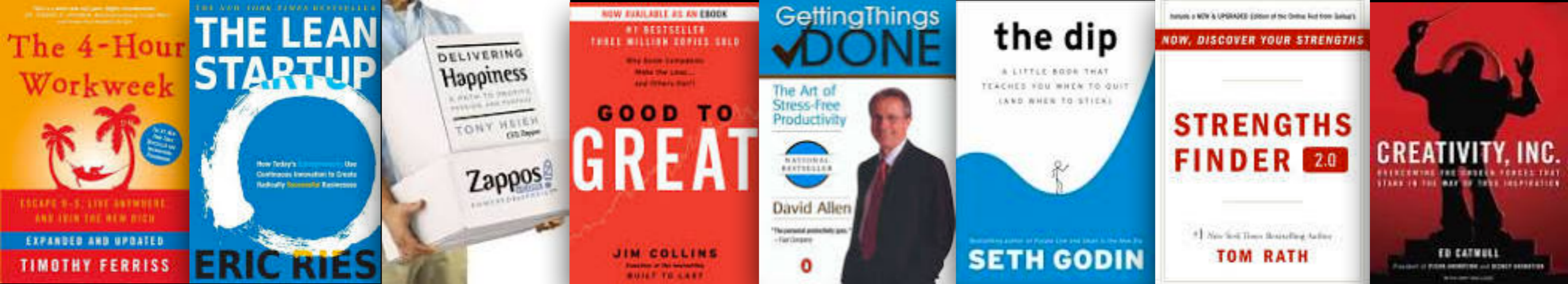


THE LEAN STARTUP

HOW TODAY'S ENTREPRENEURS USE
CONTINUOUS INNOVATION TO
CREATE RADICALLY
SUCCESSFUL BUSINESSES

BOOK BY ERIC RIES
SLIDES BY RYAN BATTLES

RIES, ERIC. THE LEAN STARTUP: HOW TODAY'S
ENTREPRENEURS USE CONTINUOUS INNOVATION TO
CREATE RADICALLY SUCCESSFUL BUSINESSES. NEW
YORK: CROWN BUSINESS, 2011.



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“STARTUP SUCCESS CAN BE
ENGINEERED BY FOLLOWING THE
PROCESS, WHICH MEANS IT CAN BE
LEARNED, WHICH MEANS IT CAN BE
TAUGHT.”

- ERIC RIES

#1

ENTREPRENEURS ARE
EVERYWHERE

YOU DON'T HAVE TO
WORK IN A GARAGE TO
BE IN A STARTUP

"THINK BIG. START SMALL.
SCALE FAST."

-VIVEK KUNDRA

THERE'S NEVER BEEN A
BETTER TIME TO
INNOVATE

#2

ENTREPRENEURSHIP IS
MANAGEMENT

" ANTI-MBA BIAS HARMS THE
ENTREPRENEURSHIP ECOSYSTEM
AND LIMITS OPPORTUNITIES EVEN
FOR STARTUPS THAT DON'T EMPLOY
A SINGLE MBA. "

A STARTUP REQUIRES A NEW KIND
OF MANAGEMENT SPECIFICALLY
GEARED TO ITS CONTEXT OF
EXTREME UNCERTAINTY.

"ENTREPRENEUR" SHOULD BE
CONSIDERED A JOB TITLE IN ALL
MODERN COMPANIES THAT DEPEND
ON INNOVATION FOR THEIR FUTURE
GROWTH.

#3

VALIDATED LEARNING

STARTUPS EXIST TO
LEARN HOW TO BUILD A
SUSTAINABLE BUSINESS

THIS LEARNING CAN BE
VALIDATED SCIENTIFICALLY
BY RUNNING FREQUENT
EXPERIMENTS

GO ON AN AGILE DIET QUICKLY.
WITH A PRODUCT DEVELOPMENT
TEAM THAT IS NOT SHIPPING, ANY
AGILE METHODOLOGY WILL SURFACE
MAJOR PROBLEMS QUICKLY.

GET PRODUCT INTO
CUSTOMERS' HANDS.

BUILD TOOLS FOR THE
SALES TEAM THAT REDUCE
THE TIME INVESTMENT
REQUIRED FOR EACH SALE.

#4

BUILD-MEASURE-LEARN

THE FUNDAMENTAL ACTIVITY OF A
STARTUP IS TO TURN IDEAS INTO
PRODUCTS, MEASURE HOW CUSTOMERS
RESPOND, AND THEN LEARN WHETHER
TO PIVOT OR PERSEVERE.

ALL SUCCESSFUL STARTUP
PROCESSES SHOULD BE
GEARED TO ACCELERATE
THAT FEEDBACK LOOP.

#5

INNOVATION ACCOUNTING

TO IMPROVE ENTREPRENEURIAL
OUTCOMES, AND TO HOLD
ENTREPRENEURS ACCOUNTABLE, WE NEED
TO FOCUS ON THE BORING STUFF: HOW
TO MEASURE PROGRESS, HOW TO SETUP
MILESTONES, HOW TO PRIORITIZE WORK.

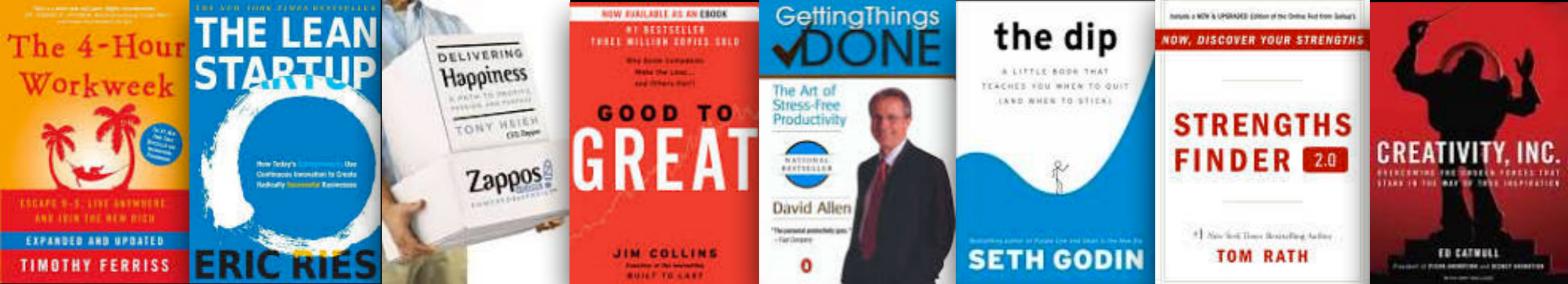
THIS REQUIRES A NEW
KIND OF ACCOUNTING,
SPECIFIC TO STARTUPS.

THIS HAS BEEN A BRIEF OVERVIEW OF
THE MAIN IDEAS OF THE LEAN STARTUP*

- BUY THE BOOK FOR THE FULL EXPERIENCE! -

*RIES, ERIC. THE LEAN STARTUP: HOW TODAY'S ENTREPRENEURS USE CONTINUOUS INNOVATION
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