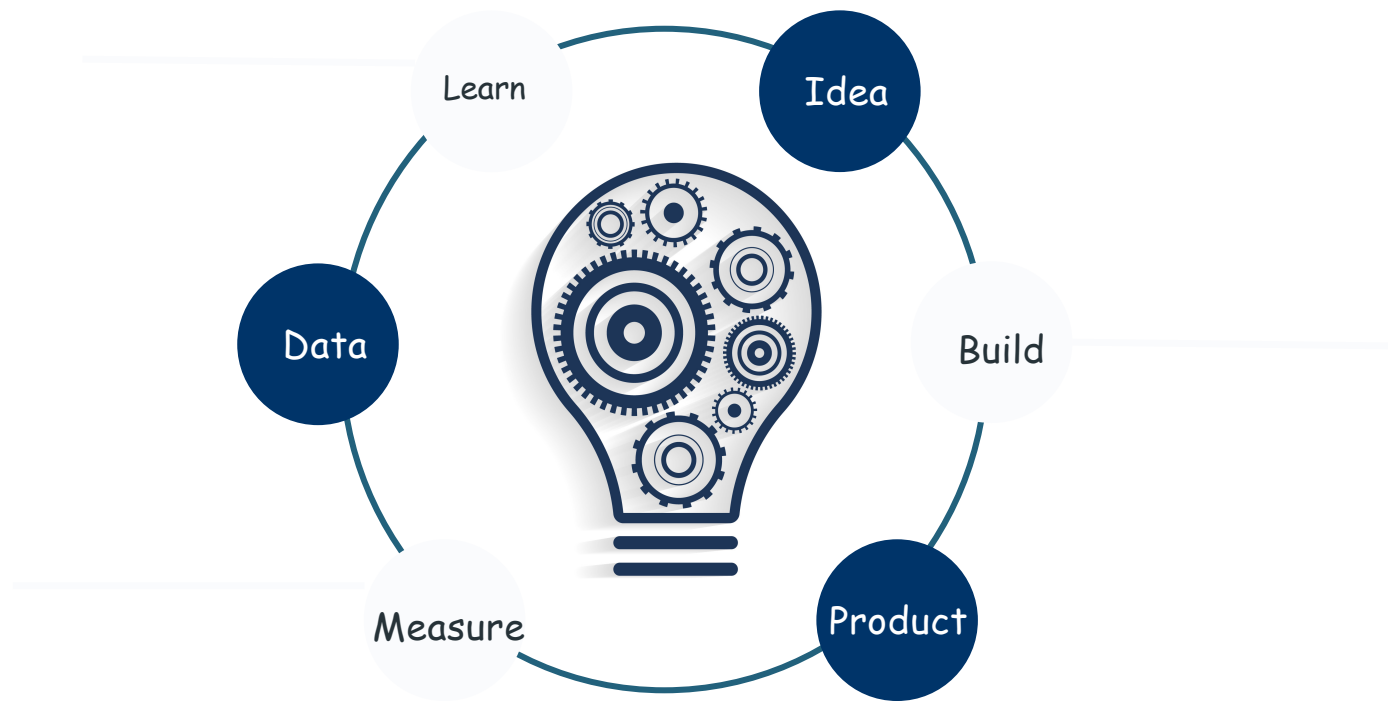


Keep the cycle of validated learning as small as possible



The Lean Startup methodology (Eric Ries)