

The Lean Startup methodology, pioneered by Eric Ries, emphasizes fast, data-driven decision making for early-stage startups.

Core Principles:

1. **Validated Learning**: Learning what customers really want through experiments.
2. **Build-Measure-Learn Loop**: Develop an MVP, gather user feedback, and iterate.
3. **Pivot or Persevere**: Based on feedback, decide whether to change direction or double down.

MVP Strategy:

- Start small with a focused product.
- Ship fast, even if imperfect.
- Collect feedback immediately.

Continuous Deployment:

- Release updates rapidly.
- A/B testing is integral.

This methodology reduces waste and increases the chances of building products people actually want.