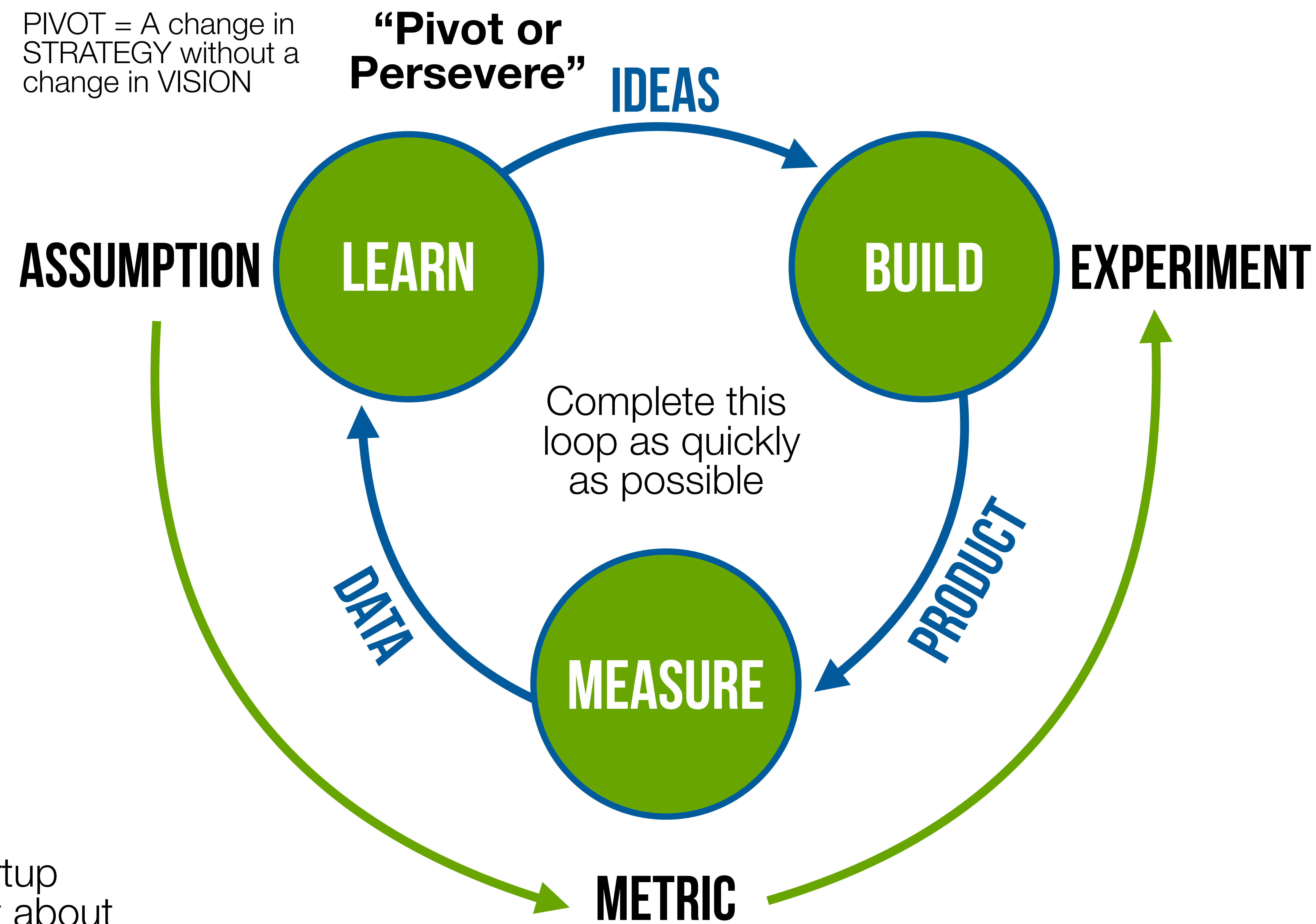


THE LEAN STARTUP CHEATSHEET

PIVOT = A change in STRATEGY without a change in VISION



VALIDATED LEARNING

“We must learn what customers really want, not what they say they want or what we think they should want. We must discover whether we are on a path that will lead to growing a sustainable business.”

ERIC RIES

Author, The Lean Startup

The Customer decides what's **viable**

MINIMUM VIABLE PRODUCT

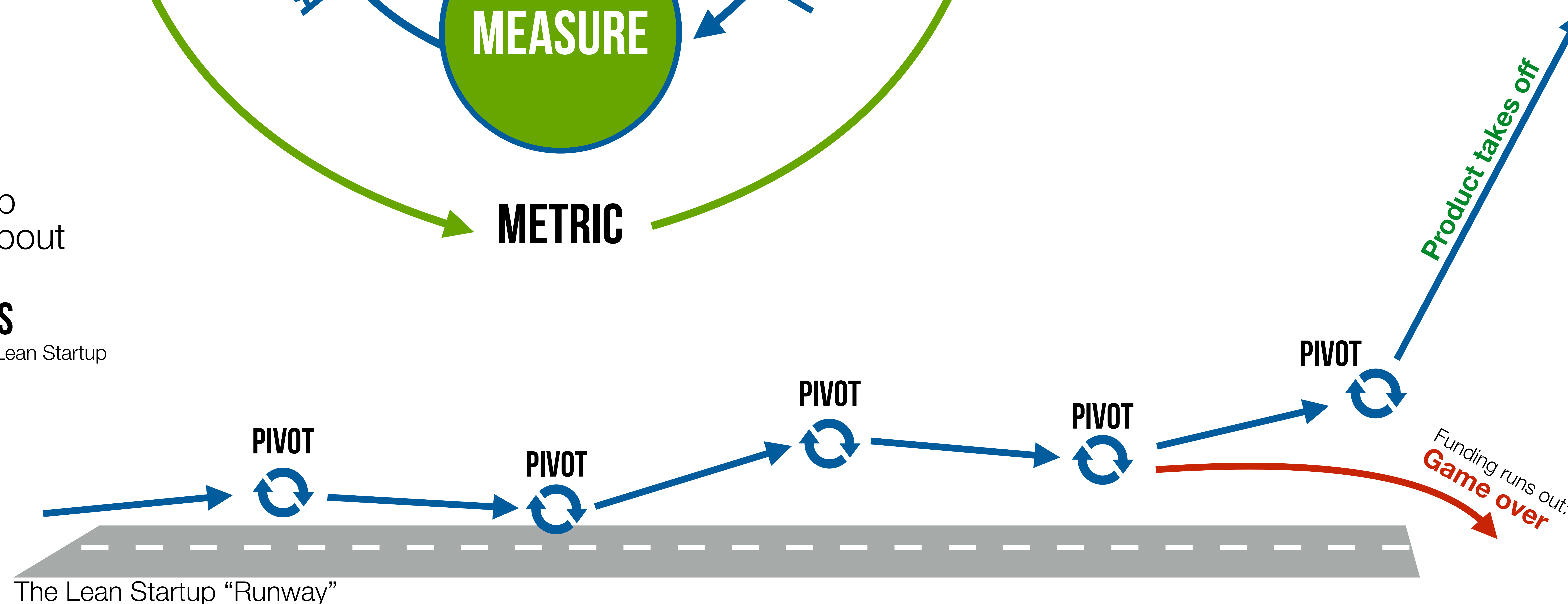
You decide what's **minimal**

An experiment

“The lean startup method is not about cost, it's about speed.”

ERIC RIES

Author, The Lean Startup



DEVELOPMENT THAT PAYS