

What is the Lean Startup Methodology?

Lean Startup, championed by Eric Ries, transforms business strategy with its iterative approach. Focused on creating a Minimum Viable Product, constant measurement, and adaptive learning, it accelerates innovation by swiftly responding to customer feedback. This concise introduction encapsulates the essence of Lean Startup's dynamic and customer-centric methodology.

→ <https://theleanstartup.com/>

Build-Measure-Learn

A core concept in Lean Startup, this method involves building a minimal version of a product, measuring its performance, and learning from user feedback to iteratively improve.

Minimum Viable Product

MVP is the simplest version of a product that allows a startup to gather maximum learning about customers with minimal effort, helping to validate assumptions.

Validated Learning

Lean Startup emphasizes testing assumptions through experiments to obtain validated learning from actual product usage and customer behavior.

Pivot

A pivot is a fundamental change in a startup's product strategy, guided by feedback and learning, without changing the overall vision.

Continuous Deployment

Releasing frequent, small updates to the product to gather rapid feedback, reduce time to market, and facilitate quick iteration.

Customer Development

Actively engaging with potential customers to understand their problems and needs, guiding the development and refinement of the product.

Split Testing (A/B Testing)

Comparing two versions (A and B) of a product or feature to determine which performs better, aiding in data-driven decision-making.

Innovation Accounting

Establishing actionable metrics to measure progress and gain insights into whether a startup is moving closer to its goals.

Lean Thinking

Inspired by Lean manufacturing, this philosophy emphasizes eliminating waste, improving efficiency, and focusing on delivering value to the customer.

The Five Whys

A problem-solving technique that involves asking "why" five times to identify the root cause of an issue, aiding in effective problem resolution.



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