that leverage human creativity more effectively. Inspired by lessons from lean manufacturing, it relies on “ validated learning ” , rapid scientific experimentation, as well as a number of counter-intuitive

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practices that shorten product-development cycles, measure actual progress without resorting to vanity metrics, and learn what customers really want.

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huge amounts of money, time,  
passion, and skill are wasted. Yet,  
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method in detail, showing one major

turn through the core Build- Measure-

Learn feedback loop. Beginning with

leap-of-faith assumptions that cry out

for vigorous testing, you'll learn how

to build a minimum viable product to

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test those assumptions, a new accounting system for evaluating whether you're making progress, and a method for deciding whether to pivot (changing course with one foot anchored to the ground) or persevere.

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will become ...

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Lean startup is a methodology for developing businesses and products that aims to shorten product development cycles and rapidly discover if a proposed business model is viable; this is achieved by adopting a combination of business-hypothesis -driven experimentation, iterative product releases, and validated learning.

Lean startup - Wikipedia

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Successful Businesses is a book by Eric  
Ries describing his proposed lean  
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The Lean Startup approach fosters  
companies that are both more capital  
efficient and that leverage human  
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