



# The Lean Startup: In-Depth Summary - original book by Eric Ries - summary by edify.me

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**This is an in-depth, chapter-by-chapter summary of Eric Ries's best-selling book *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*.** In this summary, Ries presents a practical and insightful approach to building products and launching startups. Based on his experience as an entrepreneur and drawing concepts from lean manufacturing and other disciplines, Ries has created a framework for systematic innovation to maximize the chances of startup success.

## **In this summary:**

- **Introduction:** 5 principles of the lean startup method.
- **Chapter 1 - Start:** Why companies fail; understanding vision, strategy and product.
- **Chapter 2 - Define:** The true definition of a “startup”; lessons on innovation from SnapTax and Intuit.
- **Chapter 3 - Learn:** Lessons from IMVU’s mistakes; validated learning, scientific testing and reducing waste.
- **Chapter 4 - Experiment:** 4 reasons experiments are better than research; value and growth hypotheses; how to run an experiment.
- **Chapter 5 - Leap:** Leap of faith assumptions; *genchi genbutsu*; customer archetypes.
- **Chapter 6 - Test:** Minimum viable product (MVP); 4 fears of MVPs.
- **Chapter 7 - Measure:** The 3 A’s, 3 steps and 3 tools of innovation accounting; actionable metrics.
- **Chapter 8 - Pivot (or Persevere)** When to pivot; 5 points about pivots; 10 types of pivots.
- **Chapter 9 - Batch:** Single piece flow; benefits of small batches; continuous deployment; the andon cord; “pull” hypotheses.
- **Chapter 10 - Grow** 4 types of sustainable growth; 3 engines of growth; quantifying product / market fit.
- **Chapter 11 - Adapt** Adaptive organizations; the 5 whys; proportional investments.
- **Chapter 12 - Innovate** Portfolio thinking; startups within an organization; the innovation sandbox.

**Estimated reading time: 40 minutes**

**Original Book: 5:05 hours**

**You Save: 4:25 hours**

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In addition to saving time, this summary is designed for:

- **Readability:** clear, concise and well-written for easy reading.
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