



Tickets now available for the 2013 Lean Startup Conference, Dec 9-11 in SF [Check it out](#)



# THE LEAN STARTUP

THE MOVEMENT THAT IS TRANSFORMING HOW  
NEW PRODUCTS ARE BUILT AND LAUNCHED

*"Offers new ways to cut work time and  
investment"*

Entrepreneur



Learn More »



Buy the Book

Available Now!

## SIGN UP FOR THE LEAN STARTUP NEWSLETTER

Get updates and exclusive content direct from Eric Ries

My Email

Send



[Join us on Facebook](#)



[Follow along on Twitter](#)

## BENEFITS OF THE LEAN STARTUP

Be more innovative.  
Stop wasting people's time.





Be more successful.

*"Lean Startup isn't about being cheap [but is about] being less wasteful and still doing things that are big."*

The Lean Startup Principles »



PRINCIPLES OF THE LEAN STARTUP [LEARN MORE](#)

# Build-Measure-Learn



*Lean Startups can operate with much less waste*


Learn how »





# 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 healthcare, 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

[Lean Startup Process In Detail »](#)

[See the Case Studies »](#)

## LEAN STARTUP CASE STUDIES



Dropbox revolutionized file-sharing by making an extremely easy-to-use, seamless application. [LEARN MORE](#)

MEET-UPS ARE HAPPENING EVERYWHERE



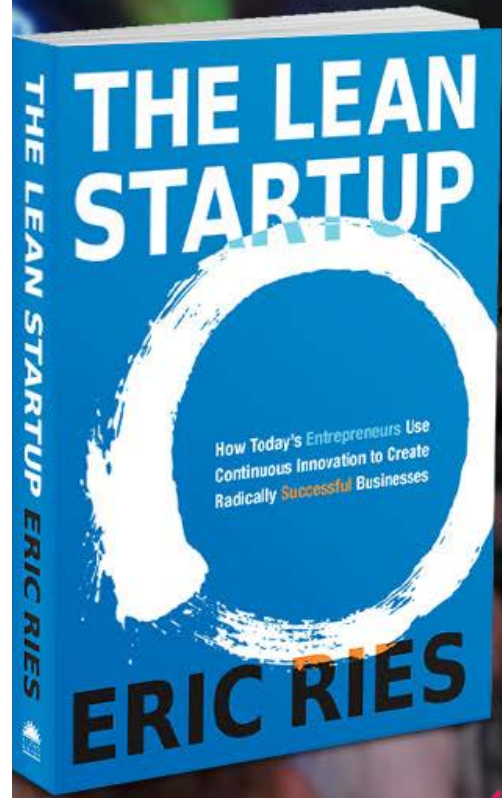


→ COVE  
(Makes Sense on  
ZINUS App)

→ AGGUS  
PRODUCTS

→ DIVEO WATER

[Learn More »](#)



# GET THE LEAN STARTUP BOOK

## WHY GET THE BOOK?

Do one important thing: make better, faster business decisions. **Vastly better, faster business decisions.** Bringing principles from lean manufacturing and agile development to the process of innovation, the Lean Startup helps companies succeed in a business landscape riddled with risk. This book shows you how.

[About the Author](#)

[Get the Book »](#)



ABOUT  
the Author  
ERIC RIES

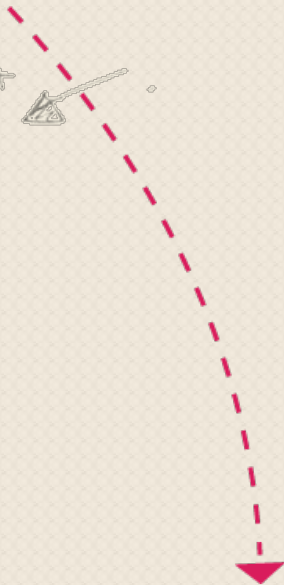
Eric Ries is an entrepreneur and author of the New York Times bestseller *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Business*, published by Crown Business.

He serves on the advisory board of a number of technology startups, and has consulted to new and established companies as well as venture capital firms. In 2010, he was named entrepreneur-in-residence at Harvard Business School and is currently an IDEO Fellow. Previously he co-founded and served as CTO of IMVU, his third startup. In 2007, BusinessWeek named him one of the Best Young Entrepreneurs of Tech. In 2009, he was honored with a TechFellow award in the category of Engineering Leadership. The Lean Startup methodology has been written about in The New York Times, The Wall Street Journal, Harvard Business Review, Inc. (where he appeared on the cover), Wired, Fast Company, and countless blogs. He lives in San Francisco.



Get Involved with Lean Startup

2. Best of Movement  
"Buy" "or Buy" Join



Find us on Facebook

**Eric Ries**

Like Like

Like Like

You like this.

You and 13,454 others like Eric Ries. 13,454 people like Eric Ries.

Attend a Lean Startup Meetup

Meetups are Happening Around the World

94 Cities  
17 Countries

Happening Everywhere

Find Your Nearest One »



SIGN UP FOR THE LEAN STARTUP NEWSLETTER

Get updates and exclusive content direct from Eric Ries

My Email

Send

RESOURCE LINKS

The Lean Startup movement has gone global.

However, the most important resources are **local** - being embedded in a startup ecosystem is an important part of entrepreneurship. These ecosystems are sprouting up in increasingly more startup hubs around the world.

IF you want to learn more about the Lean Startup and meet other people who want to do the same, check out our resources



Lean Startup Meetup Groups

You can find a real-time map of groups [here](#). You can also find a list of cities where people are interested in starting a new group and tools to set one up yourself.



The Lean Startup Wiki

Some Lean Startup groups don't use Meetup.com to organize. The Lean Startup Wiki is maintained by volunteers and includes a comprehensive list of events and other resources [here](#).



The Lean Startup Circle

This is the largest community of practice around the Lean Startup, happening online. If you have a question about how Lean Startup might apply to your business or industry, [here](#) is a great place to start.



Conferences

Eric runs regular Lean Startup Conferences. More details are available [here](#).

Lean Startup In The Press »

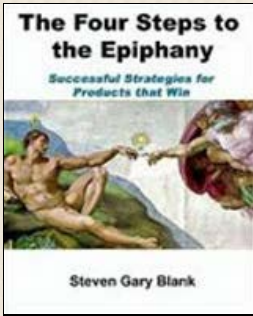
The Lean Series

Essential books for Entrepreneurs and Innovators



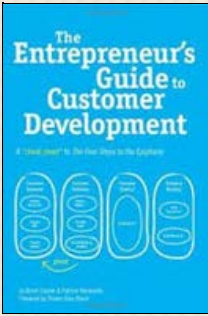


The Lean Series, curated by Eric Ries, is a collection of books written by the best people in the field, on topics that matter. The authors dive down into Lean Startup implementation-level details, providing readers with information they can immediately put to use.



The Four Steps to the Epiphany

➤ Steve Blank  
Steve Blank's The Four Steps to the Epiphany: The original book about customer development and an indispensable guide. Get a copy [here](#). Steve also maintains an active and excellent blog [here](#).



The Entrepreneur's Guide to Customer Development

➤ Brant Cooper & Patrick Vlaskovits  
Brant Cooper and Patrick Vlaskovits' The Entrepreneur's Guide to Customer Development: A gentle introduction to customer development. Buy it [here](#).



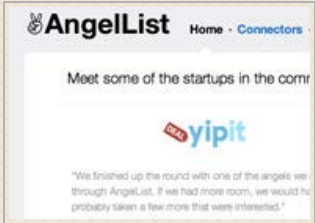
[blog.500startups.com](http://blog.500startups.com)  
➤ Dave McClure  
Dave McClure's blog: [here](#) and the venture firm he founded, '500 Startups', blog: [here](#). Dave is an expert in startup metrics.



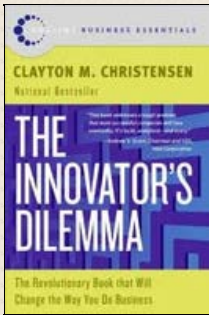
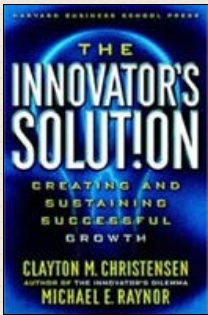
[www.startup-marketing.com](http://www.startup-marketing.com)  
➤ Sean Ellis  
Sean Ellis' Startup Marketing Blog about integrating marketing into ideas: [here](#).



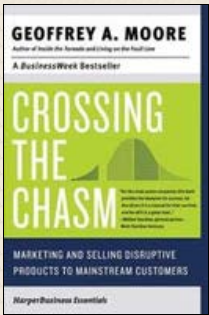
[www.andrewchenblog.com](http://www.andrewchenblog.com)  
➤ Andrew Chen  
Andrew Chen's blog Futurist Play about viral marketing, startup metrics, and design: [here](#)



[www.angel.co](http://www.angel.co)  
➤ Babak Nivi  
Venturehacks and Angel List which matches startups and investors around the world: [here](#)



The Innovator's Solution and The Innovator's Dilemma



Crossing the Chasm



› Clayton M. Chrisensen

› Geoffrey A. Moore

hosted by:  
**(mt) mediatemple**

donated by:  
**DIGITAL TELEPATHY**  
*Design Agency*