

The Lean Startup

Business & Management

Build, measure, learn — and why the loop runs in that order backwards.

Plan the loop in reverse; run it forwards.

1

Identify the riskiest assumption

The one that, if wrong, makes everything else pointless.

2

Define the metric

What result would confirm or kill it? Decide before building.

3

Build the minimum test

The smallest thing that produces that measurement.

4

Measure

Against the threshold you set beforehand.

5

Persevere or pivot

A pivot changes one element of the model and keeps the rest.

KINDS OF PIVOT

Customer segment

Problem

Channel

Revenue model

Platform

An MVP is the smallest thing that produces validated learning — not a small version of the finished product.