



A schematic summary of Eric Ries' "The lean startup"

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Do you know how to build a minimum viable product or how to sell it to early adopters?

"The Lean Startup" introduces powerful concepts and illustrates these with many case studies.

This schematic summary outlines the most important elements from the book with brief explanatory notes. Each of the main chapters is represented in a full page high resolution mind map including explanatory notes, which help you quickly to remember the core concepts and to save time; "Because a picture is worth a thousand words."

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"The goal of a startup is to figure out the right thing to build - the thing customers want and will pay for - as quickly as possible. In other words, the Lean Startup is a new way of looking at the development of innovative new products that emphasizes fast iteration and customer insight, a huge vision, and great ambition, all at the same time." [20]

A startup has to prove as quickly as possible that it can produce value and is able to grow and thus sustain itself. The lean startup method uses validated learning to find out quickly what works or sells and what doesn't by interacting closely with the first customers.

"Build it and they will come" is a myth. Many startups fail, because they worry about the product first and assume customer demand will be there automatically.

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