

THE LEAN STARTUP



How Today's **Entrepreneurs** Use
Continuous Innovation to Create
Radically **Successful** Businesses

ERIC RIES

Acclaim for THE LEAN STARTUP

“The Lean Startup isn’t just about how to create a more successful entrepreneurial business; it’s about what we can learn from those businesses to improve virtually everything we do. I imagine Lean Startup principles applied to government programs, to health care, and to solving the world’s great problems. It’s ultimately an answer to the question How can we learn more quickly what works and discard what doesn’t?”

—Tim O’Reilly, CEO, O’Reilly Media

“Eric Ries unravels the mysteries of entrepreneurship and reveals that magic and genius are not the necessary ingredients for success but instead proposes a scientific process that can be learned and replicated. Whether you are a startup entrepreneur or corporate entrepreneur, there are important lessons here for you on your quest toward the new and unknown.”

—Tim Brown, CEO, IDEO

“The road map for innovation for the twenty-first century. The ideas in The Lean Startup will help create the next industrial revolution.”

—Steve Blank, lecturer, Stanford University,
UC Berkeley Hass Business School

“Every founding team should stop for forty-eight hours and read The Lean Startup. Seriously, stop and read this book now.”

—Scott Case, CEO, Startup America Partnership

“The key lesson of this book is that startups happen in the present—that messy place between the past and the future where nothing happens according to PowerPoint. Ries’s ‘read and react’ approach to this sport, his relentless focus on validated learning, the never-ending anxiety of hovering between ‘persevere’ and ‘pivot,’ all bear witness to his appreciation for the dynamics of entrepreneurship.”

—Geoffrey Moore, author, *Crossing the Chasm*

“If you are an entrepreneur, read this book. If you are thinking about becoming an entrepreneur, read this book. If you are just curious about entrepreneurship, read this book. Starting Lean is today’s best practice for innovators. Do yourself a favor and read this book.”

—Randy Komisar, founding director of TiVo and author of the bestselling *The Monk and the Riddle*

“How do you apply the fifty-year-old ideas of Lean to the fast-paced, high-uncertainty world of startups? This book provides a brilliant, well-documented, and practical answer. It is sure to become a management classic.”

—Don Reinertsen, author, *The Principles of Product Development Flow*

“What would happen if businesses were built from the ground up to learn what their customers really wanted? The Lean Startup is the foundation for reimagining almost everything about how work works. Don’t let the word startup in the title confuse you. This is a cookbook for entrepreneurs in organizations of all sizes.”

—Roy Bahat, president, IGN Entertainment

“The Lean Startup is a foundational 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.”

—Noam Wasserman, professor, Harvard Business School

“One of the best and most insightful new books on entrepreneurship and management I’ve ever read. Should be

required reading not only for the entrepreneurs that I work with, but for my friends and colleagues in various industries who have inevitably grappled with many of the challenges that The Lean Startup addresses.”

—Eugene J. Huang, partner, True North Venture Partner

“In business, a ‘lean’ enterprise is sustainable efficiency in action. Eric Ries’s revolutionary Lean Startup method will help bring your new business idea to an end result that is successful and sustainable. You’ll find innovative steps and strategies for creating and managing your own startup while learning from the real-life successes and collapses of others. This book is a must-read for entrepreneurs who are truly ready to start something great!”

—Ken Blanchard, coauthor of The One Minute Manager®
and The One Minute Entrepreneur

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For Tara

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About the Author

ERIC RIES is an entrepreneur and author of the popular blog *Startup Lessons Learned*. He cofounded and served as CTO of IMVU, his third startup. He is a frequent speaker at business events, has advised a number of startups, large companies, and venture capital firms on business and product strategy, and is an entrepreneur-in-residence at Harvard Business School. His *Lean Startup* methodology has been written about in the *New York Times*, the *Wall Street Journal*, the *Harvard Business Review*, the *Huffington Post*, and many blogs. He lives in San Francisco.

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